# datacamp  SCOTTISHPOWER

# Learning on their own terms

## How Scottish Power trains data scientists with DataCamp

Scottish Power has 80 direct competitors in the UK energy retail sector, and they're all selling the same core commodity. It's up to the data science team to drive the insights needed to support the rest of the retail organization, including sales, service, marketing, and additional products like boiler insurance. Their insights drive business decisions that set Scottish Power apart from the competition. The data science team delivers models on everything from churn to lead generation and root cause attribution.

## Establishing a baseline of skills across a diverse team

The data science team comprises of individuals with varying levels of experience and technical skills. Employees come from backgrounds as diverse as astronomy and quantum physics. Scottish Power purposefully recruited for diversity because they value different opinions for the sake of innovation. But they face the challenge of quickly upskilling new hires and establishing a strong baseline of skills across their growing team.



"The key benefit of DataCamp is the flexibility. It's about giving my team the ability to develop themselves and ultimately make themselves more valuable... DataCamp is helping my team to transfer some of their skills in SQL, SAS, and R into Python and what we're building in the cloud."

DUNCAN BAIN, SENIOR DATA SCIENTIST

# Learning Python on their own time

Scottish Power values continuous learning and keeping up with new technologies like Python—which is why they turned to DataCamp. The data science team doesn't have a lot of downtime except when they're waiting for builds to complete in between sprints. DataCamp allows each team member to learn when it's convenient for them.

# Focused learning in machine learning and deep learning

Scottish Power encourages their data scientists to explore the DataCamp curriculum and progress at their own pace. They've been able to leverage many of the skills they've learned in their day-to-day work and productivity has improved. They're especially finding value in DataCamp's Python courses, where they're gaining baseline fitness in machine learning techniques and neural networks. As the data team continues to scale, they're looking to create custom tracks and expand DataCamp usage to other disciplines, like data engineering.

"Through DataCamp I can further develop my existing programming skills…The huge variety of courses makes it easier to learn a specific topic (e.g., text mining, statistical modeling, data visualization, etc…). Recently I've selected a text mining track…I find it very helpful as it sets out what courses I should be doing to achieve the skills I want. In addition to the courses, I find the projects interesting and beneficial to my learning, it gives a real-life application as well as provides an end-to-end modeling process (e.g., from data cleaning to fitting a model)."

**CHERRY SHEK,**
**GRADUATE DATA SCIENTIST**

"I had very little knowledge of Python before starting on DataCamp. Now I feel I could carry out many tasks effectively, and I'm only about halfway through the Data Scientist with Python track—I learn the basics in the courses and then reinforce my abilities by doing the projects, which gives me a better idea of how I'm doing."

**RACHEL BEVERIDGE,**
**GRADUATE DATA SCIENTIST**