



# IMPACT REPORT

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PwC and Phoenix Space Digital  
Heroes Programme - Feb 2024

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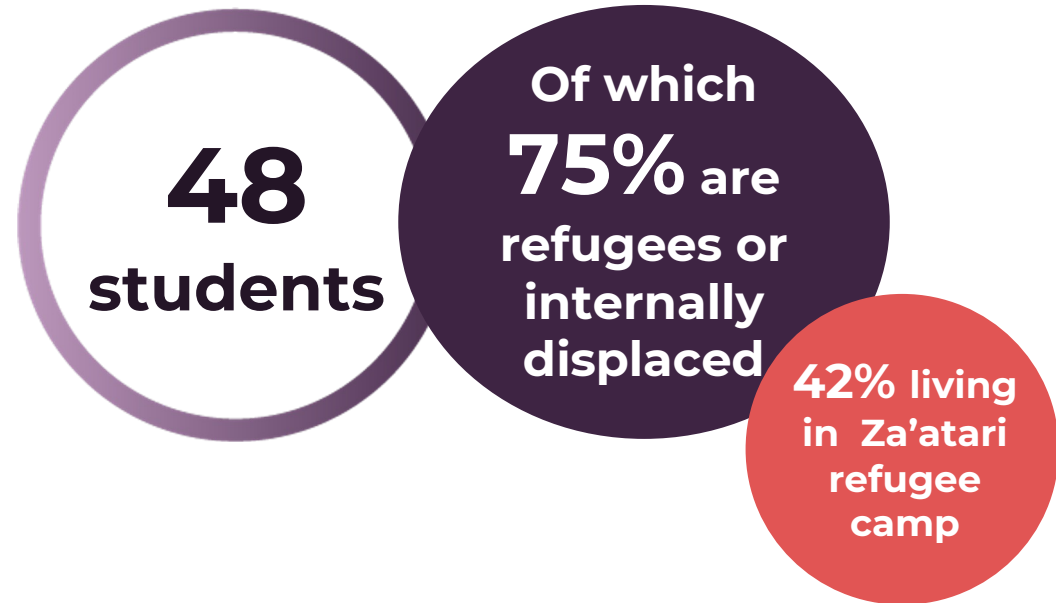


VOLUNTEER  
HCR  
Agency

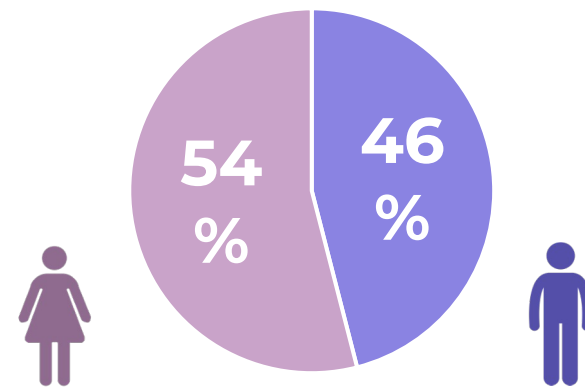
Introducing Our Case Study  
Sustainability Presentation



