



iFood builds a solid data culture and creates a FoodLovers training and education journey

Creating a Data Driven Culture

Data-driven decision making



Learn how iFood, the largest delivery company in Brazil, created a training and education journey, the Brain Academy, to cultivate its analytical community with constant knowledge, aligned with the best

practices in the market and that allow FoodLovers of different profiles to dive into the data world and make data-driven business decisions.

iFood is a giant in the ordering market, makes more than 60 million deliveries per month, has more than 270 thousand registered restaurants, spread across more than 1200 Brazilian municipalities, in addition to operations in Colombia. Making quick decisions is a premise to compete in such a fierce market and full of strong global brands. Tableau is one of the tools used by the company to develop its data culture and guide decision-making at all levels of the business. There are over 2700 active users on Tableau and a highly committed analytics community.

“I joined iFood to create a Tableau training and training journey” - says Carlos Batalha, Data Engineer at iFood - “I joined iFood to gather material, create content and scale a face-to-face training project that was already taking place at the company. We wanted to scale both the iFood enablement and analytics community and create a journey that enabled training at different levels. We needed didactic content, available online, well done and very detailed with practical exercises and with a dedicated team supporting the training. With that in mind, we unified data enablement initiatives and created the Brain Academy.” Brain Academy is an internal training project created by the iFood team especially for their business; This means that most of the training courses have a nomenclature that suits the company, in addition to examples and exercises that replicate everyday challenges.



Curso Tableau iFood

Módulos Básicos



Prato Feito



Self-Service

Módulo Intermediário



Gourmet

Módulo Avançado



5 Estrelas

Módulos disponíveis

Brain Academy Tableau Training Menu

In the Tableau universe, for example, there are four courses available. The 2 in 1, which encompasses the “Prato Feito” and “Self-service” modules, is 100% focused on Tableau Web. Users with little or no contact with Tableau learn to explore the tool and incorporate the analytical universe into their daily lives, regardless of their area of expertise. In addition, they understand how the Tableau Server environment works.

“With the 2 in 1 course, this business user learns about the environment of projects on Server and how to use Tableau web to visualize, create analyzes and make filters” - says Carlos.

The next course, Gourmet, teaches you how to use Tableau Desktop from scratch to Pro. “The course was very complete, there are 10 hours of video; approximately 85 activities between videos, exercises and hands-on tasks.” - says Carlos and adds: “Since we launched the course, the number of users who want to leave Tableau Web to improve their analysis and become users of Tableau Desktop has grown. Having the full Gourmet course has become a requirement to apply for a Tableau Desktop license.”

“To be sure the user is understanding, engaging, and will properly operate the tool, they need to download the Tableau Desktop trial and complete the course in two weeks [before the trial expires].”

The “5 Stars” course is the advanced module of Tableau Desktop and teaches you how to do advanced analysis such as forecasting, LOD and Data Blending. “In the future we will create Michellin, a course that will go beyond Tableau and dive into the technical part to talk about subjects like database preparation and beyond. We are still thinking about the content and how to structure it, but we are already excited for the next steps”, says Carlos.

Our part at Brain Academy: 3 complete courses in 9 months

To develop the courses, the team had access to Tableau's e-learning: “We scanned the e-learning to plan how we would adapt. We use fictitious data, but that are close to the real analyzes we do on a daily basis.” This makes it easier to visualize future challenges and learn in action how Tableau can make everyday tasks easier.

The development of the courses was 100% in-house, starting in December 2019: “from the graphic design to the nomenclature of the courses, from the script to the recording of the courses, we did absolutely everything” - says Carlos.

There were three months between the conception, preparation, recording and launch of the first modules, the Prato Feito and the Self-service. Carlos says that the part that demanded the biggest investment of time in this process was the preparation of the classes. Before starting the recording, he prepared a complete outline, in addition to practical exercises.

After finishing the 2 in 1, the DataViz team set out to create the 5-star Course, the advanced course. With the basics in full swing, it's time to deliver powerful training for advanced users who perform complex analysis with Tableau Desktop. The course was launched at the end of June 2020. “The classes are complemented with fixation exercises + tasks with the workbook for the employee to download, solve and answer. At the end of the course we asked theoretical questions and practical questions similar to the Tableau certification” - says Carlos.

The most recent course, Gourmet, is a continuation of the 2 in 1, focused on deepening knowledge. It was launched in September and was an immediate success: “There were a lot of people waiting for the course to arrive and asking when it would be released. We currently have more than 800 people taking one of our 4 courses available” - says Carlos. The courses were hosted on the Degreed platform, a platform that allows iFood to aggregate in-house courses, along with existing courses on the market, and create strong learning paths for its team.

