



A Global Analysis of Salary Trends in AI and Data-Related Professions

Information Visualization

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Phenomenon

Objective

- To understand how salaries in Data Science, AI, and ML careers vary over time and across different factors, including:

Experience level

Type of employment contract

Company size

...

Focus Areas

Data Science

Machine Learning

Data Engineering

Artificial Intelligence

Analytics

Data Overview

Data Sources

- 365DataScience
- Payscale
- KDnuggets
- ZipRecruiter
- AIJobs.net (CCO Salary Survey)
- Wellfound (formerly AngelList)

Variables

- | | |
|------------------|--------------------|
| Work_year | Remote_ratio |
| Experience_Level | Employee_Residence |
| Employment_Type | Annual_Salary |
| Job_Title | Jobs_Category |
| Company_Size | Salary_Currency |
| Company_Location | Salary_in_EU |
- ...

DataSet Overview

Before

```
work_year,experience_level,employment_type,job_title,salary,salary_currency,salary_in_usd,employee_residence,remote_ratio,company_location,company_size,category
2025,EX,FT,Head of Data,348516,USD,348516,US,0,US,M,Data Leadership
2025,EX,FT,Head of Data,232344,USD,232344,US,0,US,M,Data Leadership
2025,SE,FT,Data Scientist,145400,USD,145400,US,0,US,M,Data Science
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2025,MI,FT,Engineer,160000,USD,160000,US,100,US,M,Other
2025,MI,FT,Engineer,140000,USD,140000,US,100,US,M,Other
2025,SE,FT,AI Product Lead,175000,USD,175000,US,100,US,M,Leadership
2025,SE,FT,AI Product Lead,152900,USD,152900,US,100,US,M,Leadership
2025,SE,FT,AI Engineer,97900,USD,97900,US,100,US,M,Artificial Intelligence
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2025,EX,FT,Data Management,179500,USD,179500,US,100,US,M,Data Governance
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```

DataSet Overview

After (Final Format)

```
work_year,experience_level,employment_type,job_title,salary,salary_currency,employee_residence,remote_ratio,company_location,company_size,salary_in_euros,category
2025,EX,FT,Head Of Data,348516,USD,US,0,US,M,324119.88,Data Leadership
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2025,SE,FT,Ai Product Lead,175000,USD,US,100,US,M,162750.0,Artificial Intelligence
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2025,SE,FT,Product Manager,144200,USD,US,100,US,M,134106.0,Product Management
2025,SE,FT,Data Engineer,200000,USD,US,100,US,M,186000.0,Data Engineering
2025,SE,FT,Data Engineer,106200,USD,US,100,US,M,98766.0,Data Engineering
2025,SE,FT,Data Engineer,195300,USD,US,0,US,M,181629.0,Data Engineering
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```

Context

Detailed overview of salary variations in Data Science, AI, and Machine Learning

Analysis of how factors such as experience, location, and contract type influence salaries

Comparison between roles, company sizes, and work settings (remote, hybrid, on-site)

Emphasis on global patterns and insights that reflect the evolution of the data-driven job market

Highlight of global salary trends and market evolution in 2025

Target Users and Needs



Data Science and AI Professionals

To understand global salary benchmarks and career growth opportunities



Recruiters and HR Managers

To design fair and competitive salary structures for tech positions



Students and Job Seekers

To explore which roles, regions, or experience levels offer higher pay and demand



Companies and Startups

To compare their pay levels with market trends and attract top talent

Goals

Analyze salary distribution

- Explore how salaries vary across job categories, years, and experience levels through visual comparisons.
- Detect trends and differences between AI, Data Science, and Leadership roles from 2020 to 2025.

Evaluate influencing factors

- Assess how experience, company size, employment type, and remote work impact salary levels.
- Identify which factors most strongly affect compensation growth across roles.

