ChatGPT's First Year: Udemy Data Highlights Unprecedented Global Demand for Generative AI Skills

November 28, 2023

More than 1,600 courses with over 2.8 million enrollments on the Udemy platform covering topics such as OpenAI's ChatGPT, Midjourney and prompt engineering

SAN FRANCISCO, Nov. 28, 2023 (GLOBE NEWSWIRE) -- Udemy (Nasdaq: UDMY), a leading online skills marketplace and learning platform, today released key insights ahead of the one-year anniversary of the launch of OpenAI's ChatGPT, revealing how global organizations and professionals have embraced and implemented generative artificial intelligence (AI) over the past year, providing an in-depth look into the impact of emerging technical skills in the workplace.

"We believe Udemy was the first global learning platform to provide content on learning generative AI skills, with a ChatGPT course on Udemy just 11 days after its launch," said Scott Rogers, Senior Vice President of Supply Strategy at Udemy. "We're now at scale with more than 2.8 million learners enrolled in generative AI courses on our platform. It's clear that generative AI has become a must-have for tech skills in the workplace for organizations and professionals to remain competitive and innovative in this fast-moving macro environment."

Key findings from Udemy data collected between ChatGPT's launch on November 30, 2022, through October 31, 2023, indicate how the technology has been leveraged globally over the last year:

- Nearly 800 instructors created and published more than 1,000 courses related to ChatGPT on the Udemy platform, with more than 2.2 million enrollments.
- Udemy courses about ChatGPT have been developed in 25 languages with the most number of courses consumed in English, Portuguese, Japanese, Spanish and German.
- The highest number of enrollments in ChatGPT courses are from learners in India, the U.S., Japan, Mexico and the U.K.
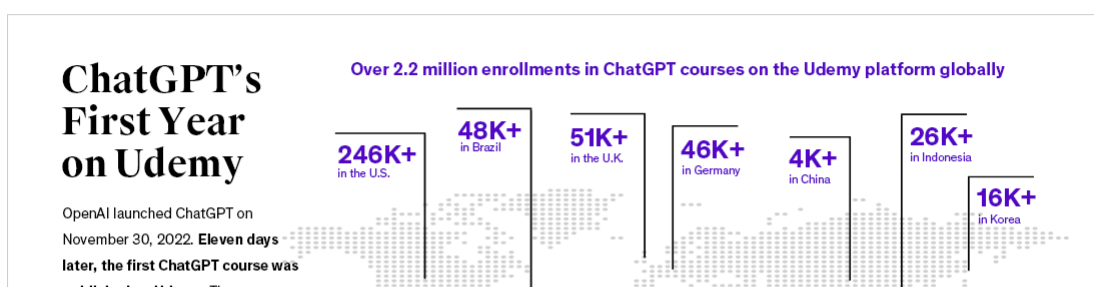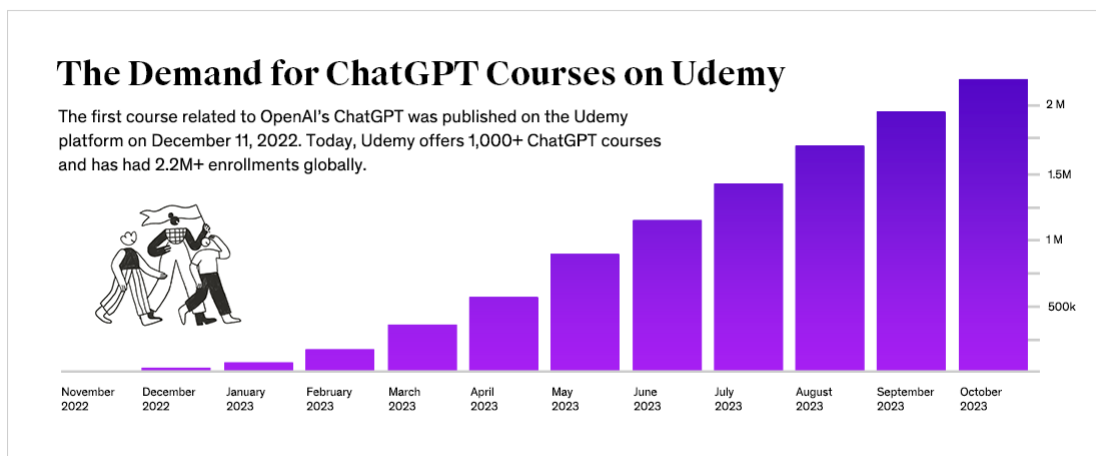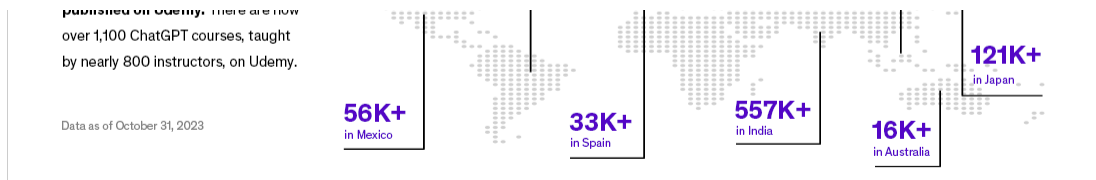
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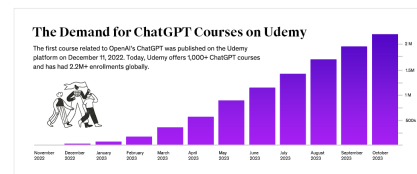
Monthly enrollments in ChatGPT courses on Udemy

