



[Home](#) > [Product News](#) > [Introducing Coursera Skills Tracks: A tailored, data-backed learning solution to help functional teams develop critical and verified skills](#)

Introducing Coursera Skills Tracks: A tailored, data-backed learning solution to help functional teams develop critical and verified skills

By [Patrick Supanc](#)

Chief Product Officer • September 9, 2025

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Today at **Coursera Connect**, our annual conference, we announced the launch of Skills Tracks, our data-backed learning solution mapped to specific occupations that guides learners from foundational knowledge to expert proficiency through verified skill paths.

Skills Tracks are powered by Coursera's Career Graph, our proprietary system that analyzes millions of labor market data points, third-party competency frameworks, and our skills

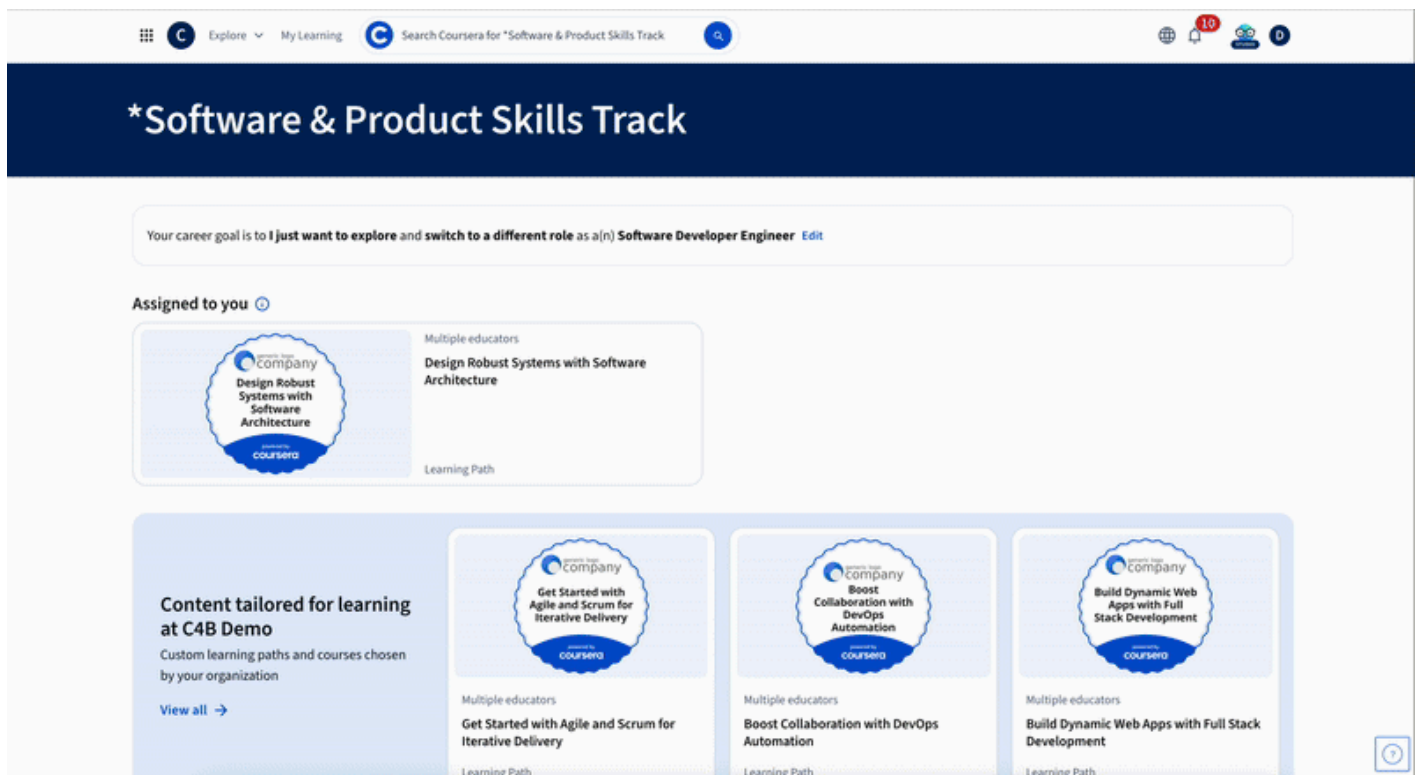
taxonomy, to precisely map the relationships between jobs, skills, and learning content, ensuring organizations can close skill gaps quickly.

View a Skills Tracks video [here](#).

The World Economic Forum's [Future of Jobs Report 2025](#) finds that 63% of employers see skill gaps as the biggest barrier to business transformation, with nearly 6 in 10 workers needing reskilling within the next five years. With Coursera Skills Tracks, leaders can ensure their teams have the right skills to boost innovation, productivity, and retention.

