2025

Job Skills Report

Skill and learning trends for employees, students, and job seekers

coursera

Table of contents

Foreword

The state of job skills in 2025

I'm delighted to present Coursera's fourth annual ***Job Skills Report***, a look at the critical skills that individuals and institutions will prioritize in 2025. Drawing on insights from over five million enterprise learners and 7,000+ institutional customers, this report provides a data-driven analysis of the trends shaping the future of learning and work.

As we enter 2025, generative AI (GenAI) will continue to transform jobs and industries across the globe. AI has the potential to unlock $15.7 trillion in global economic value by 2030,[1] but these gains will depend on our ability to equip people with the skills needed to harness its power. To realize this potential, businesses, higher education institutions, and governments must work together to accelerate the rate of workforce upskilling and reskilling.

This year's report reveals that the global workforce is embracing GenAI at an incredible pace. **GenAI is now the fastest-growing skill** among our enterprise learners—including employees, students, and job seekers—with course enrollments surging by 866% year-over-year. More than half (54%) of GenAI course enrollments are from learners in India, Colombia, and Mexico, signaling what might be a shift in the globalization of talent in emerging markets.

The top-ranking skills across business, data science, and technology also include risk management, cybersecurity, and data ethics, highlighting the critical need to use AI in a responsible and collective way. As cyberattacks grow more frequent and sophisticated,[2] these skills will become indispensable across industries and technical job roles.

The rise of GenAI also presents unprecedented opportunities to enhance and personalize learning experiences at scale. Employees, students, and job seekers have engaged with Coursera Coach, an AI-powered guide, over six million times in the past year to deepen their understanding and practice new skills through interactive exercises.

The changes brought on by GenAI demand a new pace of learning, and we must rise to the challenge together. Let this report serve as a guide to understanding the skills needed to thrive in the year ahead, uniting us in our shared mission to ensure everyone can learn, adapt, and succeed.

Jeff Maggioncalda
CEO, Coursera

01

Introduction

The value of prioritizing workforce skills

The fastest-growing job skills highlighted in this report help institutions align their learning programs with the workforce's skill priorities. By understanding and addressing these trends, institutions can enable career success for employees, students, and job seekers, while simultaneously driving retention, readiness, and overall impact in an ever-changing world.

Businesses

Develop comprehensive learning programs that engage, retain, and develop employees so their organization can thrive.

The AI revolution is not on the horizon, it is already here. Its impact will be as profound as the Industrial Revolution or the Digital Revolution. Your organization must embrace this transformation or risk being left behind. AI literacy and fundamentals are of immediate urgency. As a leader, you must address that while providing familiarity with GenAI tools and their use cases.

Mark A. Lane, PhD
Strategy & Innovation Engineer, Cisco

Higher education institutions

Deliver industry-aligned curricula that attracts and retains students, improving their employability and job prospects.

Our goal is to bridge the gap between theory and practice. We're dedicated to nurturing self-driven learners who can apply their knowledge to real-world challenges. By providing hands-on experiences, industry collaborations, and research opportunities, we equip our students to become innovative problem-solvers and leaders in their chosen fields.

Dr. Kuldeep Sharma
Director of Industry Alliances, Chitkara University

Governments

Build comprehensive skills development programs that equip job seekers with skills critical to employment and economic growth.

To build a resilient economy, we needed to equip citizens with skills for the digital age. It wasn't about weathering the storm, but reimagining Barbados' future in a quickly changing economy. We saw this as an opportunity to retool our workforce, revamping ourselves for the global marketplace.[3]

Dr. Allyson Leacock
Executive Director for the National Transformation Initiative (NTI), Barbados

How to read this report

The *Job Skills Report 2025* identifies this year's fastest-growing skills, drawing on data from five million learners accessing Coursera through more than 7,000 institutions, including businesses, higher education institutions, and governments.*

These learners provide a strong basis for identifying key skill trends in different categories, and across our wider base of over 162 million learners. "Enterprise" learners include **employee learners** engaging with Coursera through their company or public-sector government agency; **student learners** accessing Coursera through their university; and **job seekers** pursuing learning on Coursera through the support of their government.

This year's report not only highlights the fastest-growing skills in AI, business, data science, and tech, but thoroughly explores high-demand areas like GenAI and cybersecurity—reflecting the growing number of job roles related to these skills.

We trust these insights will be a practical resource for identifying and developing impactful skills for today's workforce.

**Unless otherwise cited, all skills data featured in the report is based on Coursera data. See the Methodology section for more details.*

Coursera original research

Each year, we surface insights based on millions of data points from Coursera learners to create in-depth resources that offer insights into the evolving skills landscape. Recent resources include:

- The *Industry Skills Brief 2025* identifies priority skills and roles across five key industries: Energy, financial services, professional services, retail and consumer, and technology.
- The *Micro-Credentials Impact Report 2024* confirms that job skills are a top priority and that industry micro-credentials aligned to career outcomes are key to driving employability.
- The *Advancing Academic Integrity in Online Learning* report explores how higher education institutions can uphold their standards using Coursera's GenAI tools.
- The *Global Skills Report 2024* benchmarks the skills proficiency of regional populations, helping institutions understand which job skills they should prioritize.

How we define the fastest-growing skills

The fastest-growing skills of 2025 are identified through a comparative evaluation of Coursera enterprise learner enrollments throughout 2024. Out of 1,000+ granular skills cataloged in the Coursera taxonomy, the fastest-growing skills are those that have seen the biggest increase in their overall enrollment ranking in this period and are expected to continue to grow or maintain popularity in 2025.

Executive summary

An overview of key trends featured in this report

1 Demand for GenAI skills accelerated 866% year-over-year as enterprise learners equip themselves with the AI capabilities needed to succeed at work.

Coursera experienced a 1,100%, 500%, and 1,600% spike in GenAI course enrollments among employees, students, and job seekers over the past year, respectively. There's a distinct wave of job-ready talent from Colombia, India, and Mexico, as 54% of enrollments came from these countries. The globalization of GenAI skills highlights the growing need among learners to develop the right skills employers are looking for. During this time, over 400 unique GenAI courses were launched on Coursera, including Introduction to Generative AI from Google Cloud and Generative AI for Everyone from DeepLearning.AI.

