

# Strategic Skill Development: Driving Innovation and Value in the Data-Driven Enterprise

Unveiling Global and Regional Skill Rankings

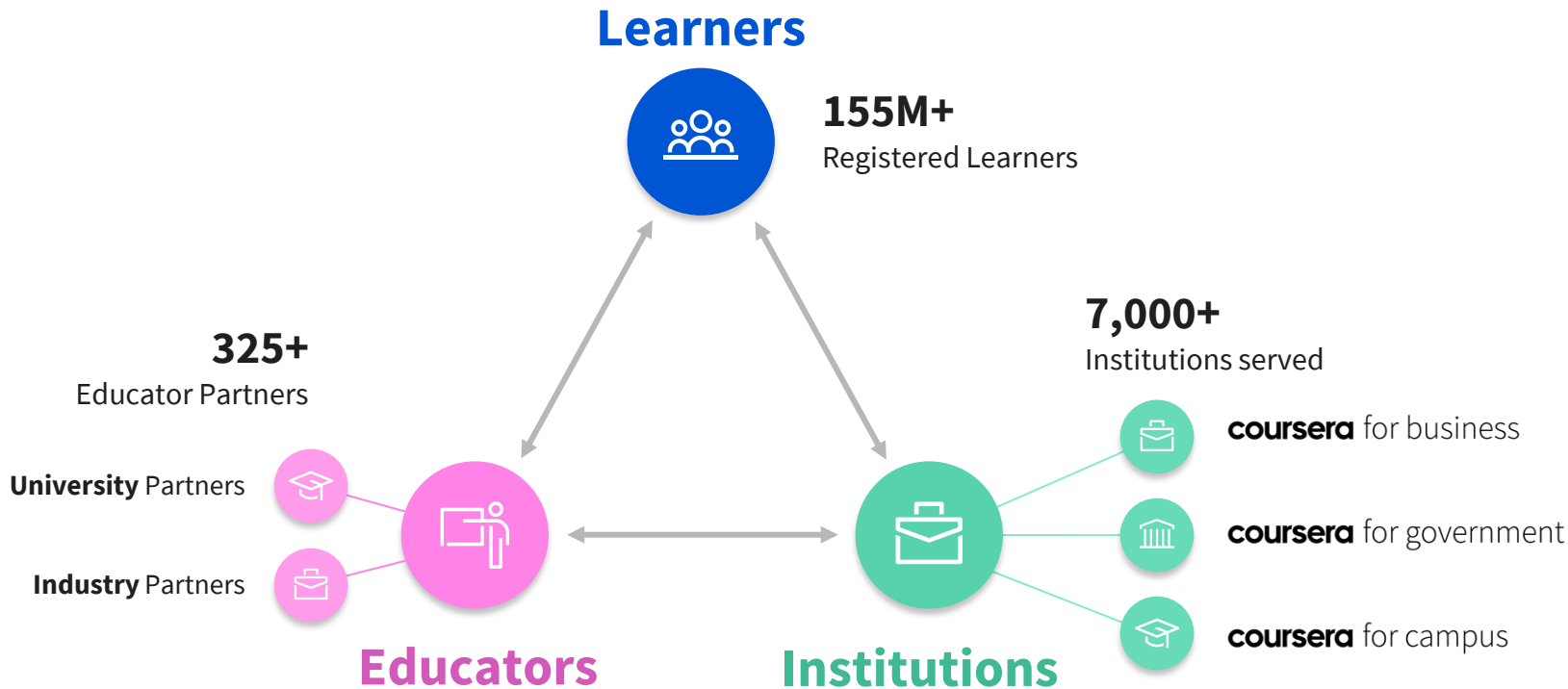
Emerging Tech Skills and Growth Trends

Effective Learning Pathways



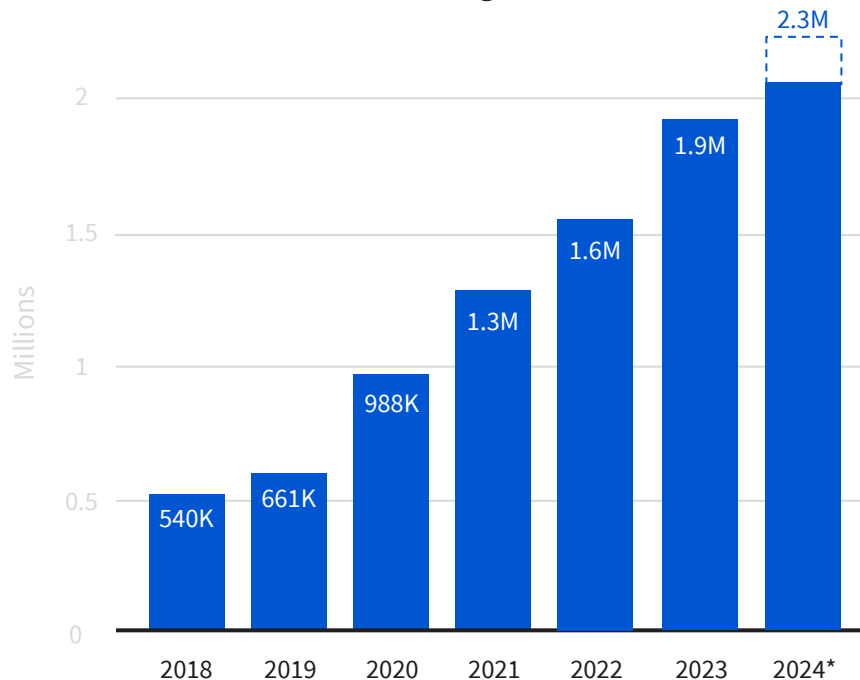
**Dr. Essam Elhalhuli**  
Head of Solution Consulting  
**Coursera**