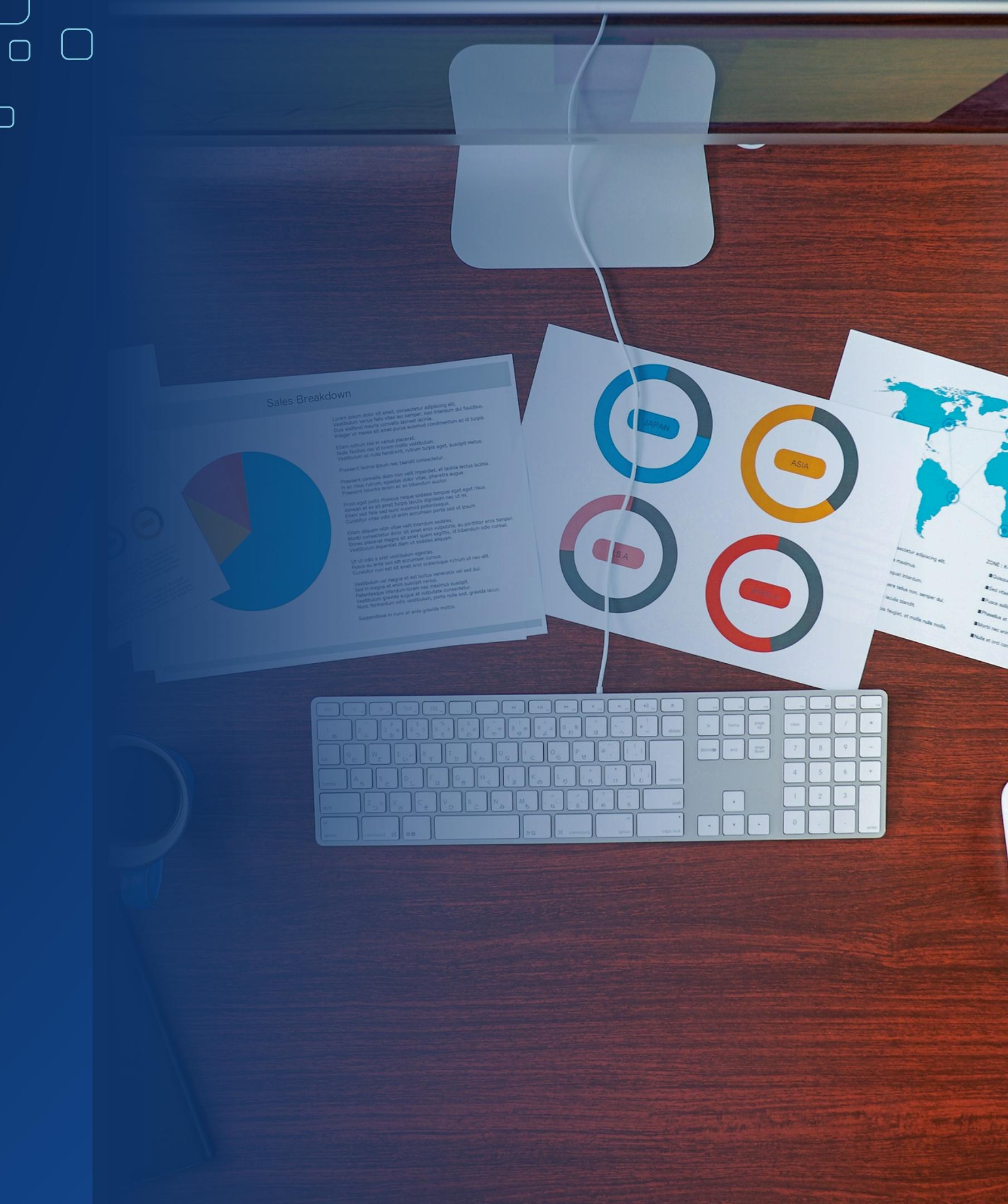
Map geographic and work patterns

- Visualize global salary distribution and the connection between company and employee locations.
- Track how regional AI job markets have evolved over time with the rise of remote work.

