

correlation.  
one

# 2021 ANNUAL IMPACT REPORT

DS  
4A

UNLOCKING DIVERSE HUMAN  
POTENTIAL AT SCALE

"We want to solve the pipeline problem in tech. Working with Correlation One... is the first step in that direction."

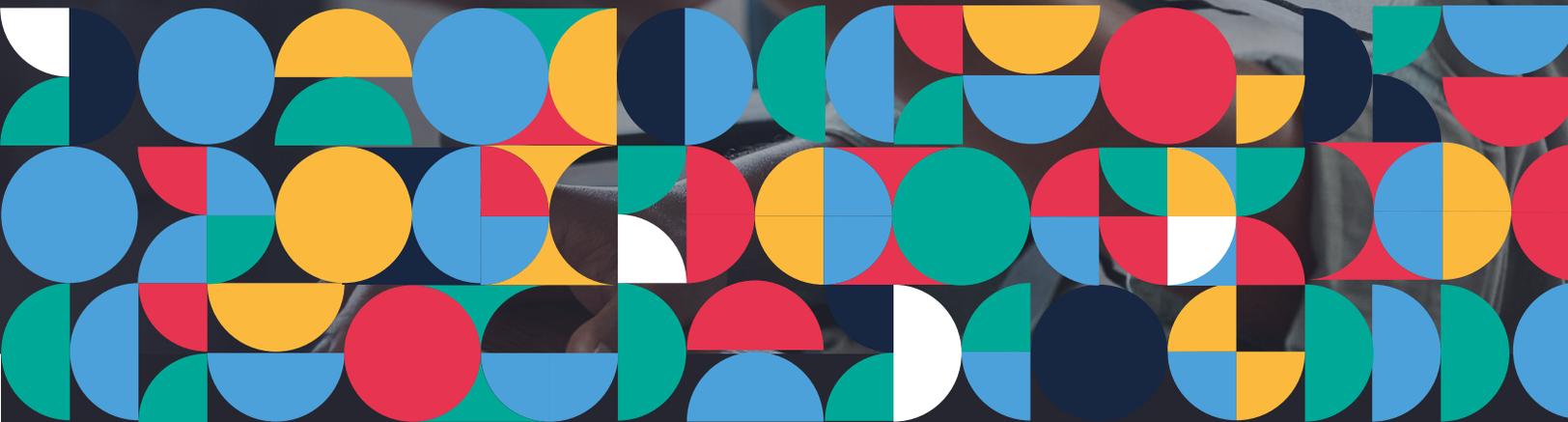
SHAR DUBEY, CEO, MATCH GROUP

"Working with Correlation One is aligned with our values... We must stay laser-focused on tearing down systemic barriers."

FRANK CALDERONI, CEO, ANAPLAN

"My DS4A training taught me to dream again."

ATHENA OWIRODU, GRADUATE, DS4A / EMPOWERMENT



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**THERE'S A MOMENT WHEN YOU  
DECIDE TO **STOP TALKING** ABOUT  
CHANGE AND DECIDE TO **CREATE IT.****

**AND WHEN IT COMES TO  
**DIVERSIFYING DATA TALENT****

**THAT MOMENT IS NOW.**

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## SEVERAL BUSINESS CHALLENGES, ONE SIMPLE SOLUTION

Even the most well-resourced enterprises continue to struggle to build diverse technology teams, especially as the labor market continues to churn.<sup>1</sup> And then there's the critical issue of data literacy, a skill required at almost every level of every modern enterprise.<sup>2</sup> At the same time, we're living in the "age of the algorithm," a world in which it's essential to have diverse perspectives engaged with data analysis for both fundamental financial and ethical reasons.<sup>3</sup>

**Forward-thinking business leaders increasingly know they can no longer afford to ignore the gap between their diversity and data analytics needs. Their bottom lines require immediate action.**

Meanwhile, as more Americans become aware of the systemic barriers, digital divides, and opportunity gaps that prevent underrepresented minority groups from accessing well-paying jobs, many companies have made public DEI commitments to bring about change.<sup>4</sup>

Yet, for all the good intentions business leaders may have voiced and embedded into strategic pillars and goals, actionable strategies are often limited.



