



DATA CAMP CASE STUDY

# How eBay scales R training for a global workforce

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eBay is known as the world's online marketplace. To live up to this title, under the hood eBay is a very data driven company. They invest heavily in data research and have some very bright data scientists at work who perform all sorts of interesting research to move their business forward.

Matt Gardner is Head of Experimentation Analytics and in this role he leads the team responsible for ensuring that eBay's culture of «test and learn» drives great customer and business outcomes.

In addition, Matt is a vivid R evangelist. He helps people at eBay make better use of R and he helps develop their data-science skillset. To do this, Matt leverages DataCamp to run his own eBay R Training courses.

## How does DataCamp help you reach your learning objectives?

I love teaching, so I know different students have different needs and I also know the value and importance of practice. However, it is not easy to achieve such a tailored approach in a global company. By leveraging DataCamp's R course curriculum inside eBay's 12 week R training program I was able to do this. Students can take the courses anywhere, anytime from the comfort of their browser, and the interactive coding environment provides them with tailored and instant feedback.

## What has been the biggest benefit of DataCamp?

By making use of DataCamp learning platform and the corresponding group features, we have unlocked efficiencies and flexibility for learners as well as global access to R and data science learning. This is something that we could not achieve in a classroom based approach previously.

## What are the biggest benefits for you as an instructor?

As an instructor I can leverage DataCamp's business features to easily set assignments, manage deadlines, and evaluate performance to manage learning on the team. Not only does this save time, it also allows me to create a custom learning trajectory for my students so that they know what to focus on first. Recently, I even started to create my own custom interactive courses using the DataCamp platform. This allows me to deliver complimentary content to my students, tailored to eBay's context, in a learning-by-doing format.

### EBAY AT A GLANCE

- Launched In 1995.
- Today, eBay is a top 10 global retail brand empowering buyers in 190 different markets and 8.6 billion USD in revenue.
- At first, eBay wasn't called eBay, but AuctionWeb.

“ *DataCamp for Business has unlocked efficiencies and flexibility for learners as well as global access to learning* ”

MATT GARDNER, HEAD OF EXPERIMENTATION ANALYTICS

# Scale data science education in your organization. Today.

If you are looking to create a data driven organization, sign up for R and Python training your team will love. DataCamp for Business gives you access to:

- Over 50 data science courses developed by best-in-class instructors. New courses added monthly.
- +3000 in-browser coding challenges to practice new acquired skills.
- On-demand learning so employees can watch wherever they are, at their own pace.
- All group features, including your own corporate management portal and reporting tools to monitor progress.

Get started and request a demo of  
DataCamp for Business today.

Request a Demo

Contact us: [sales@datacamp.com](mailto:sales@datacamp.com)