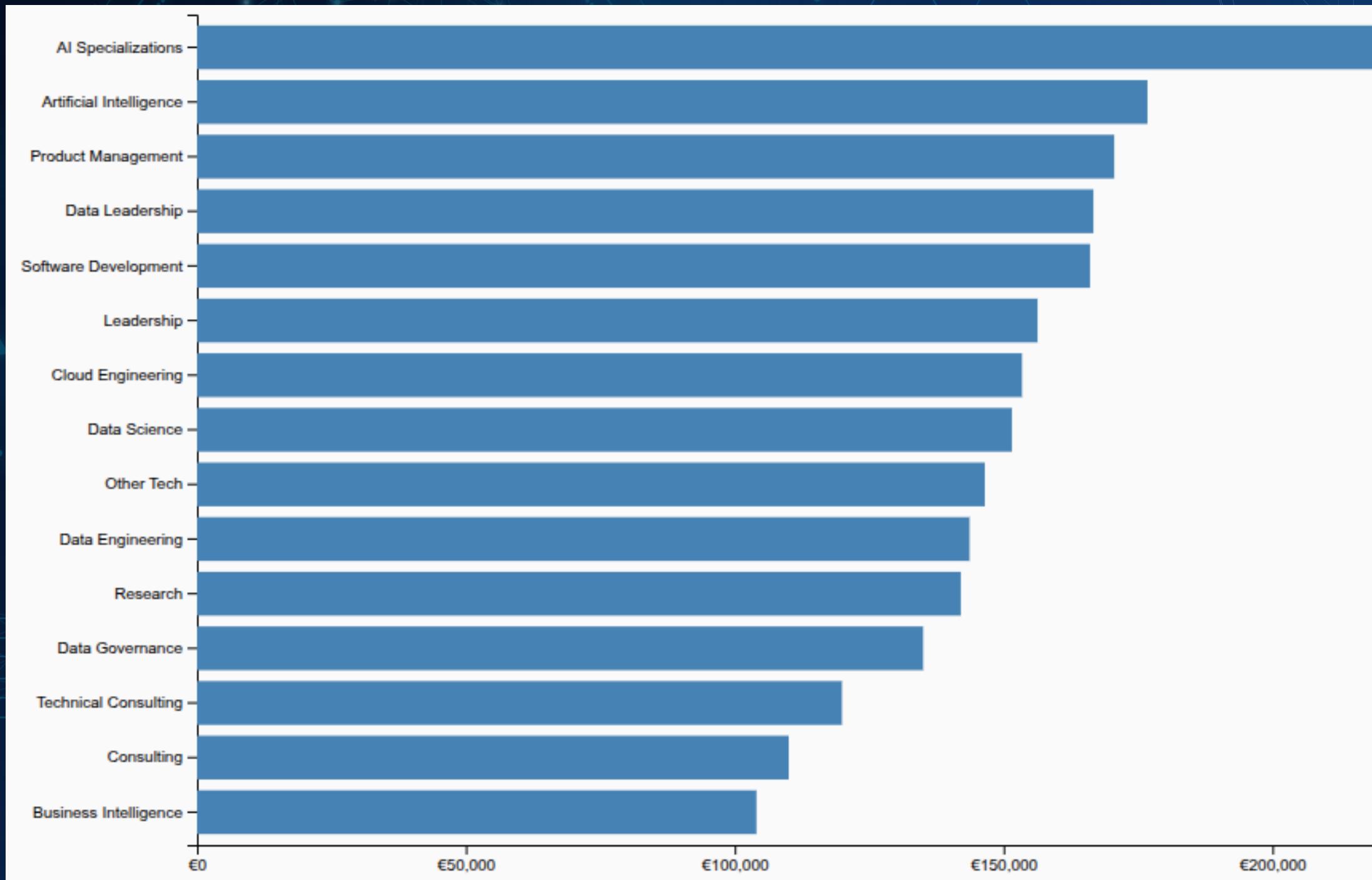
Support professional and business decisions

- Help professionals benchmark salaries and career expectations based on data-driven insights.
- Assist organizations in defining fair and competitive compensation strategies worldwide.