**• HERE AT CORRELATION ONE, WE'VE  
DEVELOPED A SIMPLE SOLUTION:  
WE INCREASE THE DATA TALENT TODAY'S COMPANIES  
NEED BY PROVIDING FREE, WORLD-CLASS TRAINING  
AND PROFESSIONAL DEVELOPMENT TO PEOPLE FROM  
HISTORICALLY UNDERREPRESENTED GROUPS.**

<sup>1</sup> Tanzi, Alexandre. "Bloomberg." [Bloomberg - Are You a Robot?](#). Khorram, Kate R. "Tech Companies Say They Value Diversity, but Reports Show Little Change in Last Six Years." CNBC.

<sup>2</sup> Sabar, Rasheed. "How Data Literate Is Your Company?" Harvard Business Review.

<sup>3</sup> O'Neil, Cathy. Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy. Danvers: Crown, 2016.

<sup>4</sup> Gurchiek, Kathy. "Are You Keeping Your DEI Commitments?" SHRM.

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## DS4A: CHANGING THE FACE OF DATA ANALYTICS

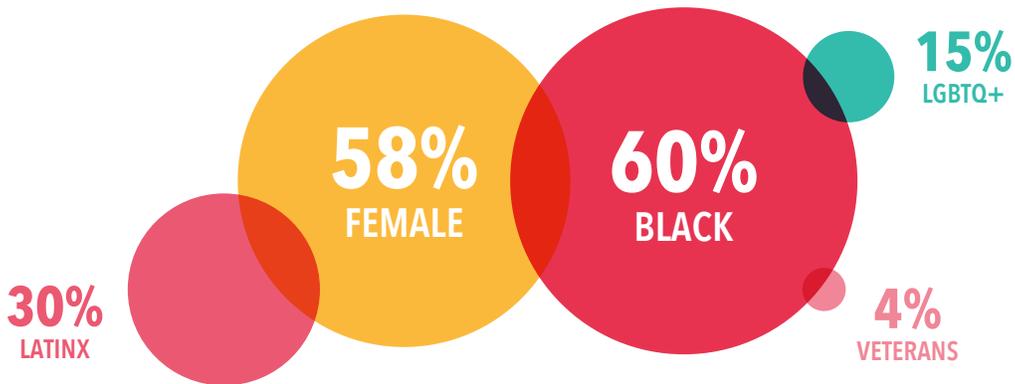
Through our signature program, **Data Science for All (DS4A)**, we're building the first scalable, actionable solution for enterprises to build data-driven workforces that are diverse and inclusive. Our novel approach helps companies both hire data talent from historically underrepresented groups and/or upskill their own workforce to meet analytics needs.

**DS4A provides free technical training, professional development, and mentorship – with truly merit-based program access. Our corporate partners underwrite the costs and recoup their ROI by hiring DS4A Fellows or sending their own employees as participants.**

Together with like-minded businesses, we're creating a culture of upward mobility, fostering higher retention rates, and diversifying the data analytics field on the whole. Remarkably, and in a very short period of time, we've created the world's most diverse community of data professionals.

We are the first actionable solution to build these diverse, data-driven workforces at scale.

### DS4A, BY THE NUMBERS



**75,000**  
APPLICANTS  
IN 2021



**2,500+**  
GRADUATES OF  
OUR PROGRAMS



**98%**  
OF DS4A / WOMEN FELLOWS WERE EMPLOYED  
OR ENROLLED WITHIN 6 MO. OF GRADUATION

**>>>>**  
Now, let's take a closer look at the 2021 impacts our DS4A Employer Partners had on their own organizations and the larger data analytics workforce.

## FEATURED 2021 DS4A EMPLOYER PARTNERS

Our ability to unlock diverse human potential at scale is contingent upon our ability to identify and collaborate with like-minded businesses, governments, organizations, and individuals. Within the last several months, a number of enterprises have worked with us to solve data and DEI workforce challenges in real time – and with swift results as evidenced in the following case studies.



