



# RAISING THE BAR FOR PROFESSIONAL SERVICES:

## How General Assembly Data Courses Boost the Bottom Line for Consultants

If you're a strategic consultant, you know that business leaders are rapidly seeking guidance for a "digital-first future" that's already arrived. Your clients are eager to use data mining, analysis, and modeling to extract meaningful insights and shape data-powered strategies that address their most pressing challenges.

To that end, maintaining leading-edge data skills is a top business imperative for all professional service firms — but how do you make sure you — and every new employee that joins your ranks — are sharpening your data competencies to the highest standard?

For Booz Allen Hamilton and other top consulting firms, partnering with General Assembly is an approach that works. In what follows, we'll detail the data opportunities that are transforming your industry, skills your data teams need to thrive in 2024, and success stories of other professional service providers that have upskilled with GA.

*"Our data programs for the professional services industry are all about helping consultants bring better solutions to their clients — which, in turn, allows them to bill at higher rates."*

*"And from an operational perspective, expanding data proficiency minimizes reliance on isolated pockets of expertise, empowering all teams to create innovative, data-driven solutions, strengthen current relationships, and acquire new clients."*

*Ciaran Moloney  
VP of Solutions at General Assembly*

# DATA ANALYSIS IN PROFESSIONAL SERVICES: CHALLENGES & OPPORTUNITIES

In 2024, data isn't just an opportunity for professional services consultants: it's an imperative.

Consider what business leaders across all sectors (that is, your prospective clients) are saying:

- **94%** plan to increase investments in data and analytics (McKinsey).
- **84%** believe competitively leveraging data is a key driver of growth (Accenture).
- **25%** of CIOs will use strategies to accelerate digital skills for key roles by 50% (Gartner).

Despite a pervasive understanding of data's significance, 77% of CEOs report business adoption of Big Data/AI initiatives is a major challenge, and only 31% of those surveyed consider their companies truly "data-driven."

That's where you come in. With the right data skills, your consultants can fill important gaps, serve as data liaisons, and guide your clients through their digital transformation growing pains.

To make this happen, strategic consulting firms need to excel in several key areas of data proficiency:

**Data Collection and Integration** — Efficient consulting requires the ability to gather and integrate data from diverse sources, both internal and external.

**Data Quality and Governance** — Robust data quality measures and governance frameworks validate the integrity of the information used for analysis and decision-making.





**Advanced Analytics and Modeling** — To provide data-driven recommendations and strategic insights, consultants must have proficiency in disciplines such as statistical analysis, machine learning, and predictive modeling.

**Visualization and Communication** — Data visualization tools and techniques help present complex information in a clear and understandable manner to suit a variety of audiences.

**Strategic Planning and Alignment** — Consultants must develop data strategies that support clients' long-term goals and contribute to their competitive advantage.

**Agile and Adaptive Approach** — With an agile approach, embracing new tools and methodologies becomes an ongoing process that evolves with shifting business challenges and opportunities.

**Cybersecurity and Data Privacy** — Cybersecurity protections and regulatory compliance safeguard the confidentiality and security of sensitive information.

**Cross-Functional Collaboration** — Collaboration across different functions, such as IT, finance, and operations ensures a holistic understanding of the client's business and contributes toward effective data solutions.

**Continuous Learning and Skill Development** — Today's employees expect a culture of continuous learning and skill development. Data training builds technical skill sets while fostering professional growth and resilience.

By excelling in these areas, strategy consulting firms can leverage data effectively to provide valuable insights, support informed decision-making, and drive strategic success for their clients. This proficiency not only allows for billing at a higher rate but also promotes internal efficiency, preventing an overload on a single team and ensuring the seamless execution of diverse data initiatives across the organization.

