



ANALYTICS INDIA SALARY STUDY

2019

By Analytics India Magazine
& AnalytixLabs



TABLE OF CONTENT

| | | | |
|-----------|-----------------------------------------------|-----------|----------------------------------|
| 04 | FOREWORD | 18 | SALARY ACROSS INDUSTRIES |
| 06 | INTRODUCTION | 20 | SALARY ACROSS DATA SCIENCE ROLES |
| 08 | KEY TRENDS | 22 | SALARY ACROSS COMPANY TYPE |
| 10 | SALARIES IN ANALYTICS COMPARED TO IT INDUSTRY | 24 | SALARY BY EDUCATION |
| 12 | ANALYTICS SALARIES ACROSS CITIES | 26 | GENDER GAP |
| 14 | SALARY TREND ACROSS CITIES | 28 | ANALYTICS SALARIES BY TOOLS |
| 16 | SALARY TREND ACROSS EXPERIENCE LEVEL | 30 | CONCLUSION |

FOREWORD



Ankita Gupta
Co-Founder & Consultant at AnalytixLabs

The annual salary study is one of the most awaited industry reports, providing a comprehensive view of salary trends across the board. It is really impressive that Analytics emerges as the more lucrative career option among other IT/ ITES job roles yet again. The increase in base salaries for entry level professionals and boost in the demand of mid-level professionals implies wide adoption of Analytics and organisations betting big on data-driven growth.

As the application of AI goes mainstream, the demand of AI skills is expected to increase rapidly, which is also reflected by the fact that AI engineers command higher salary than peers. At AnalytixLabs we have worked with many of our

clients to develop data-driven skills at leadership level, which is a determining factor in the success of digital transformation and same trend is validated in this study. Also, with the increasing adoption of digital technologies, we expect an enduring growth of Data Science & AI industry to offer exciting career options to new age professionals. Hope you find this report insightful and enjoy reading it!



INTRODUCTION

The annual Analytics India Salary Study presented by AIM and AnalytixLabs, now in its fifth year, is the only study coming out of India that digs deeper into salary trends to give a comprehensive view at how analytics salaries have changed over the years, skills that are very much in-demand and the hiring challenges it could present. Our report looks at the distribution of average salaries across years of experience, job category, region, industry, education, gender and tools and skills. All in all, we expect to see another busy year for analytics hiring market.

Data Analytics professionals are currently benefitting from the big data wave with analytics professionals earning 26% higher than an average software engineer in India. Now, similar to last year, the average salary of an analytics practitioner has remained steady across all experience levels with the remuneration remaining unchanged. However, the demand for mid-level professionals with average compensation of INR 6 lakh onwards has surged, demonstrating that analytics as a function in India Inc has become more mainstream with enterprises capitalising on growth opportunities.

What we have observed is that over the last three years (2016 to 2018), there has been a pronounced growth in median salary across all experience levels, increasing from INR 9.5 Lakh in 2016 to INR 11.7 Lakh in 2017 and touching INR 12.7 Lakh per annum in 2018. However, this trend has levelled off with the average analytics salary capped at 12.6 Lakh per annum across all experience levels in 2019. A high point is that analytics salaries continue to exceed other software engineering roles with analytics professionals out-earning Java counterparts by almost 50% in India. The study also found a 1.8% increase in salaries of entry-level analytics professionals with experience between 0 to 3 years. It is also clear that Big Data and Data Engineering professionals who work primarily on unstructured data continue to earn more than analytics professionals. Our research also confirms the observation that organisations data scientists with a PhD and they also lean towards candidates from elite engineering institutions.



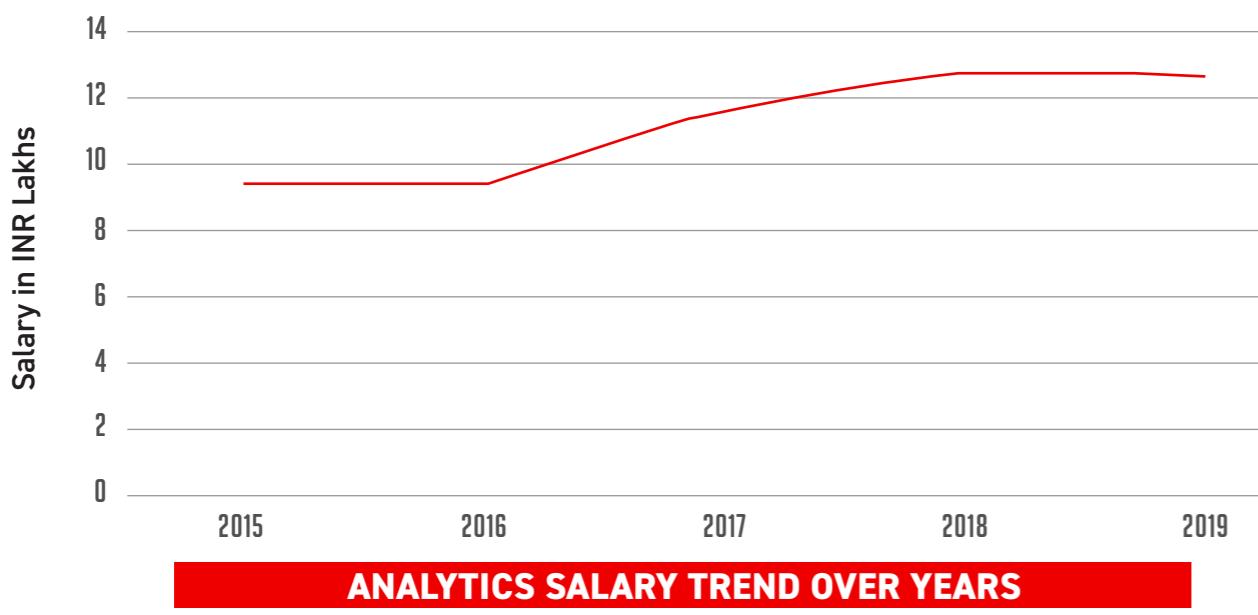
RESEARCH METHODOLOGY

The salary guide is based on data compiled from an independent survey completed by over 600 respondents and interviews conducted with HR leaders to understand topical market trends. Combined with our deep analysis of the hiring market, the salary guide provides a reference point on key aspects such as skills and technologies and can also guide potential future HR trends.

