

How Bankinter Upskilled 700+ Employees with DataCamp

Bankinter, a leading Spanish bank, partnered with DataCamp for Business to address the critical need for advanced data and AI skills. They rolled out over 60 custom learning paths for various teams, focusing on upskilling more than 700 employees in Python, SQL, Power BI, and data literacy through engaging Spanish-language courses.

As a result, Bankinter fostered a data-driven culture, achieving significant metrics: 700+ learners upskilled, 8,264 chapters completed, 7,649 hours learned, and 9,166,853 XP earned.

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The Data and AI Skills Imperative for Bankinter

Bankinter, one of Spain's leading banks, recognized the critical need for advanced data and AI skills to maintain its competitive edge and drive innovation. These skills are essential for better and faster decision-making and accelerating the adoption of state-of-the-art tools.



Upskilling on data and AI allows our people to understand, explore, and analyze data using state-of-the-art processes and tools. This enables better and faster decision-making, enhancing our time-to-market response with innovative products, solutions, and customer-centric approaches

MAGDALENA OZORES AVANZINI, TALENT & DEVELOPMENT MANAGER

Three years ago, Bankinter embarked on a focused upskilling journey, initially targeting its STEM talent with data and AI skills. This initiative aimed to bridge the skills gap in analytical areas, ensuring that employees could effectively leverage modern data tools.

Recognizing the need to scale these efforts, Bankinter extended its program to include everyone within the organization, allowing its workforce across different teams and countries to develop essential data skills and further embed a data-centric culture. This spanned teams from Spain, Luxembourg, Ireland, and Portugal.

A key challenge in scaling the program is tailoring learning paths for every department and individual, which necessitated the need for a partner like DataCamp.


The Challenge: Scaling Personalized Learning Paths at Bankinter

Bankinter quickly recognized the immense value of data and AI upskilling for all its employees. However, the challenge lies in scaling tailored data and AI upskilling across the workforce. Key challenges included:

- **Creating personalized learning paths** at scale for more than 10+ teams and departments
- Ensuring that the **learning experience was engaging** and focused on active learning
- The **content is localized to Spanish**, Bankinter's main working language

To address these challenges, Bankinter partnered with DataCamp for Business. This partnership accelerated their reskilling efforts, allowing everyone to learn essential skills such as Python, SQL, Power BI, ChatGPT, data literacy, and more.

By leveraging DataCamp's platform, Bankinter was able to provide tailored learning paths, Spanish-language courses, and an interactive learning experience for more than 700 employees.



Accelerating Data & AI Skills to Everyone at Bankinter with DataCamp

Bankinter partnered with DataCamp for Business to roll out over 60+ custom learning paths tailored to the unique needs of various teams, including operations, finance, audit, cybersecurity, and more. Each learning path was designed to address specific skill gaps within each department, focusing on the tools and skills different teams use.

To maximize engagement, Bankinter leveraged a variety of tools and strategies. **DataCamp's interactive "learn by doing" experience** allowed employees to apply what they were learning in real-time, making the training practical and engaging. This was especially effective for Power BI courses, which helped employees develop their skills through hands-on practice.




DataCamp's Power BI content has been incredibly useful for our teams because it allows them to develop their skills in a very practical way. We have custom tracks for beginners and advanced learners to improve and grow their skills. The structure and format of the Power BI courses are excellent for learning. I believe it is one of the best tracks DataCamp offers for beginners because it is both practical and highly useful

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Moreover, the release of **Spanish-language courses on DataCamp** was particularly crucial, as it ensured that all employees, regardless of their English proficiency, could fully engage with the content and learn effectively.

Finally, Bankinter introduced **competitions** to further drive engagement and motivation among learners. These competitions created a sense of excitement and challenge, encouraging employees to participate actively and complete their courses.

By offering rewards and recognition for top performers, Bankinter maintained high levels of enthusiasm and commitment throughout the learning process.



The Results: 700 Learners Upskilled at Bankinter

As a result of its program, the impact was significant. Bankinter saw a substantial increase in employees developing critical data and AI skills, leading to notable achievements in learning and engagement metrics:

- **Learners upskilled:** 700+ learners
- **Chapters completed:** 8,264 chapters
- **Hours learned:** 7,649 hours
- **XP earned:** 9,166,853 XP
- **Certifications awarded:** 8 DataCamp Certifications awarded

These results highlight the success of Bankinter's efforts to scale personalized learning and foster a data-driven culture throughout the organization.

As Bankinter gears for the future of their program and their partnership with DataCamp, they are looking to focus their upskilling agenda on data and AI literacy, accelerate onboarding new talent as part of their data academy, and scale data and AI training for even wider audiences within the bank.



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