ANALYSIS OF DATA PROFESSIONS IN KENYA

Data Pool

183

1.01

Male to Female Ratio

Data Roles

Data Analyst	Data Engineer
Data Scientist	Other

Employer Type

Established	Startup

Job Level Distribution

Senior Level eg Senior Data Analyst
7.65%

Intern 18.03%

Mid-Level eg Data Analyst 41.53%

Junior eg Junior Data Analyst 28.42%
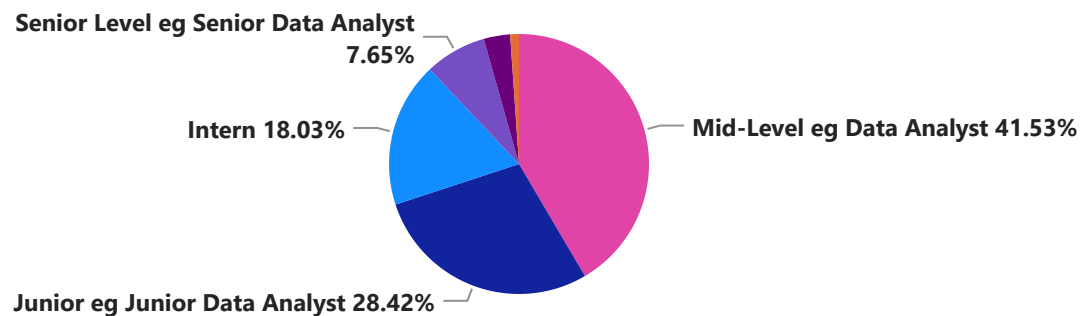
Work Setup Distribution