Seventy-three percent of employers are using GenAI, with 62% stating that candidates and employees should have at least some familiarity with it.[4] There's an immediate need for professionals to pursue these skills to improve their job readiness—especially as 22% of recruiting professionals have updated job descriptions to reflect the usage of GenAI in the role.[5] At the same time, a Deloitte survey found that although Gen Z—who make up a significant portion of today's students—expresses some uncertainty around AI, they're eager to learn more to align with the future of work.[6]

2 AI skills like computer vision, PyTorch, and machine learning (ML) doubled in enrollments year-over-year, mirroring market demand as AI and ML Specialists roles are expected to grow by 40% over the next four years.

Research estimates that AI could add $15.7 trillion in global economic value by 2030.[7] Learners have taken substantial strides to upskill and reskill themselves through courses like Introduction to Neural Networks and PyTorch from IBM and Computer Vision Basics from University at Buffalo. While employees are utilizing their organizations' skill programs to increase their value, students feel the most urgency, with nearly 70% of graduates advocating for foundational GenAI training in their courses.[8] This marks a key opportunity for higher education institutions to expand learning programs that meet rising demand for AI skills.

3 Data ethics skills are a growing priority for employees and students, more so than job seekers.

Data ethics is among the fastest-growing skills on Coursera for employees and students, driven by the need to responsibly manage and analyze customer data. Despite the importance, there's less interest among job seekers, even though 60% of data leaders identify data governance as a primary concern.[9] A Deloitte survey found that 78% of organizations prioritize "safe and secure" AI use as a top ethical principle, marking a 37% increase from last year. As the demand for roles like Information Security Analysts continues to grow,[10] job seekers who upskill in data ethics and governance will position themselves more competitively for future employment.

4 Risk management and cybersecurity skills surge into the fastest-growing skills list, as businesses respond to a 75% increase in cyberattacks in Q3 2024.[11]

With 93% of organizations experiencing two or more identity-related breaches in the past year,[12] demand for risk management and cybersecurity skills is skyrocketing. Additionally, nearly 90% of information technology (IT) decision-makers say that GenAI will create an incredible amount of data that'll need to be protected, but only 65% are backing up as little as half of that data.[13] Learners are enrolling in six of the top 10 fastest-growing tech skills to address this need. Coupled with a nearly five-million-person shortage of cyber professionals globally,[14] developing risk management and cybersecurity skills allows learners to position themselves as invaluable assets in a highly volatile period.

5 Business skills like human resources (HR) technology and sustainability are some of the fastest-growing among students.

These human skills are essential, as 84% of managers believe new employees must possess and demonstrate the ability to communicate in a professional manner and articulate their ideas. Students show less interest in human skills than employees and job seekers. Relatedly, 71% of Gen Z workers find it difficult to speak up and contribute in meetings.[15] Instead, student learners are prioritizing sustainability skills like waste management and business continuity planning, with over half of Gen Z expressing concern about the effects of climate change.[16] These findings indicate that younger student learners cannot afford to ignore these essential human skills, as they seek to build a balanced skills profile for workplace success.

Fastest-growing skills overall

Rank	Domain	Skill	Definition
1	AI	GenAI	Use AI to generate text, images, and more.
2	Business	Human resources (HR) technology	Use tech to manage people and HR tasks.
3	Business	Risk mitigation & control	Identify and reduce risks to your business.
4	Business	Assertiveness	Communicate your needs clearly and respectfully.
5	Tech	Threat management & modeling	Identify and neutralize software threats.
6	Tech	Incident management & response	Manage and resolve IT incidents.
7	Business	Stakeholder communications	Communicate effectively with those who have an interest in your project or organization.
8	Tech	Security information & event management (SIEM)	Use SIEM to strengthen your security posture.
9	Business	Business communication	Communicate clearly and effectively at work.
10	Tech	Network planning & design	Design and build reliable computer networks.

02

Fastest-growing job skills for 2025

Fastest-growing AI skills

Rank	Skill	Definition
1	GenAI	Use AI to generate text, images, and more.
2	Artificial neural networks	Build computer systems that learn like human brains do.
3	Computer vision	Teach computers to “see” and understand images.
4	PyTorch (machine learning library)	Use this tool to build powerful AI applications.
5	Machine learning	Teach computers to learn from data.
6	Applied machine learning	Use machine learning to solve real problems.
7	Deep learning	Build advanced AI systems for complex tasks.
8	Supervised learning	Train AI using labeled examples.
9	Reinforcement learning	Train AI through trial and error.
10	Machine learning operations (MLOps)	Manage and deploy machine learning systems effectively.

> *There is a huge cloud skills gap with millions of jobs unfilled. AI, big data, and cloud skills are critical, but the biggest change is coming in the tools we use for our roles. Advancing AI-powered tools, and not just generative AI, will make our work more innovative and creative. Staying ahead of the curve by learning and using these tools, whether to boost your current role or help you grow into a new one, is where we all need to be focused.*[17]

Jenni Troutman
Director, Products and Services, AWS Training and Certification

Fastest-growing AI skills by learner

Coursera's enterprise learners include **employees** accessing courses through their companies or public sector government agencies; **students** engaging via their universities; and **job seekers** accessing Coursera through the support of their government, collectively providing insights into emerging skill trends.

Employees

1. GenAI
2. Computer vision
3. PyTorch (machine learning library)
4. Machine learning
5. Applied machine learning
6. Deep learning
7. Artificial neural networks
8. Machine learning operations (MLOps)
9. Reinforcement learning
10. Supervised learning

Students

1. GenAI
2. Computer vision
3. Applied machine learning
4. Machine learning
5. Artificial neural networks
6. Supervised learning
7. Feature engineering
8. Deep learning
9. Reinforcement learning
10. Machine learning operations (MLOps)

Job seekers

1. GenAI
2. Applied machine learning
3. PyTorch (machine learning library)
4. Computer vision
5. Reinforcement learning
6. Machine learning
7. Deep learning
8. Supervised learning
9. Artificial neural networks
10. Machine learning operations (MLOps)

Insights: Fastest-growing AI skills

Comparing learner trends

Employees are honing advanced AI skills like computer vision and PyTorch, which enable them to tackle complex technical challenges and contribute to AI-driven innovation.

Students are prioritizing skills such as supervised learning and feature engineering, reflecting a focus on building a deep theoretical understanding of AI to improve their future career readiness.

Job seekers are emphasizing hands-on skills like applied machine learning and reinforcement learning, showing their intent to meet immediate job market needs.