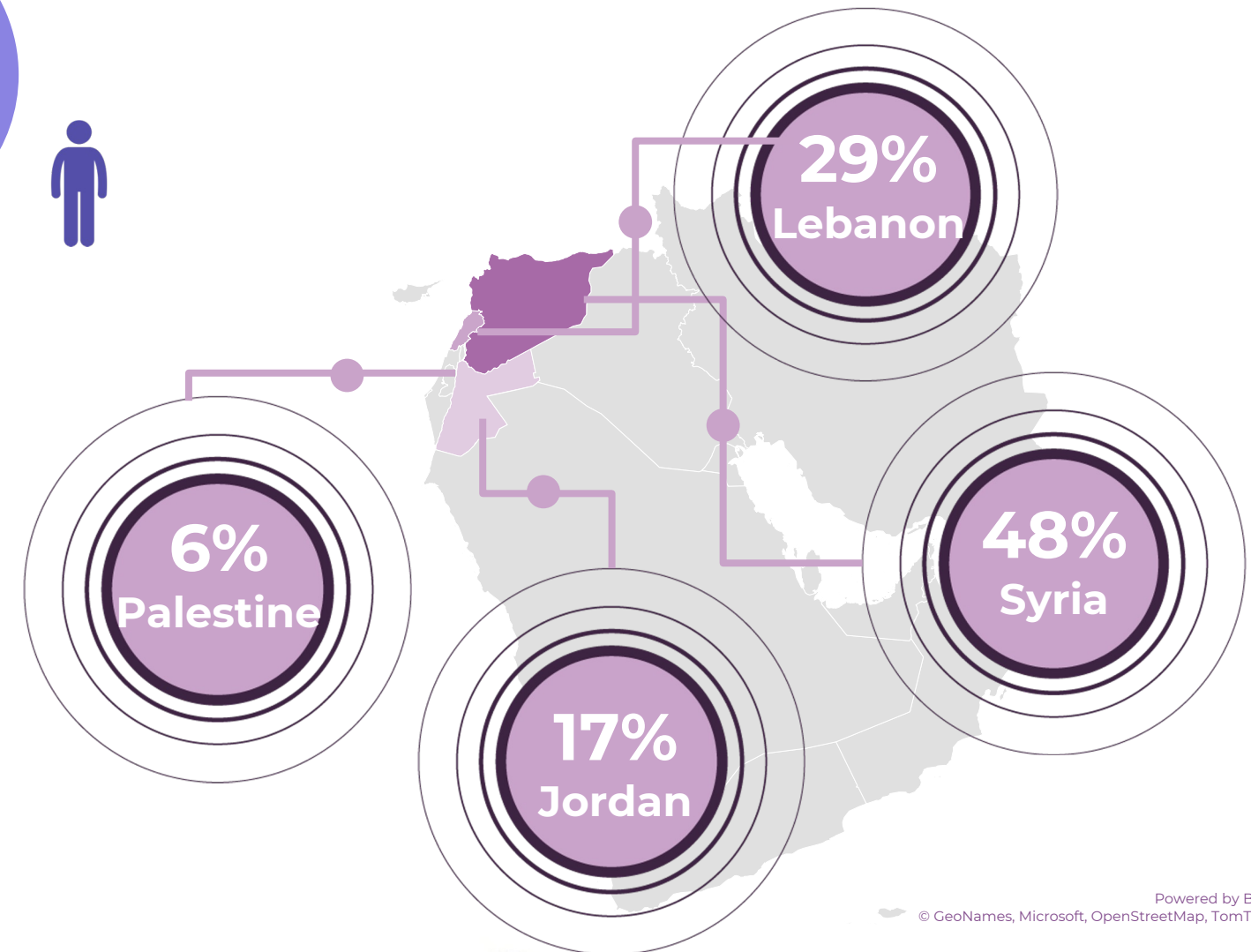
# Student Data



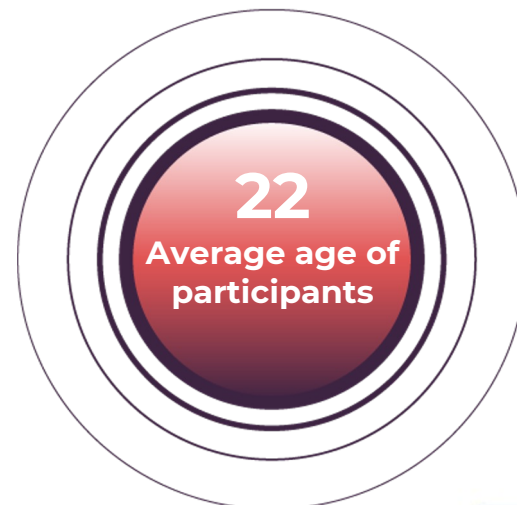
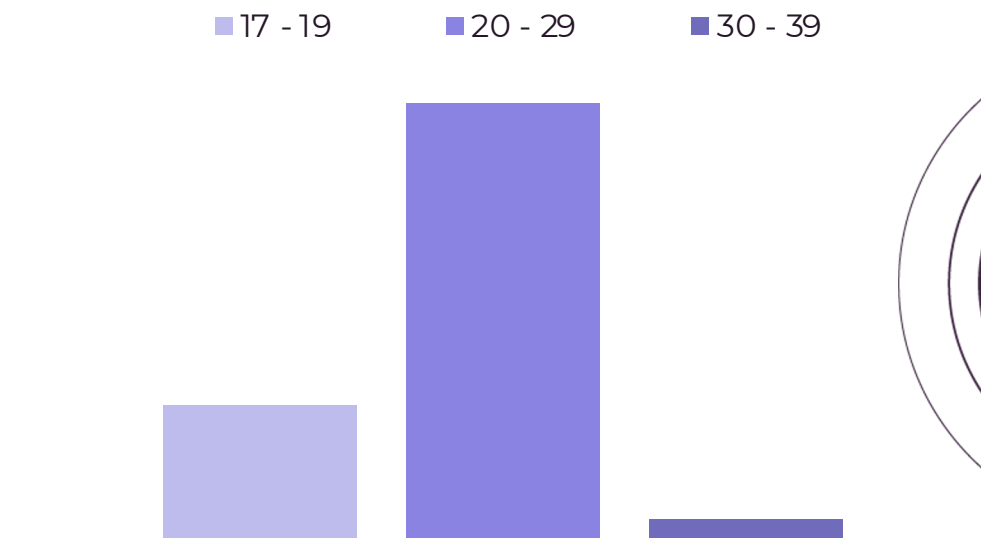
## Gender Distribution



## Countries of Origin



## Students' Age Ranges





# Course Details

The choice of 3 course levels to complete in **39** days

**Beginner**

**4** modules  
over  
**16.5** hours

**Inter-  
mediate**

**3** modules  
over  
**24.5** hours

**Advanced**

**3** modules  
over  
**30** hours

## Course Modules

**Data  
literacy**

**AI  
funda-  