# Coursera: Lifelong learning ecosystem

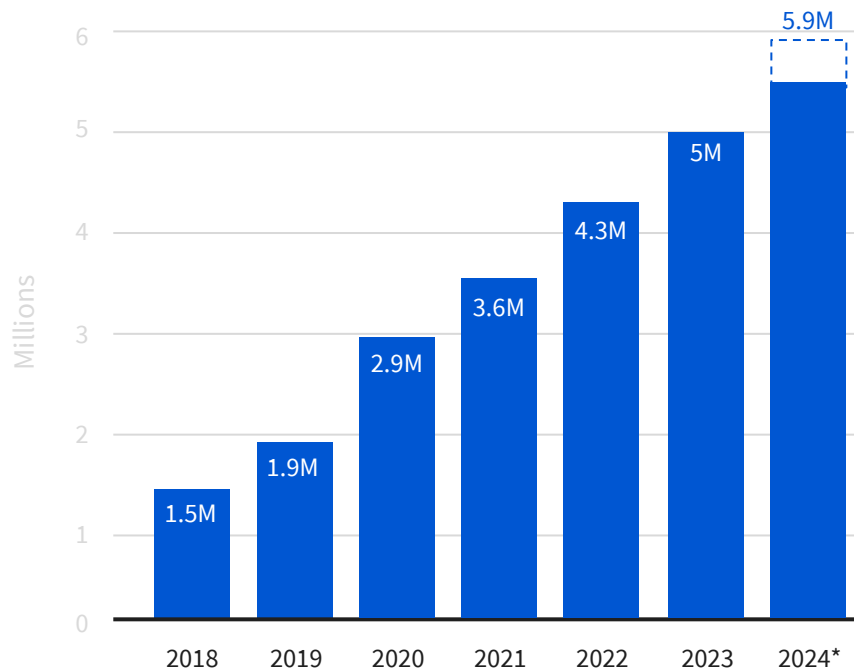


# Increased demand for online learning in Germany

Number of registered learners

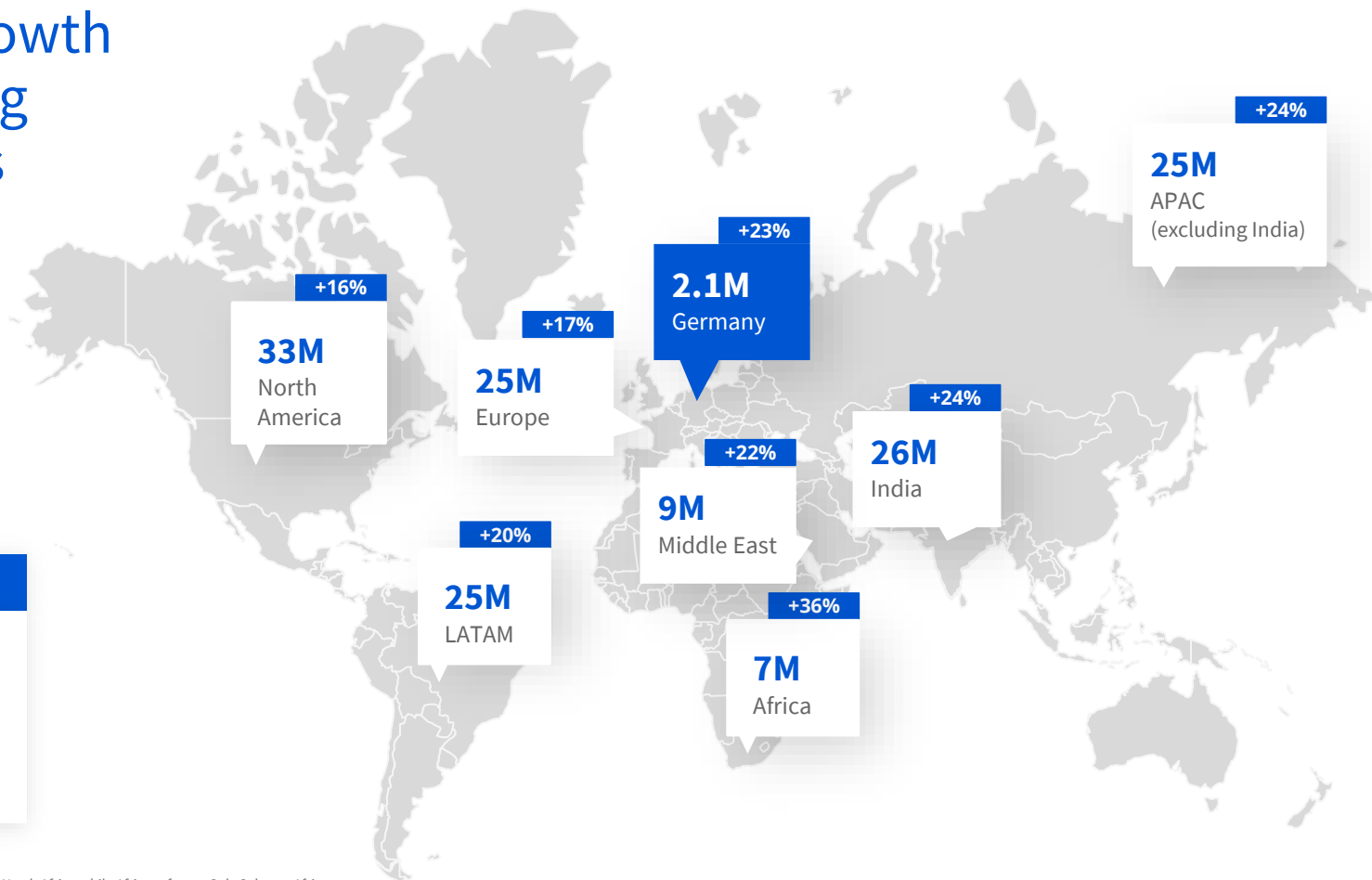


Number of enrollments



# Highest growth in emerging economies

Top 5 Countries		
1.	US	29M
2.	India	26M
3.	Mexico	7M
4.	Brazil	6M
5.	China	4M



Note: Middle East refers to Middle East and North Africa while Africa refers to Sub-Saharan Africa.  
Source: Coursera data, registered learners as of June 30, 2024. Percentages represent YoY growth.

2024

# Global Skills Report

Trusted skill insights for a rapidly changing world.

**coursera**



# Global overview

## Global averages

These figures reflect averaged data for the 109 countries covered in this report.

