

Salary Negotiation: Gaming Analyst

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September 10, 2023

1 Introduction

I am incredibly excited to hear you all at Hanson have presented me with this amazing opportunity to be a Games Analyst consulting with Microsoft! I recognize in our earlier interview it was mentioned a few times that the salary is "very flexible, we're just – or rather our client – is just looking for the right person to fill the job". With that in mind, I would like to negotiate a more fitting salary for me. I recognize this document is probably a bit more than you expected, but this is just how I work and I think this also can provide you a good idea for the standard of work I will produce for Hanson, hopefully for many years to come!

2 Job Description, along with Roles and Responsibilities

Before we really dive into the title of "Games Analyst", I wanted to emphasize the idea that this is much more than a "Game Tester" role, like many of the descriptions/responsibilities listed on Glassdoor and other recruitment websites describe when they list "Games/Gaming Analyst". A lot of the job responsibilities assigned go beyond just games, and enter into the data or business world. Therefore, when trying to establish a fair and equitable pay for an employee it would make sense to at least compare with similar positions since this one is incredibly unique. Let's start off by establishing some of the roles for both data analyst and business analyst.

Definition 2.1 (Data Analyst). A Data Analyst is a professional responsible for creating data-driven insights through the collection, processing, and statistical analysis of large datasets. Their role involves not only developing and maintaining expansive catalogs of metadata but also leveraging this data to educate teams through illustrative data visualization techniques. The comprehensive responsibilities include:

- Harnessing complex data sets to develop data, identify trends, patterns, and correlations that can aid in decision-making.

- Educating teams by leveraging data visualization techniques to present insights clearly and effectively.
- Maintaining large catalogs of metadata, ensuring the highest level of accuracy and usefulness.
- Drawing actionable conclusions from data, aiding various organizational needs and objectives.
- Collaborating with cross-functional teams to develop data that is both insightful and actionable, fostering a data-driven organizational culture.

Definition 2.2 (Business Analyst). A Business Analyst operates in a crucial business intelligence support role, steering organizations towards profitable and sustainable paths. Through a deep understanding of business models and current industry leaders, they craft narratives that showcase where and how money is made, aiding strategic planning and execution. The essential responsibilities involve:

- Analyzing business operations to forecast short-range trends, assisting in the agile adaptation to market dynamics.
- Developing a keen understanding of business models and strategies adopted by current industry leaders to offer insights and recommendations.
- Crafting narratives that tell the story of business performance and market opportunities, showcasing where and how money is made.
- Utilizing business intelligence tools to provide support in decision-making processes, ensuring alignment with organizational objectives and industry standards.
- Collaborating with stakeholders to analyze information from a variety of sources, providing actionable insights that can lead to business growth and development.

2.1 Cross Reference Data/Business Analyst with the Job Description

Using the following key, I'm going to colorize the overlap between the Data and Business Analyst position to that of the Job Description to establish a correlation for future analysis with regards to their respective salaries.

Explanation of Color Coding:

- **Red:** Terms and responsibilities typically associated with a Data Analyst role.
- **Blue:** Terms and responsibilities typically associated with a Business Analyst role.

Hanson Consulting Group is seeking a Gaming Analyst to join our team supporting our client in the gaming industry. This role combines one's passion for PC/console gaming and love for **data driven insights** into an exciting **business intelligence support role**. Responsibilities Include:

- Utilize your deep understanding of the gaming industry, particularly in the US to **educate teams** and **develop data** to **showcase where and how money is made, business models, current industry leaders** across different platforms and ecosystems.
- Play video games, to gain insights to support the **development of meta-data**, to be useful in reporting utilized by Senior Leadership Teams and Gaming Leadership Teams.
- **Maintain large catalogs of metadata, drawing conclusions from data** to support a variety of programs and teams within the gaming ecosystems.
- Independently look up and validate **metadata** to determine the most correct value for missing or incorrect **metadata**, using a variety of sources to adhere to naming conventions and business standardizations that will consistently pass a quality standard.
- Delivers results against known timelines to maintain SLA's for stakeholder teams.
- Understands industry trends with the ability to **forecast short range trends** on the horizon.