Hybrid-I choose my days to go the office
12.57%

Hybrid- I need to be in the office specific days in a week
15.85%

Full Office 51.91%

Full remote 19.67%
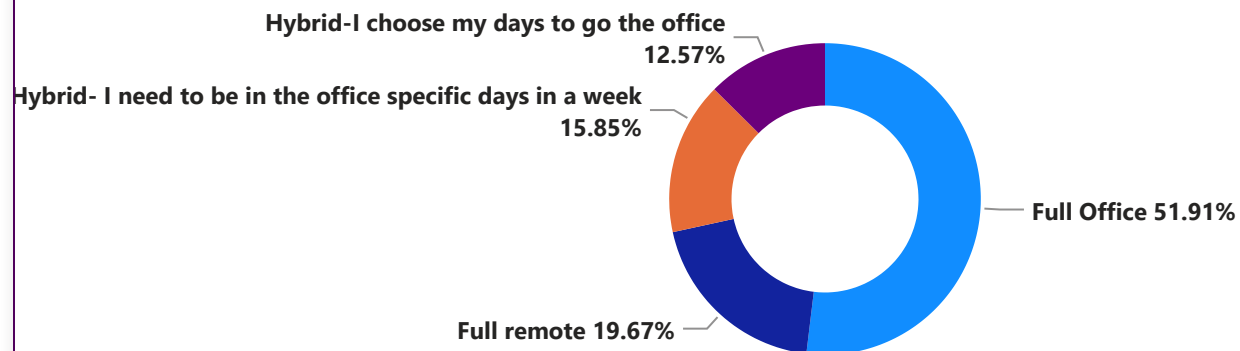
Data was collected from 183 data professionals, featuring nearly equal gender representation.
The primary roles represented include data analysts, data engineers, and data scientists. Most respondents hold mid-level positions and work in a fully office-based environment.
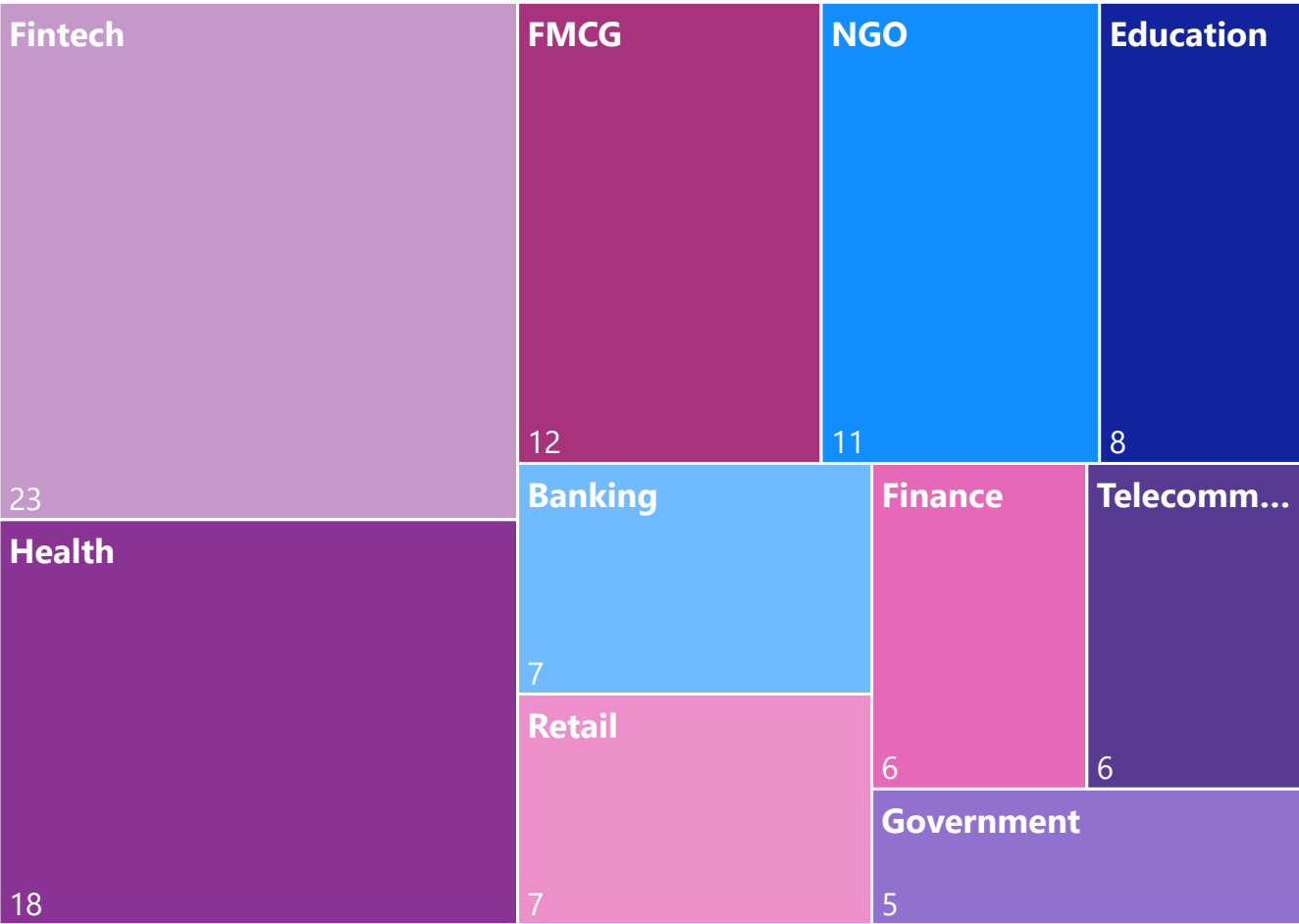
KEY METRICS

- Fintech, Health, and FMCG industries are the leading employers of data professionals.
- According to our survey, the most common benefits provided to data professionals are health insurance, pension plans, and mobile credit top-ups.
- Key tools in the data field include Excel, Python, SQL, Power BI, and Google Sheets.

Top 5 Work Benefits

Work benefits
Health Insurance
Health Insurance, Mobile Credit Top-up
Health Insurance, Pension
Health Insurance, Pension, Mobile Credit Top-up
Other Company specific Perks not listed above

Top Employer's Industries

Fintech	FMCG	NGO	Education
23	12	11	8

Health	Banking	Finance	Telecomm...
	7	6	6

	Retail	Government	
18	7	5	

Top 10 Data Tools Combinations

Main tech stack ▲
Excel
Power BI, Excel
Python
Python, SQL
Python, SQL, Power BI, Excel
Python, SQL, Power BI, Excel, Google Sheets
Python, SQL, Tableau, Power BI, Excel, Google Sheets
SQL, Excel, Google Sheets
SQL, Power BI, Excel
SQL, Power BI, Excel, Google Sheets