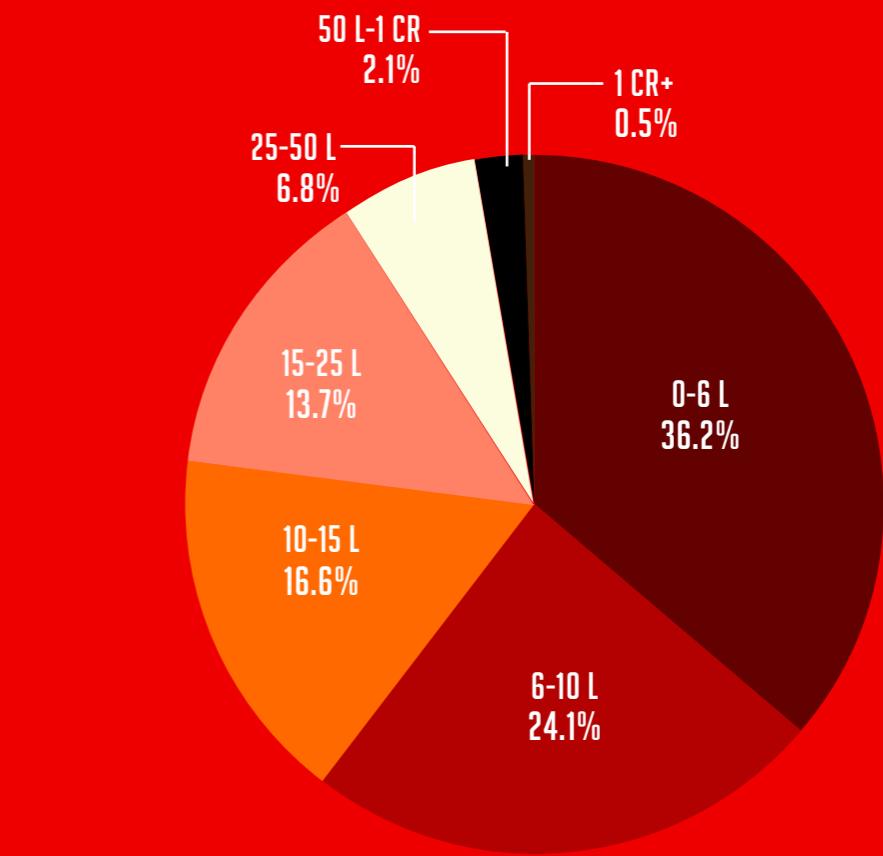
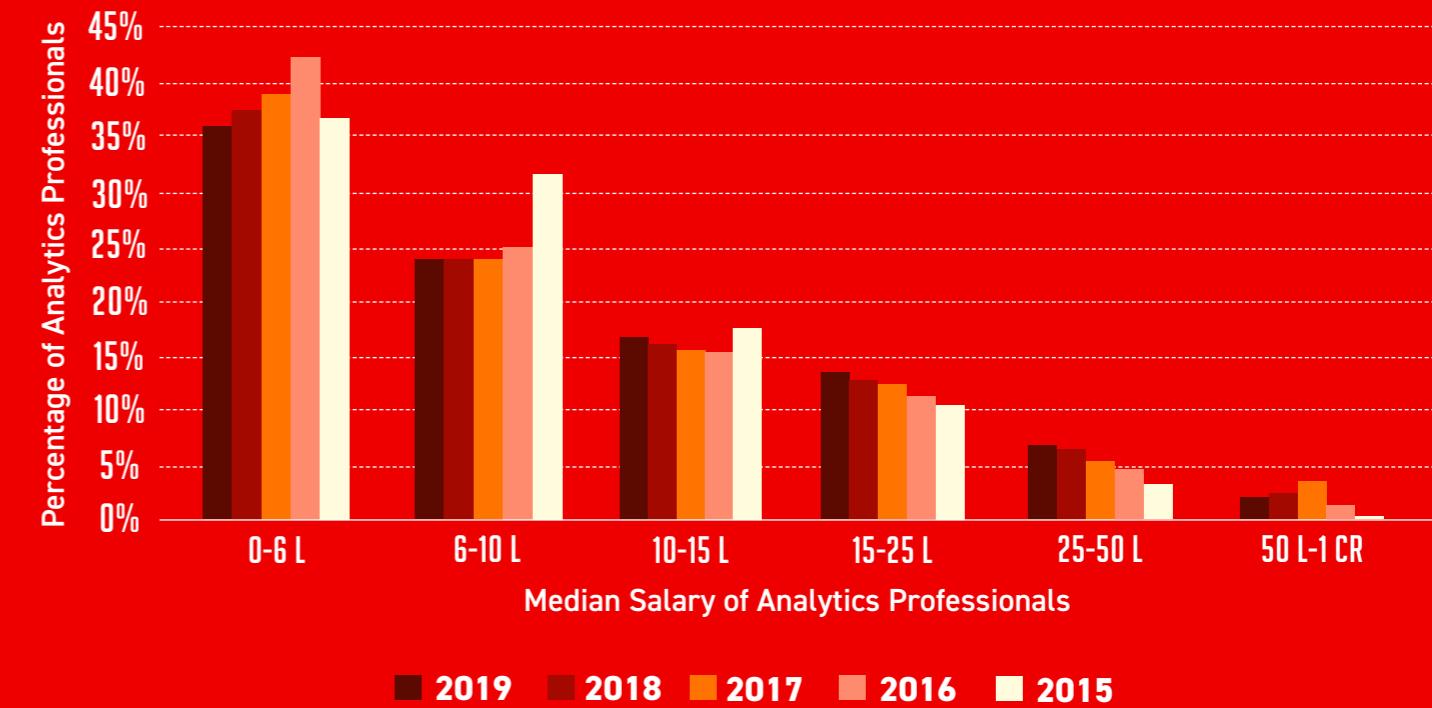
All salaries are in Lakh, per annum, in Indian rupees term (wherever not mentioned).

KEY TRENDS

- The median analytics salary in India for the year ending 2018-19 remained steady at **INR 12.6 Lakh** across all experience levels and skill sets
- As compared to last year, median salaries for analytics and data scientists have remained steady since a year ago



