Who Are We Looking At? *A Snapshot of Today's Data Professionals*

Talent Overview | Earnings & Education | Career Entry & Skills | Retention Signals

630	54K	Data Analyst	5 / 10
Total Voices Captured	Earning Potential Snapshot	Dominant Role in the Talent Pool	Overall Employee Satisfaction Index

Gender: All

Country: All

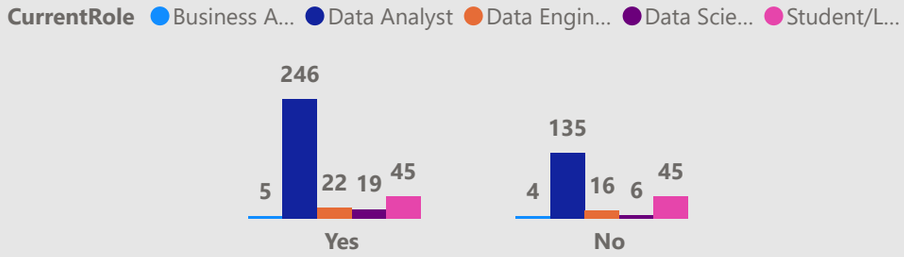
EducationLevel: All

CurrentRole: All

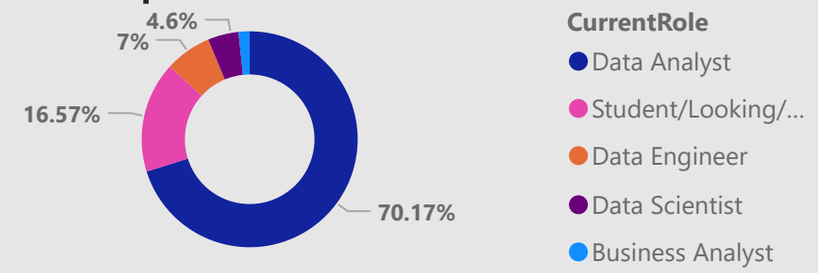
Career Switch: All

AgeGroup: All

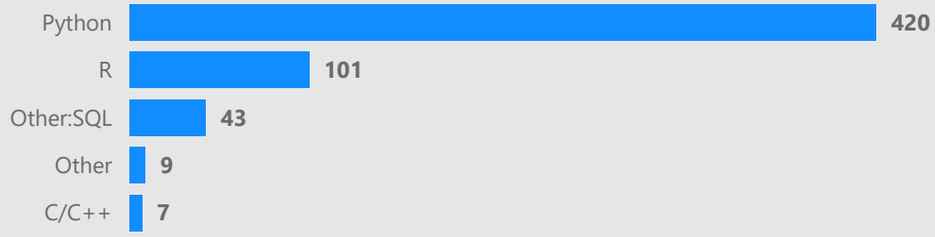
Path to Data: Who Switched Tracks



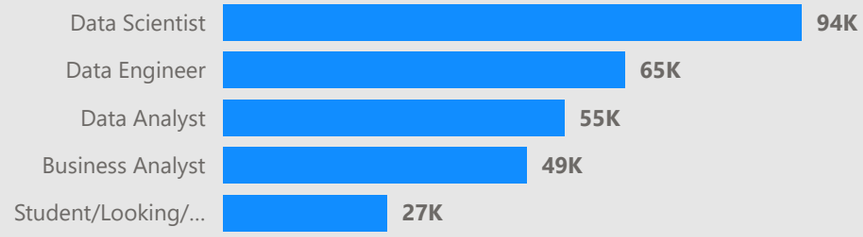
The Shape of the Data Workforce



Languages Powering the Data World



Money Talks: Salary by Role



Satisfaction Spectrum: What Drives Happiness?

Avg. Satisfaction_WorkLifeBalanc	Avg. Satisfaction_Learning	Avg. Satisfaction_Management	Avg. Satisfaction_Upward...	Avg. Satisfaction_Salary
5.7	5.6	5.3	4.8	4.3

How Education and Experience Shape Professional Income

Talent Overview | Earnings & Education | Career Entry & Skills | Retention Signals

64K	225K	-2K	Account manager	Associates
Avg. Earnings by Education	Highest Reported Salary	Salary Gap (M – F)	Top-Earning Role	Top-Earning Degree

