Virtual Learning Festival

CEdMA Enterprise Impact Award 2025

Databricks Learning & Enablement

April 2025

Data Intelligence Platform delivers **lower costs** and **faster innovation**

Data+AI **Skills** **unlock** the **value** of the Data Intelligence Platform

87% of organizations are currently facing skills gaps in Data+AI*

Challenge

- **Not enough talent**
  (Data & AI skills are in demand**)

- **Not enough skills**
  ("Skills of staff" is the top concern for adopting Data & AI***)

- **Data+AI initiatives failing**
  (62% of CEOs say upskilling technology is a top priority****)

- **Top talent leaving for AI**
  (Attracting & retaining top talent with Data & AI skills a blocker)

Solution

**Comprehensive
Data Intelligence Platform
Enablement**

...to **Drive Talent Transformation**

Impact**

5X ROI
customers reported from expert-led Databricks enablement

20%
faster delivery to production after 3 hours of Databricks training

30%
cost reduction in TCO after training and certification

133%
greater **improvement in employee retention*******

databricks

Databricks Academy offers a variety of learning pathways

Data Architect

Data Analyst

Data Engineer

Machine Learning Engineer

Generative AI Engineer

Platform Administrator

Platform Architect*

Databricks Fundamentals

Data Architect	Data Analyst	Data Engineer	Machine Learning Engineer	Generative AI Engineer	Platform Administrator	Platform Architect
Lakehouse Architecture Get Started	SQL Analytics and BI Get Started	Data Engineer Get Started	Machine Learning Engineer Get Started	Generative AI Get Started	Platform Get Started	Platform Get Started
	Data Analyst Associate Certification	Data Engineer Associate Certification	Machine Learning Engineer Associate Certification	Generative AI Engineer Associate Certification	Platform Admin Accreditation	Platform Architect Accreditation
		Data Engineer Professional Certification	Machine Learning Engineer Professional Certification			

*Cloud specific

Customer surveys & data show Databricks users are **more productive** and **faster to market** with enablement

Beginner	**33%** Avg. Prod. Gain
Intermediate	**48%** Avg. Prod. Gain
Advanced	**60%** Avg. Prod. Gain
Expert	**78%** Avg. Prod. Gain
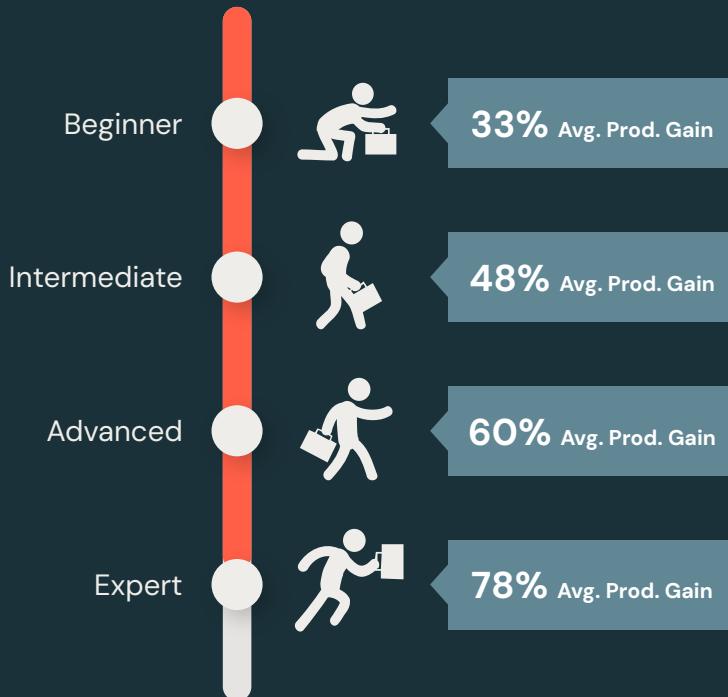
Every persona improves time to market with use cases

When asked "With the above productivity & efficiency gains on Databricks…"