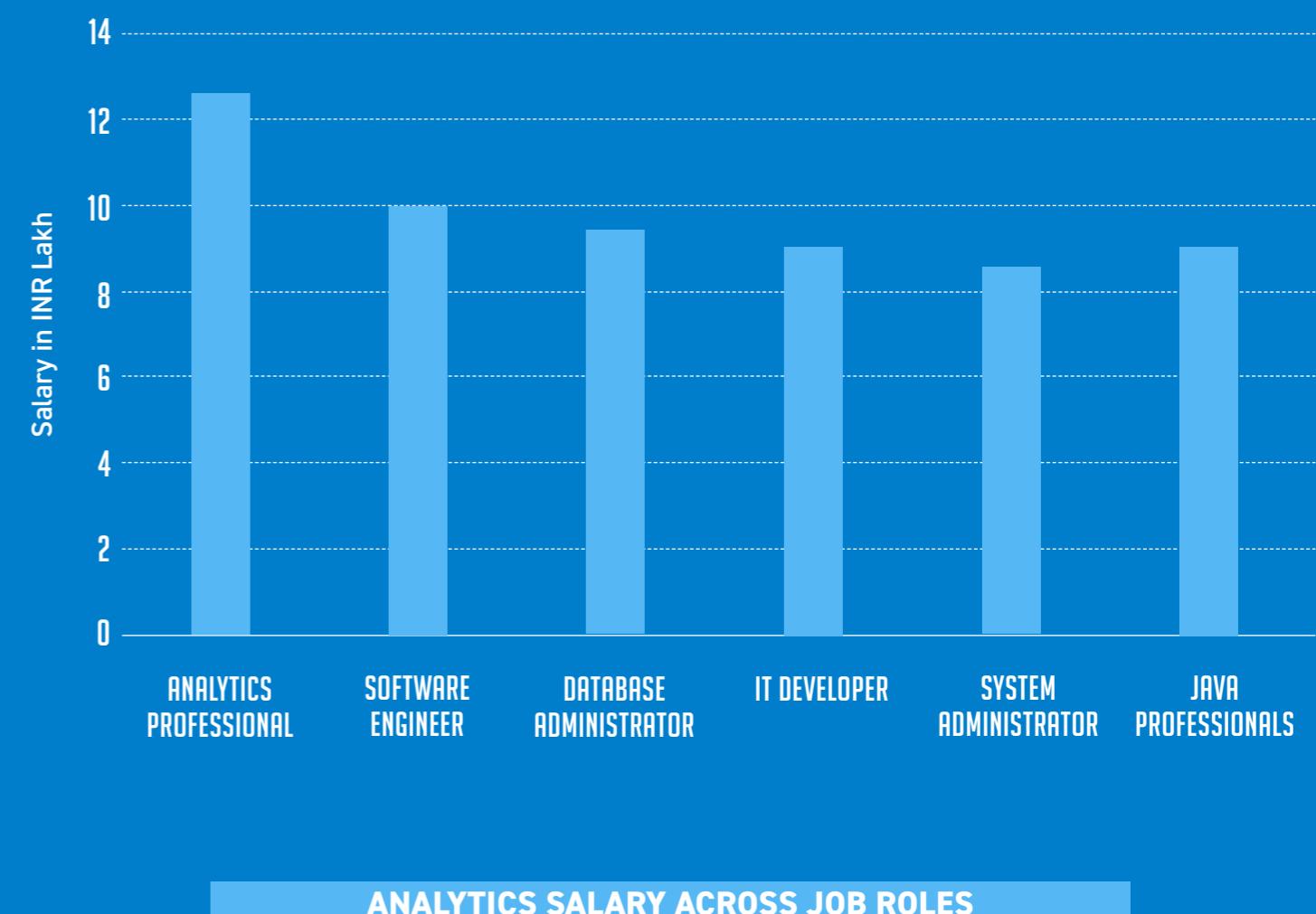
- Over one third (36.2%) of analytics professionals take a salary of less than 6 Lakh. This is lower than 2017 (39%) & 2018 (37.6%) which also implies that base salaries for entry-level professionals has gone up
- On the other hand, salaries at senior managerial levels have plateaued and dipped by one percent. There has been a one-percent decrease in professionals earning 25 lakh and onwards with the number coming down to 9.4% this year from 9.5% in 2018
- Mid-level analytics professionals who command considerable subject matter expertise are visibly more in demand with salary falling in the bracket of 6 lakh to 25 lakh per annum this year, thus keeping the median salaries stable



SALARIES IN ANALYTICS COMPARED TO IT ROLES

- Analytics professionals earn **26%** more than software engineers in India
- In case of other IT roles, the salary gap is higher, underscoring the advantage held by analytics professionals
- Analytics professionals out-earn Java programmers by almost **50%**.

ANALYTICS
PROFESSIONALS EARN
26%
MORE THAN SOFTWARE
ENGINEERS



SALARY TREND ACROSS CITIES

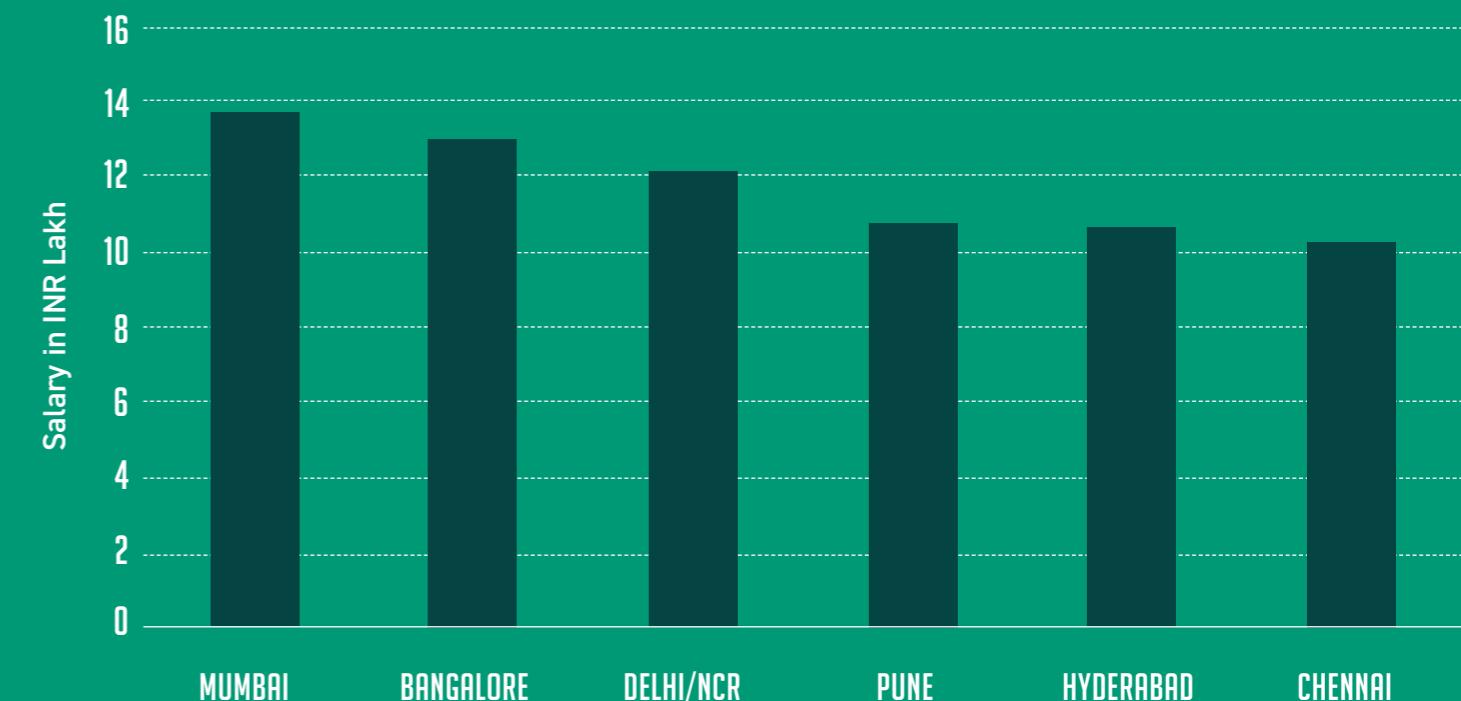
Salaries in a city is a function of two factors- the demand for a skillset and the relative cost of living in that city. While Bangalore & NCR has the highest demand for analytics professionals, Mumbai is India's

most expensive city. Hence, Mumbai is the top earning location followed closely by Bangalore. The rest of India, Hyderabad & Chennai is much lower showing a marked distinction in salaries between cities.