Gender: All

Country: All

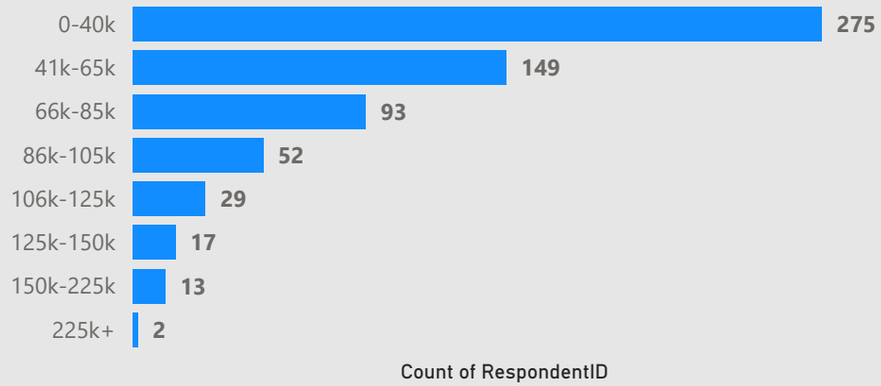
EducationLevel: All

CurrentRole: All

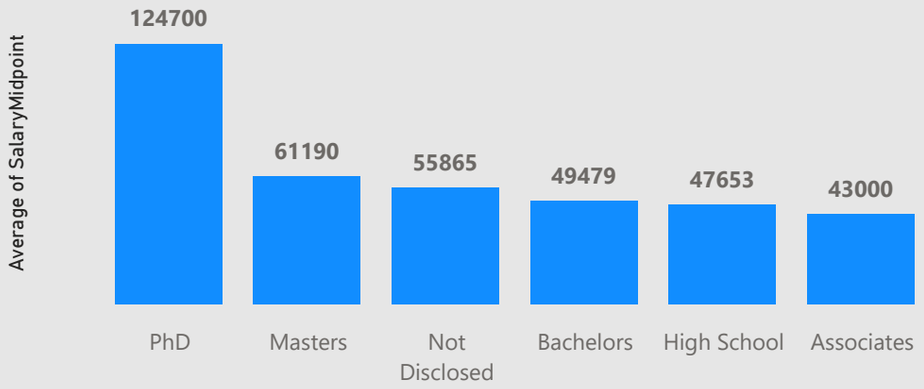
Career Switch: All

AgeGroup: All

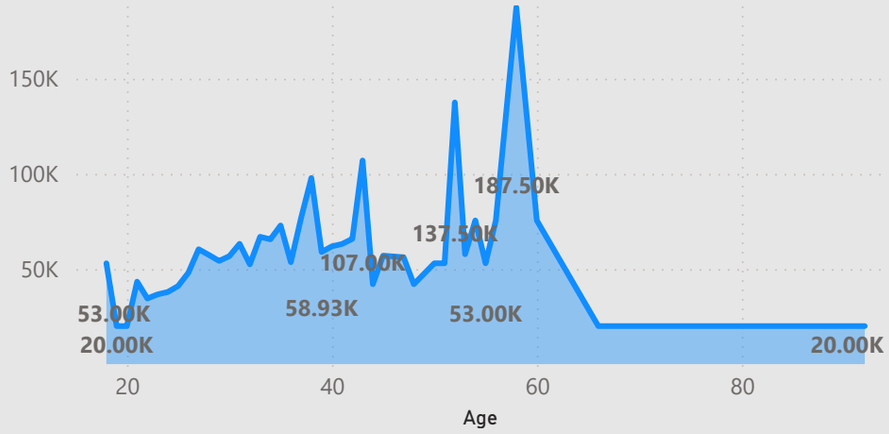
Earning Brackets: Distribution of Salaries



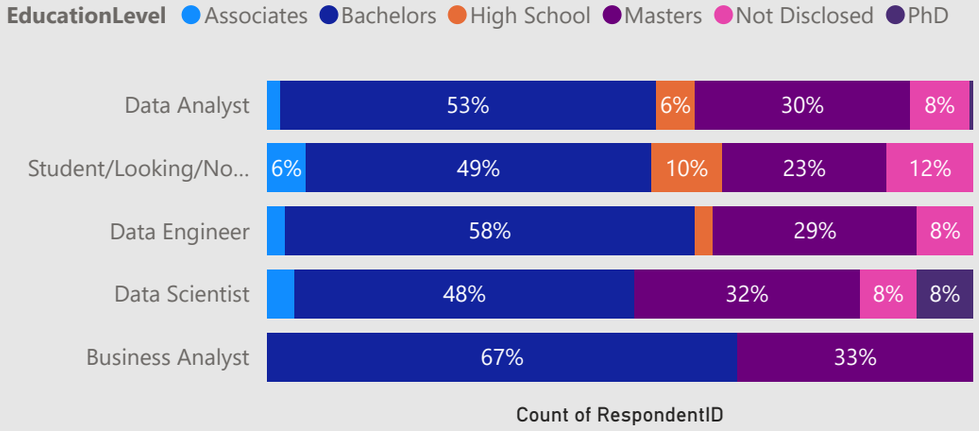
Education Pays: Avg. Income by Qualification