2.2 Similarities

By comparison, the Gaming Analyst position clearly incorporates elements of both data analysis and business analysis. It highlights the necessity for a deep understanding of data, its structures, and analytical processes (denoted in red) which are prominent in a Data Analyst role. Similarly, it underlines the importance of business intelligence, forecasting, and strategic understanding (highlighted in blue) which are vital in a Business Analyst role. This, combined with similar requirements (education level and skill set) can lead us to conclude that there is a relatively strong correlation in salary, especially when we're dealing with the same industry.

3 Industry Standards

Now that we've established similarities in other analyst roles, I want to turn the attention to other similar jobs at comparative companies (including Microsoft) so we can more easily identify a baseline.

0-1 (Entry Level) Starting Salaries for Analyst Positions

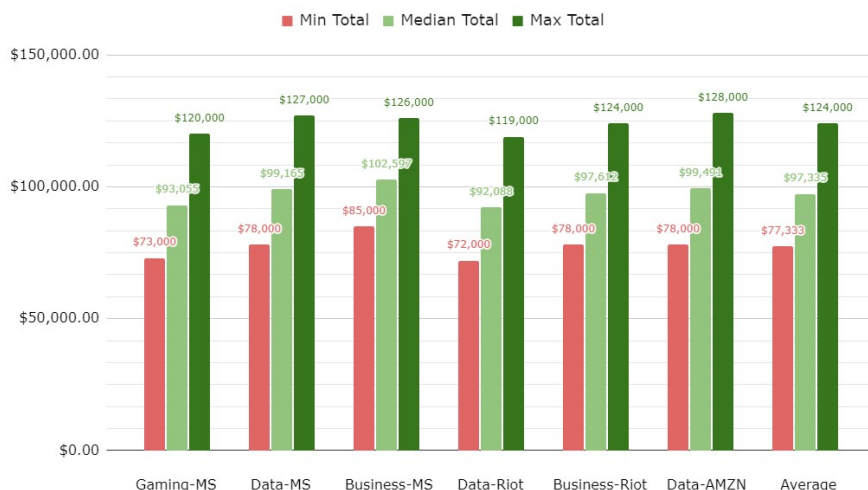


Figure 1: Glassdoor data showing starting salaries for entry level analytics

Jobs	Glassdoor, 0-1 Years Experience					Median Total	Min Total	Max Total
	Salary	Bonus	Stock	Profit Sharing				
Gaming - Microsoft	\$75,143	\$75,143	\$10,074	\$7,838	\$0	\$93,055	\$73,000	\$120,000
Data - Microsoft	\$81,692	\$81,692	\$9,381	\$8,092	\$0	\$99,165	\$78,000	\$127,000
Business - Microsoft	\$83,905	\$83,905	\$9,865	\$8,827	\$0	\$102,597	\$85,000	\$126,000
Data - Riot	\$74,793	\$74,793	\$5,878	\$6,785	\$4,632	\$92,088	\$72,000	\$119,000
Business - Riot	\$78,865	\$78,865	\$6,462	\$7,329	\$4,956	\$97,612	\$78,000	\$124,000
Data - Amazon	\$76,081	\$76,081	\$12,622	\$10,788	\$0	\$99,491	\$78,000	\$128,000
Average						\$97,335	\$77,333	\$124,000

Figure 2: Number variant of Fig 1

3.1 Analysis of Glassdoor Data

I think from this there are some pretty clear takeaways. Immediately we see the median salary on average across these positions sits around \$97,000. There is a pretty substantial range however from \$77,000 to \$124,000, and I do imagine some different factors lead to that significant of a fluctuation in salary. While we will touch on that shortly, I hope this helps establish a baseline well above the proposed \$60,000 that was offered in the preliminary signing.

4 Where do I fall on the range?

Now that we have narrowed down the entire possible range for the position, it's important to establish where exactly I fall on that range as a candidate. This section is going to primarily focus on what I bring to the table as your nerdy workaholic games analyst, and why I will absolutely slay the position.

