Data Jobs Market Insights

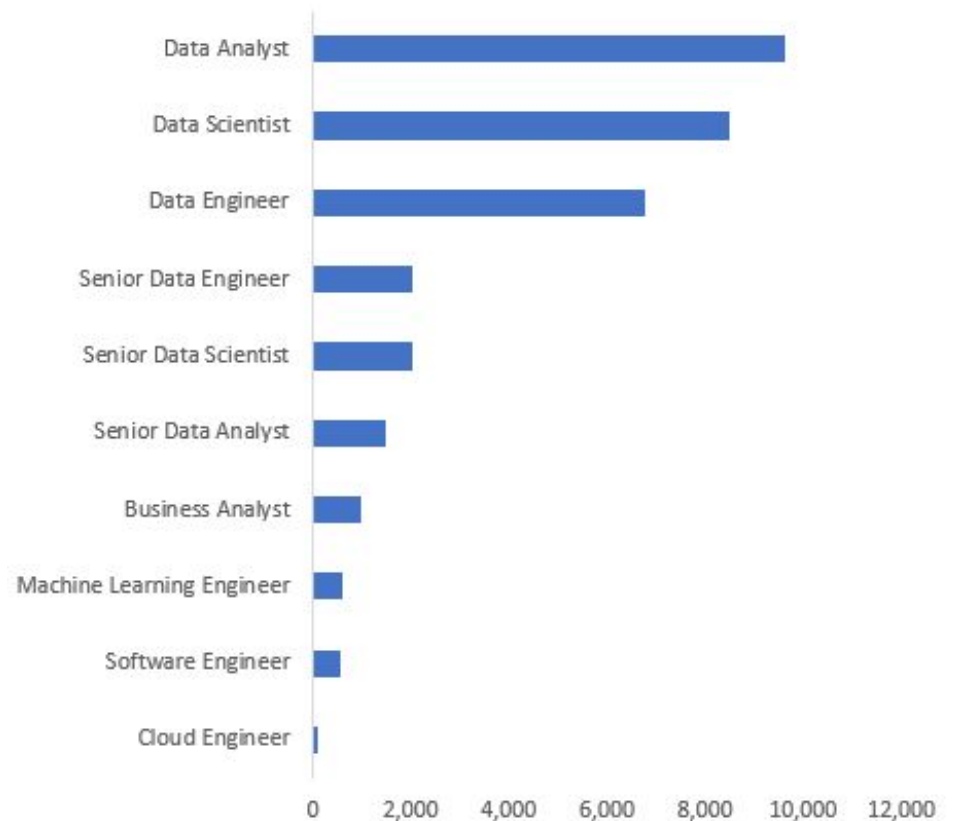Demand, Salaries, Skills, and Career Recommendations

Which Data Roles Are Most in Demand?

The **Data Analyst** role leads the market with **9,606 job postings**, representing **29.4% of all data jobs**.

That's more than **3% higher** than the second most demanded role, making it the clear entry point into the data field.
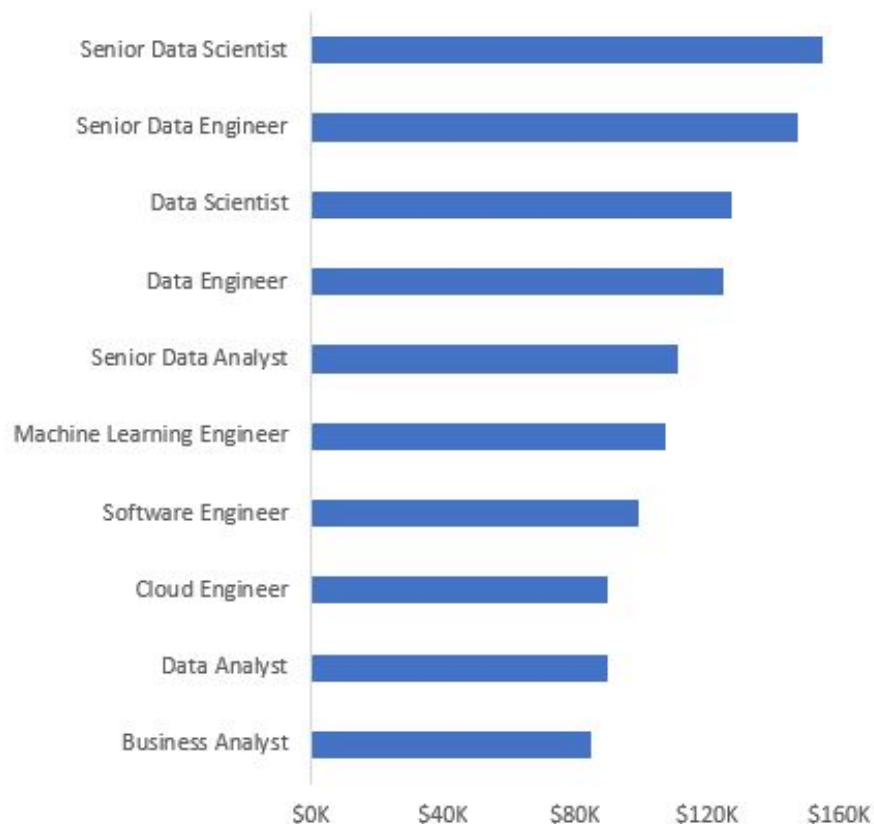
Which Data Role Pays the Most?

