



University College Dublin Professional Academy

Ireland's largest university uses DataCamp to
bridge the country's analytics skills gap

University College Dublin (UCD) is Ireland's largest university and one of its most prestigious. Established in 1854, UCD has had a long history of offering high-quality education, and in 2019 they entered the online professional learning sphere with the launch of UCD Professional Academy. The main aim of UCD Professional Academy is to provide ambitious professionals with skills they can take back to their workplaces.



DataCamp gives you everything you need to deliver practical data science courses across various skill sets. The case studies and sequential approach of implementing practical exercises helped me boost student performance, increase student satisfaction, and deliver better learning outcomes. I highly recommend DataCamp to anyone who needs a platform that is very practicality-oriented.

SHUBHAM JAIN, UCD PROFESSIONAL ACADEMY
LECTURER IN DATA ANALYTICS

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Bridging Ireland's data skills gap

As Ireland is home to the European headquarters of many of Silicon Valley's largest companies—including Apple, Google, LinkedIn, and Facebook—ensuring the workforce is on the leading edge of emerging fields is a top priority, such as developments in data science.



“UCD recognized a unique opportunity in Ireland to develop a wider suite of Professional development solutions, which offered high quality, relevant learning outcomes within these fields.”

-ANTONIO PALACIOS, HEAD OF PRODUCT AND COURSE DEVELOPMENT AT
UCD PROFESSIONAL ACADEMY

The solution: A blended-learning approach

UCD Professional Academy identified roles in which widespread data fluency would have the greatest impact. These included marketing, finance, and business administration—roles that require quantitative insights. This enabled UCD Professional Academy to create learning paths that mirrored the common challenges professionals working within these fields frequently encounter.

There were two main reasons UCD Professional Academy chose DataCamp. The first was that integrating our online platform into their courses made them more scalable. The second was that learners could acquire new skills immediately by learning and experimenting with data skills right in the browser with no downloads required.



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DataCamp: An installation-free coding environment

UCD Professional Academy's courses teach real-world skills, and getting hands-on coding practice was key to ensuring this. However, installing software the learner had never used before would not have been a good use of time, either for the instructor or the learner.

DataCamp's learning environment gives learners experience in Python coding without needing to install anything—all they need is an internet connection and a browser.

The end result was a selection of courses that combine DataCamp tracks with live online UCD Professional Academy lectures every week. At the end of the UCD Professional Academy course, students complete and submit a project for evaluation using real-world data that could be used within their professions.

Accelerating Python proficiency

Since its introduction, over 250 professionals have completed the Data Analytics Certification. This adds up to over 700 course completions and more than 9,000 hours learning on DataCamp.

DataCamp has enabled UCD Professional Academy to reach more professionals without compromising on quality, as learners can access much of the course content in their own time and at their own pace. Furthermore, DataCamp has facilitated UCD Professional Academy's modernization through similar hands-on teaching methods.



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

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