148M

Coursera learners

33

Median age

↑ 1,060%

GenAI course  
enrollment growth

46%

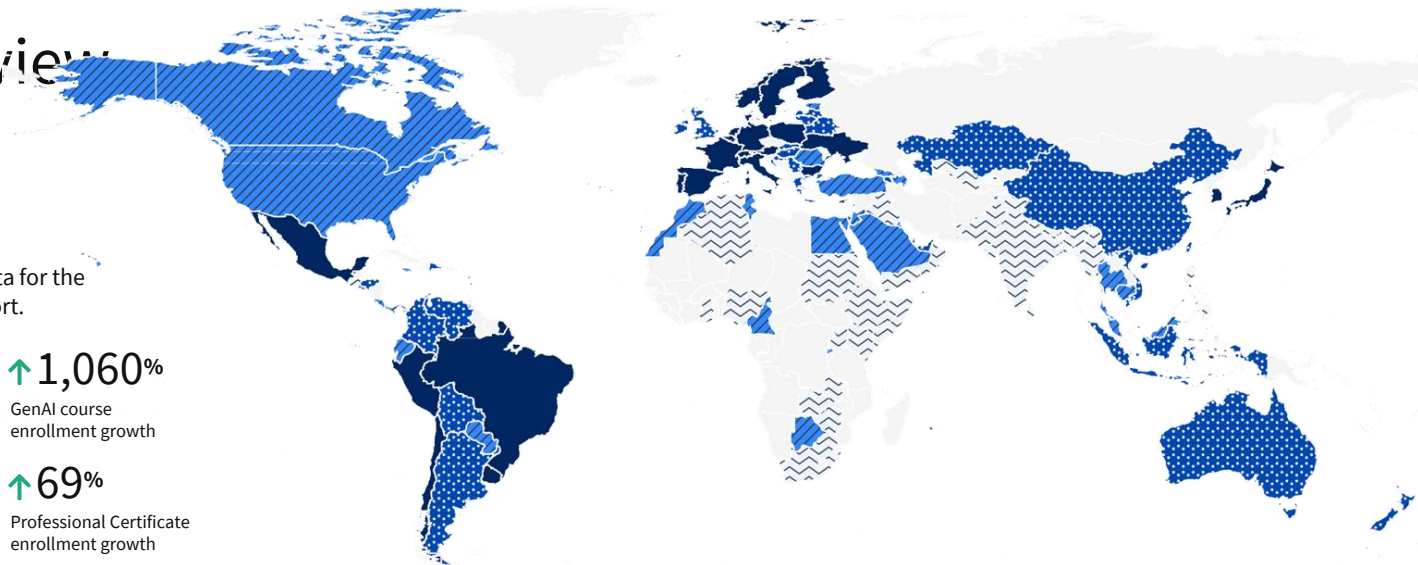
Women learners

45%

Learning  
on mobile

↑ 69%

Professional Certificate  
enrollment growth



### Cutting-edge

Rankings 1-28

#### Where they are

Europe, parts of Asia Pacific, and Latin America

### Competitive

Rankings 29-55

#### Where they are

Primarily Europe, Latin America, and parts of Asia Pacific, though also countries like Turkey and United Arab Emirates

### Emerging

Rankings 56-82

#### Where they are

North America and parts of Asia Pacific, Europe, and the Middle East and North Africa

### Lagging

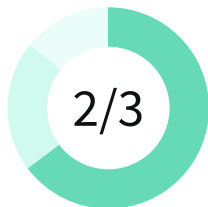
Rankings 83-109

#### Where they are

Primarily Asia Pacific, the Middle East and North Africa, and Sub-Saharan Africa

# Key skill insights

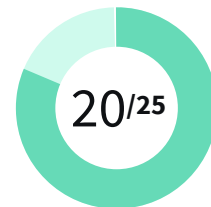
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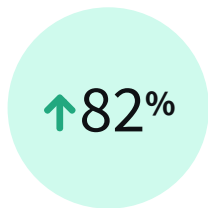
**European countries** make up nearly **two-thirds (64%)** of countries in the **cutting-edge** skill category.



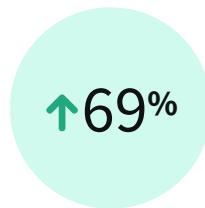
In 2024, there were **4 enrollments** in a **GenAI course** on Coursera every minute



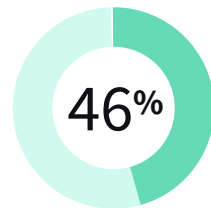
**20 out of 25 spotlight countries** prioritize **soft skills** like culture, resilience, and communication.



**Enterprise enrollments increased by 82% YoY** in Asia Pacific, the most of all regions.



**Professional Certificate enrollments increased by 69% YoY** globally.



**Nearly half (46%)** of learners on Coursera are women

# Surging global enrollments for GenAI skills

↑1,060%

YoY increase in generative AI  
(GenAI) enrollments globally

↑1,040%

North America  
(YoY GenAI enrollments)

↑775%

Europe  
(YoY GenAI enrollments)

↑861%

Middle East &  
North Africa  
(YoY GenAI enrollments)

↑1,270%

Asia Pacific  
(YoY GenAI enrollments)

↑882%

Latin America &  
The Caribbean  
(YoY GenAI enrollments)

↑1,500%

Sub-Saharan Africa  
(YoY GenAI enrollments)

