

# Essex Property Trust Experiences 24X Productivity Gains with Data Upskilling

Essex Property Trust, a US-based real-estate investment trust, chose DataCamp for Business to upskill its workforce from beginners to advanced on the necessary skills to drive value with data — ultimately enabling up to 24X productivity gains in data-related tasks.

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## INDUSTRY

Real Estate Investment Trust

## FEATURES USED

Interactive Learning, Custom Tracks, Learning Reporting & Analytics



## Summary —

Essex Property Trust is a market leader in real estate investment and development concentrated in the West Coast. As part of their mission, they acquire, develop, redevelop, and manage multifamily apartment communities located in supply-constrained markets. As data became more integral throughout the value chain of Essex Property Trust's operations, they found a need to standardize data operations and equip analysts with the necessary tools and skills to work with data efficiently.

By using DataCamp for Business courses, custom tracks, and reporting and analytics features, Essex Property Trust has realized massive efficiency gains in data-related tasks. Some analysts have experienced up to a 24X productivity gain in data processing tasks.

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## Challenge —

As data became more integral for Essex Property Trusts' operations, they saw an increased need to upskill analysts working with data on useful tools and skills that can help improve their daily workflows. They saw that the majority of analysts were siloed into different functional teams and were mainly using tools like Excel for data processing. They saw the opportunity to better streamline and automate data tasks with standardized best coding practices.

## Results —

Essex Property Trusts' analysts saw wide productivity gains across the board, with some analysts experiencing a 24X productivity improvement on data processing tasks. Moreover, they have acquired advanced knowledge in spreadsheet-based tools like Excel, and Business Intelligence tools like Power BI.

## Solution —

Essex Property Trust partnered with DataCamp for Business to help upskill their analysts as part of their internal Analytics Academy program. By creating tailored learning paths using custom tracks that covered the tools and skills for streamlining common data tasks across functions, they were able to provide targeted trainings to their analysts. By leveraging DataCamp for Business' learning reporting & analytics features, they were also able to drive further engagement with their learning population.

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## Leveraging Data Throughout the Real Estate Investment Value Chain

In today's data-driven world, businesses that effectively utilize data are the ones that stay ahead of the curve. As a market leader in real estate investment and development in the West Coast, Essex Property Trust is no exception. Essex Property Trust employs data-driven decision making process across its value chain. They use data to understand their customers better, price apartments units, gain a deeper understanding of the housing market, and more.

As working with data became integral across functions, Essex Property Trust's Data Center of Excellence saw that analysts in different functions were siloed, using suboptimal techniques, and ultimately spending time on manual data tasks with Excel that can be streamlined or automated with more robust data tools.



**Each department has its own analysts that are responsible for analysis and reporting. The area for improvement was that some were siloed. We noticed that some analysts were spending a lot of time on manual tasks with Excel that can be automated with simple coding skills. As part of a solution, we launched the Analytics Academy program with the mission to upskill our analysts, reduce analytical silos, and share best practices.**

JUNG SONG, DIRECTOR OF DATA SCIENCE, ESSEX PROPERTY TRUST

## Bridging the Application Gap with Active Learning


Essex Property Trust recognized the importance of providing analysts a breadth of focused learning content regardless of where they are on their data journey. This is why they leverage custom tracks to create personalized learning paths targeting analysts from beginners to advanced. Moreover, they recognized the importance of providing learners an active learning experience that equips analysts with the skills to apply what they learned quickly. This comes as no surprise, as Jung Song, Director of Data Science at Essex Property Trust, initially learned how to code with DataCamp:



**In 2017, I was an economist looking to pick up coding skills. I had tried Coursera, EdX, and even Udemy, and I ended up using DataCamp. What hooked me was that DataCamp was interactive, and by using it, I realized that anyone can code”**

JUNG SONG, DIRECTOR OF DATA SCIENCE, ESSEX PROPERTY TRUST





DataCamp's interactive, active learning experience was critical in helping Essex Property Trust provide learners with the necessary data manipulation, analysis, visualization, and scripting skills in Python. By leveraging DataCamp for Business' custom tracks feature, they were able to create tracks tailored to their specific needs, ensuring that their analysts received training in the exact tools and techniques required to streamline and automate their workflows.

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**“DataCamp helped us scale our data upskilling for a large number of employees. With DataCamp for Business, our analysts now know how to access data, how to transform data, and how to talk about data in a consistent fashion.”**

JUNG SONG, DIRECTOR OF DATA SCIENCE, ESSEX PROPERTY TRUST

Moreover, DataCamp for Business also helped Essex Property Trust make advancement with interactive data visualization tools like PowerBI. By providing courses that focused on visualization and reporting, they enabled their analysts to create interactive reports and dashboards, providing valuable insights to stakeholders across the organization.

## Unlocking Efficiency Gains with Data Upskilling

By partnering with DataCamp for Business, Essex Property Trust saw significant productivity gains as their analysts began to use their new data skills to streamline and automate manual tasks. One particular example is that of an analyst who was spending three days per month on a routine data task which involved consolidating different datasets, pivoting using Excel, and organizing them for analysis.

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**DataCamp has been a really useful tool for me in expanding my knowledge of new technologies and incorporating them into my daily work. I think DataCamp is an excellent learning resource for data scientists and analysts.**

ESSEX PROPERTY TRUST LEARNER



With the skills learned through the DataCamp courses, the analyst was able to automate the entire process using Python, reducing the time required to just one hour per month. This impressive 24X efficiency gain not only saved time but also reduced the risk of errors and allowed the analyst to focus on higher-value tasks.

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**There's a lot of legacy tools like Microsoft Excel being used for reporting. But with the courses analysts have taken, we're now creating Power BI dashboards and it's helping us visualize and report on data in real time for our executives to view.**

JUNG SONG, DIRECTOR OF DATA SCIENCE, ESSEX PROPERTY TRUST



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