1. GenAI skills are the fastest-growing skills among learners who are working to keep up with shifting employer needs.

GenAI is the fastest-growing skill, as Coursera saw an 866% year-over-year enrollment increase across enterprise learners. Among employees, students, and job seekers, this meant a 1,100%, 500%, and 1,600% increase in course enrollment for each group, respectively. Some of the most popular courses across learners were Prompt Engineering for ChatGPT from Vanderbilt University and Introduction to Generative AI from Google Cloud.

While AI and big data rank as the 15th most essential skills for mass employment today, they're projected to become the third-highest priority for corporate training by 2027.[18] This shift emphasizes the importance of GenAI skills both for student career development and employee competitiveness.

Equally, it's critical to address gender disparities within the AI workforce. While more women are learning on Coursera overall (up 3% year-over-year), only 28% of Coursera's GenAI course enrollments are from women.[19] Similarly, only 22% of AI professionals are women,[20] leading to biases in these models due to a lack of diverse perspectives in building them. Resolving these disparities is essential for creating robust, inclusive frameworks. Encouraging women to pursue AI skills through educational initiatives and workplace policies is crucial to building a diverse talent pool, capable of generating work that's more inclusive as well as potentially increasing global gross domestic product by 20%.[21]

2. Diverse AI skills drive productivity, innovation, and career readiness across learner groups.

As organizations increasingly adopt AI-driven solutions, different learner groups on Coursera are cultivating unique AI skills to

> *"While it's encouraging to see so many individuals embracing GenAI skills, we must bridge the gender gap in this rapidly growing field. We need diverse voices to shape how these machine learning systems are designed, deployed, and used ethically and responsibly. Organizations must prioritize diverse hiring practices, ensuring women have a seat at the table to influence these powerful technologies.*

Merve Hickok
President & Policy Director, Center for AI and Digital Policy and Lecturer, University of Michigan

support their career goals and organizational impact. Employees are focusing on advanced, application-oriented skills like reinforcement learning and MLOps, positioning themselves to boost productivity and enhance business outcomes. Nearly all executives (96%) view AI agents—autonomous programs that perform complex tasks using data—as transformative assets over the next three years,[22] making these skills highly valuable in today's job market.

Students prioritize foundational AI skills such as supervised learning and feature engineering, aligning with a longer-term goal of technical expertise that will serve them in diverse future roles. Job seekers emphasize applied machine learning to gain relevant, job-ready competencies for high-demand roles like AI Specialist and Computer Vision Engineer.

Insights in action

Recommended strategies for leveraging the data and insights from this report

Businesses

Create AI skill development initiatives to help employees boost productivity, enhance customer satisfaction, and drive economic gains.

Higher education institutions

Integrate AI tools into curricula to prepare students for success in a changing job market.

Governments

Invest in AI and automation training programs to enhance the efficiency of public service delivery and ensure responsible technology deployment.

Learners

Develop AI skills to improve employability, productivity, and prepare for an automated job landscape.

> *Teaching the building blocks of GenAI is crucial. This entails teaching not only the technical aspects, but also understanding how to use these tools effectively within specific domains, whether it's in HR, writing and composition, or math.*[23]

VANDERBILT UNIVERSITY

Dr. Jules White
Director of the Initiative on the Future of Learning and GenAI, Vanderbilt University

Coursera Coach gives learners the support they need

Coursera Coach, an AI-powered guide, is transforming how learners enhance and personalize their upskilling and reskilling experiences. Enterprise learners on Coursera can use the guide to clarify complex concepts, prepare for assessments, summarize key points, and relate new knowledge to professional scenarios.

Since its launch this year, 15 million questions have been asked through Coach, with nearly half coming from enterprise learners—employees, students, and job seekers.

Coursera spotlight

GenAI content on Coursera

In 2024, more than 400 unique GenAI courses were launched on Coursera, reflecting the rising demand for skills in this transformative technology. Explore course insights and the most popular courses across each enterprise learner.

Foundational AI courses catalyze learning

Courses such as Google AI Essentials and Introduction to Generative AI from Google Cloud are ranked highly among employees, students, and job seekers, demonstrating a shared focus on building a solid foundation in GenAI concepts.

Prompt engineering skills are a must

With 22% of recruiting professionals updating job descriptions to reflect the use of GenAI,[24] courses like Prompt Engineering for ChatGPT from Vanderbilt University and Generative AI: Prompt Engineering Basics from IBM are increasingly popular across all learner groups. These skills are essential for effectively using AI tools in diverse professional contexts, making prompt engineering a critical competency for staying competitive in an increasingly AI-driven job market.

Unlike students and job seekers, employees are more focused on broader GenAI applications

Employees show more interest in courses like Generative AI for Everyone from DeepLearning.AI and Generative AI with Large Language Models from AWS and DeepLearning.AI, indicating a focus on understanding broad GenAI capabilities. As 80% of the engineering workforce will require GenAI upskilling by 2027,[25] employees must be well-versed in applying AI to drive productivity and innovation in their roles.

Below are the top five most popular GenAI courses by learner, based on total year-over-year enrollments.

Employees	Students	Job seekers
Google AI Essentials	Introduction to Generative AI	Generative AI: Prompt Engineering Basics
Generative AI for Everyone	Google AI Essentials	Google AI Essentials
Introduction to Generative AI	Generative AI: Introduction and Applications	Prompt Engineering for ChatGPT
Generative AI with Large Language Models	Prompt Engineering for ChatGPT	Generative AI: Introduction and Applications
Prompt Engineering for ChatGPT	Generative AI: Prompt Engineering Basics	Introduction to Generative AI

Fastest-growing business skills

Rank	Skill	Definition
1	Human resources (HR) technology	Use tech to manage people and HR tasks.
2	Risk mitigation & control	Identify and reduce risks to your business.
3	Workplace technologies	Use tools to improve business processes.
4	Stakeholder communications	Communicate effectively with those who have an interest in your project or organization.
5	Workforce development	Train and develop employees' skills.
6	Project Management Institute (PMI) methodology	Manage projects effectively using proven PMI methods.
7	Human capital	Develop and empower your workforce for success.
8	Risk management	Identify and mitigate potential threats proactively.
9	Microsoft PowerPoint	Use this tool to create impactful presentations that inform and persuade.
10	Project portfolio management	Centralize the management of multiple projects.