## Top 5 countries



Ethiopia ..... ↑2,019%



Nigeria ..... ↑1,817%



Saudi Arabia ..... ↑1,788%



India ..... ↑1,648%



Zambia ..... ↑1,605%



# Europe



# Europe

24.5M

Coursera learners

↑43%

YoY enterprise enrollments

46%

Women learners

38%

Learning on mobile

35

Median age

34%

Women learners in STEM

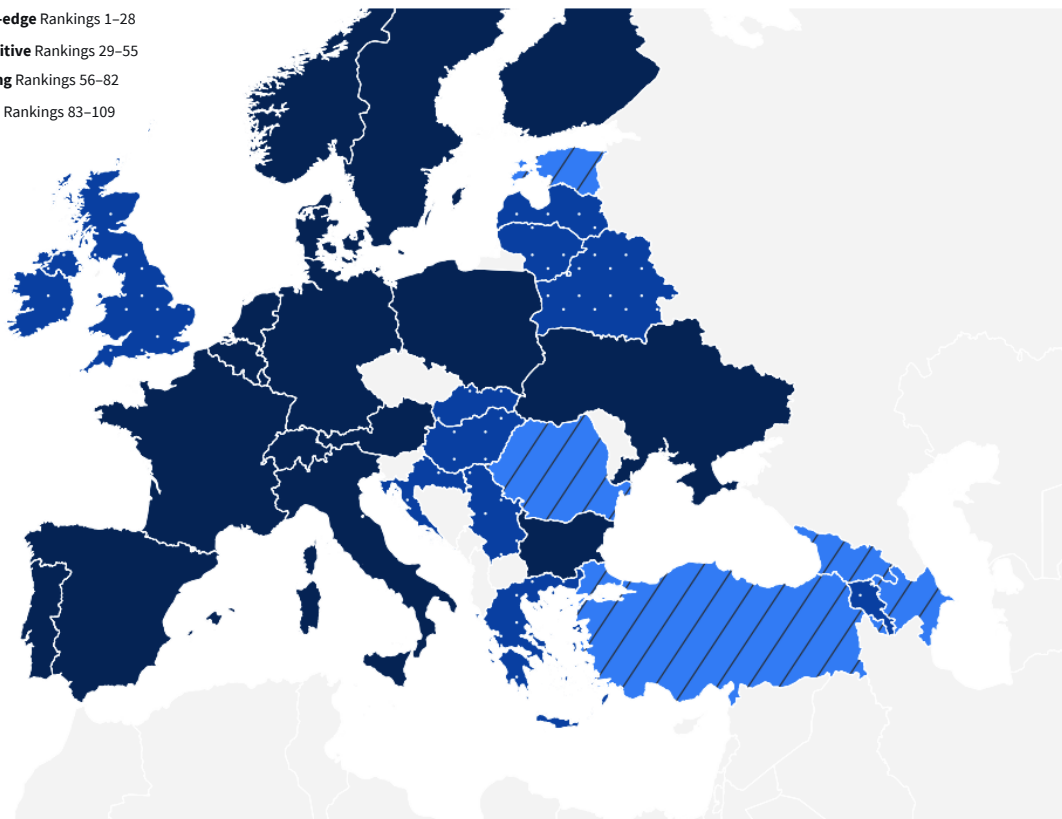
“

*Generative AI (GenAI) is transforming the skill requirements for employees in telecoms. Today, employees must possess the ability to work collaboratively with AI systems, leverage automation tools, and interpret vast amounts of data to drive informed decision-making.*



Julia Ewen-Hoffman  
Head of Learning & Development,  
Deutsche Telekom AG

- **Cutting-edge** Rankings 1–28
- **Competitive** Rankings 29–55
- **Emerging** Rankings 56–82
- **Lagging** Rankings 83–109



## Country Spotlight

# Germany

2M

Coursera Learners

34

Median Age

3

Global Rank



Cutting-edge

### Domain Rankings

109 countries ranked in total

9

Business



Cutting-edge

5

Tech



Cutting-edge

4

Data science



Cutting-edge



40%

Women Learners



↑ 662%

GenAI Enrollment  
Growth (YoY)



37%

Learning on Mobile



↑ 39%

Professional Certificate  
Enrollment Growth (YoY)

### Top skills

1. Artificial Neural Networks
2. Applied Machine Learning
3. Machine Learning Algorithms
4. Regression
5. Linear Algebra

### Top target roles

1. Network Engineer
2. Web Developer
3. Software Developer
4. Machine Learning Engineer
5. Securities & Commodities Trader

### Recommended content for top skills and roles



[Neuronale Netze und Deep Learning](#)



[Managing Machine Learning Projects](#)



[KI für alle](#)



Professional Certificate: [Network Engineering](#)



Professional Certificate: [Front-End Developer](#)



[Download the report for comprehensive country insights](#)

## Country Spotlight

# France

1.9M

Coursera Learners

35

Median Age

5

Global Rank



Cutting-edge

## Domain Rankings

109 countries ranked in total

4

Business



Cutting-edge

4

Tech



Cutting-edge

7

Data science



Cutting-edge



43%

Women Learners



↑ 783%

GenAI Enrollment  
Growth (YoY)



37%

Learning on Mobile



↑ 29%

Professional Certificate  
Enrollment Growth (YoY)

## Top skills

1. Resilience
2. Culture
3. Collaboration
4. Emotional Intelligence
5. Conflict Management

## Top target roles

1. Operations Manager
2. Bookkeeper
3. Securities & Commodities Trader
4. IT Project Manager
5. Project Manager

## Recommended content for top skills and roles



[Building Your Leadership Skills](#)



[Building Strategic Foresight Capabilities](#)



[Emotional Intelligence: Cultivating Immensely Human Interactions](#)



Professional Certificate: [Career Coach and Navigator](#)

