

How Specsavers Achieved 4 Hours Time Saved Per Learner Per Week with DataCamp for Business

Specsavers partnered with DataCamp for Business to address critical skill gaps in Power BI and Databricks, resulting in automating routine Excel tasks and reducing the workload of the core analytics teams. Discover how they cultivated a dynamic data culture and realized up to four hours of weekly time savings per employee.



Specsavers

INDUSTRY

Healthcare

FEATURES USED

Interactive exercises, Custom learning paths, Custom Workspace projects, Skill assessments

Summary —

Specsavers faced significant data analytics challenges due to a heavy reliance on Excel and a lack of skills in Power BI and Databricks. Recognizing the urgent need for data upskilling, Specsavers partnered with DataCamp for Business to launch a holistic program to address the skill gaps in Power BI, PySpark, SQL, and Python across its workforce.

Through tailored learning paths, hackathons, challenges, and business-specific DataCamp Workspace projects, they nurtured a vibrant data culture among their learners. With 115 employees now upskilled, Specsavers has seen up to four hours of time savings per employee each week, achieved by transitioning from Excel to Power BI and Databricks.

This shift has not only eased the workload of the core analytics teams but also opened up opportunities for internal talent mobility.

Challenge —

Specsavers faced significant data analytics challenges. Heavy reliance on Excel amongst its workforce and a lack of skills in modern tools like Power BI and Databricks hindered employee efficiency and placed a considerable strain on the central analytics team, causing delays in high-impact projects and Specsavers' data ambitions. Specsavers identified a need for a data upskilling program.

Results —

With 115 employees upskilled via DataCamp, Specsavers achieved up to **4 hours of time savings per employee per week after shifting from Excel to Power BI and Databricks**, ultimately relieving the pressure on the central analytics team.

Moreover, upskilling with DataCamp has become part of codified promotion pathways, leading to improved internal mobility and a vibrant data culture within Specsavers.

Solution —

Specsavers partnered with DataCamp for Business on their data upskilling program, aiming to bridge the skill gaps in Power BI, SQL, PySpark, and Python through a comprehensive and tailored learning program. Additionally, Specsavers worked with DataCamp's Customer Success team to arrange hackathons, design DataCamp Workspace challenges, and promote events to foster a strong data culture amongst its learners.

Want more information on how you can get these results?

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The Need for Decentralized Data-Driven Decision-Making

Specsavers, a leading provider of optometry, audiology and other healthcare services, faced critical challenges in their data analytics processes. Heavy reliance on manual Excel work and significant skill gaps in Power BI and Databricks hindered employee efficiency and prevented them from fully leveraging data-driven decision-making at scale. The central analytics team faced an overwhelming influx of requests, resulting in backlogs and delays in delivering actionable insights. Decentralizing data analytics was urgent for Specsavers, and the need for data upskilling became clear.



We don't want to rely on centralized analytics teams, where requests and tickets pile up, causing huge backlogs and decisions being stuck. We aim for a self-serve culture, where everyone can tell their own data story.

BENJAMIN TAYLOR, DATA ENABLEMENT LEAD AT SPECSAVERS

Specsavers partnered with DataCamp for Business to kickstart its data upskilling program. The goals of the program included:

- **Bridging the Power BI and Databricks skill gaps** to automate Excel work and offload central analytics teams.
- **Increasing Data Literacy** among leadership and employees outside data teams to foster data-driven decision-making.
- **Encouraging internal mobility** and providing opportunities for employees to start data science careers.

Inside Specsavers Data Upskilling Program

To cater to different learner personas, Specsavers collaborated with DataCamp to design tailored learning paths, which included:

1. **Data Scientist With Python Career Track**, designed to help Analysts, who previously entirely relied on Excel, to learn Python, Machine Learning and Spark fundamentals, and potentially transition to a Data Scientist role.
2. **SQL and PySpark for Data Analysis Track**, designed for employees without coding backgrounds to help them transition from Excel to Databricks.
3. **Data Visualization in Power BI, Data Storytelling, and Data-driven Decision Making Tracks**, designed for employees who want to enter a Data Analyst career or automate routine Excel work with Power BI.
4. **Data Literacy Track**, designed to bridge the communication gap between non-technical employees and data teams. It was popular among leadership, as learning paths didn't require coding and could conveniently be completed on mobile phones.


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The learning I have done on DataCamp so far has brought immediate benefits to my everyday work. Working with Databricks is a substantial part of my job description, and thanks to DataCamp and its structured skills tracks, I have been able to refresh my knowledge of PySpark and SQL and fill in the gaps in some areas. No tool is perfect, but DataCamp excels at what it does - teaching the fundamentals.