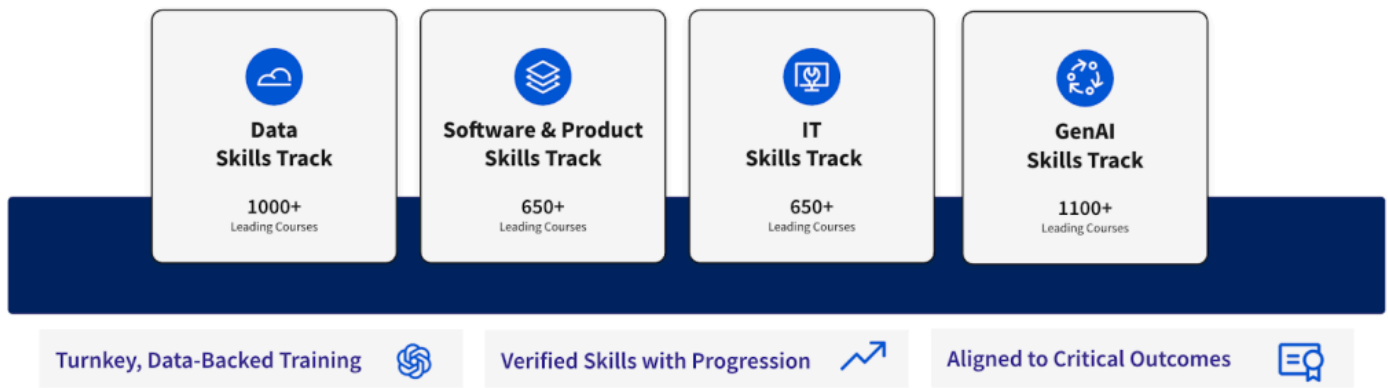
Key features include:

- **A tailored learning experience** – In addition to world-class content from industry leaders and universities like Microsoft, AWS, Yale, and Stanford, learning leaders can customize Skills Tracks with their own content, ensuring alignment with their organization's specific tools, workflows, and business priorities.
- **Rigorous and verifiable credentials** – Learners progress toward credentials based on real-world assessments, providing both motivation and proof that skills are not only learned but also demonstrated.
- **Real-time insights and alignment to business goals** – Regular tracking of learning progress and continuous content updates ensure Skills Tracks stay current with market demands, align with changing skill requirements for roles, and directly connect skill acquisition with business performance and growth.



Starting today, four Skills Tracks are available:

- **Software and Product** – Covers the most critical skills in mobile development, product management, UX design, web development, and software development
- **IT** – Includes necessary skills in computer systems and architecture, cybersecurity, IT management, IT support and operations, and network engineering
- **Data** – Develops critical skills in data analysis, data engineering, data management, and AI and machine learning
- **GenAI** – Teaches practical applications of artificial intelligence for employees and leaders across customer service, human resources, data, finance, legal, marketing, product, sales, and more



Over the coming months, we'll introduce additional Skills Tracks and enhanced features, including skill diagnostics to help learners start at the right level and verified skill paths with performance-based skills evaluation to produce credentials that reflect practical, job-ready expertise.

According to Matthew Dearmon, Ph.D, Informatica's Senior Director, Talent Management and Leadership Development, "At Informatica, we have the only data management platform powered end-to-end by artificial intelligence, so it is vital that our teams and leaders are not just up-to-date, but are also looking ahead. Having a tailored learning solution aligned with real-time skills in demand for specific roles is essential to helping our technical leaders thrive when working with AI – and beyond."

Paola Vera, Talent Management Head at Interbank added, "Coursera's personalized learning approach has been a catalyst in helping Interbank build a data-driven, future-ready organization. Having targeted learning journeys informed by real-time labor data and aligned to specific occupations and career stages, can help ensure teams master the right skills for their role."

Skills Tracks are available to existing Coursera customers with access to the full catalog. New customers can purchase Skills Tracks individually or bundled with the full catalog.

[Learn more about Coursera Skills Tracks](#) and discover how a tailored, data-driven learning approach can accelerate skills development, technology adoption, or workforce transformation.

Click [here](#) to watch CEO Greg Hart's keynote at Coursera Connect 2025, with a Skills Tracks demo and more.

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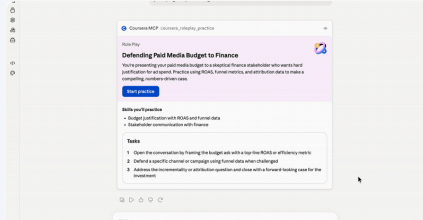
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