Data Analysts improve use case time by 39%

Data Scientists improve use case time by 43%

Data engineers improve use case time by 54%
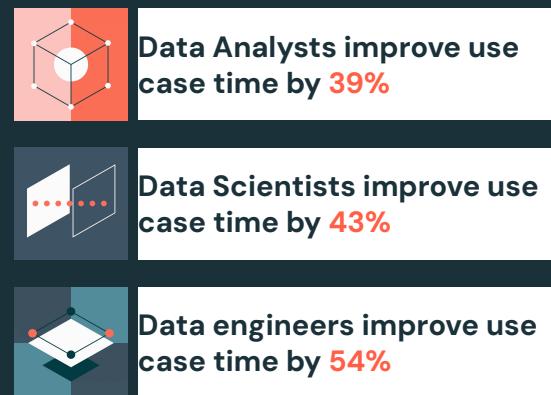
1 million net new learners over the next 5 years

Average completion rates differ significantly by modality

9%
Self-Paced

24%
Self-Paced +Labs
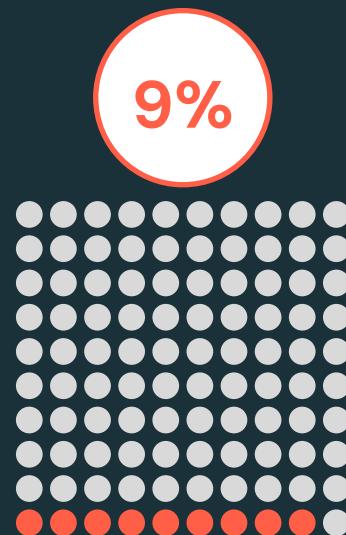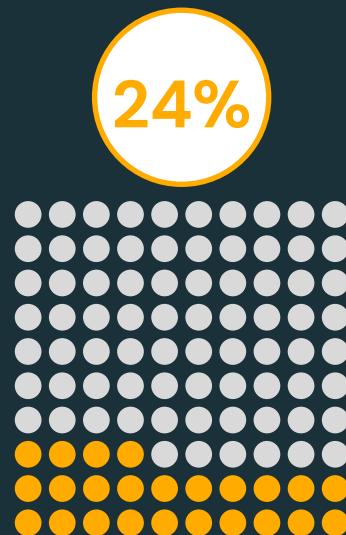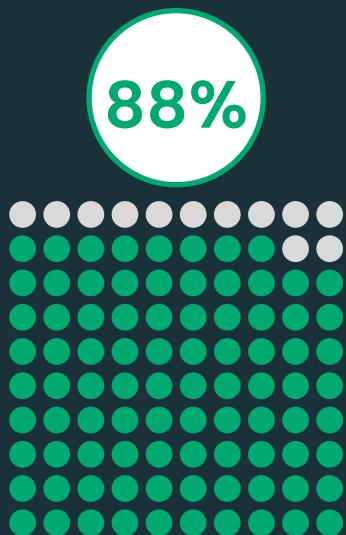
88%
Instructor Led Training

