DataCamp is helping a French bootcamp address the country's increasing demand for analytics skills

DataBird is a bootcamp dedicated to providing students with the most in-demand data analyst skills in France. Their intensive eight-week program combines in-person lessons, hands-on coding, and presentations from industry experts to help their students grow their coding skills and build a professional network that will help them in their future careers.
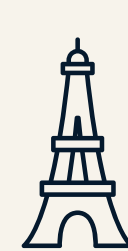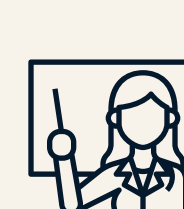
Bootcamp based in Paris

Founded in 2019 by two graduates from HEC, one of France's most prestigious business schools
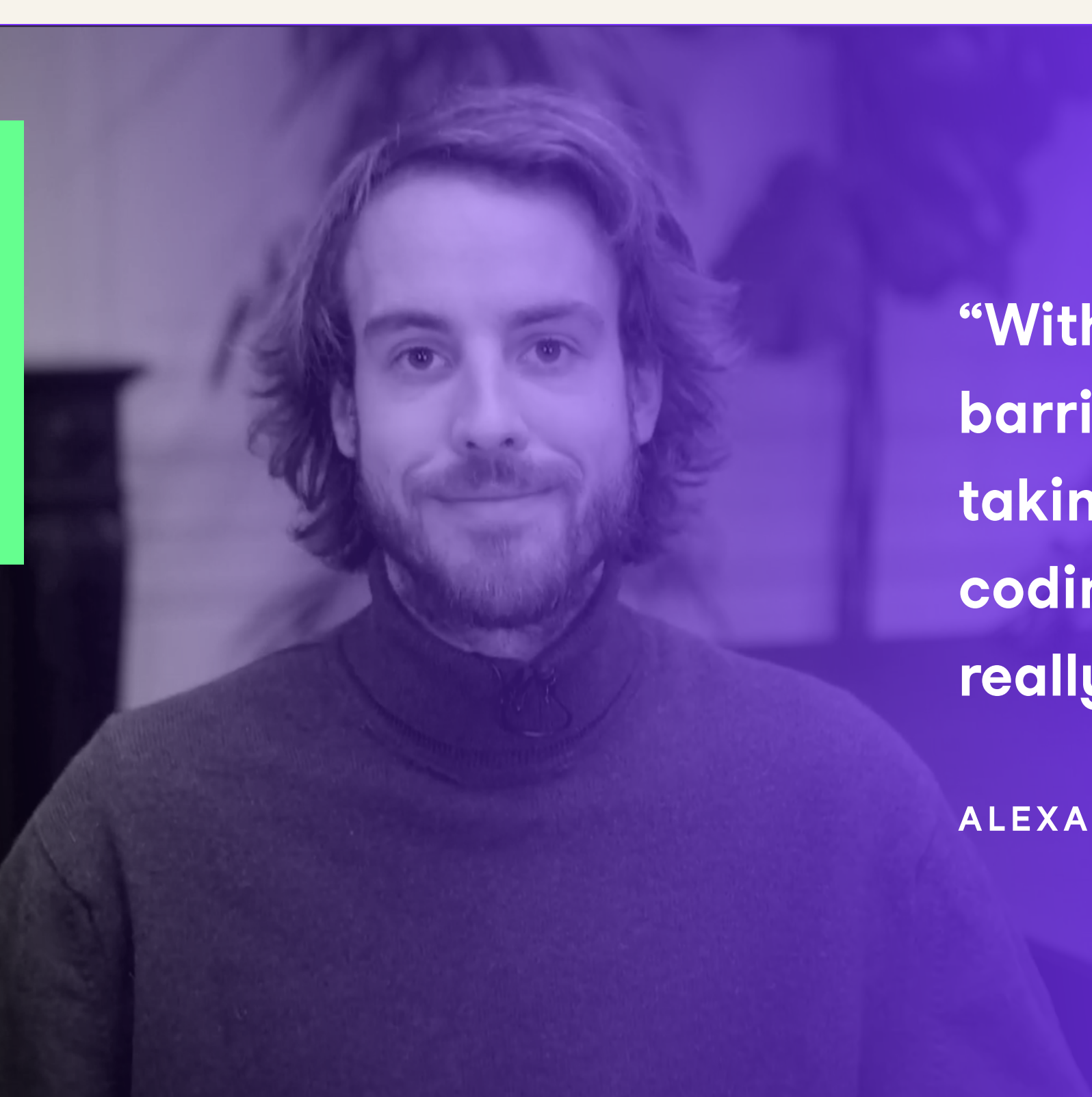
Instructors from companies such as Monoprix, Airbnb, and BlaBlaCar

Teaches the most in-demand skills needed for data analyst positions in France—SQL, Python, Tableau, and Power BI.

"With DataCamp we're able to break the coding barrier much faster. I've seen many students taking DataCamp courses and realizing that coding is not as difficult as they thought, which really gives them a confidence boost."

ALEXANDRE MINY DE TORNACO, CO-FOUNDER AT DATABIRD

DataBird's raison d'être

From finance and insurance to e-commerce and retail, every job in France will be impacted by data. LinkedIn's 2021 "Métiers d'Avenir" (Trades of the Future) report found that there had been a 40% increase in recruitments for data roles in 2020, with "no doubt" that this sector would continue its hiring drive.

Data skills are already in huge demand, and their growth is outstripping that of the talent pool. DataBird was founded to close this growing skill gap, by teaching key analyst skills such as creating tables in SQL, and presenting findings by building dashboards in Python, Tableau, and Power BI.

They sought to create the quickest way to transform learners from complete data novices to job-ready, without compromising on quality. Blending their in-person instruction with easily accessible practice exercises was the best way to achieve this.

40% increase in hiring for data roles in France"

Creating a blended approach to learning

Alexandre used DataCamp during his time at business school and decided it would be a great way to provide DataBird's students with practice exercises. Pairing DataCamp's online content with DataBird's in-person content meant that students could reinforce and expand on what they had learned in class via DataCamp's advanced courses in their own time.

Furthermore, due to the constantly changing nature of data science and the need to constantly reinforce one's learning, DataBird wanted to provide students with a long-term solution to their learning needs. Getting them familiarized with DataCamp and all its features, from courses to practice exercises, meant that students knew how to use a learning solution they could fit around their professional lives as they entered their new jobs.

Upskilling the next generation of France's data talent

DataCamp has helped over 100 DataBird students to kickstart their data analyst careers—going on to join companies such as HEC Paris, Decathlon, Vestiaire Collective, JustEat, DailyMotion, and OpenClassrooms.
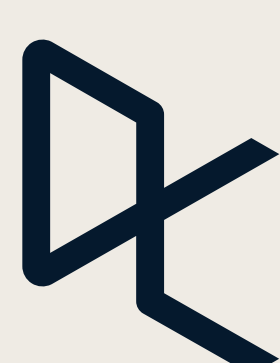
dailymotion   DECATHLON   HEC PARIS   OPENCLASSROOMS

JUST EAT   Vestiaire Collective

"Every job will be impacted by data, and this will happen very soon. Working with DataCamp has been key to our success in getting people job-ready within a short span of time."

ALEXANDRE MINY DE TORNACO, CO-FOUNDER AT DATABIRD

Join 2,000+ companies and 80% of the Fortune 1000 who use DataCamp to upskill their teams.

Learn more

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