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Upskilling Everyone: Building AI Capability at Scale

Trusted By:





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datacamp



Agenda

- 1 The Capability Gap
- 2 Traditional Enterprise Learning is Broken
- 3 Upskilling Everyone
- 4 Build Skills Across the Data & AI Stack
- 5 Specsavers
- 6 CBRE

In the AI era, there will be 2 types of companies ...

STEVEN ROSENBUSH

AI-Native Companies Are Growing Fast and Doing Things Differently

Unlike established companies, these startups take AI as the starting point



By Steven Rosenbush [Follow](#)

Feb. 7, 2025 5:00 am ET



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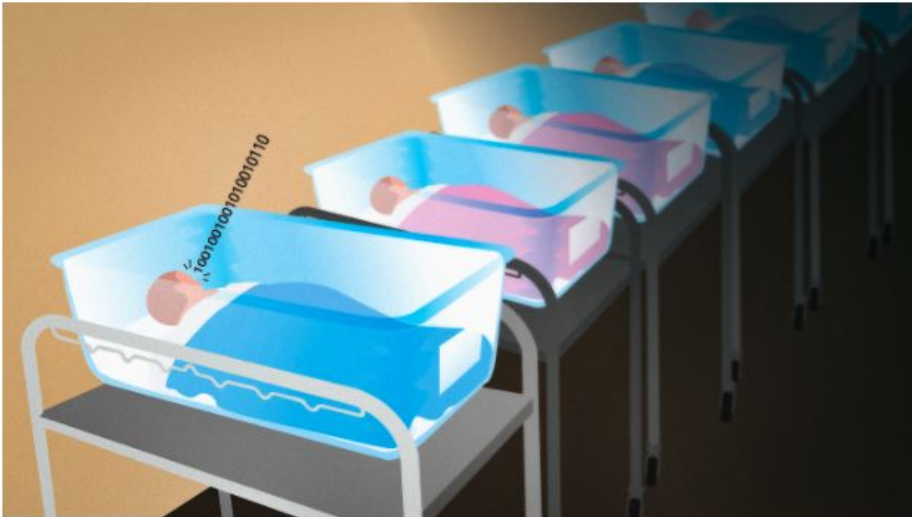
Resize



7



Listen (2 min)



The **winners** will architect their AI future.

- ✓ Treat AI as not just a tool, but a way to augment people.
- ✓ Shift quickly from pilot to embedded AI workflows.
- ✓ Prioritize AI-fluent leadership.
- ✓ See AI upskilling as a strategic advantage.

The **losers** hope AI will happen for them.

- ✗ Treat AI as tech initiative, not business imperative.
- ✗ Trapped in pilot purgatory.
- ✗ Leadership disconnect around AI.
- ✗ Underinvest or wait too long to address the AI skills gap.



How?



The biggest challenge and opportunity with AI is not the technology itself, but **cultivating the human talent and culture** to use it effectively and responsibly.

Companies that master this will lead the next era.

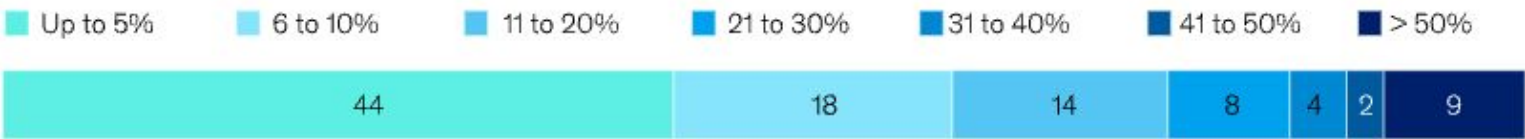


The AI movement: Urgency without readiness

Exhibit 6

Respondents' organizations have begun reskilling employees due to AI use, and respondents expect increased reskilling in the next three years.

Share of employees reskilled in the past year due to AI use,¹ % of respondents



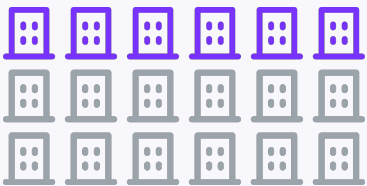
Share of employees expected to be reskilled over the next 3 years due to AI use,² % of respondents



¹Only asked of respondents whose organizations use AI in at least 1 function. Figures were calculated after removing respondents who said "don't know." The question asked, "What share of employees in your organization's workforce have been reskilled in the past year as a result of AI adoption?"