mentals**

**Power  
BI**

**Alteryx**

**Excel/  
Power-  
point**

## 2 Key Partner Organizations

**Blumont**

Za'atari Camp,  
Amman, Jordan

Global  
humanitarian  
NGO, UNHCR  
partner

**Al Hussein  
Technical  
University**

Amman, Jordan

Leading University  
in technical  
education



# Course details: Digital Accelerators

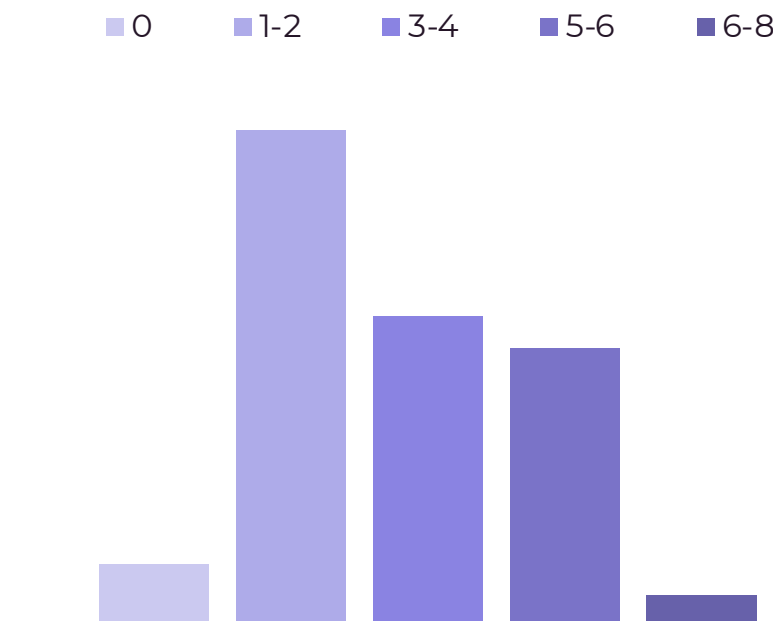
The Digital Accelerators are PwC employees who volunteer their time to support the Digital Heroes students throughout the course.