“I joined to collect material, create content and scale a face-to-face training project that was already happening in the company. We wanted to scale the iFood enablement and analytics community, we wanted to create a journey that allowed training at different levels. We needed didactic content, 100% available online, well done and very detailed with practical exercises and a dedicated team supporting the training. With that in mind, we unified learning initiatives in data and created the Brain Academy.” - CARLOS BATALHA, DATA ENGINEERING DO IFood

Completing a challenge is even better when there is a reward involved in the process, with that in mind the Data Viz Engineering team developed a kit of prizes that each FoodLover receives upon completing the course: t-shirt, pin, and the ability to add the module completion badge. on the company's social network.

The knowledge gained in the courses is so important that many FoodLovers proudly share their certificates on LinkedIn shortly after completing the course.

Brain Academy also became part of the company's Onboarding. 2-week learning paths were created to ramp up new FoodLovers with positions of Analyst, Scientist and Data Architect, who have an opportunity to delve into the tools and challenges of the business from day one through training.



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Data learning doesn't stop at courses

Brain Academy is a complementary learning tool for the iFood analytics community. The community interacts on two different platforms: the Slack channel #tableau-community - a channel where everyone can ask questions about creating analyzes and views, in addition to exchanging lots of tips and best practices; and the company's social network, Workplace.

All the dissemination of the courses was also made in these channels: “We anticipate the launch of the courses in the channels telling a little about the project and that the courses would be launched soon. As soon as the courses were ready, we advertised it on the channels and the staff was already engaged and excited to take the course”.

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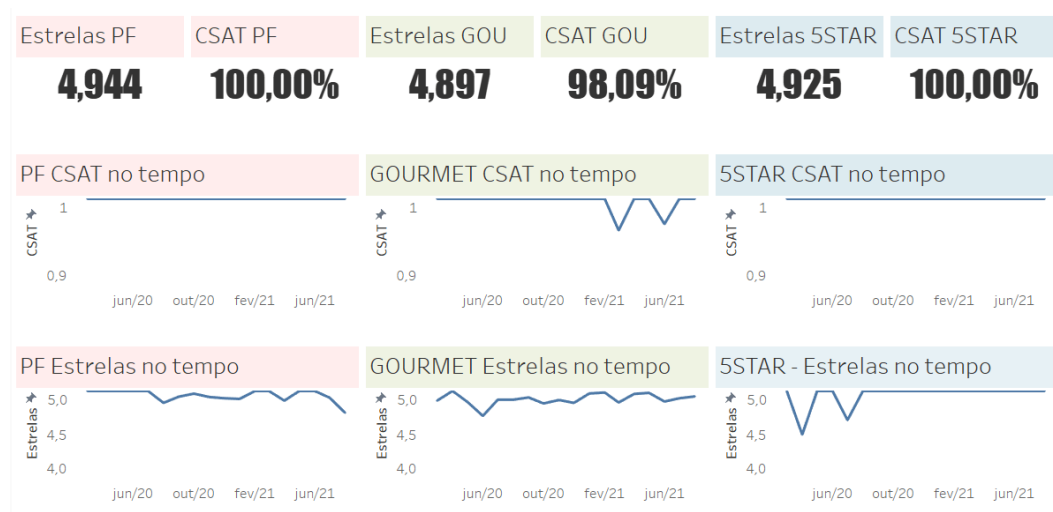
The Workplace social network also supports the dissemination of new courses and materials relevant to the team. And the knowledge doesn't stop there, once a month iFood promotes a webinar with topics relevant to the team. A lot of people watch it live, but all events are recorded and kept for people to watch in the future.

“We scanned the e-learning to plan how we would adapt. To bring the iFood metrics, we created an “iFood sample” with nomenclatures that make sense for our collaborator. We use fictitious data but that are close to the real analyzes we do on a daily basis” - CARLOS BATALHA, DATA ENGINEERING DO IFood

Solidifying the iFood Data Culture

The DataViz Engineering team reviews course output and community engagement periodically.

The following chart shows that Brain Academy's three Tableau courses - or the Tablozometer as they like to call it - have nearly 100% positive ratings.



Gradually, people from areas that are not yet Data Driven are getting involved with Brain Academy courses and realizing in practice that they can optimize processes and generate significant impacts on their daily lives with Tableau.

That's how, with ambitious goals and well-planned steps, iFood conquered the crucial mark of more than 2900 people who are not on the data team making decisions based on data daily. The company is growing at a fast pace, and being Data Driven is an important part of its success.

Back at Brain Academy, Carlos celebrates the results and the speed of individual achievements:

“We are enabling the teams to work, to be able to engage their work faster and to execute their analyses. We have a lot of positive feedback both from the community and from people who came to us to show their panels created based on the lessons learned from the course”.