Data Visualization Techniques



Horizontal Bar Chart

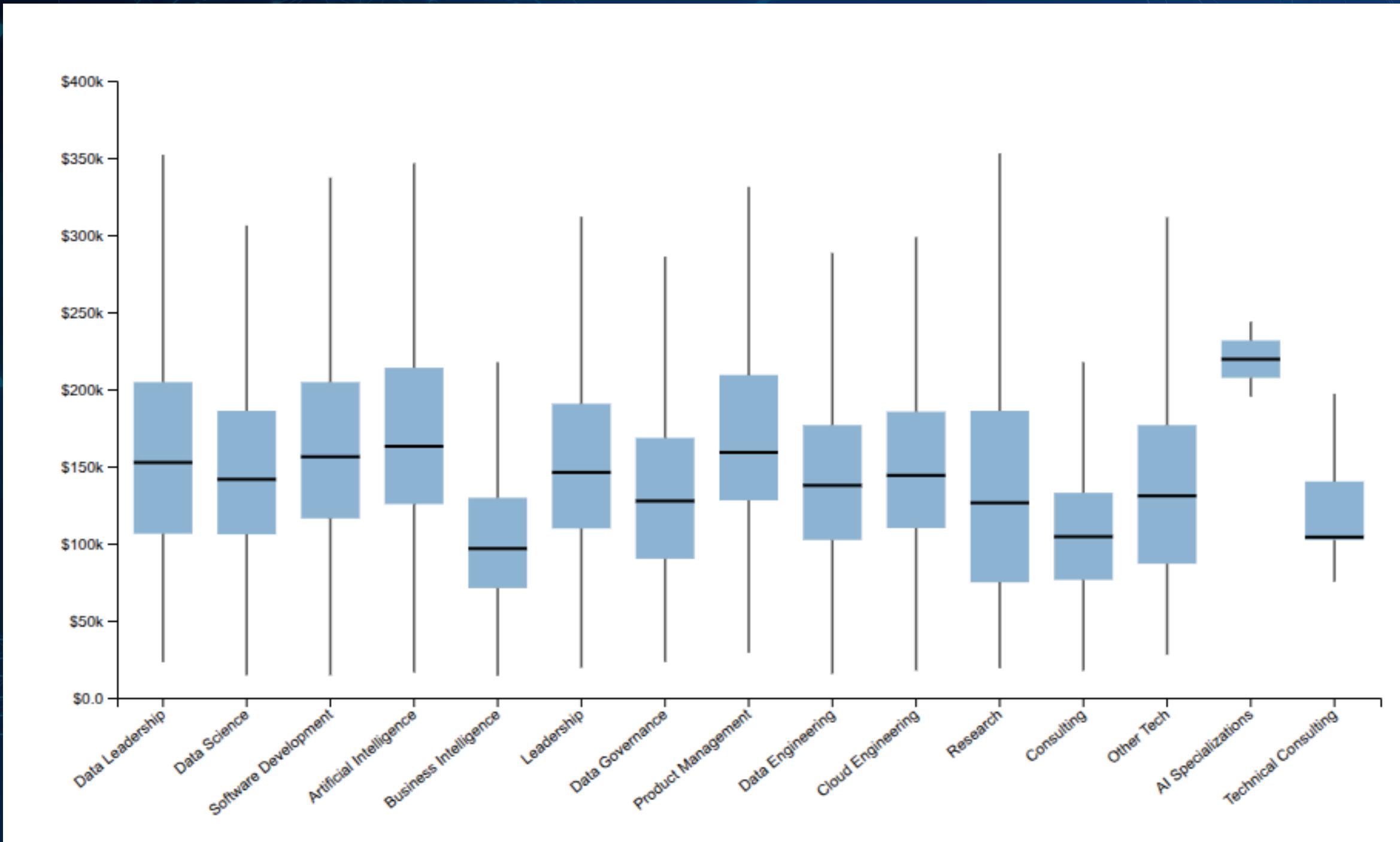


PURPOSE

Used to compare average salaries across different tech categories