## PwC Digital Accelerators

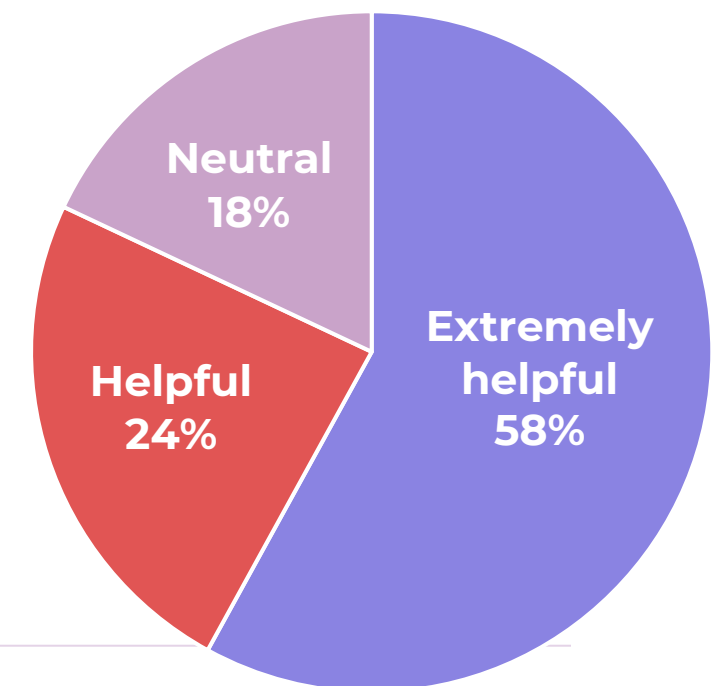
**10 DA's**

**20+  
DA  
clinics**

## How many DA clinics did you attend?



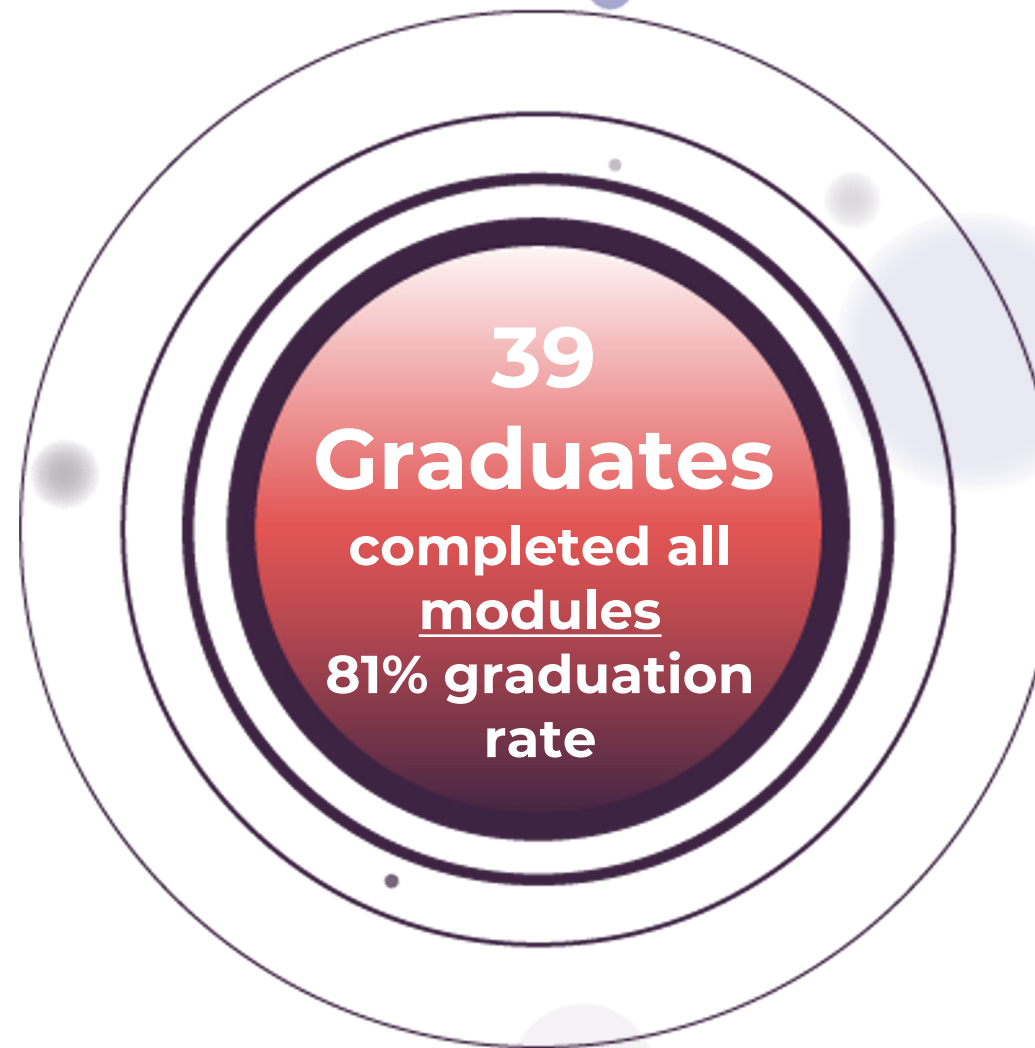