# GAINING THE HARD DATA SKILLS YOUR CONSULTANCY NEEDS TO THRIVE

To keep pace with these evolving data needs, leading professional service firms often require employees to take data-specific skills courses that prepare them for the challenges they'll encounter on the job. Today, well-trained data practitioners study a rigorous curriculum that frequently includes:

- **Data Wrangling** (SQL)
- **Data Visualization** (Tableau)
- **Programming** (Python)
- **Machine Learning** (Excel, pandas, Dataiku)
- **AI & Large Language Models** (BERT, ChatGPT, XLNet)
- **Extract, Transform Load** (ETL) and Power Query (Excel)
- **Data Management and Governance** (theoretic principles of responsible analytics and ethics)

Of course, with tools, techniques, and platforms constantly in flux, you'll need a data upskilling solution that continually refreshes curriculum based on what's happening in the business landscape — and can be customized to the unique use cases you're trying to solve.

General Assembly's Data Analytics program builds fundamental skills in all of the areas mentioned above, enabling existing employees to populate open data roles and expanding data fluency across the organization. Meanwhile, our Advanced Analytics courses build areas of expertise for mid-career data professionals so they can keep up-to-date with the most in-demand skill sets.

Over the span of 40 hours, GA's data analysis courses cover mission-critical areas like:

- How to frame the right questions and obtain the right data.
- What are the best methods to prepare and analyze the data?
- Which tools and techniques can we use to effectively communicate data results?

Whether remote or onsite, GA's instructor-led sessions equip your consultants with practical knowledge and capabilities they can put to work immediately. Through assignments, case study analysis, and hands-on projects mimicking real-world tasks and workflows, your employees will work through the material with oversight from subject matter experts, enjoying regular feedback to ensure they're hitting their learning milestones.



# OUR IMPACT: PROFESSIONAL SERVICES CASE STUDIES

General Assembly has a proven track record of partnering with world-renowned professional services firms to help meet their needs for data upskilling. Here are a few examples illustrating the impact our courses have had.

## BOOZ ALLEN HAMILTON

Global management and technology consulting firm Booz Allen Hamilton wanted a more data-driven consultancy that could place existing staff into client settings at a high level of data competency. To achieve this, they built broad data capabilities and accelerated deep skill growth through a partnership with General Assembly.

With GA's guidance, Booz Allen created the Data Science 5,000 Program, which included talent assessment, benchmarking, and three months of live remote foundational skills training. Based on individual competencies, employees were upskilled in data science or data analytics tracks.

Ultimately, Booz Allen successfully built data capability across the firm, resulting in:

- 1,400+ consultants upskilled in data science and analytics across 36+ locations.
- New major contracts with a significant 4% increase in billables.
- Improved employee satisfaction scores and retention rate.

**“We’re accelerating our strength in data science in many ways. Our strategic effort with General Assembly is a key path for scaling these efforts.”**

Ezmeralda Khalil Sager (Vice President, Head of Corporate Development and Strategy)



# A LEADING EUROPEAN PROFESSIONAL SERVICES FIRM

To overcome industry skepticism regarding the value of management consulting, a Europe-based strategy consulting firm sought to position itself as the consultancy of the future. The challenge was to rethink the essence of consulting and identify the skills needed for competitiveness.

Part of their strategy involved a partnership with General Assembly to reskill a substantial portion of the workforce, with a specific skill assessment program designed for the consultancy. Training

initiatives encompassed data analytics for new hires and existing employees, as well as deep-dive data science for all consultants.

The program was a huge success with:

- Over 350 employees completing the program.
- Existing analysts, project managers, and consultants upskilled into data scientists.



## **A TOP-TIER WORLDWIDE MANAGEMENT CONSULTING FIRM**

A well-known management consulting firm aimed to upskill generalist business consultants in key disciplines like advanced analytics, product management, and tech.

General Assembly collaborated with the firm to develop a week-long accelerator program to transform analysts, associates, and engagement managers into technically proficient integrative consultants.