Average salary by Country

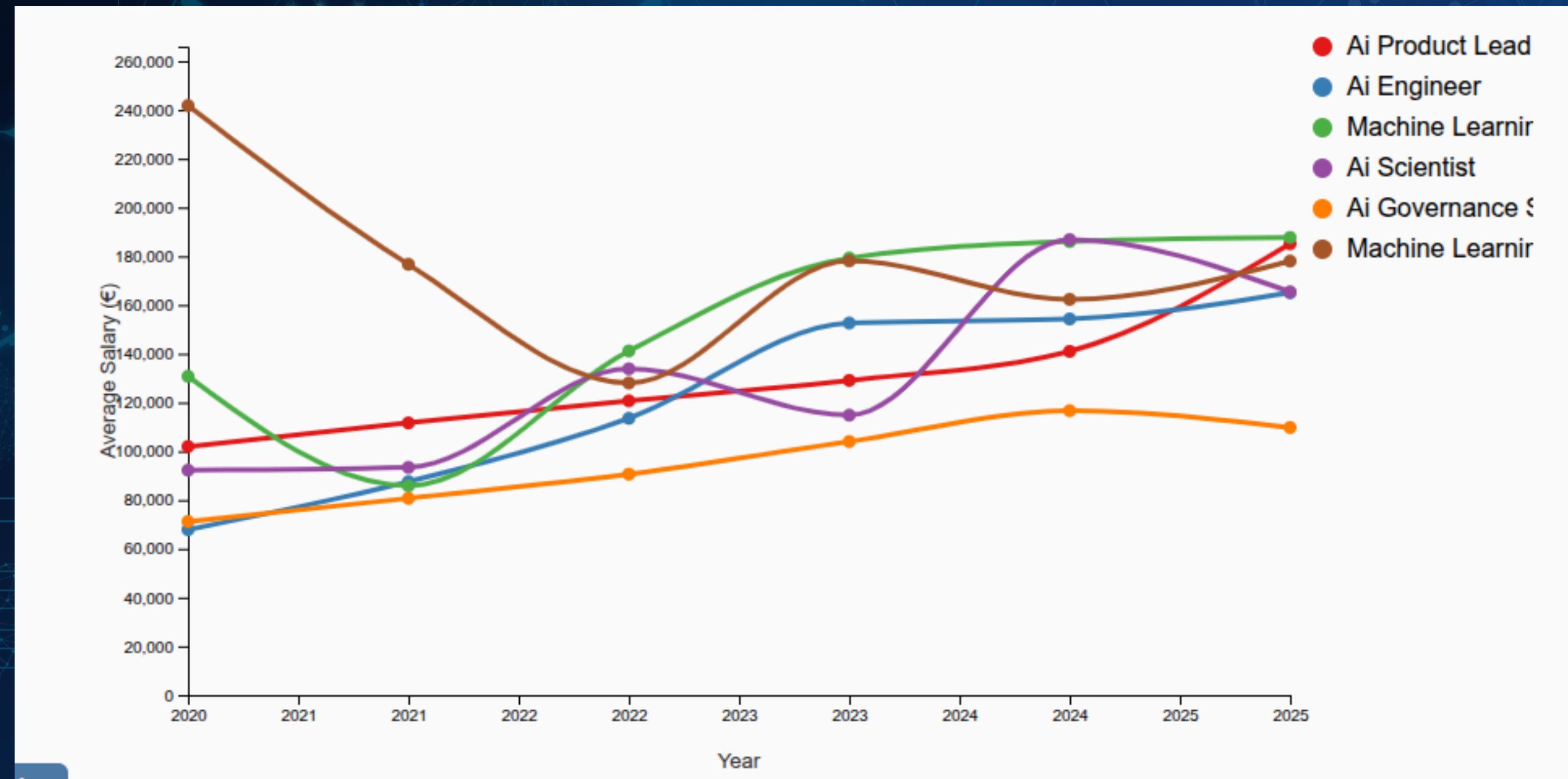
BoxPlot



PURPOSE

Used to display salary variation and identify outliers within each category.