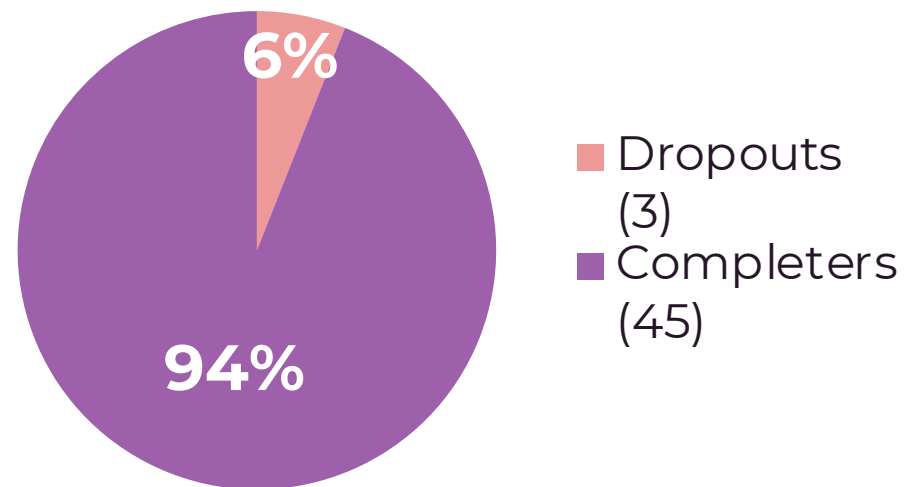
## How helpful and supportive was your DA?



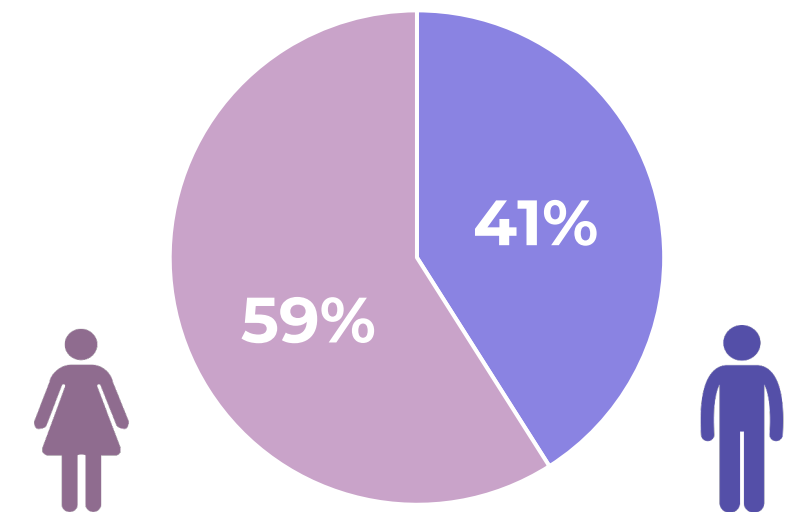


# Graduate Data

How many students  
completed at least 1  
module?