Core Learning Pathways

4–16 hours of associate to professional level content

- Generative AI Engineering with Databricks
- Data Engineering with Databricks
- Advanced Machine Learning with Databricks
- 6 Courses
- Advanced Data Engineering with Databricks
- Machine Learning with Databricks
- Data Analysis with Databricks
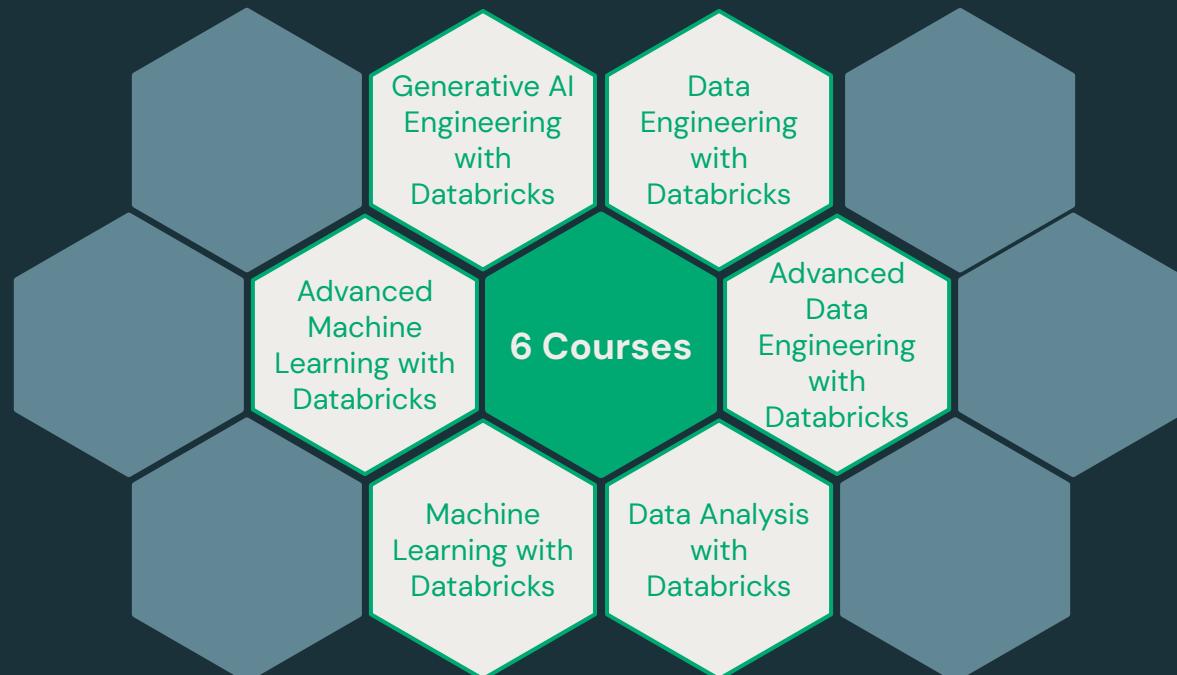
Certifications

Proctored examinations to earn industry recognition

Validate product expertise with a variety of associate and professional-level qualifications.

Currently >70K active credentials.

databricks
CERTIFIED
★ ★
Data Engineer
Associate

databricks
CERTIFIED
★ ★
Machine Learning
Associate

databricks
CERTIFIED
★ ★
Data Analyst
Associate

databricks
CERTIFIED
★ ★ ★
Data Engineer
Professional

databricks
CERTIFIED
★ ★ ★
Machine Learning
Professional

databricks
CERTIFIED
★ ★
Generative AI Engineer
Associate
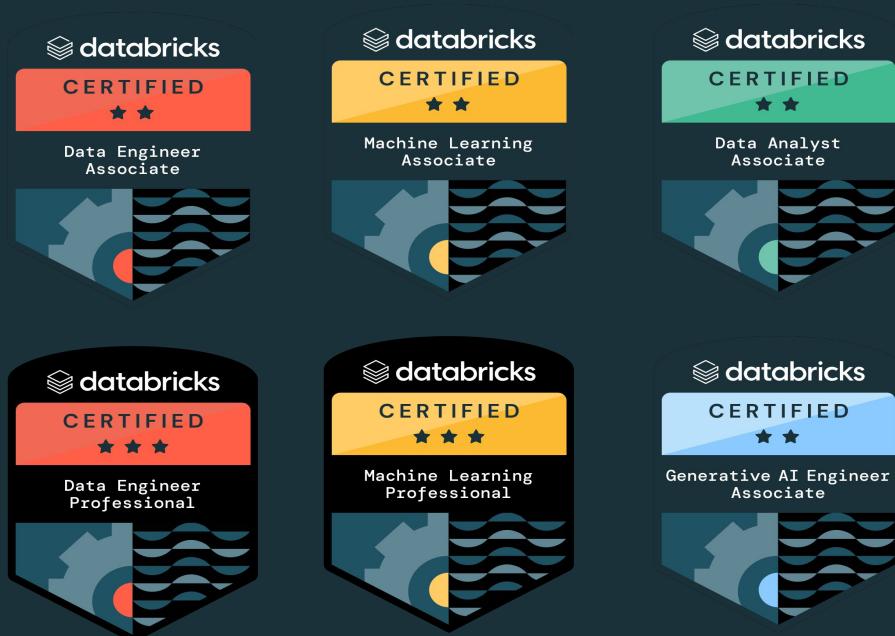
Virtual Learning Festival

ITime-limited, Incentivized Self-Paced Offering

Self-Paced Learning

Free of charge access to all major learning pathways for all customers, partners and prospects during each event.

