Catalyzing digital transformation for a Fortune 500 FMCG company

Learn how Data Science Dojo is helping a Fortune 500 FMCG company achieve its digital transformation goals with a large-scale, multi-year data science upskilling program for its global operations workforce.

Situation

FMCG companies, across different product categories, invest heavily in digital transformation. The adoption of Artificial Intelligence/Machine Learning (AI/ML) in decision-making, is no longer seen as a nice-to-have capability in the FMCG industry.

The client is a global major in the FMCG industry. Their products are sold in over 180 countries. The client is in the middle of a massive company-wide digital transformation endeavor. The client has identified operations and supply chain management as key functional areas for a data-led change for their business. The client is trying to leverage cloud and data technologies to improve decision-making across a range of areas, from more intelligent internal financial processes to optimization of manufacturing facilities and product innovation.

The client realized that the successful implementation of digital transformation is not as much a technology challenge as it is a data literacy challenge!

$30B+	$140B+	65K+
Annual Revenue	Market Capital	No. of Employees

Challenge

The client wanted to implement a rapid, large-scale data science upskilling program so that managers and decision-makers in their operations workforce could utilize available data to streamline business processes and improve business decision-making.

The client's Learning and Development (L&D) team started considering training solutions from different providers but identified some challenges. The L&D team wanted to address these challenges before they could select a training provider and launch their upskilling program.

100+ courses are available in the market, but not one is relevant enough!

Wading through catalogs with 100+ courses and still not finding a relevant upskilling program was a problem client was already struggling with. It was important for the client to let the course participants understand that AI/ML was already being used in their company, within their day-to-day processes. The client was looking for a highly relevant data science literacy program that could be customized to include their internal AI/ML use cases.

Lack of engagement resulting in poor course completion rates

Not having a training program that is engaging enough to motivate participants to complete the program was another pain point client was struggling with. The client wanted an upskilling program that provided an engaging and motivating learning experience that helped participants learn new skills through practice, feedback, and reflection.

Two-way learning is needed, not a one-way information overload

The client was looking for an upskilling program that promised absorption, retention, and application of the learning. Data and analytics being a fairly technical subject, the client wanted to provide a two-way exchange between an expert instructor and the participants.

Large-scale upskilling

The client was looking for a training partner with a proven track record in data science training with a capacity to train close to 1000+ participants per year.

Solution

Data Science Dojo developed a customized data science curriculum with technical depth calibrated to participants' backgrounds and learning needs.

Relevant, engaging, and customized curriculum

Customized content was developed via an iterative process and in collaboration with the client's subject matter experts. Client's internal use cases in data and analytics were integrated into the curriculum with a refresher course, practical exercises, interactive self-paced content on LMS, and in-class activities during live instructor-led training.

Seamless integration of company-specific use cases

Our team of expert data scientists actively worked on identifying AI/ML use cases in the customer's operations that could be included in the curriculum. To validate learning, practical exercises and in-class activities were designed. At the end of the training, attendees were required to reflect upon their learning and submit data and analytics product ideas to solve company-specific business problems.

Live in-person training delivered by industry experts

The program was delivered live by practicing data science experts from Data Science Dojo and from other leading companies such as Nike, Facebook, and Microsoft. Live training provided participants an opportunity for a two-way exchange with the expert instructors as well as the other participants in the class. The highly engaging environment made absorption, retention, and application of the learning possible and encouraged participants to complete the program.

Exclusively built learner analytics portal for the client

Real-time learner analytics and training feedback were provided to the client team via a reporting portal exclusively developed for the client.

Exclusively built LMS for the client

The course was hosted on a secure learning management system (LMS) exclusively developed for this client and accessible to participants with a single sign-on. Learners were able to access their pre-work, learning material, class recording, quizzes, and homework even after the training was complete.
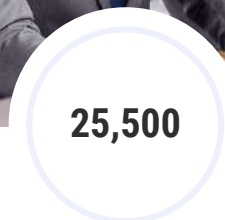
Data literacy. Delivered!

> **"** *Extremely knowledgeable facilitators who knew what they were talking about and answered all questions well. A very good introduction to the topics which created my interest to learn more. Live sessions with the possibility to ask questions and discuss within the group were great. The real-world examples that the facilitators gave were extremely helpful. I really liked the idea of creating my own data and analytics business use case.* **"**

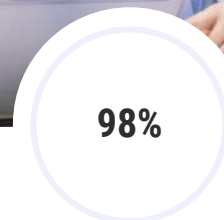Program Sponsor, Senior Manager Learning and Development (L&D)

850	25,500	98%	530
No. of Trainees*	**Total Training Hours***	**Graduation Rate***	**Product Ideas***
Attendees trained in virtual instructor-led training, over a period 2 years	Total hours of training delivered by industry experts	Attendees completed all the course requirements including the end of the training project	Ideas from attendees to solve company-specific issues delivered as a direct result of the training

*As on September 2022 and continuing

The training made participants confident in the interpretation, explanation, and usage of technical terms such as data pipeline, data quality, artificial intelligence, machine learning, data governance, data and analytics products. The end of the training project to propose a new data and analytics product for their business provided them an opportunity to start working with a data-driven mindset. So far, as many as 530+ innovative data and analytics product ideas have been submitted by program participants as a direct outcome of this upskilling program.