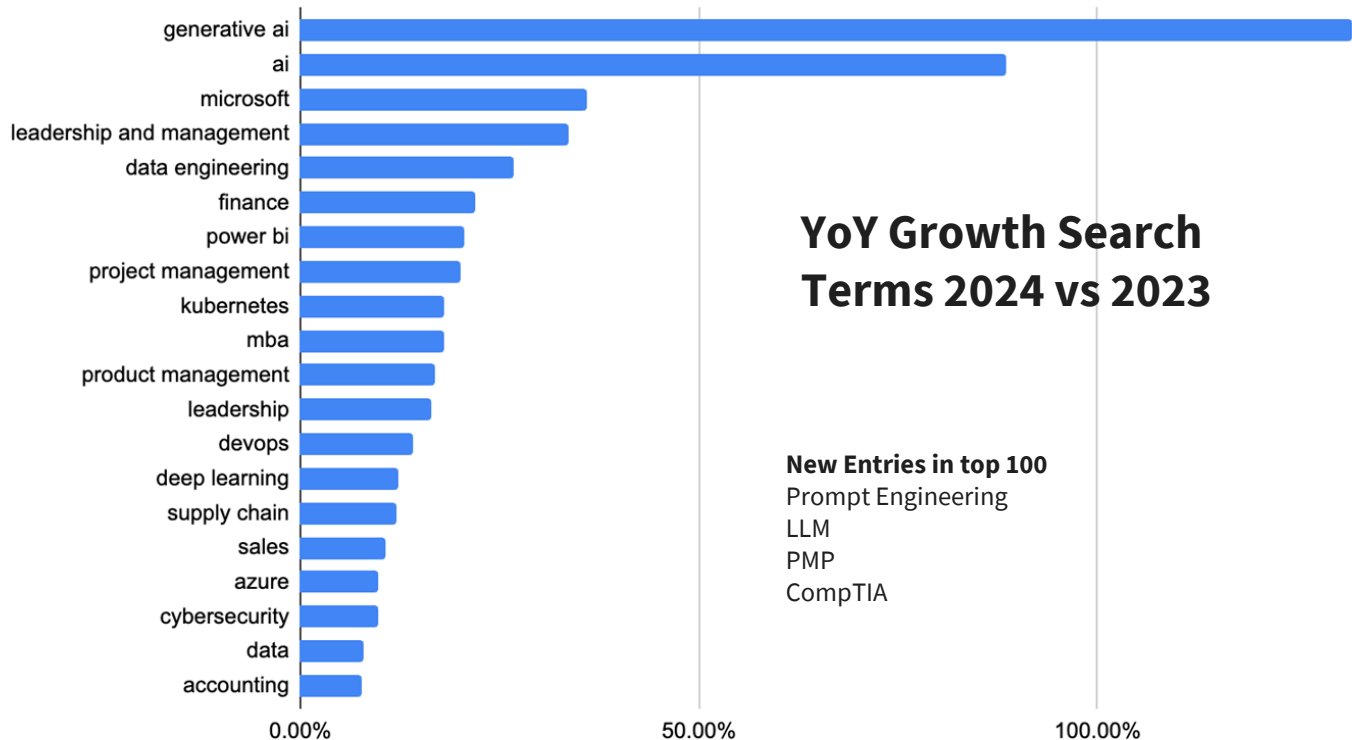


Professional Certificate: [Gestion de projet de Google](#)