- Mumbai continues to be the highest paymaster in Analytics at almost 13.7 Lakh per annum, followed by Bangalore at **13 Lakh**
- Chennai & Hyderabad are the lowest paymaster at 10.7 Lakh & 10.3Lakh respectively.
- In the 0-6 Lakh bracket, Chennai dominates other cities with 40% of Analytics professionals earning below 6 Lakh followed closely by Hyderabad at 39%.
- Mumbai leads the pack in more than 15 Lakh salary bracket, with 28.5% earning within this bracket, followed closely by Bangalore at 26%

- Among the metros, Hyderabad saw the highest annual increase in median salaries for analytics professionals at almost 5% — from 10.2 Lakh in 2018 to 10.7 Lakh this year.
- In terms of salary hikes, Hyderabad was followed by Bangalore in annual increase in salaries at 4.1%
- Pune reported the lowest salary hike of 1.4%

MUMBAI CONTINUES TO BE HIGHEST PAYMASTER IN ANALYTICS AT
13.7 LAKH



ANALYTICS SALARY ACROSS CITIES

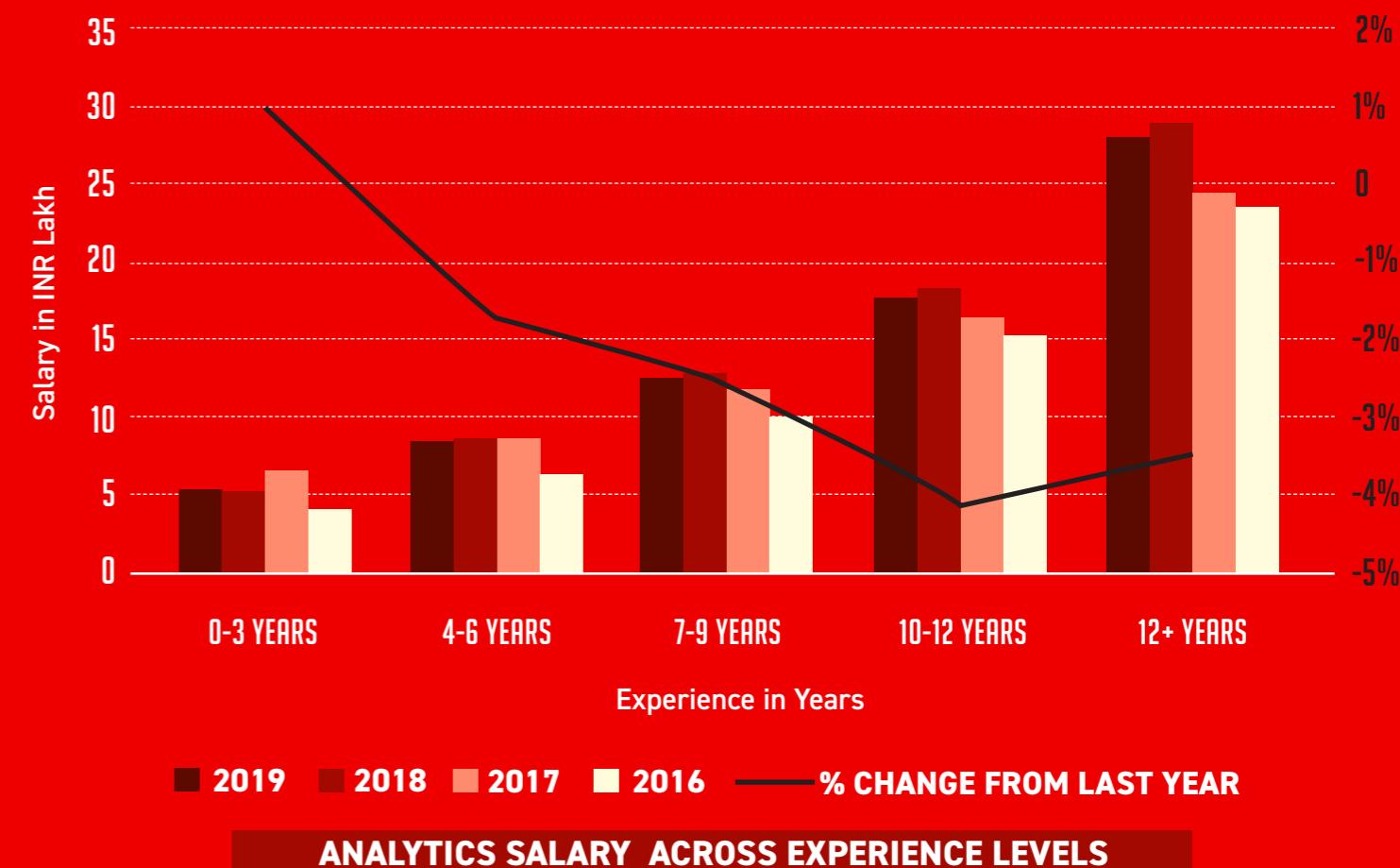
SALARY TRENDS ACROSS EXPERIENCE LEVELS

Salaries across experience levels is a critical factor to judge how the industry rewards seniority. Experience Levels could also be seen as designation like analyst, manager, director etc, but we chose to look at the number of years in the industry. This is a more quantitative assessment and can resonate easily with senior folks. With more and more enterprises setting up dedicated analytics

- Analytics salaries saw a slight increase at the entry level (0-3 years experience) this year – from 5.2 Lakh median last year to 5.3 Lakh per annum.
- At entry level, almost **76%** of analytics professionals earn under 0-6 Lakh per annum
- The salaries for all other experience levels have relatively decreased as compared to 2017-2018

practice, the number of high-profile appointments have gone up. Beefing up the senior leadership stack is not just limited to enterprises but also high-growth startups like OYO and Swiggy that are hiring senior talent to architect a global strategy and push growth. Those transitioning to upper management can expect a 60% jump in their salaries.

- A transition to senior analytics leaders, with more than 12 years of experience, can lead to almost 60% increase in salaries



ANALYTICS SALARIES ACROSS INDUSTRIES

Salaries within an industry is affected by broadly two indicators – the rate of adoption for that technology within that industry and the relative value that the industry garners from the technology. What we have observed is that more and more enterprises are morphing their traditional businesses into data driven companies to succeed in the competitive market.

A higher adoption rate would signify a relative stabilization of resources and processes which in turn would cause a dip in salaries. Industries that have recently adopted analytics would also see a skew towards higher senior level professionals vis-à-vis other industry, thus pushing the median salaries higher.