Graduate Gender  
Distribution



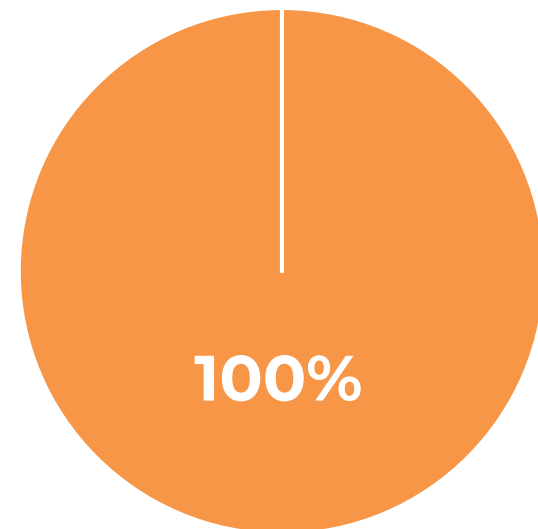






# Student Feedback

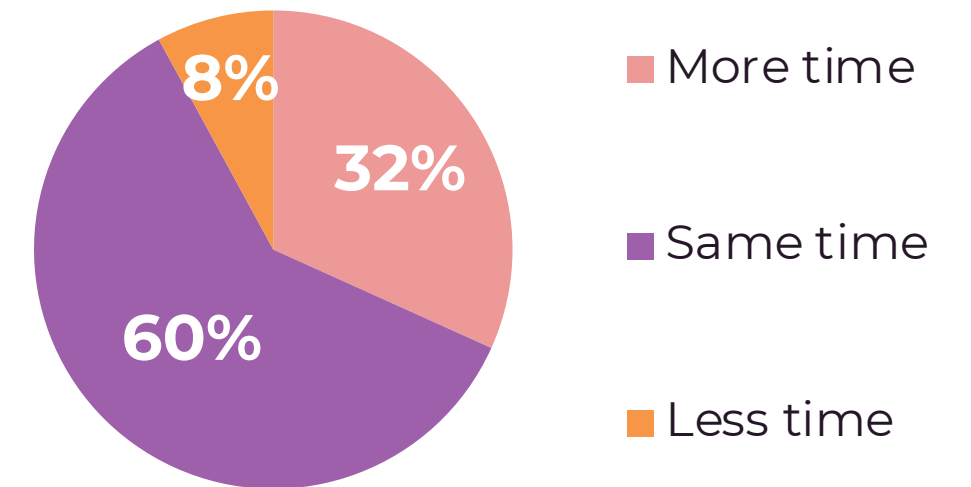
Do you plan to continue  
your learning in the  
Kubicle platform?



■ Yes

95%  
would recommend  
this course to a  
friend

Would you prefer more / the  
same / less time to complete  
the course?



# Engagement and Skill Development

89%

**Of students were more motivated to learn data analytics and other digital platforms.**

95%

Made me believe I can figure out anything if I try hard enough

95%

Made me feel more confident trying new technologies

95%

Made me feel more confident reporting and presenting my analytical findings to others

92%

Made me feel more comfortable asking questions when I don't understand something

95%

Made me feel more confident analysing data and drawing conclusions from it



# What the students had to say...

“

*I appreciated the course's practical approach and the opportunity to learn from real-world examples.*

”

XIAOMI

Mohammad, M, 22, Lebanon

“

*I have gained the ability to strategically analyse data to extract patterns, trends and valuable knowledge for my employer.*

