

Case study

Just Eat Takeaway

Industry: Tech

Location: Amsterdam

Challenge: Become data-driven at scale



About

Just Eat Takeaway.com is a leading global online food delivery marketplace, connecting consumers and restaurants through its platforms. With over 692,000 connected partners offering consumers a wide variety of food choices.

Headquartered in Amsterdam, the company was created in January 2020 by bringing together two of the world's most successful food delivery firms: Takeaway.com (founded in 2000 in The Netherlands) and Just Eat (founded in 2001 in Denmark).

TLDR

Data fuels the growth of Just Eat Takeaway (JET), but not every employee has the skills for a data-driven lift-off. Due to its rapid growth through takeovers, JET realized that it needed to go beyond an off-the-shelf solution for data upskilling. The company decided to team up with Data Booster to turn every employee into a Data Hero. Through Data Booster's learning platform and AI-powered Course Creator, JET could use personalization, customization, hands-on learning, and community-building best practices. The program shows strong results on completion (60%-90%) and skill growth (+22%). With already 7 customized courses made, JET is now turning it into a long-term partnership with more courses to come.

Challenge

Teach employees to acquire and analyze data themselves

JET, the largest food delivery platform in the world outside of China, has experienced rapid expansion and growth in the past few years. With thousands of employees worldwide, the key challenge the company was facing is how to grow the data skills of every employee to the right level for great and fast decision-making. Moreover, the numerous takeovers around the world gave JET the complex task of creating a strong and cohesive data community across all of its markets.



Employee data skill growth

+22%

compared to before using Data Booster

Course completion rates

60-90%

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 fluency courses we help every employee to make great decisions fast.

databooster.io

Why JET chose Data Booster

Customized data fluency courses

JET's global Data & Analytics and Learning & Development teams came together to address these challenges and quickly realized they needed to go beyond an off-the-shelf solution. To turn more than 6,000 professionals, like marketers, data analysts, product managers, and sales managers into true Data Heroes, they needed something tailored to their needs. A comprehensive data literacy program not only covering hard skills like Tableau and SQL, but also soft skills like Asking the Right Questions and Data Storytelling. Data Booster was able to provide this with its customized data fluency courses.

How JET used Data Booster

Learning with company data

In the program, learners got access to courses and content that Data Booster course developers and JET data analysts fully customized with JET data, metrics, and business problems. In the courses, learners practiced with JET metrics on delivery time, restaurants, and couriers, which kept the well-known gap between learning and applying new skills small. Moreover, hands-on practice with JET tools, data, and standards ('data the JET way') on Data Booster's interactive platform increased long-term retention as learning with interactive assignments is 6x more effective than watching videos.

But the most powerful part of the program? JET and Data Booster knew that by bringing enthusiasts together, knowledge exchange would flourish. That's why inspirational sessions were held during the program (including a global launch and graduation ceremonies), while the team managed to connect the Data Booster platform and JET's data communities and learner cohorts to each other on Slack. By involving and integrating Slack, Data Booster's course developers and data coaches were only one message away from the eager JET learners. Also, the challenges and inspirational content that was shared by JET and Data Booster motivated the learners to consistently grow their skills.

Results

Accelerating data skill growth

By using and integrating the personalization, customization, hands-on learning, community-building and learning best practices, JET and Data Booster managed to show strong results in the first cohorts of the program. With course completion rates over 60% and for some courses even over 80%, the data literacy content performed significantly better than the industry standard (12%) or off-the-shelf data literacy upskilling (45%). But more importantly, the assessment proved that data skills grew by 22%, which highlights the importance and effectiveness of hands-on learning. "And learning was not only limited to hard skills," as Aditya Garg, Principal Pricing Manager at JET, points out. "On the one hand, I can work hands-on with the data, but I now also know how to ask focused questions to our data analysts and business analysts if I need a more complex analysis to make a decision."



"The partnership with Data Booster was in one word amazing. We could not only benefit from an excellent data upskilling program tailored to our specific needs, but also the communication between our employees and the Data Booster team was great. They inspired our employees to get the most out of the courses and always responded fast - even with new feature launches on their learning platform. That's why I couldn't be more excited about expanding the partnership into a wider range of data topics, like Machine Learning and AI, experimentation, and Data Leadership."

Daniel Bos

Director of Data & Analytics
Just Eat Takeaway