We have seen a marked increase in global corporations launching full-

- Telecom industry pays the highest median salaries to its analytics professionals with average compensation being **18 Lakh**
- Telecom industry also has the highest number of professionals (4.8%) commanding in the upper management with salaries in the range of 50 Lakh – 1Cr salary range
- Media/entertainment industry pays analytics professionals the lowest with average salary of 10 Lakhs.
- Energy/Utilities/Manufacturing has the highest number of professionals with 1Cr+ salary range – 1.2% of analytics professionals in

fledged analytics unit across a wider spread of sector. Among the industries that value Data Science the most is telecom that has the highest median salaries at 18 Lakhs, while Media & Entertainment vertical offers the least median salaries for analytics professionals at 10 Lakhs. This is a very wide range (higher variances) in terms of median salaries.

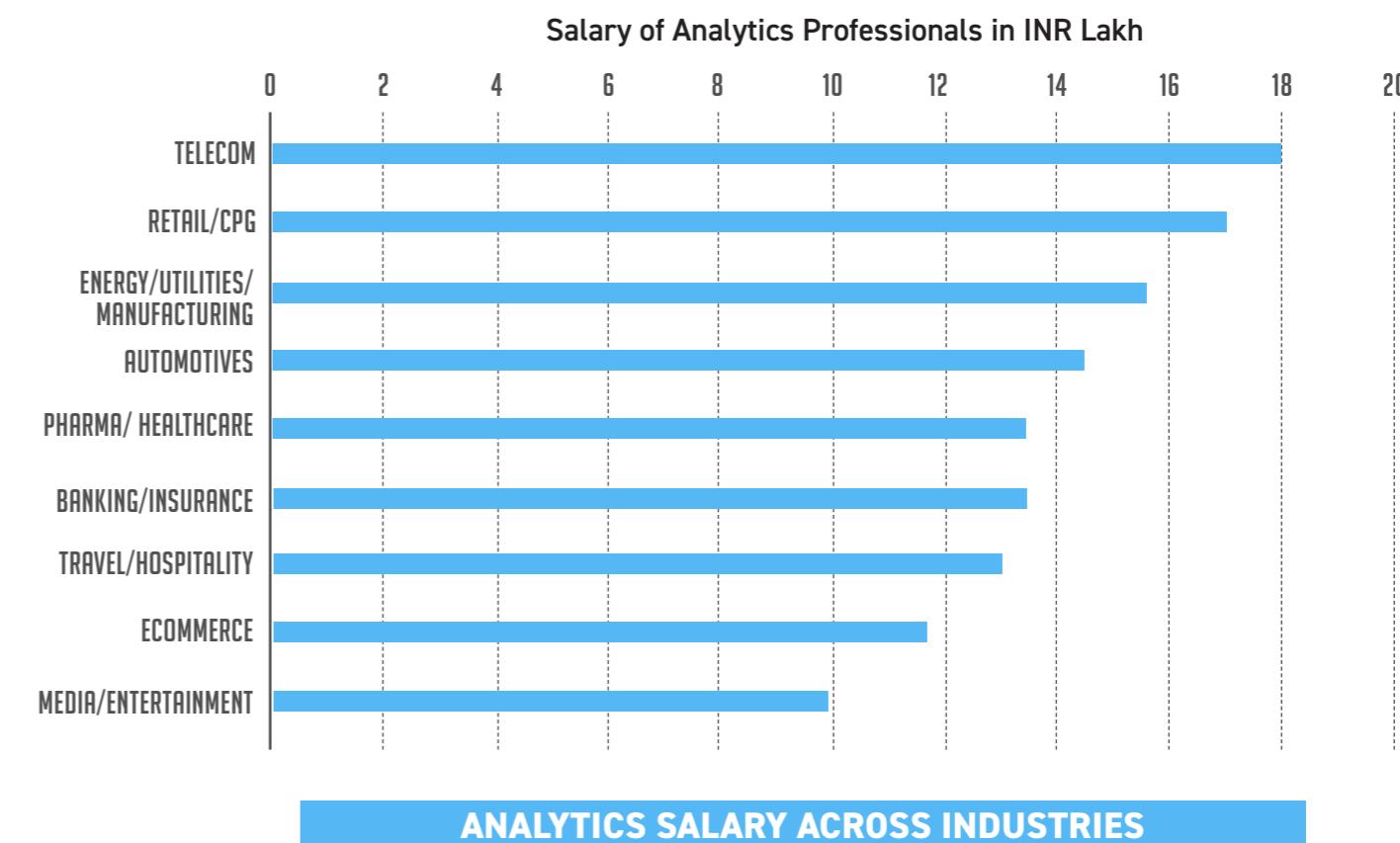
For eg: Banking sector was one of the earliest adopters of analytics in India. It is also by far the biggest recruiter of analytics professionals in India. The salaries in Banking for analytics professionals currently stands at the lower spectrum in median terms. Eventually, this salaries variance across industries should reduce as adoption increases over time.

telecom sector command median salaries more than 1Cr

- The largest number of entry level analytics professionals are employed in Media/Entertainment firms. Almost half of analytics professionals in Media/Entertainment firms command less than 6 Lakhs salary
- Ecommerce sector has the highest

increase in the salaries of analytics professionals, at 4% - from 11.2% in 2018 to 11.7L this year.

- Media/ Entertainment has highest decrease in the salaries of analytics professionals, at 4.2% - from 10.3% in 2018 to 9.9L this year



SALARIES ACROSS DATA SCIENCE ROLES

One of the most critical factors for the increase in salary expectations for an analytics professional would be an advancement of skillset. With companies moving data to the cloud, big data tools like Spark, Hadoop and Scala are becoming more popular. This requires candidates with experience with big data platforms and in order to secure this talent, enterprises are willing to offer a higher pay scale.

