



## CASE STUDY

# Understanding the value of data science in the professional services industry



# Unlocking digital transformation through data science education

As the world speeds towards a technology-driven future, data science tools like business analytics and artificial intelligence are unlocking immense value for organizations across industries: increasing efficiency, simplifying business decisions and driving growth.

That's why one of the Big Four consulting firms decided to invest in data science education to upskill its workforce. The results — greater efficiency, more in-demand skills and higher revenue — speak for themselves.

## The Problem

### Meeting the demands of a digital business landscape

Every modern business uses data to make informed decisions, drive process improvement and generate revenue. But when a company doesn't have the in-house resources or skills to turn data into insights, they look to their consulting partners for help. That's why, in the professional services industry, data science tools like machine learning, artificial intelligence and business analytics aren't just useful — they're critical.

Without the right set of data science skills, one of the Big Four consulting firms was losing consulting opportunities on a regular basis. With the use of data science on the rise in all corners of the business world, the firm quickly realized that this blindspot had the potential to affect current clients, as well. An imminent shift in strategy was necessary.

“Subject matter experts who can ‘speak data’ to data scientists while ‘speaking business’ to executives are valuable additions to teams working on data science projects. They enable data scientists to focus on complex processes while increasing access to actionable insights for business users.”

**Director of Business Strategy and Innovation**

BIG FOUR CONSULTING FIRM



## The Goal

# Closing the data science skills gap — without hiring a single new employee

There are two ways to solve a company-wide skills gap. You can hire new talent. Or you can train your current workforce. The first option sounds better on paper, but investing in new talent is expensive, and finding candidates with the right skills is increasingly difficult and time-consuming. Alternatively, data science education at scale is more accessible now than ever before.

**“Without data science, companies can’t get full value from data, and there aren’t enough data scientists to go around. But automation and training are giving companies access to data science without having to wage a war for talent.”**

*-Director of Business Strategy and Innovation,  
Big Four Consulting Firm*

To save time and money, one of the world’s largest consulting firms decided that upskilling their workforce with hands-on training in data science was the right choice.

## The Solution

# Driving innovation with human-to-human data science education at scale

Udacity's data science, artificial intelligence and machine learning Nanodegree programs provided this leading professional services agency with a simple, cost-effective way to train their workforce and close the skills gap — without hiring a single new employee. Ultimately, Udacity provided employees with the knowledge they needed to effectively apply data science in a professional environment by delivering a combination of:



### Project-based learning

Udacity's hands-on, project-based curriculum encourages critical thinking and provides employees with real-world experience that can be seamlessly transferred to on-the-job performance.



### Human help at scale

Udacity supports organizations at the enterprise level with an intimate learning experience by supplementing coursework with personalized feedback and one-on-one assistance from more than 1,400 mentors around the world.



### Customized learning paths

Udacity tailors learning paths to align with specific business goals, which makes it easy to find solutions that fit into your organization's individual needs.

Udacity's Nanodegree programs also provided a critical balance between the simplicity of a single-point solution (like a video library) and the intensity of a full-time boot camp — giving employees the freedom to develop skills at a comfortable pace without taking their eyes off of the organization's present needs.

## The Results

# Meeting the demands of a technology-driven professional services industry

Technology drives process improvement and business development in every industry. To provide exceptional service as a trusted professional services partner, an understanding of tools like workflow automation, artificial intelligence or machine learning — and the best way to implement them — is critical. After partnering with Udacity, one of the Big Four consulting firms saw:

### Greater efficiency

19% efficiency gain (6.5 hours saved per employee, per week)

### More in-demand skills

1 in 4 graduates got new roles on a project due to new skills

### Increased Revenue

5.5% revenue lift (year over year)

Data literacy is a cardinal feature of any modern professional services industry. With the right strategic education plan, upskilling a global workforce can be a simple, straightforward way to increase productivity, develop in-demand skills and drive revenue.

### Great businesses are run by great people.

Investing in the training and education of your employees is the easiest way to build a stronger workforce and prepare your organization for any future.

How can Udacity help?

[Contact our team today to find out.](#)