Line Chart



PURPOSE

Used to analyze how salaries in each field evolved over time

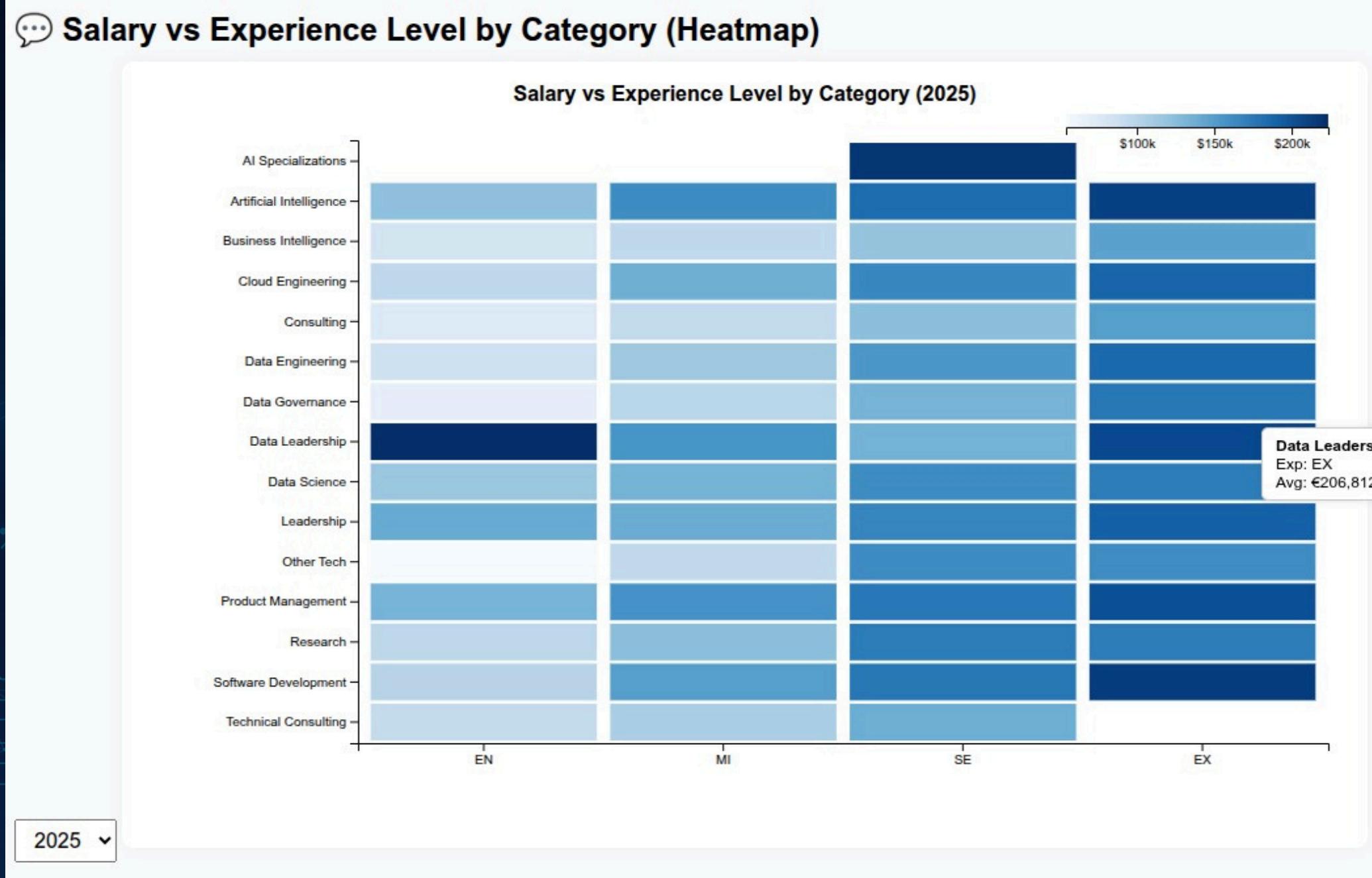