Data science experts as instructors

Our team consists of leading professionals with years of experience in data science, machine learning, big data, and data analysis. The team of instructors for this client also consisted of these top professionals who can explain complex topics in an easy-to-understand language, build the required business context, and share real-world examples from their experience.

Raja Iqbal
CEO and Chief Data Scientist at Data Science Dojo

Raja Iqbal is a data scientist, a passionate educator, and an internationally recognized speaker on data science. Prior to Data Science Dojo, Raja worked at Microsoft in a variety of research and development roles involving machine learning and data mining.

Taimur Rashid
Chief Business Development Officer at Redis Labs

Taimur Rashid is Chief Business Development Officer at Redis Labs. Before Redis Labs, he was General Manager and Head of Customer Success at Microsoft, where he helped build one of the largest cloud-focused customer success organizations. Prior to Microsoft, he was responsible for global business and market development at Amazon Web Services (AWS) for ~10 years.

Emma Dahl
Account Executive at Statsig

Emma leads sales development at Statsig. Before working at Statsig, she was a top-performing rep at Snowflake. She teaches Think Business First at Data Science Dojo and focuses on bridging the gap between technology and business users.

Dave Froslie
AI Architect at Lake Data Insights

Dave has held a variety of technical leadership roles for over 30 years in the software industry. He currently works as a Principal AI Architect at Microsoft, developing trustworthy AI capabilities for Dynamics business applications. Dave recently completed an MS in Data Science from the University of Wisconsin-La Crosse.

Patrick Butler
Manager – Data Science, Analytics, & Personalization at Deloitte

Patrick Butler is a data scientist with a background in media, marketing, and advertising. He has worked in a variety of industries and companies, from small startups to Fortune 100 firms. Patrick is an Advisor to an analytics fellowship for post-grads at the University of Chicago and a Manager – Data Science, Analytics, & Personalization at Deloitte.

Mark Peterson
Senior Manager Portfolio, Analytics at Alliance Data Card Services

Mark is currently a Senior Manager of Portfolio Analytics. He has worked on a variety of big data and machine learning projects across the US and Latin America, including customer churn, part failures, smart cities, and NLP.

Asim Waheed
Associate Data Scientist at Data Science Dojo

Asim is currently an Associate Data Scientist at Data Science Dojo. Holding a bachelor's degree in Computer Science, Asim is passionate about responsibly using data to solve high-impact problems. He is enthusiastic about imparting the knowledge he has to a broad audience.

Sara Malvar
Sr. Research Software Development Engineer at Microsoft

Sara is currently working with Deep Learning solutions for Shell and IBM in the Research Centre for Gas Innovation and the Center for Artificial Intelligence. She has been working as a mentor and instructor of Data Science and Machine Learning courses for over 4 years.

Jeremy Adamson
AI Strategy Leader at Steele Auto Group

Jeremy Adamson is the author of Minding the Machines: Building and Leading Data Science teams, and is a leader in AI and analytics strategy. He has a broad range of experience in aviation, energy, financial services, and public administration. Jeremy has worked with several major organizations to help them establish a leadership position in data science and to unlock real business value using advanced analytics.

Usman Shahid
Data Scientist at Data Science Dojo

Usman is a Data Scientist at Data Science Dojo where he works on developing cloud solutions and custom machine learning course content for Data Science Dojo's enterprise clients. Usman is a passionate educator and strongly believes that a fundamental understanding of data science is vital for professionals in all domains. He serves as an instructor for multiple modules for Data Science Dojo's public Data Science Bootcamp as well as on corporate training where he focuses on helping businesses understand the value of data-driven decision-making for a modern enterprise.

Matthew Coatney
Chief Information Officer at Thompson Hine LLP

Matthew Coatney helps leaders prepare for and thrive in the future of work. He is co-author of the HarperCollins Leadership book The Human Cloud: How Today's Changemakers Use Artificial Intelligence and the Freelance Economy to Transform Work. He is a frequent speaker and contributor on business strategy and technology, including media pieces, published works, a TED talk, and numerous keynotes and other talks. His leadership and technology experience spans over two decades. He has served as CIO and CTO for large global corporations, launched over a dozen AI products, founded multiple companies, and led and advised early-stage and high-growth companies.

Upskill your teams and deliver on your digital transformation goals

Enterprise digital transformation is incomplete without data and analytics literacy. Get your teams trained with our customizable enterprise data science upskilling programs and help them adopt a data-driven mindset in business processes.

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