Climbing the Ladder: Income by Age



Career Paths: Role & Education Level



What Professionals Value: *Skills, Priorities, and Career Paths*

Talent Overview | Earnings & Education | Career Entry & Skills | Retention Signals

Bachelors	Python	Tech	Better Salary
Most Common Qualification	Most Preferred Langu...	Leading Industry	Top Job-Seeking Priority

Gender: All

Country: All

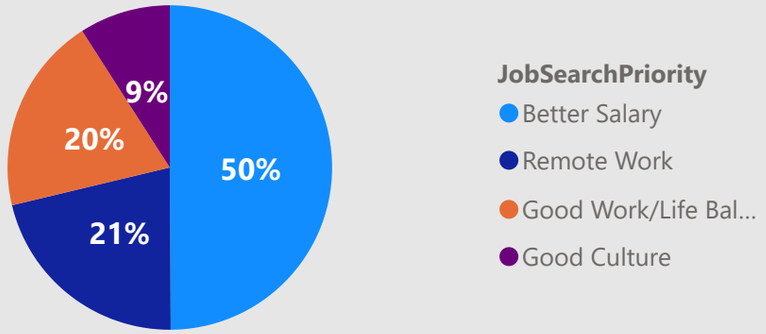
EducationLevel: All

CurrentRole: All

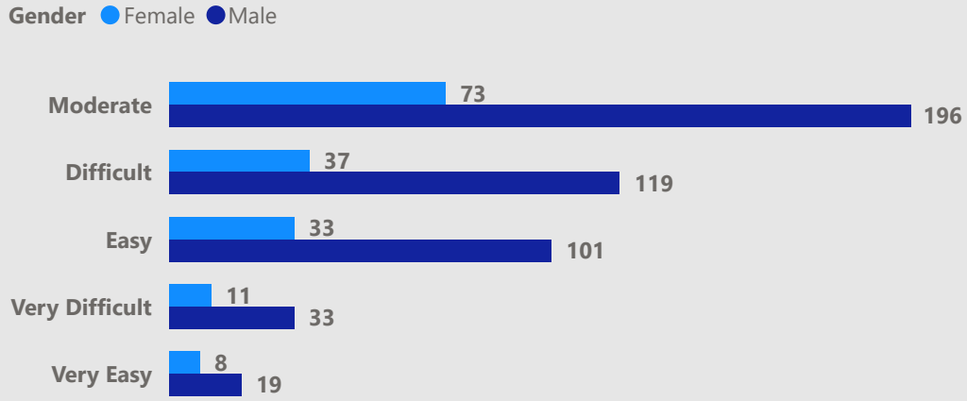
Career Switch: All

AgeGroup: All

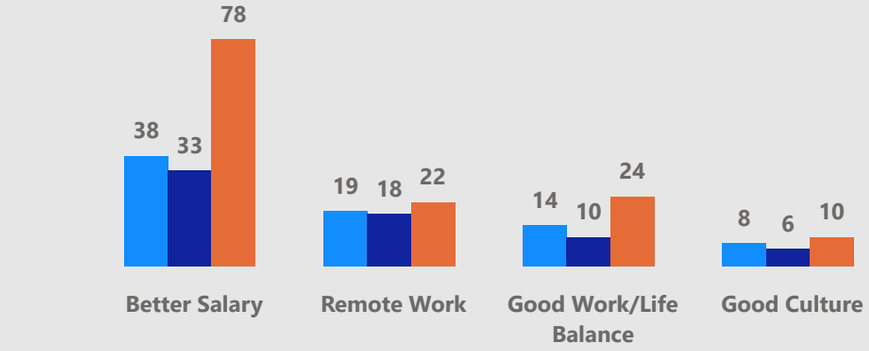
What Professionals Value in a New Job



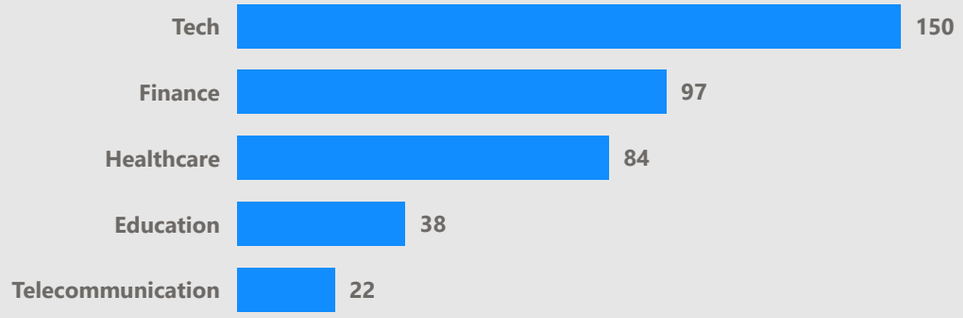
Entry Gatekeepers: Difficulty by Gender



Skill vs. Demand: Language by Industry



The Industry That Dominates the Data Landscape



What Keeps Talent Happy and What Makes Them Leave

Talent Overview | Earnings & Education | Career Entry & Skills | Retention Signals

76% Likely to Switch (%)

59% Career Switch Rate (%)

32% Found Entry Difficult (%)

