

How SSE is Achieving a Net Zero World with Data Upskilling

SSE, the UK's leading renewable energy generator, is committed to a net zero world, with data at the heart of its mission. For SSE, data skills are crucial for driving innovation and business performance. Facing the challenge of fostering a common data language and culture, SSE partnered with DataCamp for Business to address the gap in on-demand learning, thereby accelerating data skill acquisition across the organization.

How SSE is Leveraging Data to Achieve a Net-Zero World

SSE is the leading generator of renewable energy in the UK and is committed to ushering in a net zero world. SSE's mission centres on delivering clean energy through its network of renewable energy assets, and its distribution and transmission networks.

Data rests at the heart of this mission, as data enables the wider SSE organization to innovate at scale. As a result, data transformation is foundational for SSE. The group's data strategy rests on three principles:

- **Trusted data quality:** Prioritizing the integrity and accuracy of data across all operations.
- **Wide-scale data sharing:** Promoting the free flow of data within the organization to enhance collaboration and innovation.
- **Data culture for all:** Developing a data-fluent workforce, enabling every employee to leverage data in their roles.



We see data being managed as an asset, and our mission is to create trusted, readily available data products that drive innovation and business performance

ASHAR KHAN, CHIEF DATA OFFICER AT SSE

This comprehensive data strategy is designed to support SSE's operating model, where decentralized data teams work alongside various business units, leveraging data to drive organizational value and support SSE's mission.

A key challenge in scaling this model is enabling everyone to speak a common data language, which necessitated the need for an on-demand learning partner.

The Challenge: Accelerating a Data Culture with On-Demand Learning

SSE quickly identified that nurturing a robust data culture was essential for achieving broader data success across the organization. SSE embarked on a mission to embed data culture deeply within its teams. The basic foundations of SSE's data culture revolved around:

- **Speaking a common data language:** Ensuring everyone across the organization understands and uses data-related terms consistently regardless of role.
- **Levelling the playing field between experts & non-experts:** Democratizing data knowledge so that all employees, regardless of their technical background, can engage with data confidently.
- **Data storytelling & communication:** Empowering employees to interpret data and share insights in a compelling and accessible way.



Building a data culture is really about empowering people to talk the same language. Data is a relatively new area for some people. So the data culture program is about opening up the data community to a wider audience and levelling the playing field between everyone.

ASHAR KHAN, CHIEF DATA OFFICER AT SSE

To build its data culture, SSE rolled out a blended learning program, focusing on:

- **Classroom learning:** Structured sessions for foundational and advanced data skills.
- **Social learning:** Collaborative experiences for knowledge sharing among peers.

Despite the success of their learning program, SSE identified a gap in on-demand, practical learning resources that fuel continuous learning for their different team members. To address this, SSE partnered with DataCamp for Business, selecting it for its extensive focus on data skills and its interactive, engaging learning experience.



The gap was in on-the-job and continuous learning; we needed on-demand resources beyond our live classroom program. On-demand learning is crucial for developing job skills and enabling everyone to invest in their professional development

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How SSE Scaled On-Demand Learning with DataCamp for Business

SSE began its partnership with DataCamp for Business by running a pilot with a small cohort of learners. SSE expanded the program to include 120 learners, enabling a larger pool of employees to enhance their data capabilities.

The partnership with DataCamp provided SSE employees with access to cutting-edge data skills, significantly impacting the pace and efficiency of various projects. A notable example is a network load balancing project, where machine learning skills acquired through DataCamp enabled the team to iterate and deliver results more swiftly.



We've been putting machine learning in place for our networks business to understand the energy load on the network. This is a huge piece of work for network load modelling, which is critical for understanding who's using your network and how much capacity you have. The ability to rapidly upskill on machine learning and iterate on custom models has been somewhat of a game changer for us

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Furthermore, DataCamp's robust reporting and analytics features, along with its gamification and leaderboard systems, played a crucial role in fostering a competitive yet collaborative learning environment. These elements were instrumental in building excitement around learning, contributing significantly to building a vibrant data culture within SSE.



We have a ritual where we award top learners on the DataCamp Leaderboard with gold, silver & bronze medals. Learners really like the gamified learning experience and it's been a powerful engagement tool for us.

ASHAR KHAN, CHIEF DATA OFFICER AT SSE



Program Results

The partnership with DataCamp for Business has yielded impressive results, with significant participation across SSE:

- **Number of learners:** 120
- **Hours learned on DataCamp:** 1610
- **XP earned on DataCamp:** 1,389,341
- **Skills acquired:** Python, SQL, Power BI & Theory

These metrics not only reflect the scale of engagement with the DataCamp platform but also the depth of learning and skill acquisition among SSE employees.

Downstream results of this initiative have been equally impressive, with notable improvements in key areas such as:

- **Improved retention of talent:** Access to continuous learning and upskilling has contributed to higher levels of employee satisfaction and retention.
- **Increased attraction of talent:** The partnership with DataCamp has enhanced SSE's employer brand, making it more attractive to prospective talent passionate about data and continuous learning.
- **Faster projects & iteration lifecycles:** Upskilling has empowered SSE teams to undertake and deliver projects with greater agility, facilitating faster iterations and more innovative solutions.

Looking ahead, SSE plans to expand its partnership with DataCamp by introducing custom learning tracks tailored for new graduates and new joiners, aiming to seamlessly integrate fresh talent into its data-driven culture. This will ensure that all employees, regardless of their tenure, are equipped with the essential data skills needed to contribute effectively to SSE's mission towards a net zero world.



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