²Only asked of respondents whose organizations use AI in at least 1 function. Figures were calculated after removing respondents who said "don't know." The questions asked, "What share of employees in your organization's workforce do you expect will be reskilled over the next 3 years as a result of AI adoption?"

Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024.



Only 31%
of large orgs
have role-based
AI training

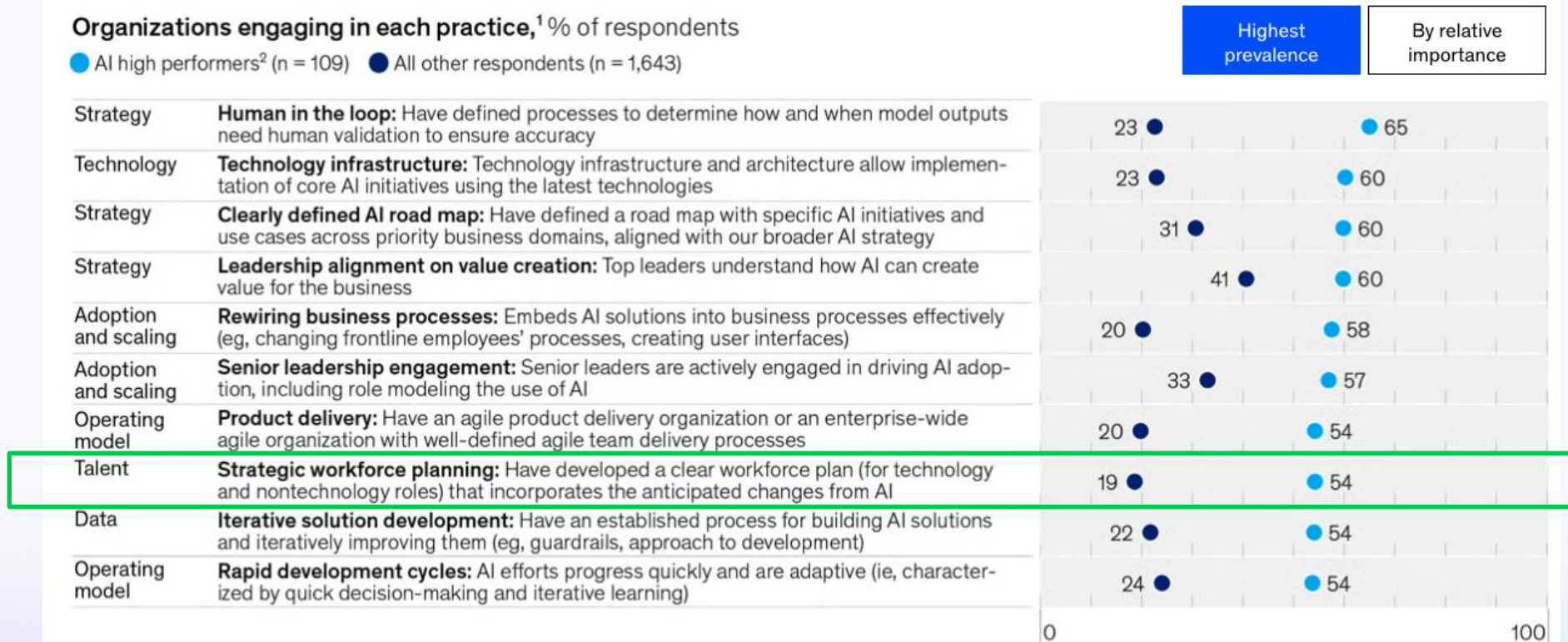


The AI movement: Urgency without readiness

Organizations seeing the largest returns from AI are more likely than others to follow a range of best practices.

Organizations engaging in each practice,¹ % of respondents

● AI high performers² (n = 109) ● All other respondents (n = 1,643)



¹Asked only of respondents who said their organizations regularly use AI in at least 1 business function.

²AI high performers are respondents who reported that more than 5% of their organization's EBIT and "significant value" are attributable to the organization's use of AI.