> *HR tech is key to optimizing employee experiences, from talent acquisition to development. In a tight labor market, retention is paramount, with a renewed focus on learning, development, career pathing, total rewards, and culture. To succeed, organizations need integrated technology and intuitive workflows that empower teams with valuable analytics.*

Lightcast

Mark Hanson
VP of Strategy, Lightcast

Fastest-growing business skills by learner

Coursera's enterprise learners include **employees** accessing courses through their companies or public sector government agencies; **students** engaging via their universities; and **job seekers** accessing Coursera through the support of their government, collectively providing insights into emerging skill trends.

Employees

1. Risk mitigation & control
2. Stakeholder communications
3. Workplace technologies
4. Digital communications
5. Project Management Institute (PMI) methodology
6. Human capital
7. Workforce development
8. Compliance auditing & reporting
9. Risk management
10. Project management office (PMO)

Students

1. Human resources (HR) technology
2. Waste minimization
3. Business continuity planning
4. Disaster recovery
5. Microsoft PowerPoint
6. Report writing
7. Talent recruitment & strategies
8. Ethical standards & conduct
9. Risk management
10. Marketing

Job seekers

1. Workplace technologies
2. Talent recruitment & strategies
3. Project Management Institute (PMI) methodology
4. Employee retention & onboarding
5. Risk mitigation & control
6. Active listening
7. Compliance management
8. Project portfolio management
9. Trend analysis
10. Human resources (HR) technology

Insights: Fastest-growing business skills

Comparing learner trends

Employees are prioritizing risk mitigation & control, human capital, and workforce development to bolster organizational resilience—skills less frequently emphasized by students.

Students are focusing on sustainability-related skills such as waste minimization, business continuity planning, and disaster recovery. This emphasis positions them well to meet rising demand for green jobs.[26]

Job seekers prioritize workplace technologies, talent recruitment, and Project Management Institute (PMI) methodology, seeking versatility for immediate employment.

1. Human resources technology skills are crucial for navigating the future of work.

Human resources (HR) technology skills like human capital and workforce development rank as some of the fastest-growing in the business domain—highlighting the need for companies to invest in managing and developing their teams. The U.S. Bureau of Labor Statistics projects a nearly 10% increase in HR Specialist and Manager roles over the next eight years.[27] Companies are taking steps by building HR, tech, and other skill initiatives for their workforces.[28] Additionally, government agencies can implement programs for HR and workforce skills to support upskilling and reskilling civil servants.

Companies are shifting from traditional information retrieval methods to using new technologies like AI chatbots, requiring HR professionals to be proficient in these technologies to effectively support employees.[29] By developing HR technology skills, learners position themselves with in-demand expertise, ready to take advantage of growing opportunities in HR and workforce management fields.[30]

Course recommendations

- University of Minnesota Driven to Discover℠ — Human Resource Management: HR for People Managers Specialization
- University of London — The Manager's Toolkit: A Practical Guide to Managing People at Work
- Macquarie University — Leading: Human Resource Management and Leadership Specialization

2. Risk management skills are on the rise amid growing cyber threats.

Risk mitigation & control, along with broader risk management skills, are some of the fastest-growing for job seekers and employees, driven by a surge in cyberattacks. In 2023 alone, there were over 2,300 breaches affecting more than 343 million people.[31] The rise in cyber incidents has made organizations prioritize protection

> *Equipping individuals with cybersecurity skills is crucial—these skills strengthen organizational defenses against attacks and empower people with fulfilling careers. The Google Cybersecurity Professional Certificate provides a direct path to in-demand skills and promising career opportunities in the field.*

Amanda Brophy
Director, Grow with Google

strategies, leading to a need for professionals who can effectively identify, assess, and mitigate risks. Among employees who are more directly involved in safeguarding company assets, risk-related skills are three of the top 10 fastest-growing.

Despite being digital natives, students are less focused on risk management due to less awareness of cybersecurity threats.[32] To address this, higher education institutions can encourage faculty to shift curricula to properly prepare students for this risk-focused workforce.

The rising costs from cybercrime—projected to reach $10.5 trillion by 2025[33]—further highlight the importance of having skilled individuals in risk management. Enterprises are taking steps and investing in roles like Risk Management Specialists, which the World Economic Forum projects as one of the fastest-growing jobs.[34]

3. Project management skills are foundational for navigating complex work environments.

Project management skills, especially those based on the Project Management Institute (PMI) methodology, are crucial in today's work environments. PMI methodology focuses on skills like stakeholder communications, conflict resolution, and adaptability—key for effective project delivery. PMI estimates that 25 million new project management roles will be needed by 2030, creating a wealth of opportunities for learners to develop skills and secure employment.[35]

Employees, students, and job seekers can take steps to meet this demand. Students can pursue micro-credentials like the Google Project Management: Professional Certificate or engage in project-based learning to gain essential project management skills. Job seekers can build communication and project management skills to position themselves as job-ready. Employees can upskill through programs that emphasize similar skills, as well as areas like active listening and feedback delivery.

4. Students prioritize sustainability skills to meet growing market demand.

Students recognize the importance of sustainability skills for the future as over half are extremely concerned about the impacts of climate change.[36] Among the 10 fastest-growing business skills for students, three are related to sustainability: waste minimization, business continuity planning, and disaster recovery. The growth of these skills is aligned with job growth in the industry, with the World Economic Forum ranking sustainability as the second fastest-growing job role from 2023 to 2027.[37]

However, there's still a gap between the demand for green skills and the workforce's ability to fill these roles. Job postings for "green" roles are growing almost twice as fast as the number of workers with the skills to fill them, and only one in eight people currently have skills relevant to mitigating the climate crisis.[38] This marks a significant opportunity for all learners to stand out in the job market.

Students focusing on sustainability can leverage the increased hiring rates associated with green skills. Workers with at least one green skill have a hiring rate 129% higher than the workforce average, and sustainability job hiring grew nearly 40% in the past year.[39] By acquiring sustainability skills, students can position themselves as leaders in one of the most important and rapidly-growing job sectors.

Course recommendations

UNIVERSITY OF COPENHAGEN	The Sustainable Development Goals—A global, transdisciplinary vision for the future
Erasmus University Rotterdam	Driving business towards the Sustainable Development Goals
ILLINOIS	Introduction to Sustainability

Insights in action

Recommended strategies for leveraging the data and insights from this report

Businesses

Invest in risk management training to protect against cybersecurity threats and build resilience within the workforce.