”

Fatima, F, 20, Za'atari camp

“

*My Digital Accelerator, Suhad, put in a lot of hard work to help and support me in the learning process.*

”

Abdelhaleam, M, 22, Jordan

“

*I am confident I will use the skills I have learned in my community, education, studies, and future career.*

”

Al-Zahra, F, 19, Za'atari camp



# Meet Ahmad



**Ahmad, 23**

Blumont student,  
Za'atari refugee  
camp, Jordan

**Ahmad, 23, from Syria, lives in the Za'atari refugee camp in Jordan. He completed all 4 modules of the Beginner Digital Heroes course.**

“

*I am currently studying software engineering in university and joined this course to develop further knowledge in data software and skills that meet job market demands.*

*I especially enjoyed the advanced excel courses and creating data visualisation dashboards in PowerBI.*

*I plan to become a freelancer in data analysis after graduation.*

”



# Meet Alaa



**Alaa, 28**

Phoenix Space  
student from Syria,  
living in UAE

**Alaa, 28, from Syria, now lives in the UAE. She was a successful graduate of the Advanced level of the Digital Heroes course.**

“

*I aim to leverage the skills I learned in this course to improve efficiency, accuracy, and productivity in my day-to-day tasks related to data analysis and reporting. Ultimately, I am excited to apply them to real-world scenarios to add value and make a positive impact in my professional career. I am planning to find job in the Data Analysis field so I will apply these skills and demonstrate them on my LinkedIn profile.*

”

# PwC internship: Interview with Souad

Souad, 21, from Lebanon, was selected by PwC Middle East for an internship in their Beirut office following her exceptional performance in the Digital Heroes course.



**Souad, 21**

Phoenix Space  
student from  
Lebanon

“

What were your primary duties during your internship?

*I was a consulting intern in the Financial Services unit at PwC. My primary duties involved supporting the consulting team with various client projects. I helped prepare presentations and reports for clients. Additionally, I participated in team meetings, collaborated with colleagues to solve problems and implement solutions based on the client's requirements.*

What were the most important skills you developed and why do you feel this way?

*The most important skills I developed were effective communication, and adaptability.*

*Effective communication was equally important because it enabled me to clearly convey ideas and recommendations to my team.*

*Adaptability proved to be essential as I navigated the fast-paced and dynamic environment of consulting, learning to quickly adjust to new tasks and client needs.*

*As a computer science graduate transitioning into the AI field, these skills prepare me for collaborative and leadership roles, particularly when working on real-world AI projects with clients. They help bridge the gap between technical expertise and practical application, which is crucial in delivering impactful AI solutions.*

”



# PwC internship: Interview with Souad



**“What did you learn about working in a corporate environment that stands out to you?”**

*One aspect of working in a corporate environment that stood out to me was the importance of collaboration and teamwork across various departments and roles. I was surprised by how interconnected different teams are and how essential effective communication and coordination are to the success of projects.*

*I also learned that the corporate environment requires a strong emphasis on time management and prioritization, as there are often multiple projects and deadlines happening simultaneously.*

**How do you feel this experience has affected your future?**

*The skills and insights I gained during my time at PwC have prepared me for the dynamic nature of the tech industry. This experience has also expanded my network and opened doors to future opportunities.*

**Has the internship affected what you want to do professionally, and how?**

*It has solidified my interest in pursuing a career that combines my technical background in computer science with consulting, particularly in the AI field. The exposure to real-world business challenges and the opportunity to contribute to impactful solutions has fuelled my passion for using technology to solve complex problems.* ”