+

Certification Exam

50% discount voucher for any Databricks Certification Exam for individuals completing one or more learning pathway.

1

2

Databricks Community

100K Global Contributors with over 50K posts
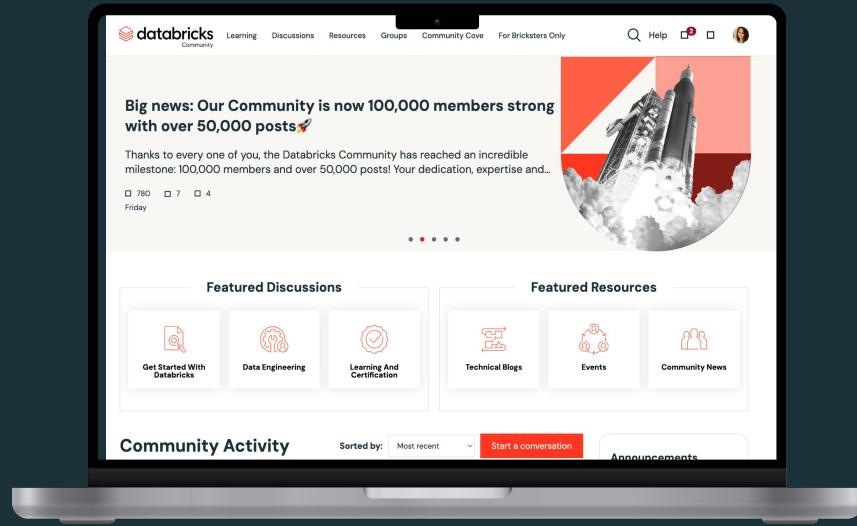
A space for all data enthusiasts to:

- Ask questions about Databricks product features, learning paths, trainings and certifications

- Join **Regional Groups** and participate in **Interest Groups**

- Post your blogs within the **Knowledge Sharing Hub**

The largest Databricks Community event of all time.

Incentivizing self-paced learning created a significant improvement on incremental completion rates and learner acquisition.

Community Event Views
167% Target Attainment

Course Completions
290% Target Attainment

Net New Learners
265% Target Attainment

13

Certifications
130% Target Attainment

*Net new individuals completing at least 3 hours of training via Databricks Academy

Personalization is key to encourage engagement and foster collaboration.

Promotional channel engagement:

1. Databricks Community Messaging (45%)
2. In-product banners notifications (25%)
3. Direct nurture emails to new Academy users (15%)
4. Scaled social media campaigns (<15%)
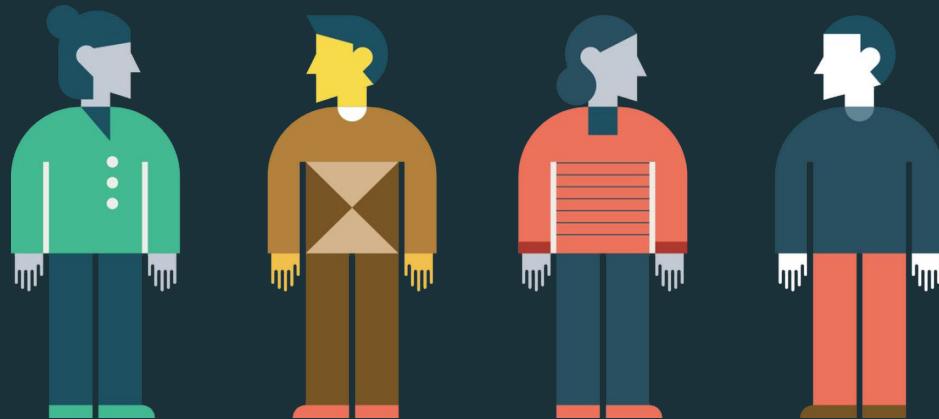
Incentives are effective motivators, but not primary drivers for engagement.

A 50% discount was provided to all participants upon completion of a learning pathway.

Only 35% leveraged the incentive, but with a 12% higher average pass rate compared to non-participants.

Striking a balance to encourage learners without devaluing certifications is critical

13
120

32
389

52
687

91
1071

Q1

Q2

Q3

Q4

□ Failed   ■ Passed