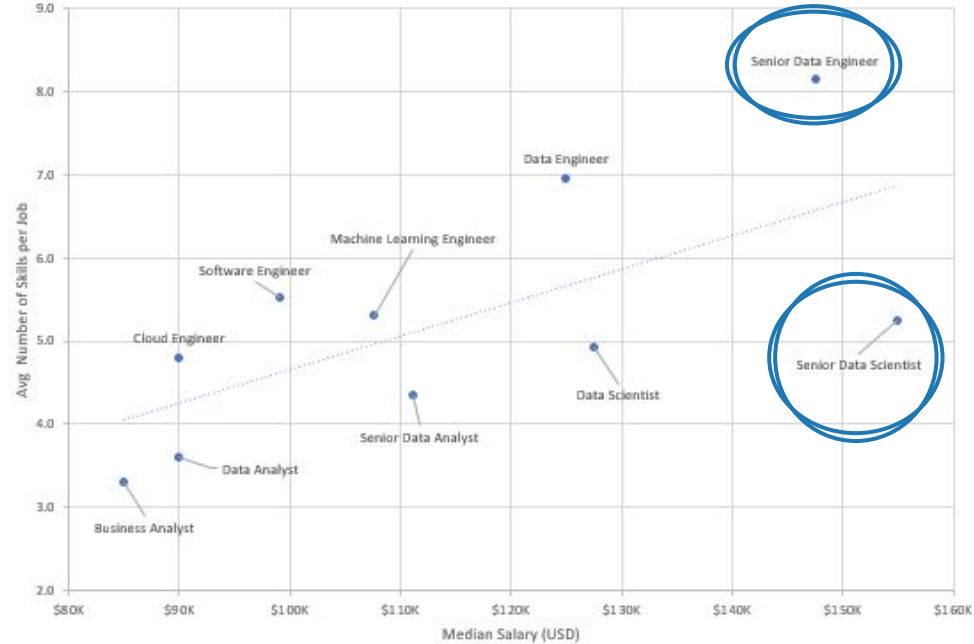The **Senior Data Scientist** role tops the salary ladder with a median of **$155K** per year.

That's **134.8%** of the overall data job median, putting it **34.8%** higher than the market median and about **7%** above the second-highest role."