### WORKING ACROSS GEOGRAPHIES AND EMPLOYEE LIFECYCLE TO BUILD DIVERSITY



#### OVERVIEW

<b>Industry:</b> Retail	<b>Founded:</b> 1902	<b>Number of employees:</b> 409,000
<b>Headquarters:</b> Minneapolis, MN	<b>Revenue:</b> \$93 billion	

**One of the nation's most beloved retail brands, Target aspires to tap top-flight data talent, build an inclusive workplace culture, and nurture tomorrow's business analytics leaders through their work with Correlation One.**



#### CHALLENGES

- With a rapidly growing workforce distributed across a wide geographic region, Target also has a high degree of variation in data knowledge and experience.
- In 2020, Target made a renewed commitment to diversity, equity, and inclusion, seeking to develop and hire talent from underrepresented groups.



#### SOLUTIONS

- Target actively partnered with Correlation One to cultivate and hire diverse talent through the DS4A program.
- The company sent over two dozen Mentors to DS4A programs.
- They also hosted a number of information sessions and other promotional events to raise their visibility and employer brand among DS4A Fellow cohorts and alumni.



#### RESULTS

- Through sustained, visible efforts – and the company's commitment to mentoring diverse talent, Target hired 7 new data and analytics professionals from the DS4A Alumni talent pool in 2021.
- The company filled positions in data analytics, UX design, and data engineering.
- Demand among DS4A Fellows and Alumni remains consistently high for roles in the company, thanks to Target's dedication to supporting and channeling diverse data professionals at every level of experience.

# matchgroup

## DIVERSIFYING DATA TALENT THROUGH HIRING, UPSKILLING



### OVERVIEW

<b>Industry:</b> Technology	<b>Founded:</b> 2009	<b>Number of employees:</b> 1,880
<b>Headquarters:</b> Dallas, TX	<b>Revenue:</b> \$2.391 billion	

**With a commitment to attracting new data talent while upskilling existing employees from historically underrepresented groups, Match Group worked with us to fund access to training while connecting with Correlation One's DS4A Fellows.**



### CHALLENGES

- Match Group sought to develop a diverse data talent pipeline across 45 subsidiary companies – including Tinder, Hinge, and Match.com –and at different levels of skill, experience.
- They also sought to upskill internal talent within their portfolio companies that could advance data skills, gain experience working with real-world data projects, and build diverse professional networks across industries and fields.



### SOLUTIONS

- Match Group partnered with Correlation One to solve several critical personnel goals using a full-suite talent development approach.
- Working with our DS4A team, the company provided specific talent needs, including geographic preferences.
- Match Group Fellows selected for the program received data-related upskilling.
- Over 25 employees from 7 subsidiary companies served as Mentors to help nurture Fellow success.
- The company sponsored a number of Fellow project awards.



### RESULTS

- By collaborating with Correlation One, the company was placed in direct contact with program Fellows through DS4A Career Fair events and our C1 Connect data talent platform.
- Match Group hired 4 DS4A Fellows in the Q1 2021 alone, filling roles from data scientist (Tinder) to Technical Intern (Hinge), demonstrating the quality and breadth of skills present in the DS4A ecosystem.
- Several employees received upskilling in a range of data-centered positions: customer service experience manager, business development personnel, and software engineers.

# Anaplan

MEETING STRATEGIC BUSINESS NEEDS THROUGH DEI EFFORTS



## OVERVIEW

<b>Industry:</b> Technology	<b>Founded:</b> 2009	<b>Number of employees:</b> 2,200
<b>Headquarters:</b> San Francisco, CA	<b>Revenue:</b> \$447.8 million	

**As the SaaS business planning platform company continues to scale, company leaders aspire to not only build a talent pool that reflects their partners' and customers' growing needs for skilled Anaplan model builders but also to attract talent from historically underrepresented groups to create a diverse Anaplan talent ecosystem.**



## CHALLENGES

- To support rapid growth and meet increasing demand for its platform, Anaplan and its customers and partners needed to hire hundreds of skilled data modelers.
- Committed to building a diverse and inclusive workforce, the company was looking for innovative approaches to discover, attract and invest in top-notch talent.