MARTIN ADAMSKI, ML REPORTING DEVELOPER, COMMERCIAL FINANCE AT SPECSAVERS

Most learning paths also featured **DataCamp Assessments** that helped prove the knowledge and were a valuable prerequisite for employee promotion.

Why Specsavers Chose Datacamp for Business as its Data Upskilling Partner

- **Best Learner experience:** Compared with other learning providers, DataCamp's active learning experience and gamification proved to be the most user-friendly, which was crucial for high learner engagement and motivation at Specsavers.
- **Flexibility:** Specsavers needed to serve different personas, and DataCamp's custom learning paths, competitions, and projects helped them tailor data upskilling to each persona's needs. With Specsavers learners in eleven countries covering multiple time zones, DataCamp allows everyone to develop their data skills at a time that works for them.
- **Industry-leading customer success team:** Having a dedicated Customer Success Manager from DataCamp helped Specsavers launch creative learning programs, such as Hackathons and Challenges. This was crucial to building excitement around data upskilling, with learners competing for DataCamp swag.
- **Reporting & Analytics:** With DataCamp's admin dashboard, Specsavers could quickly understand which formats, courses, & competitions worked best for their learners and adjust the program's contents accordingly.

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DataCamp has been my favorite vendor experience so far. I look forward to every call with the Customer Success Team. So I keep recommending DataCamp to everyone, even outside of my work.

BENJAMIN TAYLOR, DATA ENABLEMENT LEAD AT SPECSAVERS



Spotlight: The Data Culture at Specsavers

Specsavers fully leveraged DataCamp's custom learning paths and custom projects in **DataCamp Workspace** to create organization-wide challenges and hackathons. This contributes to a vibrant data culture by introducing healthy competition and organization-wide collaboration centered around data upskilling on DataCamp.

The highlights of Specsavers' activities include:

- **The Right Royal SQL Challenge** involved watching a DataCamp webinar, completing an Introduction to SQL course, and submitting a hands-on project in DataCamp Workspace — with the winner receiving swag and prizes from DataCamp.
- **A Data Science Hackathon**, which challenged teams at Specsavers to apply Machine learning techniques to a company's dataset. Using DataCamp Workspace, Specsavers created a custom Jupyter notebook project, where participants could apply their skills after completing a 3-week preparation program. During the hackathon, Specsavers experienced a surge of DataCamp license requests and doubled their DataCamp for Business subscription seats to accommodate new learners.

Committed to continuous learning, Specsavers plan to launch a new **Marathon challenge**. This upcoming event aims to promote skill retention and solidify learning as a daily habit, with learners completing bite-sized practice exercises on DataCamp every day.



We've begun to build a "ritual" using DataCamp to set fun challenges followed by presentations for our internal data community. So far, we've had around 45 completed challenges. Over time we'll build an expectation around these challenges, which we're running on an approximately monthly schedule. Using DataCamp's gamification, we'll be able to generate some real energy for data learning.

LORRAINE POCKLINGTON, DATA COMMUNITY MANAGER AT SPECSAVERS

The open invitation to use DataCamp and use of gamification definitely contribute to the positive data culture. Based on colleague feedback **Specsavers won the Best Place to Work in Data award at the British Data Awards 2023**.



DataCamp helped me gain the necessary skills to change career paths from a non-data-specific role to the best role in my career. All thanks to hard work and DataCamp.

MATT KNIGHT, DATA VISUALIZATION ANALYST AT SPECSAVERS

Key Program Results

Specsavers has cultivated a dynamic data culture with 115 employees learning with DataCamp and completing 507 courses, 41 projects and 168 skill assessments. Key results of the program include:

1. Specsavers experienced significant time savings of **3-4 hours per employee per week**, thanks to **targeted learning of Power BI, Python, PySpark, and SQL skills**. This enabled a transition from Excel to utilizing Power BI. With the knowledge of Python functions, employees could schedule analytics using Jupyter Notebooks, resulting in earlier data refreshes. Completing courses on time series empowered analysts to apply forecasting techniques to their daily tasks. Mastering Spark and lambda functions helped data scientists to write more efficient and comprehensible PySpark scripts.
2. Data Literacy career track completions, Hackathons, and company-wide Challenges proved the **adoption of a Data Culture and enhanced Data Literacy among employees from diverse backgrounds**.
3. Completing dedicated custom career tracks facilitated career transitions within Specsavers, including **promotions from non-data-related roles to Data Analysts and Data Analysts to Data Scientists**.

Finally, as 115+ employees at Specsavers acquired new data skills and adopted Power BI and Databricks, the organization has noticed a **decreased load on core analytics teams**. Recently doubling their subscription seats, Specsavers plan to continue democratizing data skills across the organization and fostering more efficient analytics workflows.



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