Higher education institutions

Incorporate project management and HR technology skills into curricula to prepare students for evolving job roles and market needs.

Governments

Align job-training programs to labor market needs to increase employment and match sustainability skills to workforce needs.

Learners

Focus on gaining sustainability and HR skills to increase employability and address pressing market demands.

> *As AI transforms the way we work, strong leadership is more vital than ever. Deloitte is focused on developing leaders who can foster deep human connection and inspire their teams in our increasingly tech-driven world. This is why we're investing heavily in leadership development programs that prioritize empathy, resilience, and authenticity.*

Aruna Pawaskar
Director, Deloitte India

> *Things are changing faster than ever before, which means that our employees need to be reskilled now more than ever. If we don't have the people with the right skills, then we can't grow our business.*[40]

Bas Puts
Global Head of Learning and Skill Architecture, Siemens

Coursera spotlight

Learning in non-English languages

Coursera uses machine learning to expand access to translated content, encompassing more than 4,600 courses and 55 Professional Certificates in over 20 popular languages. On the right side of the page, we've listed the top languages that employees, students, and job seekers are learning in, aside from English.

Arabic language learners focus on career opportunities

With 9.4 million Coursera learners in the Middle East and North Africa—encompassing 2% of the labor force in the UAE and 1% of the labor force in Saudi Arabia—Arabic is the top language for job seekers. Forty percent of people in the region cite a lack of suitable opportunities as a key challenge.[41] This suggests that learners are proactively using Coursera to overcome barriers and enhance their job readiness.

Ukrainian employees are taking advantage of upskilling programs

Ukrainian ranks among the top five languages for job seekers and employees, likely due to initiatives like ReSkill UA,[42] which aims to help Ukrainians upskill and retrain for new job opportunities.[43] This emphasizes the importance of targeted programs in supporting workforce development and job readiness in specific regions.

Indonesian language learners join new upskilling initiatives

Learners have taken steps to develop new skills through Prakerja, the Indonesian government's largest workforce training program.[44] The initiative provides over 6,000 training modules to nearly 19 million learners, over half of whom are women. Additionally, the University of Indonesia partnered with Coursera to give students access to content from 350+ global partners, helping learners develop job skills and earn career credentials.[45]

Spanish and French see steady growth in course enrollments

Learners taking courses in Spanish and French—both in the top three languages for employees, students, and job seekers—have seen sustained growth, with over 25 million registered users in each language on Coursera.

Employees

1. Spanish
2. Arabic
3. French
4. Ukrainian
5. Indonesian

Students

1. Spanish
2. French
3. Arabic
4. Russian
5. Indonesian

Job seekers

1. Arabic
2. Spanish
3. French
4. Russian
5. Ukrainian

Fastest-growing data science skills

Rank	Skill	Definition
1	Data ethics	Use data responsibly and ethically.
2	Data visualization	Create visuals that tell stories with data.
3	Business analytics	Use data to make better business decisions.
4	Data access	Manage the storage and access of data.
5	Data governance	Keep business data accurate and secure.
6	Data storytelling	Use data to tell compelling and persuasive stories.
7	Data strategy	Use data effectively to achieve business goals.
8	Data wrangling	Clean, organize, and prepare data for analysis.
9	Marketing analytics	Use data to improve marketing campaigns.
10	Extract, transform, load (ETL)	Relocate and reformat data for specific needs.

Online learning has been instrumental in my journey to becoming a software engineer. The diverse, expert-led courses have provided me with a solid understanding of programming languages, software development, and practical skills through project work. The flexible learning format allows me to study on my terms, making Coursera online learning an invaluable resource for preparing for my career and meeting employer expectations.

Oulame Alehiane
Student, École Marocaine des Sciences de l'Ingénieur (EMSI)

Fastest-growing data skills by learner

Coursera's enterprise learners include **employees** accessing courses through their companies or public sector government agencies; **students** engaging via their universities; and **job seekers** accessing Coursera through the support of their government, collectively providing insights into emerging skill trends.

Employees

1. Data ethics
2. Business analytics
3. Information management
4. Game theory
5. Data strategy
6. Marketing analytics
7. Data governance
8. Data mapping
9. Forecasting
10. Correlation analysis

Students

1. Data analysis software
2. Data access
3. Data ethics
4. Statistical reporting
5. Data governance
6. Data synthesis
7. Data storytelling
8. Data visualization
9. Data quality
10. Database administration

Job seekers

1. Marketing analytics
2. Business analytics
3. Data transformation
4. Data wrangling
5. Data mapping
6. Data import/export
7. Extract, transform, load (ETL)
8. Web scraping
9. Data governance
10. Data validation

Insights: Fastest-growing data science skills

Comparing learner trends

Employees and **students** are prioritizing data ethics, reflecting the growing emphasis on responsible data use and compliance across industries.

Students are also focusing on foundational skills like data access and data visualization, preparing for diverse roles that require both technical competencies and the ability to communicate data effectively.

Job seekers are concentrating on practical, hands-on skills like extract, transform, load (ETL), data wrangling, and web scraping, which are geared toward operational and data manipulation.

1. Data ethics and governance skills are foundational to careers in the field.

Data ethics and data governance are two of the fastest-growing skills for employees and students, likely due to businesses' obligation to properly manage customer data, and students' desire to improve their job readiness. Meanwhile, job seekers are more focused on analytical skills, likely driven by the projected above-average growth of Marketing Analyst roles over the next few years.[46] With the rise of AI technologies, these skills are vital for the future of work and highlight the immediate need for upskilling among employees.

Currently, only 27% of data professionals actively check for skewed or biased data during data ingestion, and just 17% of companies have a dedicated data governance committee.[47] As a result, data leaders want employees to be equipped with the necessary skills to maintain data ethics and integrity upon hiring.[48]

The focus on data ethics and governance aligns with broader organizational demands to enhance data literacy.