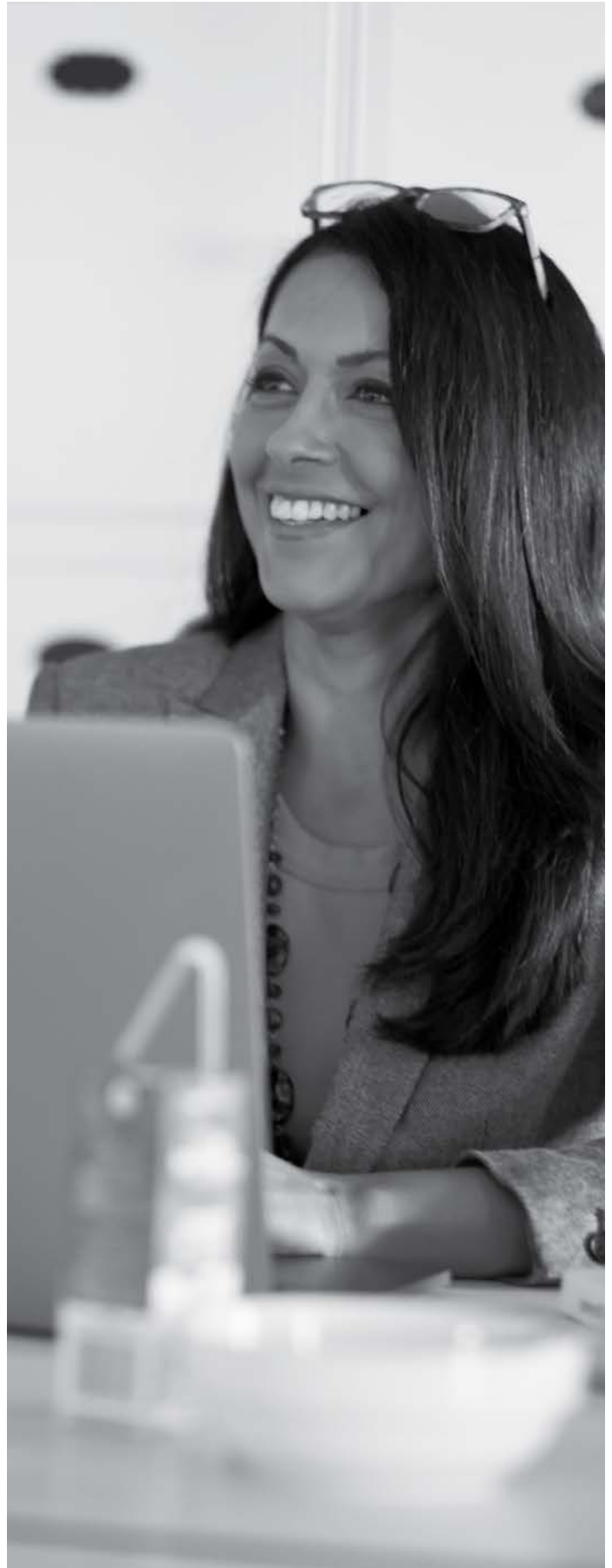
The program enhanced internal digital leadership and credibility with clients:

- Over 500 consultants upskilled in North and Latin America, Europe, the Middle East, and Asia.
- The firm advanced their goal to get from 50 to 100% “tech-enabled.”

**“This is exactly the sort of course that we need to be able to get staffed on client engagements.”**

**“It’s one of the most interesting trainings I’ve ever participated in and incredible how much you can learn in one week. I’m excited to further my skill set in Python after this course.”**

Feedback from program participants





## **START TRAINING YOUR FUTURE DREAM TEAM TODAY.**

As we delve into the intricacies of the data skills needed in 2024, it becomes evident that the strategic consulting industry is not just adapting to change but shaping it, and General Assembly's upskilling solutions are at the forefront of this transformation.

In this data-driven era, where client expectations and industry demands are continually on the rise, our data courses position consultants to meet both present and future needs by ensuring that every team member possesses the high bar of data fluency required to engage in meaningful, productive work — and deliver superior solutions to clients.

With a curriculum covering essential areas such as data wrangling, visualization, programming, machine learning, and AI, General Assembly's data analytics program fulfills the industry's most vital data skills demands. The program's adaptability to changing business climates and customization to unique use cases make it a powerful resource for staying ahead. Through impactful case studies and success stories, it's clear that General Assembly's data upskilling is not just a program — it's a strategic investment in the future-readiness of professional service firms, yielding proven results for industry leaders.

**[Let's get started.](#)**