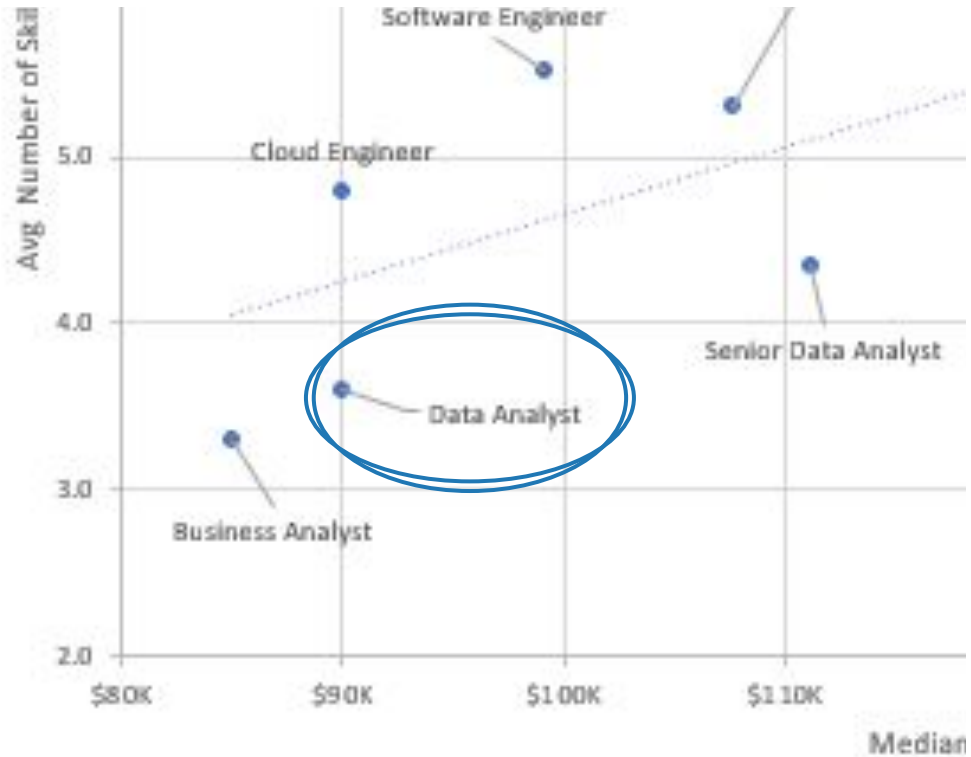# Do More Skills Lead to Higher Salaries in Data Jobs?

No. The data shows that more skills do not guarantee higher pay.

- The **highest-paid role, Senior Data Scientist ($155K)**, requires just **5.3 skills per job posting**.

- By contrast, the **Senior Data Engineer** ranks second in salary but demands the most skills, **8.1 on average**, which is **159% of the overall skill average** (59% higher than typical).

Do More Skills Lead to Higher Salaries in Data Jobs?

- The **Data Analyst**, the most demanded role, lists only **3.6 skills per posting (70% of the average skills)** yet doesn't sit at the bottom of the salary chart.

- **Overall: More skills ≠ higher salary. Sometimes the opposite is true.**

When Is the Best Time to Apply for Data Roles?

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Data Analyst	982	691	776	753	746	933	856	1,031	733	797	645	663
Senior Data Engineer	145	175	196	167	183	228	184	242	157	140	93	104
Senior Data Scientist	236	165	217	146	159	205	184	234	137	124	99	103

Data Analyst (highest demand role): Demand peaks in **Q1** (Jan) and **Q3 (Jul–Aug)**, crossing **1,000+** postings in August.

Senior Data Scientist (highest salary role): Strong in **Q1** and **Q3**.

Senior Data Engineer (highest engineering salary): Demand peaks in **Q3,** but overall it performs better in **the first half of the year.**

Overall: Demand for all three roles peaks in August (Q3), then shows a clear drop in Q4.

What Do I Need to Know About Each Role?

Data Role: Data Analyst

9,606
Postings

$90K
Median Salary

Best Time to Apply:
Q1 (Jan) & Q3 (Jul–Aug)

Core Skills to Learn:
SQL, Excel, Power BI/Tableau, Python basics

Data Role: Senior Data Scientist

2,009
Postings

$155K
Median Salary

Best Time to Apply:
Q1 & Q3

Core Skills to Learn:
**Beyond Data Scientist Skills
AWS, Spark, Tensorflow, Pytorch, Azure**

Data Role: Senior Data Engineer

2,014
Postings

$147K
Median Salary

Best Time to Apply:
Q3 & first half of year

Core Skills to Learn:
**Beyond Data Engineer Skills
Snowflake, Java, Kafka, Scala, Redshift**

Which Data Role Should You Choose?

- **If you're starting out:** Data Analyst → fewer skills (3–4 tools), highest demand, quick entry.
- **If you want long-term salary growth:** Data Scientist → top pay, strong demand, broader skills.
- **If you're ready to upgrade:** Senior Engineer/Scientist → advanced cloud, AI/ML, and scaling expertise.

💡 Your best-fit role depends on your **current stage**:
- **Start → Data Analyst**
- **Grow → Data Scientist**
- **Upgrade → Senior Data Engineer/Scientist.**

Thank you!

For collaborations, opportunities, or questions, feel free to **email** me or connect with me on my **LinkedIn**.

About the Dataset

This dataset originates from **Luke Barousse'**s Excel Course and represents the 2023 data job market.
All the analysis, insights, and storytelling presented here is my own practice work, developed independently to apply and demonstrate the skills I learned.

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