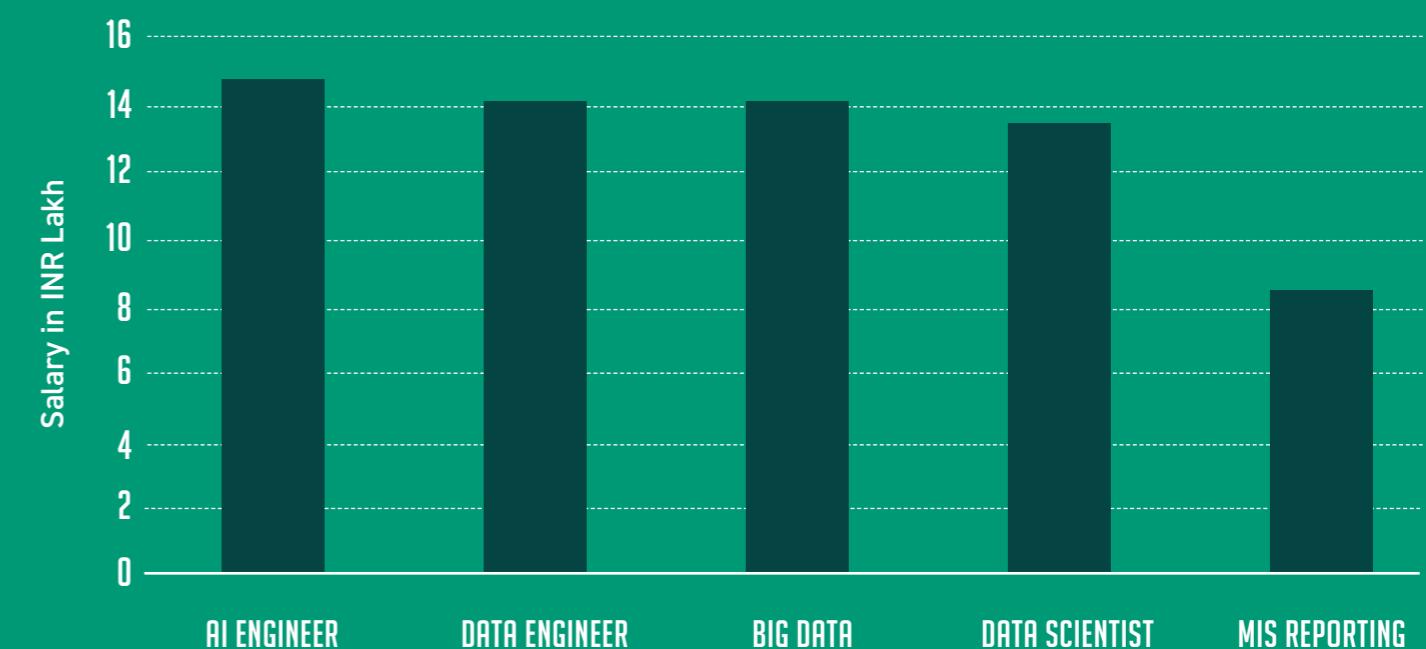
As organisations experience an unexpected increase in data, their need for highly-skilled Big Data professionals and Data Engineers

- AI professionals are paid the highest salaries compared to their analytics peers i.e. **14.8 Lakh** on median.

grow and have become the most in-demand resources. Big Data Engineers, Data Engineers and Data Scientists now form the bulwark of data science units and organisations willing to invest in top big data talent to maximise its business potential. As a result of this, we have seen a growing demand for these professionals but salaries remain steady as more and more professionals enter this field. In the data science talent stack, analysts and BI experts command the least pay package.

- BI, Reporting, MIS professionals get the lowest upto **8.6 Lakh** on median

**AI PROFESSIONALS
ARE PAID HIGHEST AT
14.8 LAKH**



ANALYTICS SALARY ACROSS DATA SCIENCE ROLES

CAPTIVE ANALYTICS
CENTERS CONTINUE TO BE
HIGHEST SALARY PROVIDERS
IN ANALYTICS

SALARIES ACROSS COMPANY TYPE

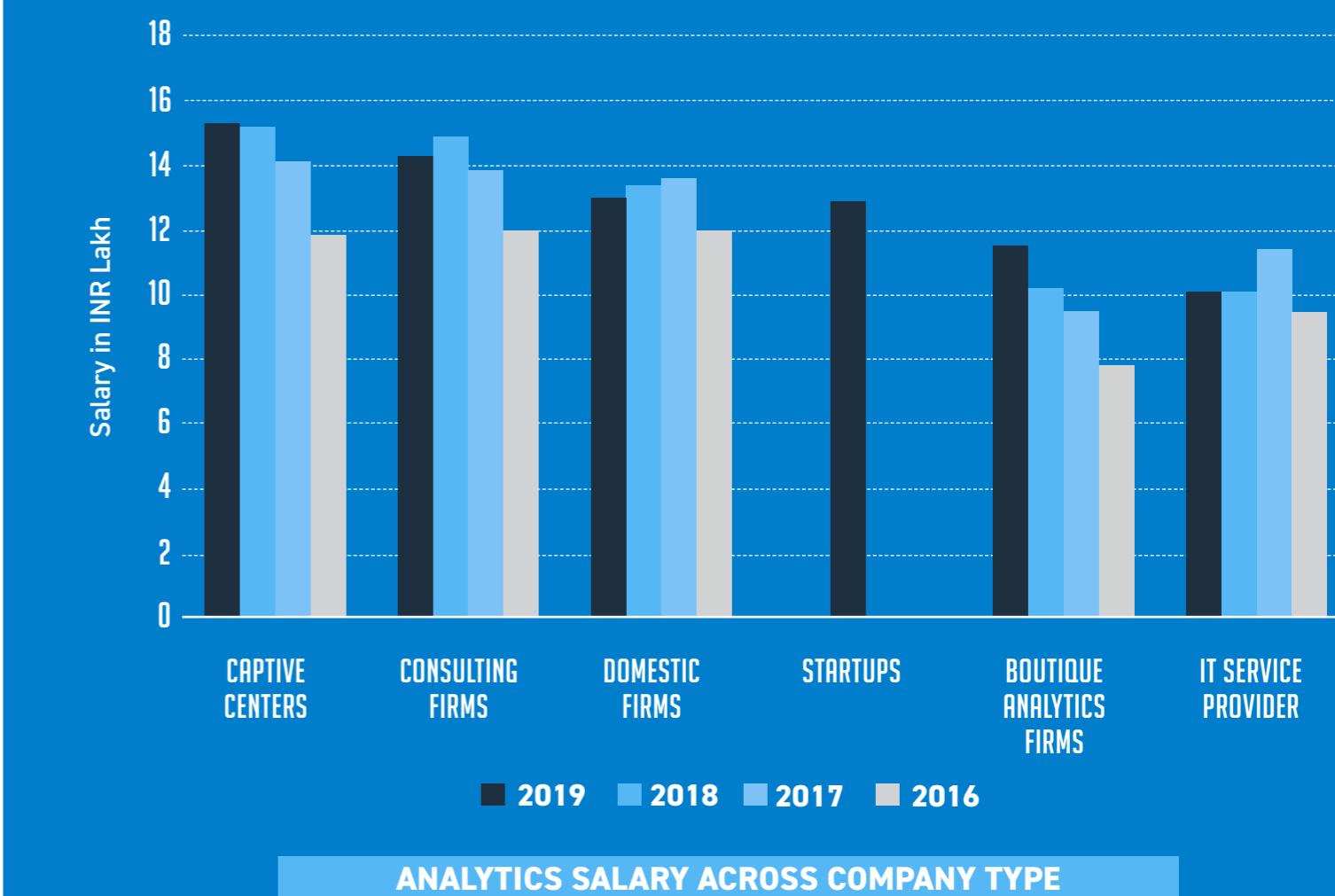
Essentially, five types of organizations recruit data scientists in India and it is important to look at salaries for all these company types. Firstly, captive centers are Global Inhouse Centres (GICs) for large MNCs setting up operations in India. Analytics forms one of the core areas that these captive centers work on.