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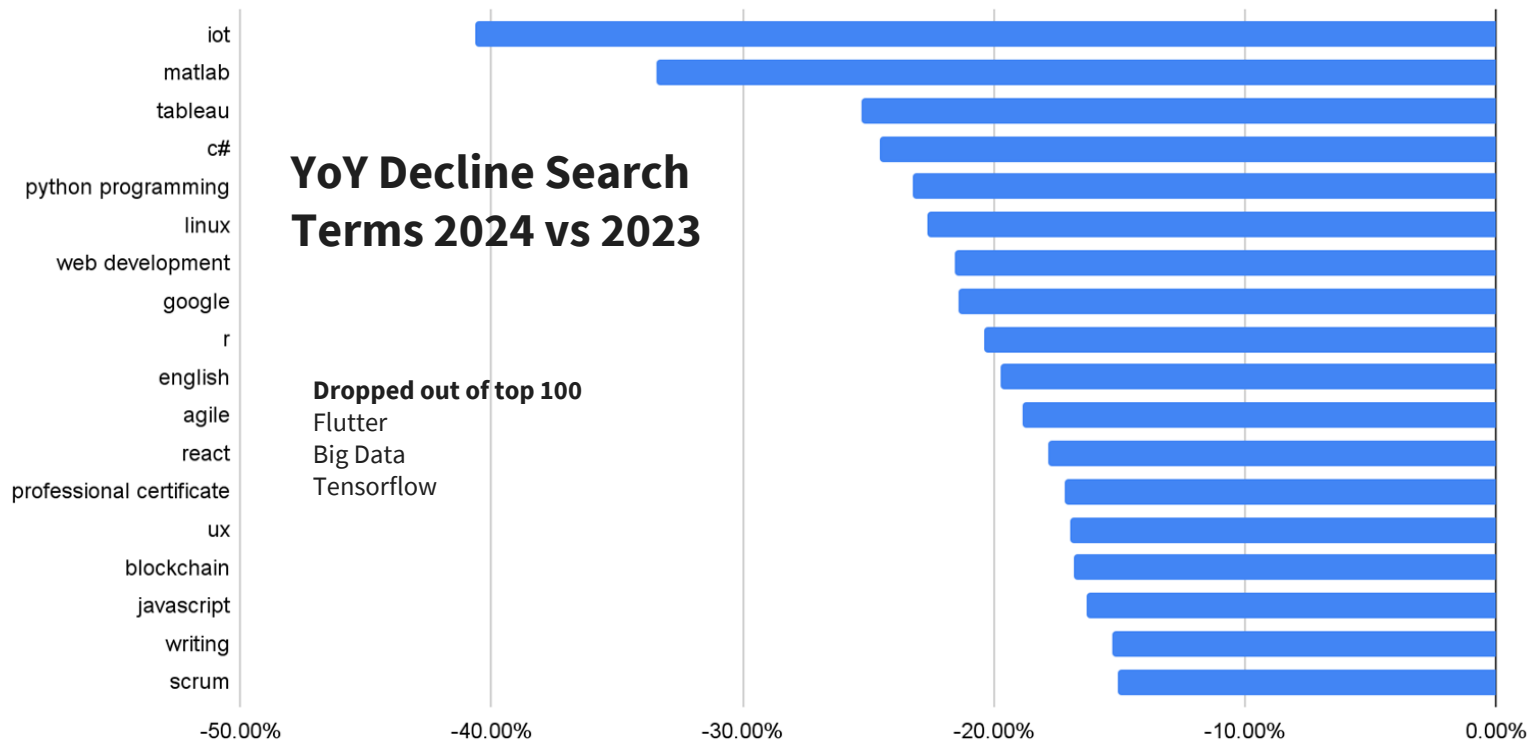
# Trending & Emerging Skills



