



# Driving Adoption and Engagement in Python Skills Training

How LumiraDx leveraged custom tracks to equip data analysts with cutting-edge Python skills for health and wellness.



**“When we’re asking an organization to make an investment or trying to demonstrate if a particular initiative has been effective —[we are] so much more credible if we can quantify or put a number around it. Advice I would give to anyone in any non-data function is that if you can quantify and measure it, you will have so much more impact and your voice will be heard.”**

FAYE WAKEFIELD, SENIOR HR SPECIALIST AT LUMIRADX

LumiraDx provides diagnostic-led care to enable better outcomes in health and wellness. Founded in 2014, LumiraDx now has hundreds of employees globally, with offices in the UK, U.S., and around the world. As an organization, they wanted to focus on how to achieve these outcomes in a data-driven way.

**“It is absolutely key that you understand why you’re undertaking the learning intervention. The HR team was tasked by our Chief Technology Officer to increase the competency of our employees around data and data analysis.”**

FAYE WAKEFIELD

## Scaling company-wide data skills training in Python

When evaluating options, LumiraDx wanted a plug-and-play and cost-effective solution, so they evaluated various online learning providers.

In their search for organization-wide training in data skills, LumiraDx was looking for a solution that was also user-friendly, flexible, scalable, and trusted.

**“We needed a product that was flexible. We’re not able to take everybody out of the office on all-day training courses all the time. The real attraction of DataCamp is that it’s available. It fits in with people’s lifestyles. They can do it in their own time. They can do it in the evenings. They can do it during the day. If you look at the way people like to learn today, they expect it to be just-in-time and tailored. They expect it to look intuitive, like one of the apps on their iPhone. That is extremely important for the learning experience.”**

FAYE WAKEFIELD

They also needed a trusted and effective training solution to help with upskilling in their preferred tool of choice: Python. An internal champion at LumiraDx advocated for DataCamp for Business because they enjoyed our learn-by-doing approach to learning data skills.

**“Our product assurance manager who manages our stats team had used DataCamp to learn R and Python and found it extremely helpful. We needed a product that was off-the-shelf, best practice, and written by experts. You can get a lot of online training out there, but you have to be assured of the quality of it.”**

FAYE WAKEFIELD

## Custom learning paths for LumiraDx’s data scientists and data analysts

To optimize learning, the DataCamp champion and administrator for LumiraDx created custom tracks for their primary personas: Data Scientists and Data Analysts. Custom tracks give enterprises the flexibility to craft appropriate learner journeys for each role.

**“Our product assurance manager created a track and selected the most relevant courses. That’s about 49 hours. He took the data analyst track, and he then removed some of the SQL modules because we don’t use them in our organization. Then he included extra modules on stats and visuals, because our scientists are often asked to present data visually.”**

FAYE WAKEFIELD

# Monitoring adoption and engagement with DataCamp

Companies that have an HR or training team in place to oversee corporate learning require easy access to data about their learning programs. Quantifying and measuring the impact of learning across functions can give your data program more credibility.

DataCamp provides easy access to adoption and engagement data, which is important for LumiraDx's data-oriented leadership team.

**“I particularly monitor the adoption scores and the engagement scores, so I can demonstrate to my leadership team that our engagement scores are actually excellent. If I see a decline in the engagement scores, I will take action. I will do interventions to understand [the reason for the decline] and then [help our team to] increase them, because there's a direct link between a high level of engagement and productivity.”**

FAYE WAKEFIELD

Of course, what LumiraDx really cares about isn't just learning engagement—it's whether their employees are able to apply what they've learned. Nurturing an environment that's safe for employees to apply learnings in a business context is absolutely essential. This has yielded employee benefits like retaining knowledge and practicing skills, as well as business benefits like improved productivity and outcomes.

**“Like DataCamp, we take a learn, practice, and apply approach. Learning on its own is not enough—it's got to be practiced. Then it's got to be applied to your own contextual situation. Once individuals have got an agreed level of competency in Python analysis, we then use some real data [from our company] and do a workshop around how to better apply what you've learned to the real context of our problems.”**

FAYE WAKEFIELD