Source: McKinsey Global Survey on the state of AI, 1,993 participants at all levels of the organization, June 25-July 29, 2025



The Challenge

Enterprises are pouring record budgets into AI (40% per Gartner). **But 67% tell us skill gaps are the #1 barrier* to getting ROI from those investments.**

1. Leaders need fluency, too.

Your decision makers need enough AI fluency to set strategy, govern risk, and spot real opportunities for growth.

2. Teams need to apply AI.

Whether they are analysts, marketers, financiers, etc. Your people need to apply AI inside their daily workflows — not just pass a one-time quiz on it.

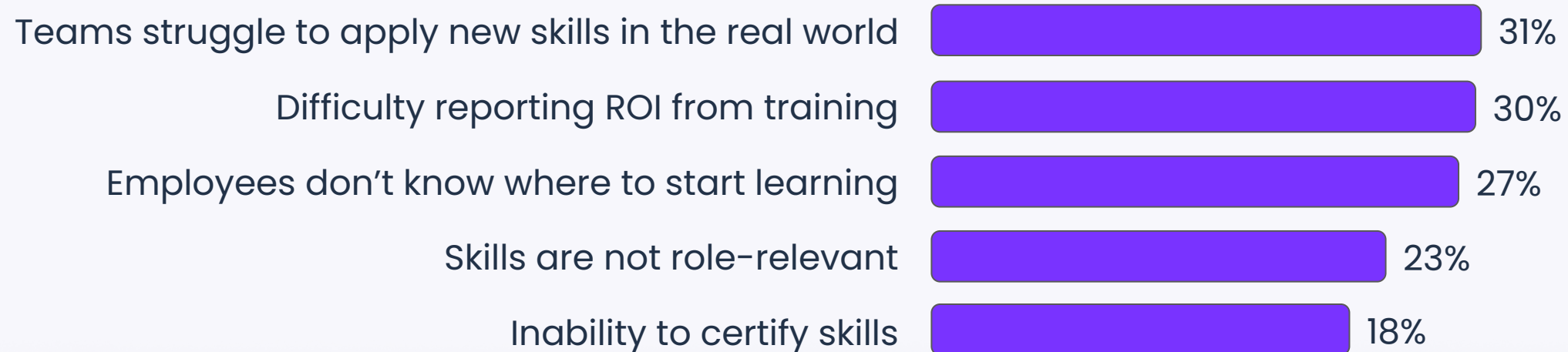
3. Builders need depth.

Engineers and data scientists need real depth. Model fine-tuning, agentic systems, production pipelines, all require your teams to stay on top of the latest technologies.



Upskilling must deliver **business impact**. But traditional enterprise learning is **broken**.

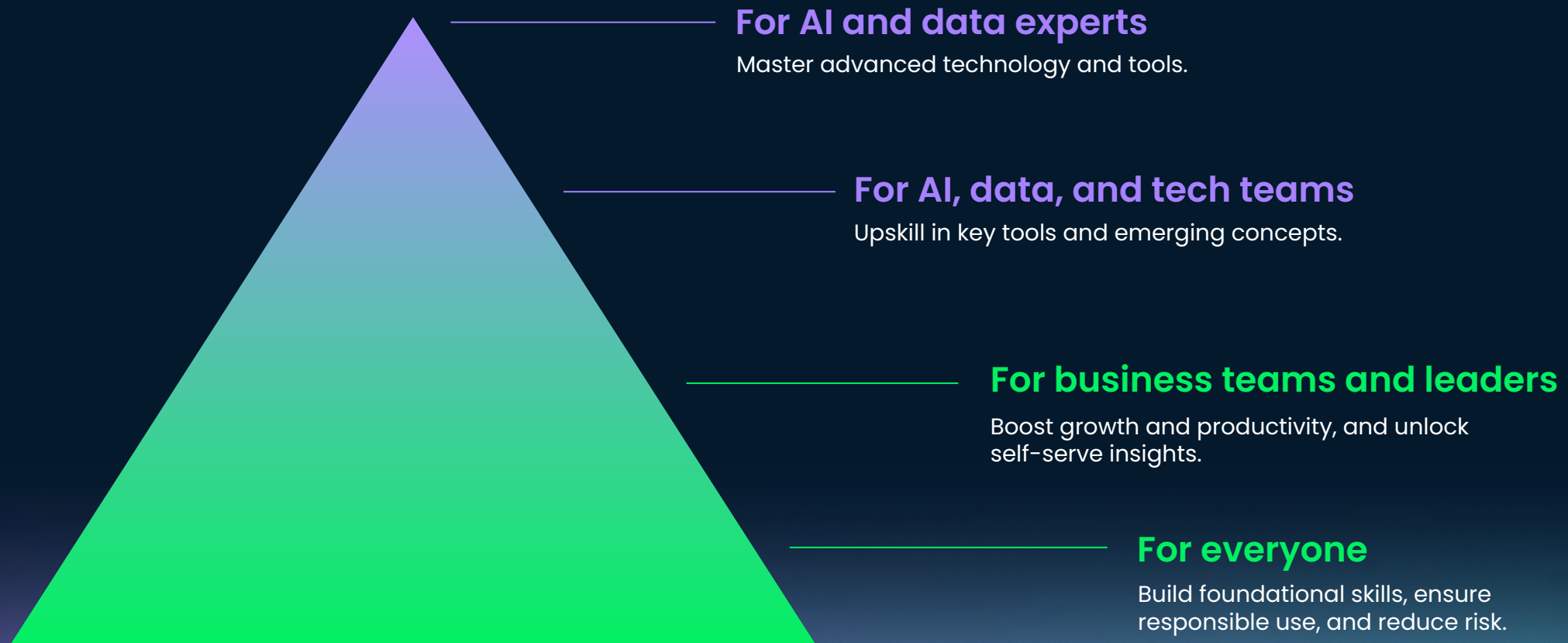
Issues with online learning platforms, according to 500+ leaders