## YoY Growth Search Terms 2024 vs 2023

### New Entries in top 100

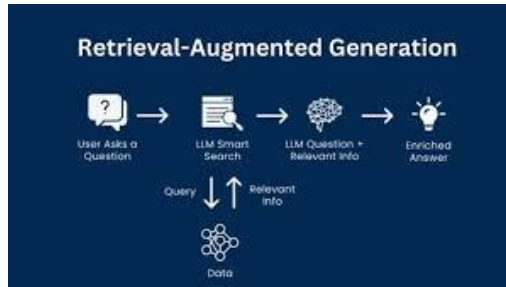
Prompt Engineering  
LLM  
PMP  
CompTIA



# New Fastest Growing Searches



**LangChain** is a software framework that helps facilitate the integration of large language models into applications.



**RAG**, is an architectural approach that can improve the efficacy of large language model (LLM) applications by leveraging custom data.



**Microsoft Copilot** is a generative artificial intelligence chatbot based on the GPT-4 series of large language models



**NVIDIA** invents the GPU and drives advances in AI, HPC, gaming, creative design, autonomous vehicles, and robotics.

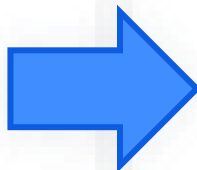




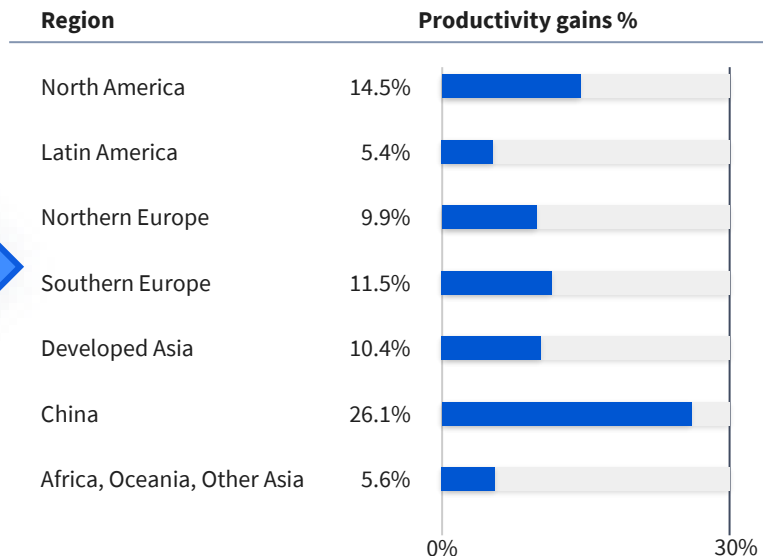
# Countries can add **\$15 trillion** to the global economy by 2030

## Potential benefits of global GenAI adoption

**14%**  
GDP increase



## GenAI productivity gains by region



# Individuals can unlock new **economic opportunities**

In 2023, there was a **20x increase in job postings** requiring GenAI skills.