SALARY ANALYSIS

Average Gross Salary

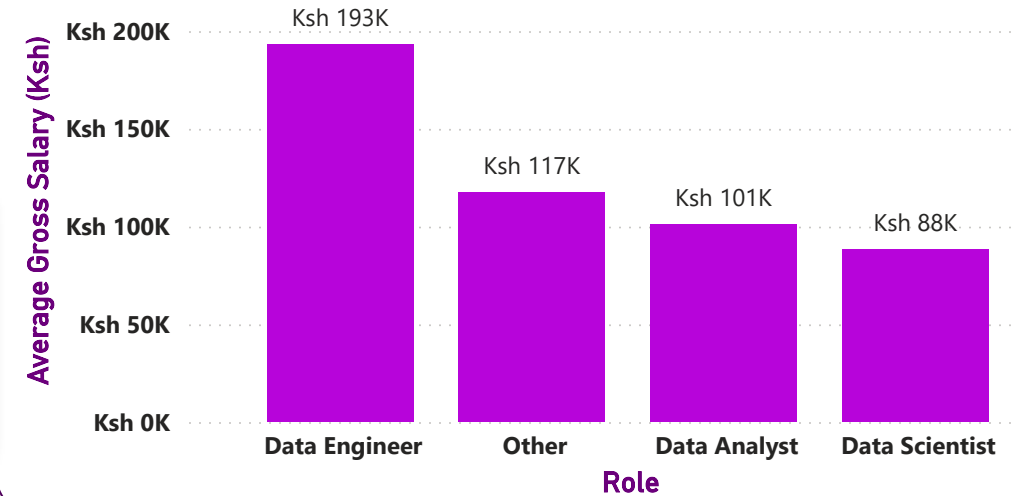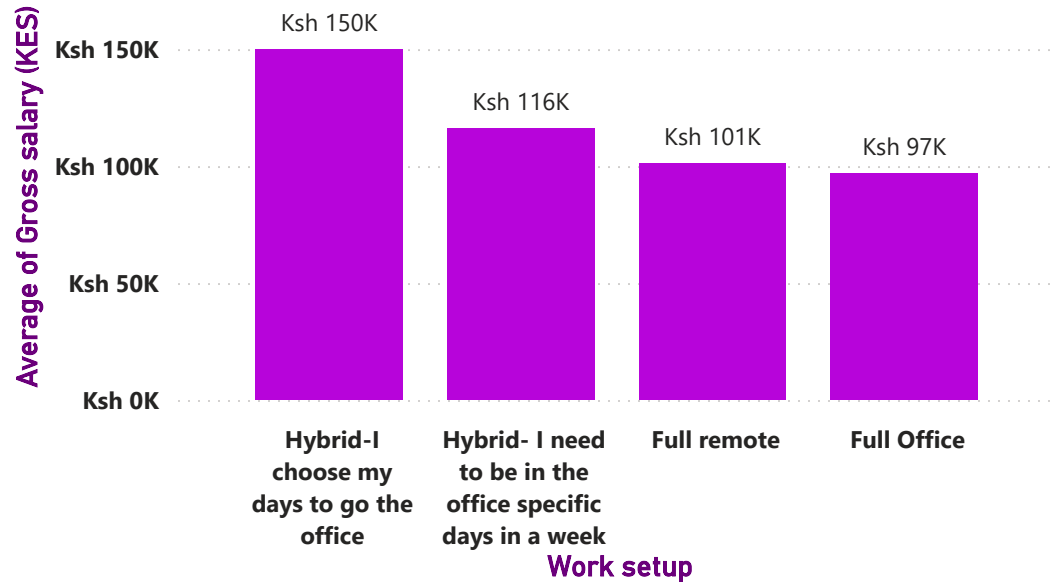# Ksh 107.26K

FEMALE

Average Gross salary (KES)

Ksh 110.92K

MALE

Average of Gross salary (KES)

Ksh 103.64K

Average Gross Salary by Data Role

Bar chart — Average Gross Salary (Ksh) by Role:
- Data Engineer: Ksh 193K
- Other: Ksh 117K
- Data Analyst: Ksh 101K
- Data Scientist: Ksh 88K

Average of Gross salary (KES) by Work setup

Bar chart — Average of Gross salary (KES) by Work setup:
- Hybrid-I choose my days to go the office: Ksh 150K
- Hybrid- I need to be in the office specific days in a week: Ksh 116K
- Full remote: Ksh 101K
- Full Office: Ksh 97K

Average of Gross salary (KES) by Years of experience

Bar chart — Average of Gross salary (KES) by Years of experience:
- Over 7 Yrs: Ksh 293K
- Over 5 Yrs: Ksh 158K
- 3yrs-5yrs: Ksh 136K
- 1yr-2yrs: Ksh 99K
- Beginner: Ksh 37K