

Case study

Skyscanner

Industry: Tech

Location: Edinburgh

Challenge: Increase the data literacy of the entire organization

About

Skyscanner is a global leader in travel that embarked on a mission to revolutionize travel booking. Skyscanner envisioned a platform where travelers could effortlessly explore all their flight options, simplifying the booking process. Today, the company stands as a global leader in travel, serving over 100 million users monthly through its app and website. With more than 1,200 partners across the world, the company is constantly developing their best-in-class network to connect travelers with the most accurate, trusted options so everyone can find the best offer for them.

TLDR

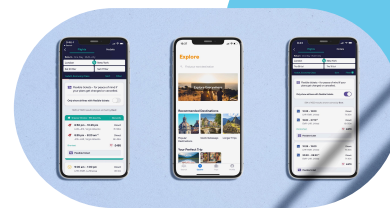
Skyscanner is flying high—but believes it can fly even higher. You can put a multimillion-pound data infrastructure in place, but what if it is only being used by the data team? Skyscanner realized that it needed to find an approach to get its business teams across the world on board for data-driven decision-making. The company teamed up with Data Booster to boost the data skills of every employee. In the program, Skyscanner used customization, hands-on learning and community-building best practices. The program showed strong results in completion rates (77%) for the first cohorts. Now Skyscanner is rolling it out globally.



Skyscanner's challenge

Become more data literate

Skyscanner's data tools see high usage by Data Analysts and Data Scientists for data-driven decision-making. However, usage by the other 1,400 professionals in the organization - like Marketers, Product Managers and Commercial Managers - stayed behind. Skyscanner's executive team saw a low data literacy among these employees as the main roadblock to data-driven decision-making. At the same time, the roll-out of a new Data Governance program required every employee to be aware of the roles and responsibilities in the organization. It was clear that Skyscanner needed help to achieve its ultimate goal of enabling everyone in the business to use data confidently to make decisions relevant to their role.



Course completion rates

77%

compared to 12% industry standard

About Data Booster

At Data Booster it's our mission to enable data-driven decision making in your organization. With our customized data literacy programs we help every employee to make great decisions fast.

"In marketing, we're making multimillion-pound decisions, and that's why we need to have a thorough understanding of our data. Data Booster encouraged me and my team to sharpen our data skills to make data-driven decisions ourselves with confidence."



Clive Peoples
Chief Marketing Officer
Skyscanner

Why Data Booster

A complete data literacy program

The Skyscanner team decided to team up with Data Booster - a European Edtech start-up revolutionizing data literacy upskilling with its hands-on learning platform. After the design of the Data Booster data literacy program with close to 40 hours of course content, Subject-Matter Experts of Skyscanner were linked to Data Booster's Course Developers. Together, they developed engaging data literacy courses on topics like Data Governance, Experimentation, KPIs and Metrics, and Data Visualisation. Skyscanner employees could practice hands-on on Data Booster's learning platform in tools like Tableau, Amplitude and even Skyscanner's own Dr Jeckyll.

Our unique approach

Learning with company data

In the courses, learners worked on interactive exercises with Skyscanner data and metrics on flights, car rental, and hotels, which kept the well-known gap between learning and applying new skills small. Leaders at Skyscanner were onboarded as the first cohort to the program to act as ambassadors to inspire the rest of the organization.

Learners in locations like London, Barcelona and Shenzhen were brought together in cohorts and communities on Slack to inspire each other and get inspired by Data Booster's Course Developers. Based on the feedback coming from the learners in the community, the interactive exercises in the courses were further improved.

Results

High completion rates and great feedback

With the customized content, hands-on learning and community-building best practices, Skyscanner and Data Booster managed to show strong results in the first cohorts of the Data Booster program. With course completion rates over 77% the data literacy content performed significantly better than the industry standard (12%) or off-the-shelf data literacy upskilling (45%). But more importantly, courses received incredible learner feedback like "Absolutely fantastic foundation", "Solid foundational introduction to Data Governance", "Lots of interactive examples on creating visualizations from scratch", and "I love that the visualizations are adapted to the Skyscanner business".

This is exactly why Skyscanner is planning to roll out the Data Booster program to 100% of the organisation in 2024. Moreover, the program will be further expanded on topics like Product Analytics, Marketing Analytics and Data Storytelling. Meanwhile, vendors like Amplitude are closely following the program and its unique approach to see how customized and hands-on learning can improve excitement about their tools in other organizations.

"We have seen the impact of the Data Booster program straightaway. With only 10% of the organization trained, we already see a higher daily use of our data products. Instead of numerous requests coming from the business, our colleagues are now answering these questions themselves by making their own tweaks and edits to existing data products and dashboards. They truly understand how to bring the learnings from the Data Booster program into practice."

Carmen Ponce
Senior Business Analytics
Manager
Skyscanner