Secondly, Consulting firms (Big 4) also provide analytics consultancy and this can be either to domestic market or to the global clients with

- Captive Analytics centers continue to be highest salary providers in analytics, with average compensation of **15.3 Lakh**, almost the same as last year.
- They were followed by the Big 4 Consulting firms offering a median salary of **14.3 Lakh** and Domestic firms 13 Lakh analytics salaries
- Large IT firms provide the lowest analytics salaries in India at 10.8 Lakh. Their median analytics salaries have increased this year by almost 7%

delivery centers in India. Thirdly, we have seen a surge in domestic Indian firms like Reliance and Bajaj Electricals setting up analytics unit for enterprise wide adoption.

Fourth, large IT service providers have setup analytics competencies and provide services to global clients around analytics. Lastly, we have observed a rise of domestic analytics boutique firms providing specialised services to clients.



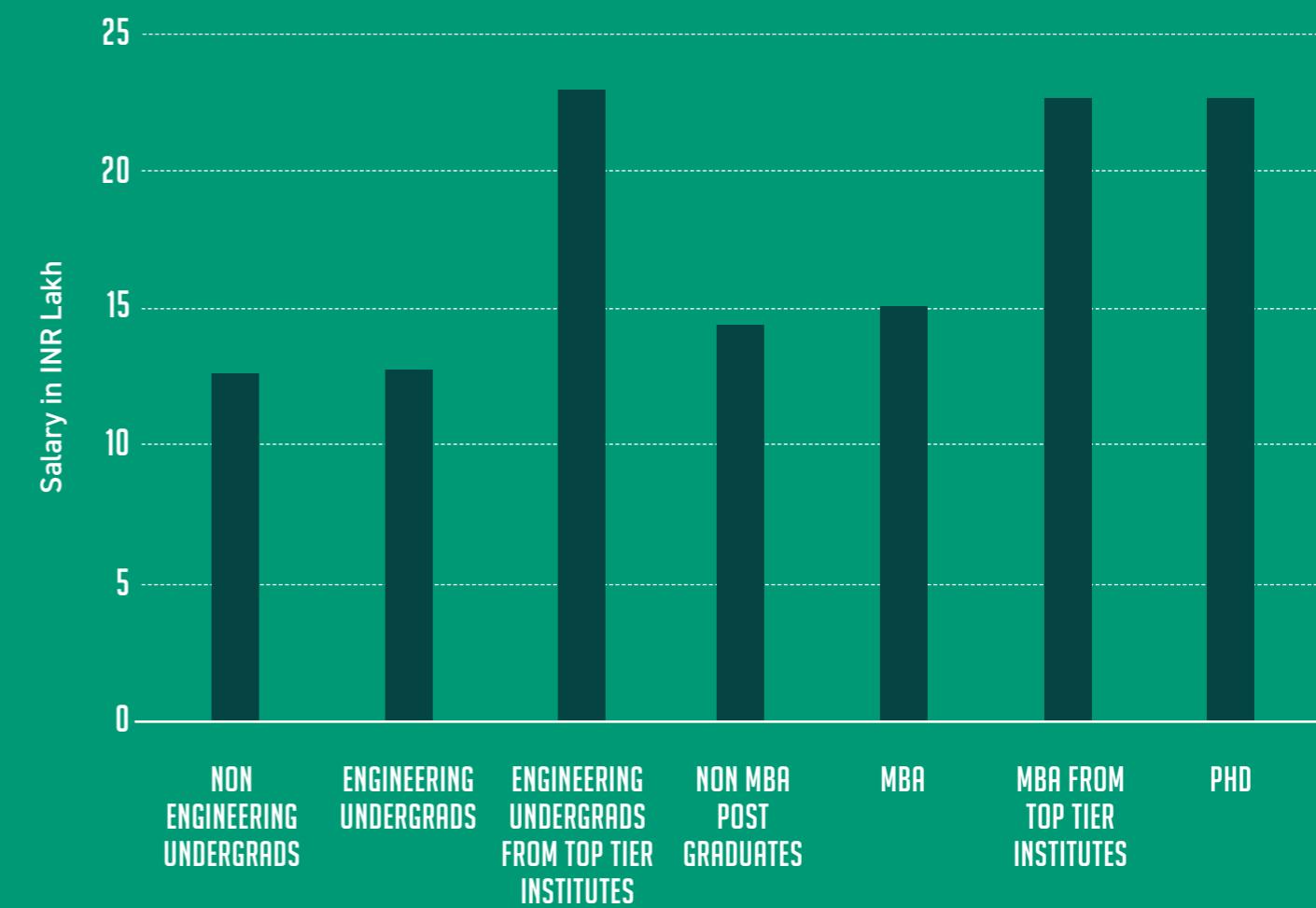
SALARY BY EDUCATION LEVEL

As per our data, a premier institute credential is equivalent to a PhD in India. Will data scientists with PhDs outearn candidates with a Masters, certainly, but even though there is a huge demand for PhD candidates in data science, data scientists with a PhD currently form only 1% of the analytics workforce. On the other hand, a specialisation from leading premier institutes (IITs) can fetch candidates a 22 Lakh onwards package. This trend clearly denotes that data scientists from India's

- A degree from elite engineering institutes can earn Analytics professionals almost 22 lakh onwards
- This is equivalent to doing a PhD
- Engineering graduates from other institutions and without a higher degree (Masters) command the lowest salaries in industry at **12.6 Lakh**. It is apparent that upskilling

elite engineering institutes can earn a base salary of 22 lakh while those from second-tier institutions earn a package 12 Lakh. Also, the contribution of a Master's degree is significant, given that almost 60% of analytics workforce in India has it and 7% of workforce is from premier undergrad or postgrad institution. Also, there is a demand for professionals who have some sort of formal training, reiterating the need for upskilling.

through analytics related courses and broadening the skillset will help transition to higher payscale over time



