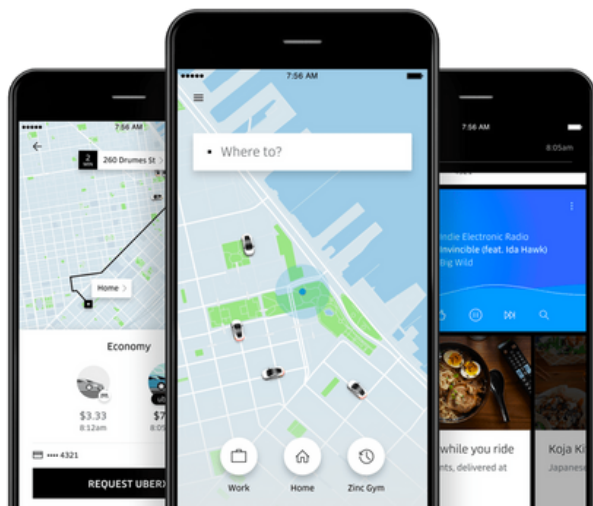


# Case Study: Uber

With customized data fluency courses on LearnDataFluency.com Uber employees get the most out of their data



## Overview

When you think of data-driven disrupters, Uber is one of the first that comes to mind. Operating in hundreds of cities around the world, the company is the world's largest transportation service provider.

This tremendous growth was possible thanks to great service, amazing people, right timing, and taking advantage of data in order to deliver an exceptional customer experience.

With LearnDataFluency.com we help Uber employees make the best use of their data by delivering customized interactive online courses.

## Uber

Industry: Technology  
Location: San Francisco  
Challenge: Become data-driven at scale

### About

In addition to giving riders a way to get from point A to point B, Uber is working on self-driving technology and urban air transport, helping people order food quickly and affordably, removing barriers to healthcare, creating new freight-booking solutions, and helping companies provide a seamless employee travel experience.

*"Data is at the heart of the decision-making process at Uber. People across various roles and locales need access to accurate and reliable business metrics."*

**Lyle Adams**  
Analytics Manager  
Uber

Number of customized courses

**18**

Employees completed training

**24.000+**

Increase in data use

**x20**

## Challenge

# Teach employees to acquire and analyze data themselves

Thousands of Uber employees use data in their daily work. Operations teams, as well as Marketing and Sales, need it for planning and decision-making processes.

Even though Uber employees have Business Intelligence tools available, the most up-to-date, precise, and granular data can only be accessed with SQL. Uber's data team was flooded with requests from teams and individuals on the ways how to access datasets for decision-making.

Uber tried educating employees through classroom trainings, coaching sessions, and how-to guides. However, these solutions were insufficient on their own. Uber needed a way to upskill its global workforce at scale.

## Approach

# Rise and fall of the traditional learning process

The traditional approach with lectures and presentations proved to be ineffective. SQL training became an obligatory part of onboarding, but with the number of employees growing exponentially, it was taking more and more time.

Also, Uber's internal data architecture was constantly evolving. Continuous revisions and updates were costly and time-consuming. Central coordination of the data literacy education process in several countries became almost impossible.

Uber wanted an online learning solution that could scale with its business.

*"PowerPoint presentations and in person sessions didn't scale since it would take months to educate our global operations team. We needed a solution that allowed us to reach as many users as possible and educate users at their own pace."*

**Lyle Adams**  
Analytics Manager  
Uber

## Solution

# Customized data fluency course on LearnDataFluency.com

To meet Uber's needs, we developed a customized SQL Fundamentals course on LearnDataFluency.com. Learners gain knowledge and SQL skills and can immediately apply their learnings on a dataset that resembles Uber's actual databases.

All of the course exercises are connected to Uber's business and educate learners on how to identify specific Uber metrics using SQL. We partnered with Uber to create a completely customized course that teaches users the basics of the SQL language while giving them an overview of important business metrics. Thanks to the course, employees can learn the specifics of Uber's databases with their actual structure, dictionaries, etc. –always in their most current version.

Teaching SQL using daily problems and real-life examples improved user engagement, which resulted in higher learner retention and a more impactful training.

Moreover, LearnDataFluency.com allows central management of SQL training, which solves many problems with coordination and updating the course content in different countries. The online learning platform is available 24/7 regardless of time zones. It also allows Uber to check the progress of all course participants and help them if assistance is needed.

## Results

# The SQL Fundamentals course was just the beginning

We compared total execution for data at Uber during a 2-week period for new employees who finished the introductory course with total executions during a comparable 2-week period for new employees who never took the course. The data shows that those who completed the course queried 20 times more than those who didn't take the course. This means that a customized course on LearnDataFluency.com gives learners the confidence to query data, which is the first step in using data at Uber. After the first customized course we developed 17 more for different verticals or more advanced SQL skills.



### 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](http://databooster.io)