Source: DataCamp State of Data and AI Literacy Report

Additionally → AI Lifecycle ~ 6 Months vs Corp Training Programs ~18 Month

Your upskilling program needs personalized plans for every role, function, and level





Curriculum That Serves Everyone

Senior Leadership

Skills. AI fluency, governance, and decision-making confidence.

Format: short, scenario-based modules or live executive bootcamps built for Boards and Executive Teams making AI bets.

General Workforce

Skills: Embedding AI into their workflow for better writing, forecasting, efficiency, etc. Understanding what tools can help them accelerate their work.

Format: Short and long-form modules focused on real world applications of programming languages or softwares. Virtual machines and projects that get you working on real tasks right away.

Builders

Skills: Model fine-tuning, RAG, agentic systems, production pipelines, MLOps, etc.

Format: Short and long-form modules that go deep into concepts and workflows. Sandboxes to practice in. Guided tutorials and code-alongs to provide guided learning while jumping right into real workflows.



Build skills across the **full AI and data stack**

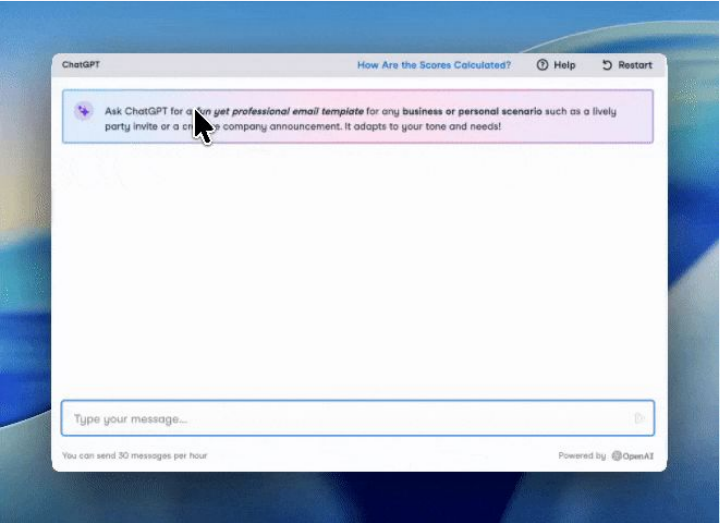
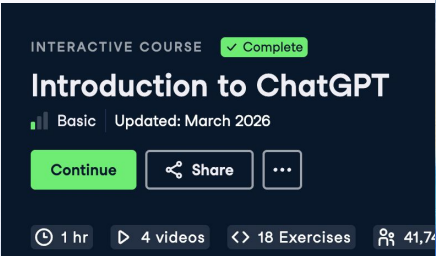
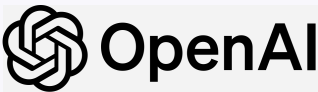
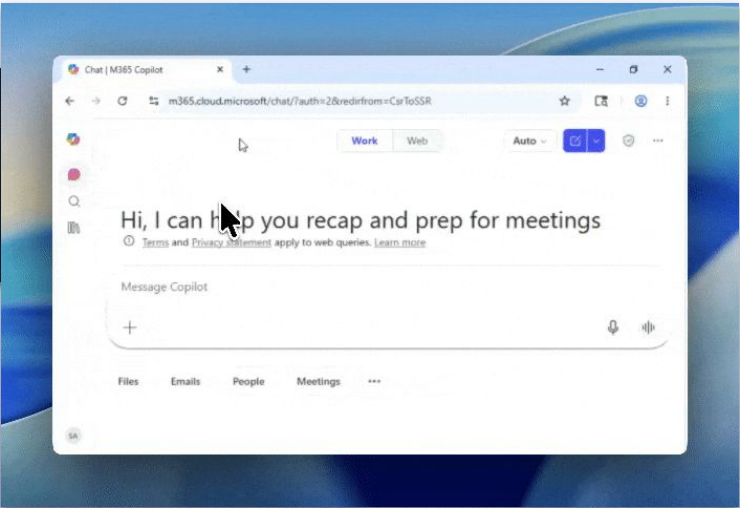
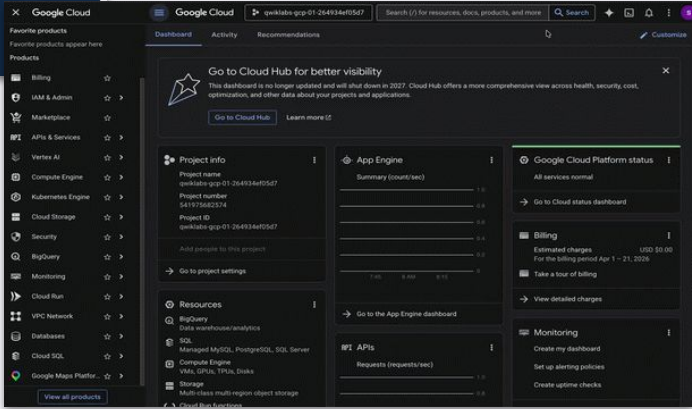
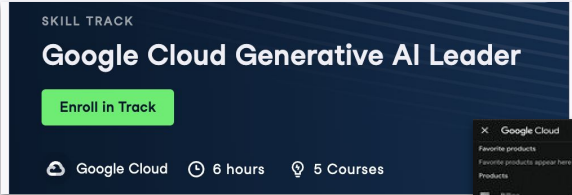
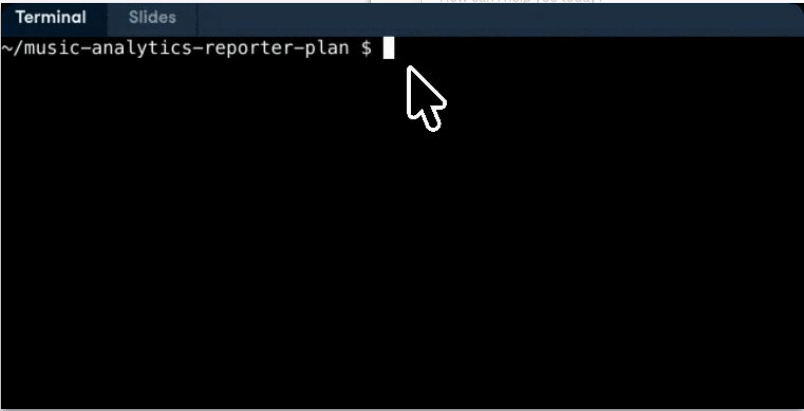
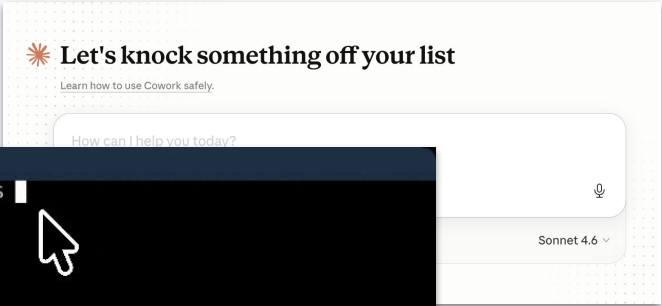


