



DataCamp Case Study:

How GfK uses Datacamp for flexible R training

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GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries.

Dominique Thiel, Team Leader Geodata, works in the Geomarketing division of GfK. Within GfK's Geomarketing division, GeoInsights is the unit that is responsible for developing a GIS software solution, producing digital maps, calculating regional market data and delivering cutting-edge expertise to our customers to help them answer their "where" questions like "where is the best location for a new store network?" and "where can we find our target groups?" Dominique's team leverages DataCamp to keep their team's R skills sharp and up to par.



What is the background of your team at GfK?

The university backgrounds of our data analysts taking part in the DataCamp courses are quite diverse (statistics, geography, economics, social sciences, computer sciences, etc.). But they all share a passion for programming. Nevertheless, there is a broad variety in the level of R programming knowledge; from absolute beginners to R professionals who write their own R-packages.

Why did you choose DataCamp as a primary training resource?

The main reason was the flexible enterprise group solution. The DataCamp for Business dashboard allows me, as a group manager, to look over the progress of my team members and make adjustments to their training in a very simple way.

What is the feedback from your team?

There has been an overall positive response concerning the learning experience. The combination of theory and practice is optimal, and the small slices of R programming knowledge are very digestible for learners – even with a tight working schedule. The team appreciates the concrete examples, the hands-on tutorials, and the nice short video explanations.

GfK at a glance:

- GfK was founded in 1934 as Germany's 1st market research organization
- Today, GfK has over 13,000 market intelligence experts across 100 different countries

How has DataCamp helped you and your colleagues?

DataCamp has proven very useful in developing the R skills of our team members, who are able to learn at their own pace. The reluctant ones can be easily reminded of their assignments, while the highly motivated ones can perform additional exercises at home. The introduction to functional programming helped us improve our R techniques. The R packages taught in the courses are very relevant for our day-to-day work (from data wrangling to reporting and visualization) – especially packages like ggvis or ggplot2, which have unleashed our creativity.

"The combination of theory and practice is optimal, and the small slices of R programming knowledge are very digestible for learners – even with a tight working schedule. "

- Dominique Thiel, Team Leader
Geodata, Geomarketing

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

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Request a Demo

Contact us:

Email: sales@datacamp.com