4.1 Educational Background and Skills

The vast majority of Games Analyst jobs I reviewed for this didn't have a listing for M.S. grads (especially as an entry-level position), so this alone would be cause for a bump in salary by a decent amount. Throughout my academia, not only did I take multiple classes that dealt with data analytics and data science, but I also produced concrete work of it. Sure it wasn't in SQL as this job requests, but it outlines that I understand each fundamental and more when we are getting into the details of data analytics. I also spent a lot of time learning Tableau and other data visualization software which I will use more often than not when I have to present findings to Kelly and the rest of the BI team.

4.2 Industry Knowledge and Passion for Gaming

I hope one of the items I made most clear throughout the interview process was my eagerness and love for the gaming industry. Not only through all of my work at CTGP for the past 2 years, but also through my participation in eSports competitions and various World Records, I have always been deeply ingrained in the gaming world. Not to mention my connections there, along with close family ties with the head of community at Runeterra for Riot, has made the world of gaming practically a necessity along the way to develop me into the man I am today.

4.3 Work Ethic

I know this is a common spiel, but I think I've earned the ability to add this as a subsection. For starters, just on our interactions alone, I have stayed up until 3am to submit SQL work for review (you can check the email timestamp), I created my own scripts in python to produce a fake database to ensure the queries I made for the technical test were correct, I worked on and finished the technical test a day early, and I'm currently drafting a L^AT_EX document to try and fight for a fair salary instead of simply emailing a short list of reasons.

Outside of our interactions, I graduated undergrad a year early and only took one year for my master's program, so at the age of 22 I have a M.S. I've worked day and night with CTGP to ensure not only a safe, but also enjoyable and passionate environment for everyone in the community. I've volunteered for years as a referee and math tutor, and even gone so far as to create multi-hour guides for gaming communities I've been fortunate enough to become a part of. I'm the guy that won't miss deadlines, the guy who gets the work done as soon as possible, and the guy who is reliable. I'm the person you can trust to go above and beyond the expected duties that have been outlined in the job description, because I care an extraordinarily large amount about not only the products I create, but about the communities I surround myself with. I want with all my heart to be a part of Hanson, everybody I've met both here and at the Microsoft team seem incredible both as co-workers and as friends, and I hope we can both make this happen.

4.4 Cost of Living and Personal Life

My current apartment is \$2,000 a month, not to mention utilities. That combined with food and basic living essentials brings it to at least \$2,600 a month if not more. Something that has been long brewing in my personal life is my loving relationship of 7 years. I've wanted to propose to Cindy for a while, and now that I'm coming across the means to do so it will probably happen not too long in the future. With this in mind, I want to start setting aside as much money as I can not only for savings, but to eventually afford a down payment on a house. I need a salary that can support that dream as well, because I really am committed to this woman and she means the world to me.

5 Conclusion

In this document I have done my best to provide a comprehensive and well-thought-out assessment of my value, drawing from both the industry's benchmarks and my unique experiences, passions, and aspirations. I believe my combined background in both analytics and gaming, together with my unwavering work ethic and commitment to what I care about, positions me exceptionally well for the Games Analyst role. This, paired with my personal motivations and future aspirations, guides my request for a more equitable salary of \$ **Insert Salary Range GAH HELLLPPPP**.

Negotiating salary is always a delicate matter, and I deeply appreciate your understanding and patience in this regard. My objective in presenting this information is twofold: it not only ensure I'm compensated in a way that recognizes my distinct qualifications, but also reassures you that my commitment and drive will yield returns manifold. In our first interview, I was told that you were looking for someone "green" and fresh out of college to stay with Hanson for a long while, and I promise you that's exactly what I will do.

Working with Hanson, and by extension Microsoft, is not just a job opportunity for me – it's a chance to blend my passion for gaming with my analytical prowess, to make a tangible impact on an industry I love, and to grow professionally within an esteemed organization. As I look to the future, both personally and professionally, I seek a partnership that is mutually beneficial, where I can provide value, dedication, and innovation. I truly hope that we can find a middle ground that acknowledges both the intrinsic and extrinsic value I bring, and that will allow me to thrive and contribute significantly to the success of Hanson Consulting Group.

Thank you for considering my request, and I remain hopeful and enthusiastic about the prospect of becoming a part of the Hanson team.

Sincerely,
Jack Landwehr Doughty