Gender: All

Country: All

EducationLevel: All

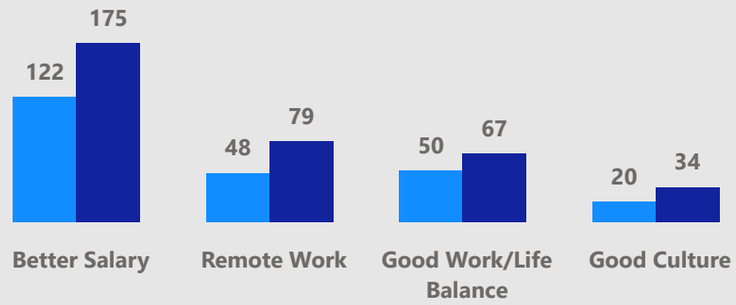
CurrentRole: All

Career Switch: All

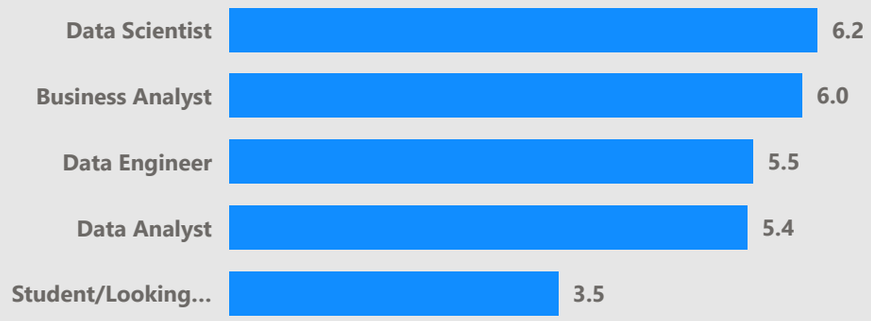
AgeGroup: All

Priorities of Career Changers

CareerSwitchToData ● No ● Yes

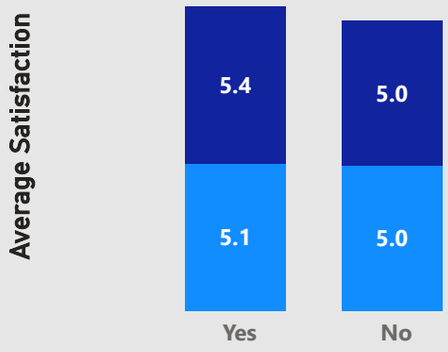


Satisfaction Levels Across Job Roles



How Satisfaction Varies by Gender & Career Path

Gender ● Female ● Male



Global Satisfaction Grid: Role x Country x Career Path

CareerSwitchToData	Canada	Germany	India	Nigeria	Spain	United Kingdom	United States	Total
No	**4.30**	**5.21**	**4.51**	**4.54**	**3.21**	**5.33**	**5.39**	**5.06**
Business Analyst			3.33				5.17	**4.71**
Data Analyst	4.75	5.33	4.95	4.47	5.83	4.79	5.79	**5.43**
Data Engineer	3.50			5.67	4.00	4.92	5.50	**5.13**
Data Scientist			6.33	6.17			8.06	**7.33**
Student/Looking/None	3.33	4.50	3.54	2.17	1.50	10.00	3.42	**3.53**
Yes	**5.43**	**6.67**	**4.30**	**3.18**	**5.47**	**5.20**	**5.92**	**5.38**
Business Analyst		7.50	4.33				7.83	**6.56**
Data Analyst	5.73	6.33	4.41	3.45	5.42	5.47	6.07	**5.62**
Data Engineer	4.75		4.22		5.67	3.75	6.79	**5.52**
Data Scientist	7.83		4.67			8.33	6.94	**6.71**
Student/Looking/None	2.67	7.50	3.88	2.58		1.33	2.65	**3.02**
Total	**5.08**	**5.94**	**4.39**	**3.58**	**4.46**	**5.24**	**5.71**	**5.26**

📋 Capstone Summary Report: Professional Data Survey Dashboard

This capstone project explores insights from a comprehensive Professional Data Survey, visualized through an interactive, multi-page Power BI dashboard. The dataset includes responses from individuals across various job roles, industries, education levels, and demographics—providing a rich view into the modern workforce. The goal of the project is to uncover patterns in career transitions, skill demand, income distribution, job satisfaction, and retention intentions.

🔍 Major Insights & Trends Discovered

1. **The Shape of the Data Workforce**
   - Data Analysts dominate the field, representing over 70% of respondents.
   - A significant number of professionals are career switchers — over 59% transitioned into data-related roles from other fields.
2. **Earnings Trends**
   - Education strongly correlates with salary: PhD holders earn an average of $124,700, while high school graduates earn below $50,000.
   - The top-paying role is *Account Manager*, and the highest reported salary reached $225,000+.
   - Despite expectations, female respondents earned slightly more on average than males, producing a negative salary gap.
3. **Skill Demand & Career Entry**
   - Python is the most preferred language by a wide margin.