Areas	Example courses and tracks			
AI and Data Fundamentals	Certification Available AI Fundamentals	Certification Available Data Literacy	Certification Available Data Governance & Compliance	Certification Available EU AI Act Fundamentals
Digital Leadership	AI Leadership	Data-driven decision making	AI Strategy	Monetizing AI
Business Intelligence	Certification Available Tableau	Certification Available Power BI	Excel	Certification Available Alteryx
AI Tools	Open AI & ChatGPT	GenAI & Large Language Models	Llama & PyTorch	AI for Developers and Data Scientists
Data Science and Analytics	Certification Available SQL	Certification Available Python	R	Julia
Data and Machine Learning Engineering	ML Engineering	MLOps	Certification Available Data Engineering	Databricks & Snowflake
Cloud and Developer	Certification Available Azure	AWS	Docker and Kubernetes	Git & Shell

500+ interactive courses, 200+ real-life case studies & projects, 90+ curated learning paths, 60+ practice sessions, 10+ certification exams, 310+ expert instructors, and 20+ skill assessments

* this is a non-exhaustive list of curricula in these AI transformation-related areas

Learn AI tools by doing



Case study

How Colgate-Palmolive built an award-winning Data Literacy academy with DataCamp

Key results:

↘ **Enhanced data-driven decision making, time savings and technology adoption**

14,860+ employees
upskilled in AI and Data

80% of learners reported real-world applications
using their new skills directly at work

The challenge

- Staying competitive in the rapidly evolving market
- Upskilling the entire organization in data literacy to enable data-driven decisions

The solution

- DataCamp learning paths to suit all employees and C-suite
- Degreed LMS and SSO integration to enable access at scale

The outcome

- Colgate's unbiased data insights supported the shift from being a supplier to a strategic partner
- An award-winning Data Literacy Academy



Case study

How Yusen Logistics upskills technical and non-technical teams with DataCamp



4 learning personas created

From data specialists, to finance and commercial teams, to HR and operations.

DataCamp Skills Assessments

used to map employees to personas and move up through the ranks

5.5 million XP earned to date



"The Data Academy is to upskill all employees, irrespective of whether they're in IT or finance or they're data people. The thing that I love most about DataCamp is its flexibility."

Ann Guest

Data Governance Manager, Yusen Logistics

The challenge

- Ensuring employees across the organization could confidently work with data.
- Creating a program that would support employees across functions

The solution

- Launched a company-wide Data Academy designed to help employees build data skills in ways that match their role and experience.

The outcome

- Employees earn badges as they progress through the different personas.
- Supporting internal career transitions to data roles
- Applying new analytics skills to increase productivity

Case study

How Specsavers closed critical skills gaps with DataCamp

Key results:



188 hours saved annually per employee

using the skills learned in DataCamp

Supported tool adoption

of PowerBI and DataBricks



"If anyone reading this is considering a new learning platform for company usage, I highly recommend DataCamp."

Benjamin Taylor

Data Enablement Lead, Specsavers

The challenge

- Heavy reliance on Excel
- Lack of Power BI and Databricks skills hindered employee efficiency and placed a strain on the central analytics team

The solution

- Tailored learning paths to address PySpark, Power BI and SQL skill gaps
- Promoting a vibrant data culture through Hackathons and DataLab Challenges

The outcome

- Shifted from Excel to Power BI and Databricks
- Reduced load on core analytics teams

Case study

How **CBRE** created its Data Literacy Program with DataCamp

Key results:



2000+ employees upskilled

across UK and Ireland

Up to 94 hours saved annually per employee

using skills learned in DataCamp

95% of leaders feel data confident



"DataCamp worked hand-in-hand with us throughout our upskilling program and we truly felt as part of one team."

Emily Hayward

Data & Digital Change Manager at CBRE

The challenge

- Drive efficiencies to enhance client outcomes
- Sought scalable, and inclusive data upskilling solution

The solution

- Launched Data Upskilling program with DataCamp
- Created personalized learning paths for various departments: Data Literacy, Excel, Tableau, Power BI, Python, and SQL

The outcome

- On site data days
- Boost in workforce confidence when working with data
- Strong engagement and completion rates



Thank You