## SOLUTIONS

- Anaplan worked with Correlation One to integrate Anaplan's model builder curriculum as an extension to the DS4A/Empowerment program.
- We also worked with both Anaplan's Recruiting, Learning & Development, and Strategic Growth teams to identify candidates who met the unique hiring criteria for certified Anaplan model builders.



## RESULTS

- Correlation One built a massive pipeline of 3,500 diverse, interested candidates in 5 weeks.
- 80 candidates became certified Anaplan model builders in Q3 2021, and now 100+ are in training, with more in pipeline for quarterly program completion.
- 70+% of graduates received jobs in Anaplan's ecosystem within 3 months.



## PLACING WOMEN AT THE WHEEL OF DATA-DRIVEN OUTCOMES



### OVERVIEW

<b>Industry:</b> Financial services	<b>Founded:</b> 1918	<b>Number of employees:</b> 16,533
<b>Headquarters:</b> New York, NY	<b>Revenue:</b> \$40.45 billion	

Through nominations of TIAA staff to DS4A/Women and intentional engagement with the wider group of female Fellows, the company demonstrated their continued commitment to advancing professional female data analysts.



### CHALLENGES

- TIAA aspires to continue tapping into the power of data and AI to deliver actionable insights, better decisions and outcomes, and the personalized experiences TIAA customers expect.
- At the same time, they also want to ensure their most important asset – their people – continue to gain critical skills and experiences to thrive professionally.



### SOLUTIONS

- In 2021, TIAA became a DS4A/Women Employer Partner.
- The company nominated 30 women to the highly selective screening process.



### RESULTS

- 15 female TIAA employees were accepted into the DS4A/Women program.
- TIAA's CDO Wendy Harrington hosted a roundtable featuring female leaders from Epsilon, Allstate, and Accenture—all of whom shared their professional paths, lessons learned, and advice with hundreds of talented Fellows and professionals watching virtually.



"In my early years, the shift from being a technical individual contributor to leading a team of 20 (analysts, consultants, programmers and engineers) was the most challenging. I must have read a dozen books on being a good manager before I realized what I needed most was right in front of me – mentors, role models, and input and feedback from a very seasoned team."

**WENDY HARRINGTON**  
HEAD OF GLOBAL DATA AND CORPORATE TECHNOLOGY, TIAA

## DS4A FELLOW SUCCESS STORIES

The Correlation One staff prides itself on using rigorous assessments to identify talented candidates who will succeed not just in our training efforts but also on the job. DS4A training prepares graduates for a range of “big data” careers, from internships to senior management roles.

To all of that, we add our commitment to making highly curated, thoughtful matches between our Fellows and Employer Partners.

### DATA TALENT SPOTLIGHT



**SATHYA  
EDAMADAKA**

DATA ENGINEERING  
INTERN  
POINT 72

▶ WATCH VIDEO



**ASEEL  
HAWI**

TECHNOLOGY  
ANALYST  
ACCENTURE



**JAMILA  
SMITH-DELL**

INSIGHT  
ANALYST  
LINKEDIN



**PAULA  
ESPITIA**

DATA VISUALIZATION  
INTERN  
POINT 72



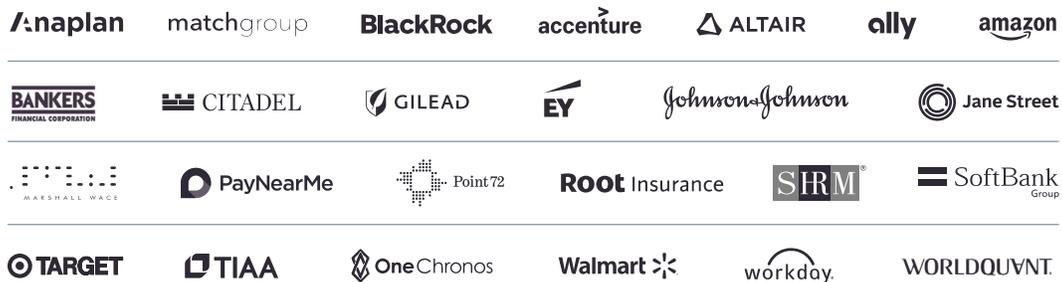
**VANESSA  
JOHNSON**

HUMAN CAPITAL  
ANALYST  
TNP

▶ WATCH VIDEO

### OUR PARTNER COMPANIES

Our Employer Partners sponsor our programs and hire our graduates.