   - Tech, Finance, and Healthcare are the top industries absorbing data professionals.
   - Over 30% found entering the field difficult, with females reporting higher difficulty levels than males.
   - The most prioritized job search factors are: Better salary (50%), Remote work (21%), and Work/life balance (20%)
4. **Satisfaction & Retention Signals**
   - Satisfaction is highest among Data Scientists and lowest among students or those seeking jobs.
   - Career switchers are generally more satisfied than those who remained in their original field.
   - 76% of respondents may consider switching jobs, with salary, growth, and remote work as major drivers.
   - Satisfaction levels vary by gender, role, and country — with notable dissatisfaction reported in Nigeria and Spain among certain roles.

🛠️ Key Data Cleaning & Transformation Decisions

* **Renaming Ambiguous Columns:** Long survey questions were renamed for clarity (e.g., Q6 - How Happy... → Satisfaction_Salary, etc.).
** **Grouped Satisfaction Metrics:** Six individual satisfaction columns were averaged to create an Overall Satisfaction Index.
*** **Binned Age and Salary:** Created readable AgeGroup and SalaryBand categories to support histogram and trend visuals.
**** **Mapped Entry Difficulty:** Cleaned and recoded responses into ordered categories: *Very Easy* → *Very Difficult*.
***** **Handled Missing Values:** Null entries in key fields (like education and satisfaction) were either excluded or marked as "Not Disclosed" to maintain integrity.
****** **Reduced Respondent IDs:** Masked or shortened complex respondent IDs for clarity and to reduce visual clutter.

👥 Insights Most Relevant to Stakeholders

For HR Professionals & Recruiters:
- High career switch rate signals a growing openness to non-traditional candidates.
- Focus retention strategies on salary transparency, growth opportunities, and flexible work — the top priorities driving intent to leave.

For Business Leaders:
- Satisfaction drives retention — especially among career switchers. Investing in employee development and upward mobility can reduce churn.
- High-paying roles are not always the most satisfied; understanding role-based satisfaction can inform job redesign.

For Career Advisors & Educators:
- Data shows that higher education still significantly impacts salary, though exceptions exist.
- Students struggle with job satisfaction; targeted career readiness programs could bridge this gap.
- Teaching in-demand skills like Python and highlighting entry pathways can make transitions smoother for future professionals.