# PwC internship: Interview with Souad

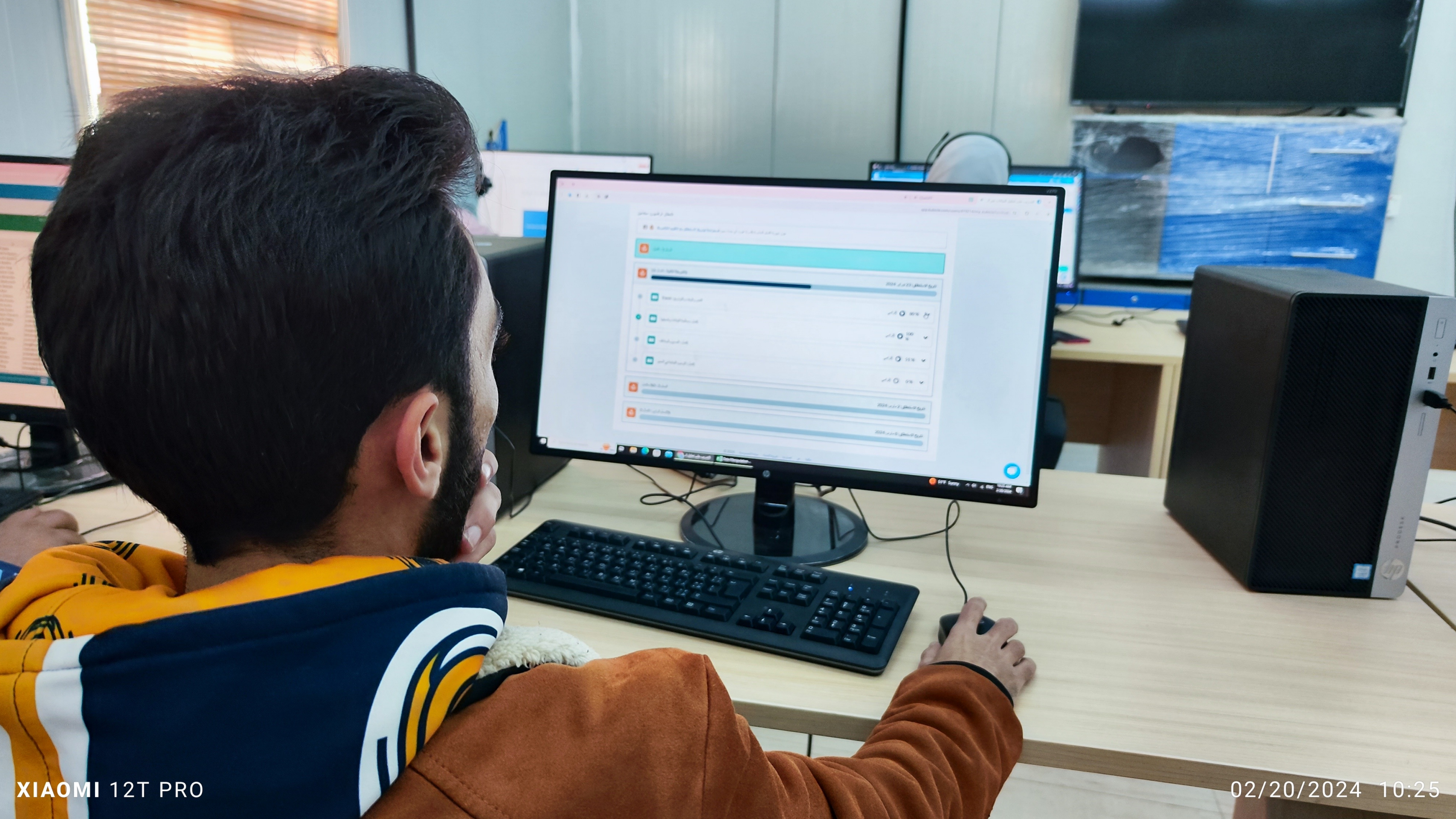


“What is next for you professionally?”

*I'm focused on transitioning into the AI field. To achieve this, I am actively participating in AI programs to deepen my knowledge and skills in artificial intelligence and machine learning. These programs provide me with a structured learning path and access to industry experts. Additionally, I plan to work on practical AI projects to apply my skills in real world scenarios, which will help me build a strong portfolio and gain hands-on experience.*

”









[phoenixspace.org](http://phoenixspace.org)

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