ANALYTICS SALARY ACROSS EDUCATION LEVEL

A DEGREE FROM ELITE
ENGINEERING INSTITUTES
CAN EARN ANALYTICS
PROFESSIONALS ALMOST
22 LAKH

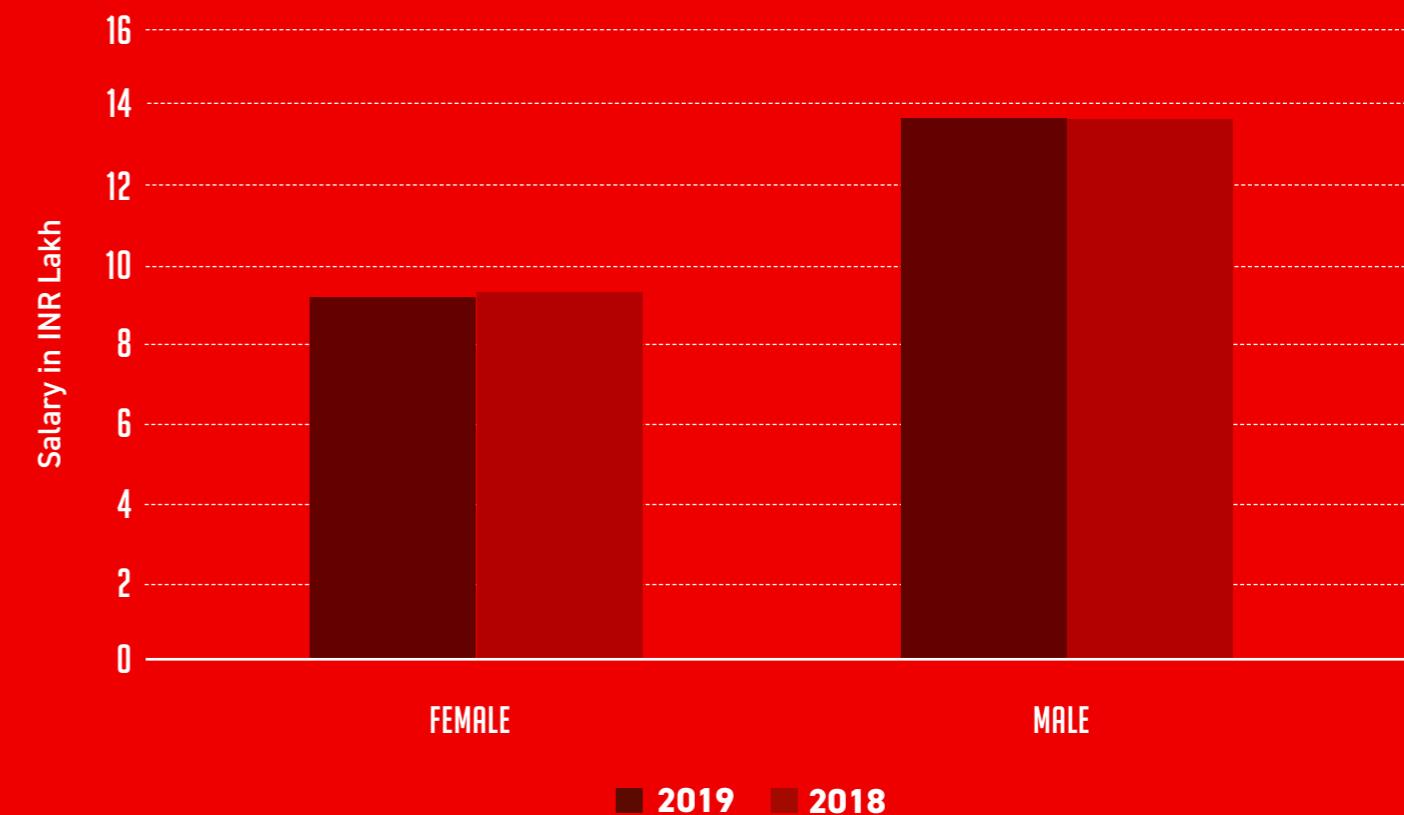
GENDER GAP

Similar to 2018 study, the data points to a huge discrepancy in salary by gender, with women analytics professionals earning 50% less as compared to their male counterparts. The pay gap has widened as compared to 2017-2018 research wherein the respondents surveyed reported earning 32% less vis-a-vis men in the same company. While the pay gap is even more pronounced this year, average salaries commanded by women over the last two years remains steady. On median, women data scientists command a salary of 9.2 L whereas male professionals command 13.7 Lakh.

- On median, women data scientists command a salary of **9.2 Lakh** whereas male professionals command **13.7 Lakh**

It is a well-known fact that gender pay disparity exists in the analytics field and women participation in STEM has been very low. Given how analytics is related to coding and mathematics, women salaries are evidently less from male analytics professionals.

Over the last few years, there have been concerted efforts from the industry to increase women representation in the analytics field and close the gender pay gap, however we are yet to see any improvement in this area.



ANALYTICS SALARY ACROSS GENDER

WOMEN ANALYTICS
PROFESSIONALS GET
9.2 LAKH

ANALYTICS SALARIES BY TOOLS

- Python commands the highest salaries among analytics professionals – **15.1 Lakh** as median.
- Python also saw the highest jump in median salaries vis-à-vis last year – an increase of 8.6%
- R, Tableau, SAS & SPSS saw a decrease in salaries compared to a year ago. SPSS saw median salaries decreasing by almost 4%



CONCLUSION

India has emerged as one of the key regions when it comes to growth of Data and Analytics technology with demand for data scientists and analytics professionals booming. Governments, for instance, in Karnataka, Telangana and Andhra Pradesh are heavily investing in its start-up ecosystem, and we are seeing a rise in new-age companies — the data natives of India — Oyo, Ola, Freshworks, Byju's, Swiggy, Zomato, Paytm entering the unicorn club. These high-growth companies are now applying data to business models and strategies in innovative way and driving the talent market with niche analytics roles.

To cater to their demand, premier Indian universities and edtechs are now offering specialised courses and Master's programmes in Data and Analytics, Machine Learning & AI. It will be interesting to see the talent emerging from these institutes and how it will shape the analytics market. Another trend that will dominate the hiring market is that in order to secure top talent, enterprises are willing to pay top dollars and open doors to talent specialised skill-set. And while the heavily regulated Telecom sector continues to be the major employer

of analytics, e-commerce segment also requires data scientists and are willing to pay above market rate to drive growth and innovation.

All in all, the year 2018 represented a year when digital transformation reached a peak and we saw enterprises showing an increased understanding of the value of data and how it is sharply co-related to revenue and profitability. This also underscores that senior management is investing more in their strengthening their existing analytics functions. Now, the challenge lies with professionals and key stakeholders to upskill, take a leap of faith and find new, exciting roles and work with data-driven technologies.



ABOUT ANALYTICS INDIA MAGAZINE

Founded in 2012, Analytics India Magazine has since been dedicated to passionately championing and promoting the analytics ecosystem in India. It chronicles the technological progress in the space of analytics, artificial intelligence, data science, big data by highlighting the innovations, players in the field, challenges shaping the future, through the promotion and discussion of ideas and thoughts by smart, ardent, action-oriented individuals who want to change the world.

Analytics India Magazine has been a pre-eminent source of news information and analysis for the Indian analytics ecosystem by covering opinions, analysis and insights on the key breakthroughs and developments in data-driven technologies as well as highlighting how they are being leveraged for future impact. With a dedicated editorial staff and a network of more than 250 expert contributors, AIM's stories are targeted at futurists, AI researchers, data science entrepreneurs, analytics aficionados and technophiles.

ABOUT ANALYTIXLABS

AnalytixLabs pioneers in analytics training since 2011 and as one of the first analytics training institutes, it is widely acclaimed and known for high quality training by industry experts themselves. After establishing ourselves as the top analytics training institute in Delhi NCR, they slowly and steadily progressed to earn the same reputation pan India based on their stellar record and student satisfaction. Their students are placed in leading companies across industries like Accenture, American Express, AbsolutData, Axtria, Bank of America and McKinsey. They are focused at

helping their clients develop skills in basic and advanced analytics to enable them to emerge as "Industry Ready" professionals and enhance their career opportunities. It was co-founded by Sumeet Bansal, Ankita Gupta and Chandra Mouli.

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