Lightcast, Oct. 2023

71% of leaders said they'd **rather hire a less experienced candidate with AI skills** than a more experienced candidate without.

2024 Work Trend Index Annual  
Report from Microsoft and  
LinkedIn, May 2024

**39% of German SMEs have employed overseas remote talent** to combat the lack of native AI skilled workers

Coursera Study, May 2024

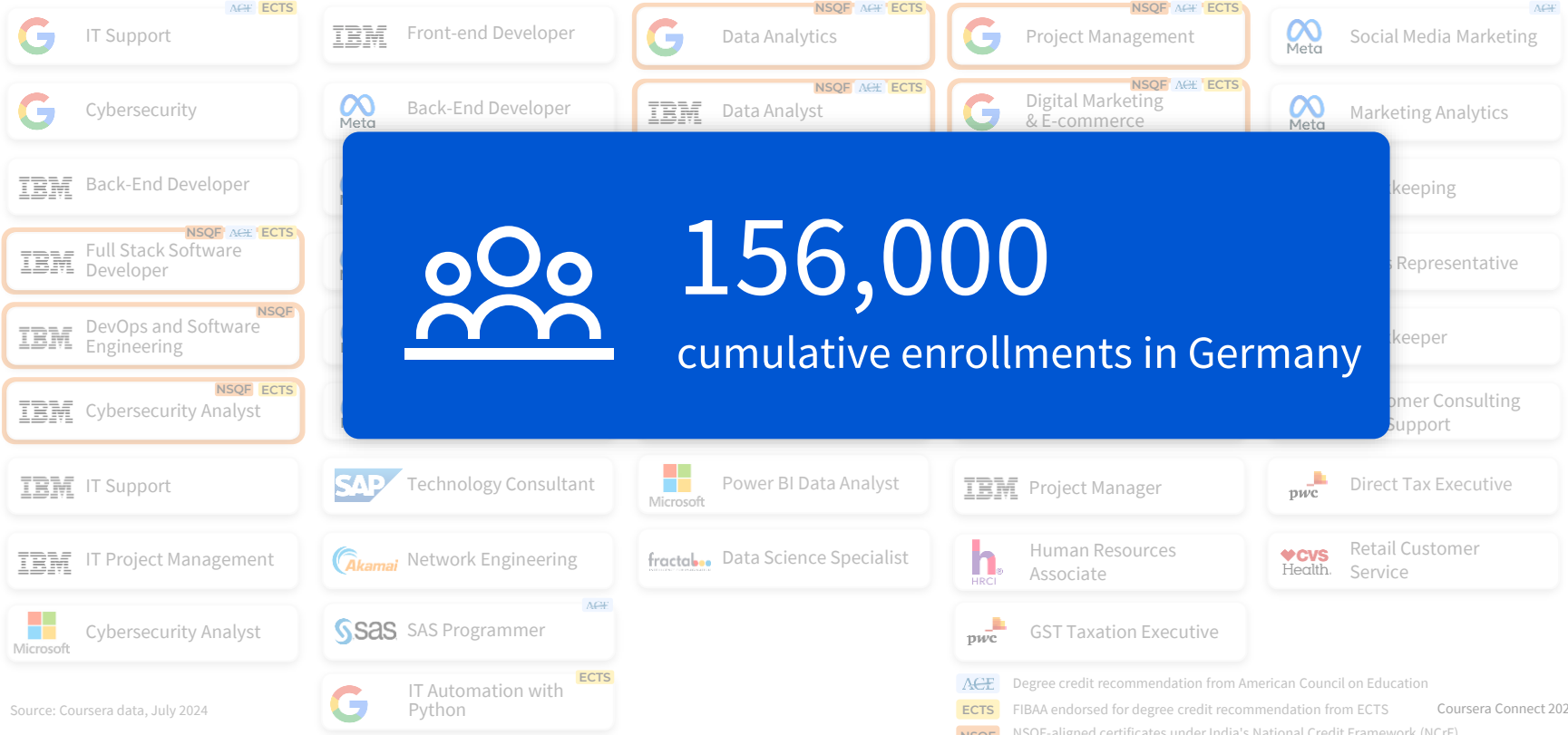
# Learning Pathways

# Professional Certificates provide pathways to jobs and degrees

## Software & IT roles

## Data roles

## Business roles



Source: Coursera data, July 2024

# Turning learners into achievers with



# coach



**Personalized**  
and **interactive**



Grounded in  
**expert, trusted**  
content



**Supercharged**  
**learning** that  
helps **advance**  
**careers faster**



Developed using  
Coursera's  
**pedagogical best**  
**practices**



Guided by  
Coursera's  
**responsible AI**  
**principles**

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online courses**  
and assessments  
quickly and easily



**Include global  
guest experts** in  
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**Enable authors to  
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