ChatGPT's First Year on Udemy
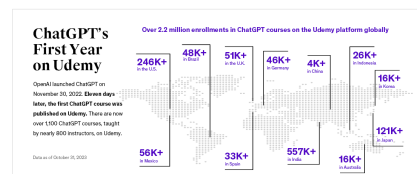
OpenAI launched ChatGPT on November 30, 2022. Eleven days later, the first ChatGPT course was published. Now, there are more than 1,100 ChatGPT courses taught by nearly 800 Udemy instructors.

published on Udemy. There are now over 1,100 ChatGPT courses, taught by nearly 800 instructors, on Udemy.

Data as of October 31, 2023

56K+
in Mexico

33K+
in Spain

557K+
in India

16K+
in Australia

121K+
in Japan

Broader data trends on professionals learning generative AI reveal:

- The top-ten industries where organizations are empowering their employees with generative AI skills are: Professional Services, Consulting Services, Technology, Manufacturing, Retail, Financial Services, Entertainment & Media, Education, Government and Life Sciences.
- The most popular generative AI courses focus on Midjourney, AI art, Python, and ChatGPT prompts. The Q2 Global Workplace Learning Index also highlighted how AI learning is expanding into other functional fields such as marketing, HR, sales and project management.

The recent 2024 Global Learning & Skills Trends Report by Udemy highlighted that generative AI could help automate up to 30% of current work hours by 2030, contributing an estimated $15 trillion to the global economy. The Udemy platform witnessed a 60% increase in AI-related training over the past year and demand for ChatGPT courses surged 5,226% in Q1 2023 alone, demonstrating how organizations are prioritizing skills acquisition to optimize business outcomes.

"Globally, organizations are adopting generative AI in a purposeful and responsible manner, propelling workforce transformation and cultivating a culture that nurtures agility, resilience and competitiveness," said Greg Brown, President and CEO at Udemy. "Cutting-edge solutions powered by generative AI have endless potential. At Udemy, we are excited to empower corporations with courses and curated learning paths on emerging skills and lead the transformation to a skills-based economy in this ever-evolving landscape."

At Udemy's recent FWD event, business leaders and practitioners from top global organizations gathered to share strategies for excelling in this transition to a generative AI era, including:

- **Ensuring all employees have an understanding of generative AI.** As companies continue to embrace new technologies and integrate them into transformation strategies, many jobs can be displaced and reshaped. The World Economic Forum predicts 97 million net-new roles are expected by 2025 – understanding the opportunity with generative AI will help organizations plan for the future and ensure they continue to be effective and efficient.
- **Using AI as a catalyst for the transition to a skills-based economy.** Managing talent is becoming less about degree requirements, and more about understanding where there are skill gaps in an organization and strategically closing those gaps, often with existing talent. AI can help do that at scale and can help upskill and reskill team members.
- **Developing strong leaders at scale who possess the skill, resilience and agility to lead through transformational change, resulting in competitive advantage.** Organizations must nurture leaders who are able to identify skill gaps and embrace emerging opportunities in the field of generative AI, and to effectively coach and lead teams through significant change. Leaders must ensure the fear of AI taking over roles does not build up and teams embrace the new technology versus reject it.

"AI is changing the way we work and learn, with our data highlighting efficiency and effectiveness as the top goals for organizations wanting to leverage generative AI tools," said CEO and Founder, Jim Lundy of Aragon Research. "Organizations need to continue evaluating the right AI solutions that address accuracy, reliability, security and privacy concerns to expand their use cases beyond translations and media generation."

For an in-depth look at how global professionals are learning about generative AI tools, visit https://research.udemy.com/research_report/chatgpts-first-year/. To partner with Udemy Business and upskill for the future, visit: business.udemy.com.

About Udemy

Udemy (Nasdaq: UDMY) improves lives through learning by providing flexible, effective skill development to empower organizations and individuals. The Udemy marketplace platform, with thousands of up-to-date courses in dozens of languages, offers the tools learners, instructors and enterprises need to achieve their goals and reach their full potential. Millions of people learn on the Udemy platform from real-world experts in topics ranging from programming and data science to leadership and team building. Udemy Business enables employers to offer on-demand learning for all employees, immersive learning for tech teams and cohort learning for leaders. Udemy Business customers include Fender®, Glassdoor, On24, The World Bank and Volkswagen. Udemy is headquartered in San Francisco with hubs in Ankara and Istanbul, Türkiye; Austin, Texas; Denver, Colorado; Dublin, Ireland; Melbourne, Australia; and New Delhi, India.

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