Employees, students, and job seekers have the chance to upskill and address this workforce need. Job seekers who prioritize not only data analysis but also ethical considerations are in high demand among employers and typically earn a wage premium.[49]

2. Mastering data analysis and data literacy skills is central to career success.

Data analysis and literacy skills, like wrangling and mapping, are becoming indispensable for professionals at all levels as businesses prioritize roles in this field. Despite their importance, only 11% of employees feel fully confident in their ability to read, analyze, work with, and communicate data.[50]

> *"Organizations experimenting with GenAI are cautious about proper use, ethics, bias, and especially risk exposure. Many are deploying new governance frameworks to comply with evolving laws and standards. Upskilling in data ethics and governance is crucial, as data breaches have been prevalent for years. Cybersecurity risks will only grow as these powerful technologies advance, creating new vulnerabilities.*

Lightcast

Mark Hanson
VP of Strategy, Lightcast

The growing demand for data-literate professionals is evident, with 85% of C-suite executives believing that data literacy will be as essential as computer skills in the future.[51] Additionally, employment of Data Scientists is expected to grow to 36% by 2033[52]—which is 9x higher than the anticipated 4% growth across all roles.[53]

Learners who develop data skills can enhance their career prospects, help organizations stay competitive, and contribute meaningfully to their teams.

Course recommendations

- Google Data Analytics Professional Certificate (Professional Certificate)
- Preparing Data for Analysis with Microsoft Excel
- Managing Data Analysis

3. Data storytelling is imperative for effective communication.

According to our findings, data storytelling continues to be one of the most valuable skills for all enterprise learners. It enables individuals to interpret raw data, extract meaningful insights, and communicate those findings in a compelling way to influence business outcomes. In 2025, data storytelling is expected to become a widespread means of consuming analytics, highlighting a valuable opportunity for upskilling to craft narratives that can drive action.[54]

A recent study found that participants reviewing datasets were more effective at accurately comprehending insights derived from data stories versus conventional visualizations.[55] This highlights how data storytelling skills will shape productive communication outcomes in the workplace. Being able to interpret data and convey the story behind it is a powerful tool for guiding decision-making and achieving strategic goals. And with the influx of AI technologies used to process large volumes of data, possessing the skills to work with these tools is just as important as being able to derive insights and tell a cohesive story.

Course recommendations

- Data Analysis and Visualization Foundations Specialization
- Data Visualization with Tableau Specialization
- Share Data Through the Art of Visualization

Insights in action

Recommended strategies for leveraging the data and insights from this report

Businesses

Invest in data storytelling training to empower your teams to transform complex data into actionable insights that drive decision-making and boost revenue.

Higher education institutions

Integrate data literacy and ethics courses into curricula to prepare students for the growing demands of data-driven industries and ensure responsible data practices.

Governments

Implement training initiatives focused on data governance and ethics to enhance transparency and maintain public trust in data handling and processes.

Learners

Develop skills in data storytelling and literacy to stand out in a competitive job market, turning data insights into impactful narratives that can shape business and societal outcomes.

Fastest-growing tech skills

Rank	Skill	Definition
1	Incident management & response	Manage and resolve IT incidents.
2	Threat management & modeling	Identify and neutralize software threats.
3	Security information & event management (SIEM)	Use SIEM to strengthen your security posture.
4	Computer security	Protect your digital information and systems.
5	Vulnerability management	Find and fix security weaknesses in systems and software.
6	Network planning & design	Design and build reliable computer networks.
7	Network management & monitoring	Keep computer networks running smoothly.
8	Software documentation	Write clear instructions for using software.
9	Infrastructure security	Protect essential computer infrastructure systems.
10	Data analysis expressions (DAX)	Analyze data and uncover insights with powerful formulas.

> *As we align our training with the DoD Cyber Workforce Framework (DCWF), we are witnessing a sharp rise in demand for cybersecurity skills like incident management & response and threat management & modeling across government and industry. At DigitalU, we've integrated these essential skills into our curriculum, offering tailored competencies for learners at all levels, aligned with DCWF work roles.*

Tim Armstrong
Learning & Development Lead, Air Force Digital University

Fastest-growing tech skills by learner

Coursera's enterprise learners include **employees** accessing courses through their companies or public sector government agencies; **students** engaging via their universities; and **job seekers** accessing Coursera through the support of their government, collectively providing insights into emerging skill trends.

Employees

1. Threat management & modeling
2. Computer security
3. Incident management & response
4. Network performance management
5. Security information & event management (SIEM)
6. Vulnerability management
7. Network monitoring
8. Network planning & design
9. Transmission control protocol/ internet protocol
10. Software documentation

Students

1. Security information & event management (SIEM)
2. Computer security incident management
3. Network monitoring
4. Software documentation
5. Computer architecture
6. Pseudocode
7. Systems development life cycle
8. Threat management & modeling
9. Microarchitecture
10. Embedded software

Job seekers

1. Infrastructure security
2. Load balancing
3. Network planning & design
4. Email security
5. Malware protection
6. Software development methodologies
7. Information technology operations
8. Software documentation
9. Transmission control protocol/ internet protocol
10. Dynamic host configuration protocol (DHCP)

Insights: Fastest-growing tech skills

Comparing learner trends

Employees are upskilling in threat management & modeling much more than students and job seekers, likely due to the need to actively protect their workplaces.

Students are focused on learning about security information & event management (SIEM) and network monitoring.

Job seekers are prioritizing infrastructure security and software development methodologies, highlighting a broader focus on both securing and optimizing digital systems. This contrasts with students' narrower emphasis on technical support and incident management.

1. Cybersecurity sees extensive demand across all learners.

Cybersecurity and risk management skills are the fastest-growing in tech for 2025, reflecting employers' pressing need to fill relevant roles. Six of the top 10 skills—including incident management & response, threat management & modeling, and SIEM—are direct pathways to meet these needs. These skills also align with the fastest-growing roles on Coursera, such as Cybersecurity Specialist, Chief Information Security Officer, and Cybersecurity Analyst.

The urgent need for security is likely due to the growing number of cyberattacks. In Q3 2024, there has been a 75% increase in attacks,[56] making effective incident and threat management critical for mitigating risks. Additionally, more than half of public organizations cite a lack of resources and skills as their biggest obstacle to achieving cyber resilience,[57] showing a gap that can be addressed through upskilling. By developing cybersecurity skills like SIEM, learners can make themselves more desirable to employers.

These skills are not only crucial for mitigating current threats but also align with the growth of cybersecurity-related jobs. With a nearly five-million-person shortage of cyber professionals,[58] there are plenty of opportunities for students and job seekers to enter this field. As cybercriminals become more sophisticated and use more advanced technologies, the demand for cybersecurity professionals will only grow, making these skills essential for career success.

