



5 Best Practices for Building a Data Academy

Data academies provide a centralized in-house upskilling and reskilling experience for your people where they can learn, collaborate, share, and gain new data skills at scale.



Why launch a data academy?

We live in a new era

Just like the dawn of the computer and internet software required re-imagining modern skills, the era of data literacy is pushing organizations to re-imagine the skills of the future.



Computer literacy
1980



Software / internet literacy
2000



Data literacy
TODAY

77%

of employees are looking to upskill or reskill on data and digital skills

pwc

74%

of employees are overwhelmed when working with data-related tasks

Qlik

88%

of organizations with enterprise-wide data literacy programs have exceeded business goals

accenture

5 best practices for building a data academy

Based on DataCamp for Business customers best practices we've assembled five best practices for building an internal data academy.

1 Tie learning to transformational outcomes

Ensure your learning objectives are aligned to your business goals and avoid setting "skill-based" outcomes. This will help you measure the impact of your training better and ensure high-ROI initiatives get prioritized.

Examples of skill-based outcomes

- ✗ 1,000 people need to be upskilled on Python
- ✗ Front-line workers need to be upskilled on machine learning

Examples of transformational outcomes

- ✓ Reduce tickets sent to the data team by upskilling front-line workers on Tableau and SQL
- ✓ Improve forecast accuracy for supply chain planning with time series analysis skills

2 Focus on driving engagement

Learner participation and engagement is crucial for driving adoption for your data academy. Adopt a frictionless learning environment, and put on your marketing hat to maximize impact.

Think like a marketer

- ✓ Link to your data academy homepage in all your communications
- ✓ Launch an internal podcast
- ✓ Create learner testimony videos
- ✓ Begin a learner of the month program
- ✓ Exclusive events and perks for learners
- ✓ Launch a lunch and learn program with internal experts

Frictionless learning environments

- ✓ Ensure your learning resources are fit for all skill levels, from data consumers to technical learners
- ✓ Prioritize experiential learning experiences that allow learners to apply their skills

3 Work with different learning modalities

Go beyond video-based learning and create a learning eco-system that blends different learning modalities together.

Learning resources at your disposal

Online courses

Choose vendors that help practitioners become application-ready

Blended learning

Combine self-led learning with instructor-led learning to scale your own learning programs

Community of practice

Create a place where learners can discuss their learning journeys

Hackathons & expert talks

Leverage your organization's data experts to further strengthen community

Multimodal learning

Leverage podcasts, webinars, white papers, blog posts, and infographics as part of your learners' journey

4 Create personalized learning paths

Data literacy is not a one-size-fits-all skill. Create personalized learning paths for different personas within your organization.

Common data personas to upskill

Data consumer



Data analyst



Data engineer



Data scientist



5 Measure the impact of your training and iterate

It's critical to measure how the data academy is performing against the transformational outcomes you defined in step #1. Here are common measurement tactics you can adopt.

Measurement tactics to adopt

Leverage assessments

Assessments are great ways to understand skill evolution over time for your learners

Capture engagement and retention metrics

Participation and enrollment rates, and email engagement metrics, can give you a solid impression of how learners are engaged with your program

Adoption metrics

Learning resource completions, XP gained from courses, and amount of time spent on platform can be great proxies for measuring engagement

Measure behavioral change

Measuring how learners interact with data in your organization, impact on transformational outcomes, and retention rates of learners vs non-learners are great indicators of behavioral change and ROI

Get started with a data academies today

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