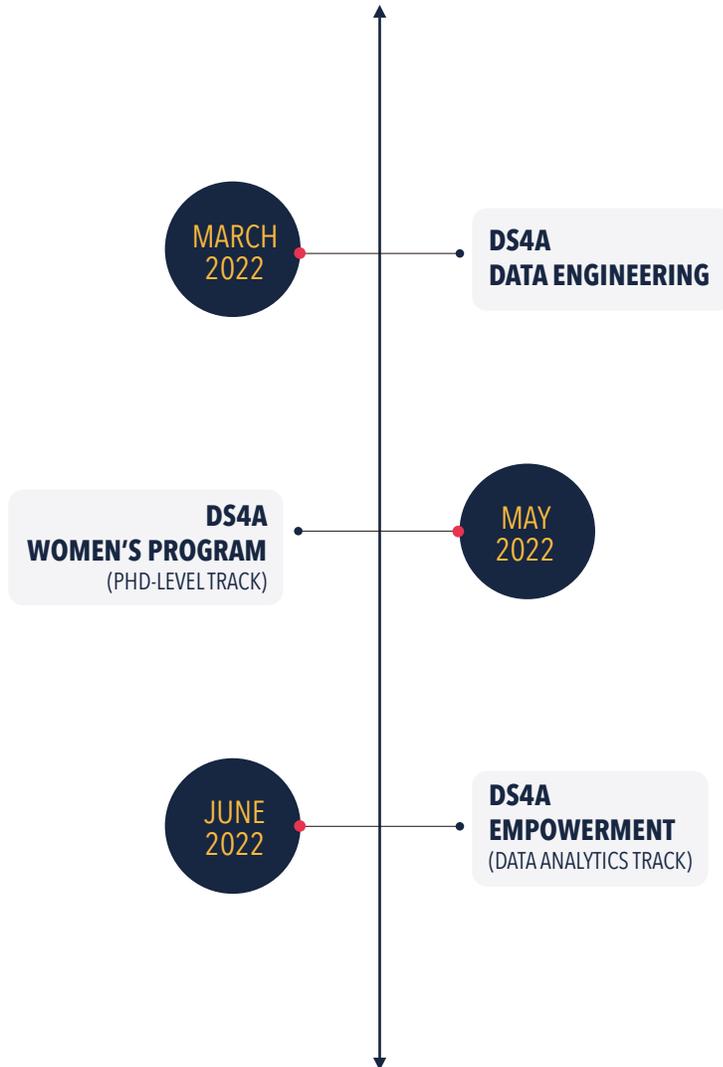
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## DS4A 2022 CALENDAR

Moving forward into the new year, Correlation One will continue opening channels between enterprises and vetted, trained, job-ready data talent. Along the way, we'll also help our DS4A Employer Partners meet their DEI goals, too, through our innovative strategies and solutions.

Our umbrella of programs allow subscribing enterprises to access diverse, data-capable talent with different backgrounds throughout the year.

### DS4A 2022 PROGRAM LAUNCH DATES

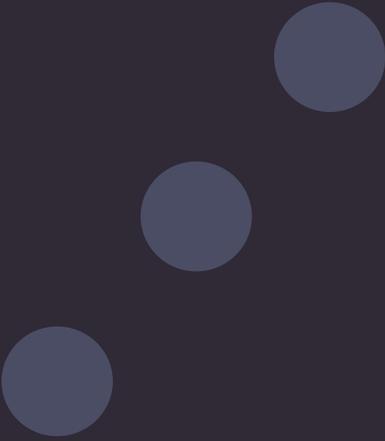


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**IS THIS THE MOMENT  
WHEN YOU TAKE ACTION  
TO DIVERSIFY YOUR  
COMPANY'S  
DATA TALENT POOL?**

**CORRELATION ONE  
IS READY TO HELP.**

**CONTACT US**



correlation.:one

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For more information visit  
**[correlation-one.com](http://correlation-one.com)**