> *"To enhance government security, public sector leaders should consider a comprehensive approach to cybersecurity training. Start by evaluating your team's current proficiency, then create tailored learning pathways that include not only cybersecurity skills, but those in AI, IT, and data science. This tech-focused training will help your organization bolster public trust in the digital era.*[59]

Rav Ahuja
Global Program Director, IBM

2. Technology skills address growth in computer and information security jobs.

As cybercriminals have developed more sophisticated attack strategies, exploiting weaknesses in digital systems, the demand for computer and information security (IS) skills has grown immensely.[60] This skill growth reflects the need for organizations to protect sensitive information using technologies like AI, automation, cloud security, and cyber threat intelligence.

The growth in information security roles reflects industry trends: Computer and Information System Manager roles are expected to see a 17% increase from 2023 to 2033,[61] significantly faster than the 4% average for all occupations.[62] Additionally, Information Security Analyst roles are projected to grow by 33% over the next decade.[63] For learners, this presents an opportunity to specialize in skills that directly contribute to improving organizational resilience and securing information systems against cyber threats. Employers are seeking candidates with expertise in security technologies, and by gaining proficiency in IS skills, learners position themselves to meet this demand and play an essential role in shaping a secure digital future.

Course recommendations

- IT Fundamentals for Cybersecurity Specialization
- Cybersecurity for Everyone
- Cybersecurity Operations Fundamentals Specialization

Insights in action

Recommended strategies for leveraging the data and insights from this report

Businesses

Implement upskilling programs in cloud computing and cybersecurity to drive operational resilience and innovation.

Higher education institutions

Integrate emerging tech skills into curricula, preparing students for careers in high-demand tech fields.

Governments

Develop skill-building initiatives that enhance digital infrastructure and ensure secure public service delivery.

Learners

Build expertise in trending tech skills like cybersecurity and AI to improve employability in a tech-driven job market.

> *Data privacy and security for AI starts by having a really good understanding of the new risks posed by LLMs in particular because GenAI is so new. Organizations need to have safeguards, both through systems and technology, but also policies and procedures.*[64]

Clara Shih
CEO, Salesforce AI

Coursera spotlight

Grow cybersecurity skills with Coursera Professional Certificates

Coursera has five cybersecurity Professional Certificates and Specializations, which can help prepare learners for other certifications like CompTIA Security+, including:

Google

IT Security: Defense Against the Digital Dark Arts

Learn the process of identifying and responding to suspicious activity or security violations within a computer network.

IBM

Computer Networks and Network Security

Learn the measures and protocols implemented to safeguard a network of connected devices from unauthorized access.

UCI University of California, Irvine

Introduction to Cybersecurity & Risk Management Specialization

Develop skills to assess the severity of cybersecurity threats to prioritize tasks with the biggest impact.

INFOSEC Infosec

Cyber Incident Response Specialization

Learn the approach to quickly respond to security incidents to minimize damage and loss.

University of Michigan

Python for Everybody Specialization

Learn how to write code in the scripting language Python to instruct a program to perform particular tasks.

Conclusion: Defining the path to workforce readiness in 2025

There is a heightened demand for GenAI, cybersecurity, and data-based skills, and with the roles that employers are looking to fill, it has become critical to capitalize on these shifts to ensure job readiness. The pace of technological advancement means that those who adapt quickly will thrive, while those who hesitate may risk missing out on these opportunities. Employers are seeking talent that can immediately enter a role and make an impact.

Businesses, higher education institutions, and governments must act decisively to equip learners with these essential skills, driving concrete outcomes that improve workforce resilience and competitiveness. By fostering capabilities in AI, cybersecurity, and data literacy, we empower individuals to not only meet current demands but also anticipate and adapt to future disruptions.

Cultivating digital fluency, ethical data practices, and adaptability is the key to career success in a rapidly evolving landscape. The insights and trends highlighted here provide a roadmap for learners and institutions to navigate this complex, innovation-driven world. Now is the time to act, to ensure that everyone stays prepared, relevant, and ready to succeed in both the near and distant future.

03
Appendix

Regional data: The fastest-growing job skills for 2025

Asia Pacific

Rank	AI skills
1	GenAI
2	Artificial neural networks
3	Computer vision
4	Machine learning operations (MLOps)
5	PyTorch (machine learning library)

Rank	Business skills
1	Human resources (HR) technology
2	Risk management
3	Risk mitigation & control
4	Stakeholder communications
5	Waste minimization

Rank	Data science skills
1	Data ethics
2	Statistical reporting
3	Data synthesis
4	Data strategy
5	Data governance

Rank	Tech skills
1	Incident management & response
2	Security information & event management (SIEM)
3	Computer security
4	Threat management & modeling
5	Vulnerability management

Europe

Rank	AI skills
1	GenAI
2	Artificial intelligence
3	Computer vision
4	Machine learning operations (MLOps)
5	Machine learning

Rank	Business skills
1	Risk mitigation & control
2	Stakeholder communications
3	Risk management
4	Project Management Institute (PMI) methodology
5	Project portfolio management

Rank	Data science skills
1	Data ethics
2	Information management
3	Data integrity
4	Data storytelling
5	Data access

Rank	Tech skills
1	Threat management & modeling
2	Security information & event management (SIEM)
3	Network monitoring
4	Network performance management
5	Computer security

Latin America and the Caribbean

Rank	AI skills
1	GenAI
2	Computer vision
3	Artificial intelligence
4	Machine learning
5	Applied machine learning

Rank	Business skills
1	Media planning
2	Media strategy
3	Risk mitigation & control
4	Risk management
5	Warehouse operations

Rank	Data science skills
1	Marketing analytics
2	Data ethics
3	Data mapping
4	Data governance
5	Business analytics

Rank	Tech skills
1	Network planning & design
2	Incident management & response
3	Security information & event management (SIEM)
4	Email security
5	Threat management & modeling

Middle East and North Africa

Rank	AI skills
1	GenAI
2	Computer vision
3	Artificial intelligence
4	Machine learning software
5	Machine learning methods

Rank	Business skills
1	Compliance training
2	Compliance auditing & reporting
3	Compliance management
4	Human resources (HR) technology
5	Budgeting

Rank	Data science skills
1	Data ethics
2	Data mapping
3	Data analysis software
4	Forecasting
5	Data governance

Rank	Tech skills
1	Web content accessibility guidelines
2	Network monitoring
3	Network performance management
4	Threat management & modeling
5	Security information & event management (SIEM)

North America

Rank	AI skills
1	GenAI
2	Artificial intelligence
3	Machine learning
4	Applied machine learning
5	Machine learning methods

