CASE STUDY

⊙ TARGET

WORKING ACROSS GEOGRAPHIES AND EMPLOYEE LIFECYCLE TO BUILD DIVERSITY

OVERVIEW

INDUSTRY
RETAIL

FOUNDED
1902

HEADQUARTERS
MINNEAPOLIS, MN

REVENUE
93 MILLION

NUMBER OF EMPLOYEES
409,000

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.

correlation·one

As a technology company whose mission is to create equal access to the data-driven jobs of tomorrow, we know that data literacy is the most important skill for the future of work.

Currently we offer a number of innovative solutions to help forward-thinking companies build diverse, high-performing data and analytics teams, including:

Access to graduates of our innovative data training courses

Enterprise-level training customized to meet company needs (e.g., upskilling)

Assessment of data talent before, during, and after hiring

So, whether you seek to connect with talent from underrepresented groups, build a custom data training or upskilling program, or optimize your hiring funnel, the Correlation One team is ready to help you advance your company's data capabilities.

Schedule a call today.

CONTACT US