Rank	Business skills
1	Workforce development
2	Project Management Institute (PMI) methodology
3	Human capital
4	Employee retention
5	Risk mitigation & control

Rank	Data science skills
1	Extract, transform, load (ETL)
2	Data warehousing
3	Data transformation
4	Data wrangling
5	Data ethics

Rank	Tech skills
1	Intrusion detection & prevention
2	Threat management & modeling
3	Infrastructure security
4	Network performance management
5	Network monitoring

Sub-Saharan Africa

Rank	AI skills
1	GenAI
2	Computer vision
3	Artificial neural networks
4	Artificial intelligence
5	Machine learning methods

Rank	Business skills
1	Enterprise resource planning
2	Technical consulting
3	Tax preparation
4	Tax compliance
5	Workforce development

Rank	Data science skills
1	Data ethics
2	Data strategy
3	Graphing
4	Data transformation
5	Data wrangling

Rank	Tech skills
1	General data protection regulation (GDPR)
2	Software documentation
3	Intrusion detection & prevention
4	Threat management & modeling
5	Event-driven programming

Technical appendix: Methodology

About Coursera learner data

The skill trend analyses in this report represent a view of the world through the nearly five million enterprise learners on Coursera. While Coursera facilitates the education of more than 162 million total learners, enterprise learners are those who are specifically enrolled in a course on Coursera through a partnership between Coursera and a business, higher education institution, or government. A person can be enrolled in multiple classes, but we count them as a learner once.

Our skills taxonomy is periodically updated to stay relevant and accurate. This year's report leverages our expanded Skills Taxonomy 2.0, which includes a tenfold increase in scorable skills based on data from Lightcast. Consequently, slight variations in skill rankings may occur from year-to-year. When interpreting these rankings, we advise focusing on broader trends rather than specific ranks.

An individual's ability to access and use Coursera is influenced by many factors, including internet infrastructure, educational background or past training, and local culture or norms. We also use learner profile data such as location.

The results may also be influenced by local economic or social conditions. For example, economic downturns sometimes drive learners to Coursera. Our industry partnerships also sometimes quickly bring thousands of new learners onto the platform. The results of this report may also reflect the availability of new content launched by Coursera partners.

In general, our goal is to objectively represent what is happening across the Coursera ecosystem. Sometimes our results capture what is happening across an entire economy. Other times, the demographics and behavior of Coursera learners mean that some results should not be extrapolated or interpreted as representing broad populations, but rather, as a way of indicating directional shifts in enterprise learner interest.

The Coursera Skills Graph

The Coursera Skills Graph maps the connections among skills, content, roles, and learners on the Coursera platform.

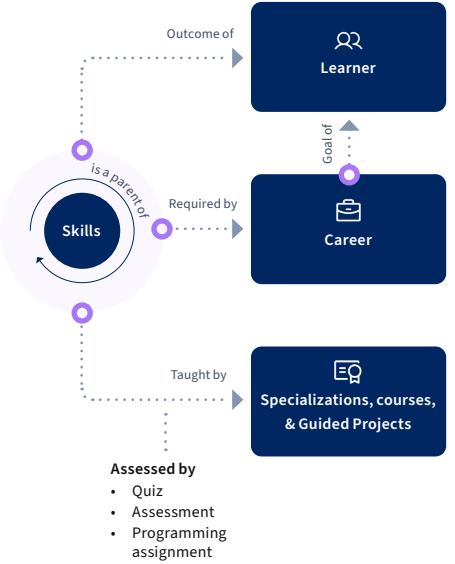
For the *Job Skills Report 2025*, we leverage the following parts of the Coursera Skills Graph:

Skill to skill

Describes the connections among skills and generates a skills taxonomy where broad, higher-level skills are parents of more granular, lower-level skills. The granularities range from level 1 (broadest) to level 3 (most specific).

Skill to content

Maps skills to the Coursera courses that teach them. The skills in the Coursera Skills Taxonomy



are mapped to the content that teaches them using a machine learning model trained on a dataset of instructor- and learner-labeled skill-to-content mappings. The model considers features like occurrence counts in lecture transcripts, assignments, and course descriptions, as well as learner feedback.

Calculating fastest-growing skills among enterprise learners

To determine which skills are growing the fastest, we study enrollments throughout two year-long periods:

1. **October 1, 2022, through September 30, 2023** (the "start period")
2. **October 1, 2023, through September 30, 2024** (the "end period")

Among the 1,800+ granularity 3 skills on Coursera's platform, only 1,060 skills that contribute to the top 98% of enrollments are considered, excluding those with lower enrollment numbers.

For each of the two periods, we measure each skill's popularity by calculating the share of Coursera enterprise learner enrollments in content that teaches the skill. We then calculate growth as follows:

1. For each time period, rank each skill by its enrollment share in descending order (say skill S is ranked 70th in the start period and 50th in the end period)
2. Compute the "rank improvement" of skill S by comparing the start period rank and the end period rank (skill S rank improvement is 70 - 50 = 20)
3. Fastest-growing skills are the skills with the largest rank improvement (if skill S2 has a rank improvement of 25 ranks, it grew more than skill S1 that saw a rank improvement of 20 ranks)

We consider the same set of skills in both the start and end period: all granularity 3 skills in Coursera's skill taxonomy, which spans business, technology, and data science domains. The notion of whether a course teaches a skill is derived from the Coursera Skills Graph, which was described earlier in this appendix.

The fastest-growing skills data is calculated for all enterprise learners, including for **employees** accessing courses through their companies or public sector government agencies; **students** engaging via their universities; and **job seekers** accessing Coursera through the support of their government, collectively providing insights into emerging skill trends.

Additional methodologies

To calculate the year-over-year GenAI enrollments growth, the data was segmented by two periods: the previous year, which includes all data collected before October 1, 2023, and the current year, encompassing data up to October 1, 2024. The year-over-year growth metric was derived by comparing these two periods, highlighting the change in performance and growth trajectory of GenAI initiatives over the past year. GenAI courses were identified using a keyword search on course names to classify relevant content.

The most popular machine learning translation languages were identified by ranking enrollment counts from October 1, 2023, to September 30, 2024, to determine language popularity among learners.

We tracked the distinct learner usage and unique question counts directed to Coursera Coach from October 1, 2023, to September 30, 2024, to analyze interaction patterns.

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