Group Bar Chart



PURPOSE

Used to compare salaries between roles and experience levels

HeatMap

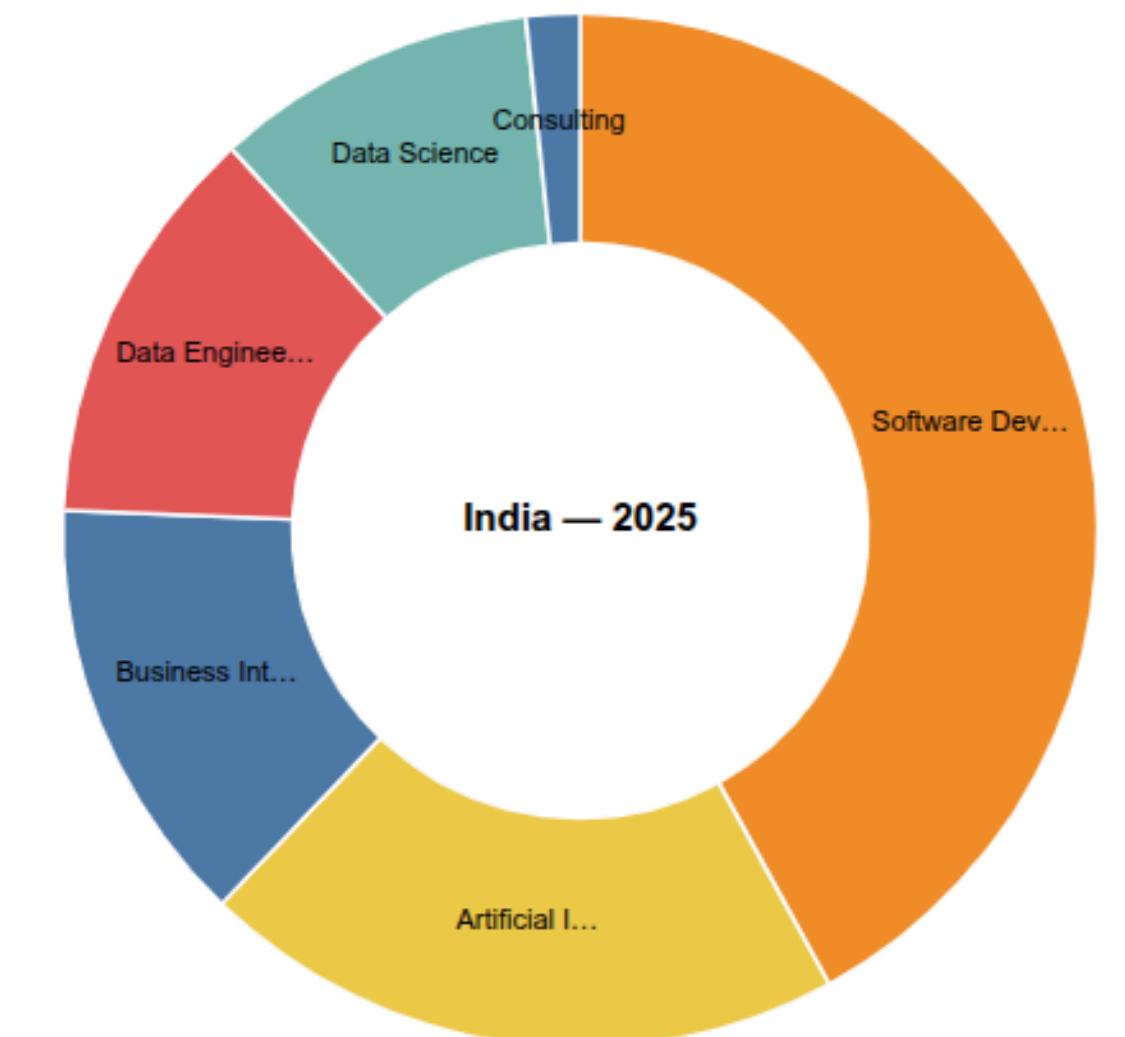
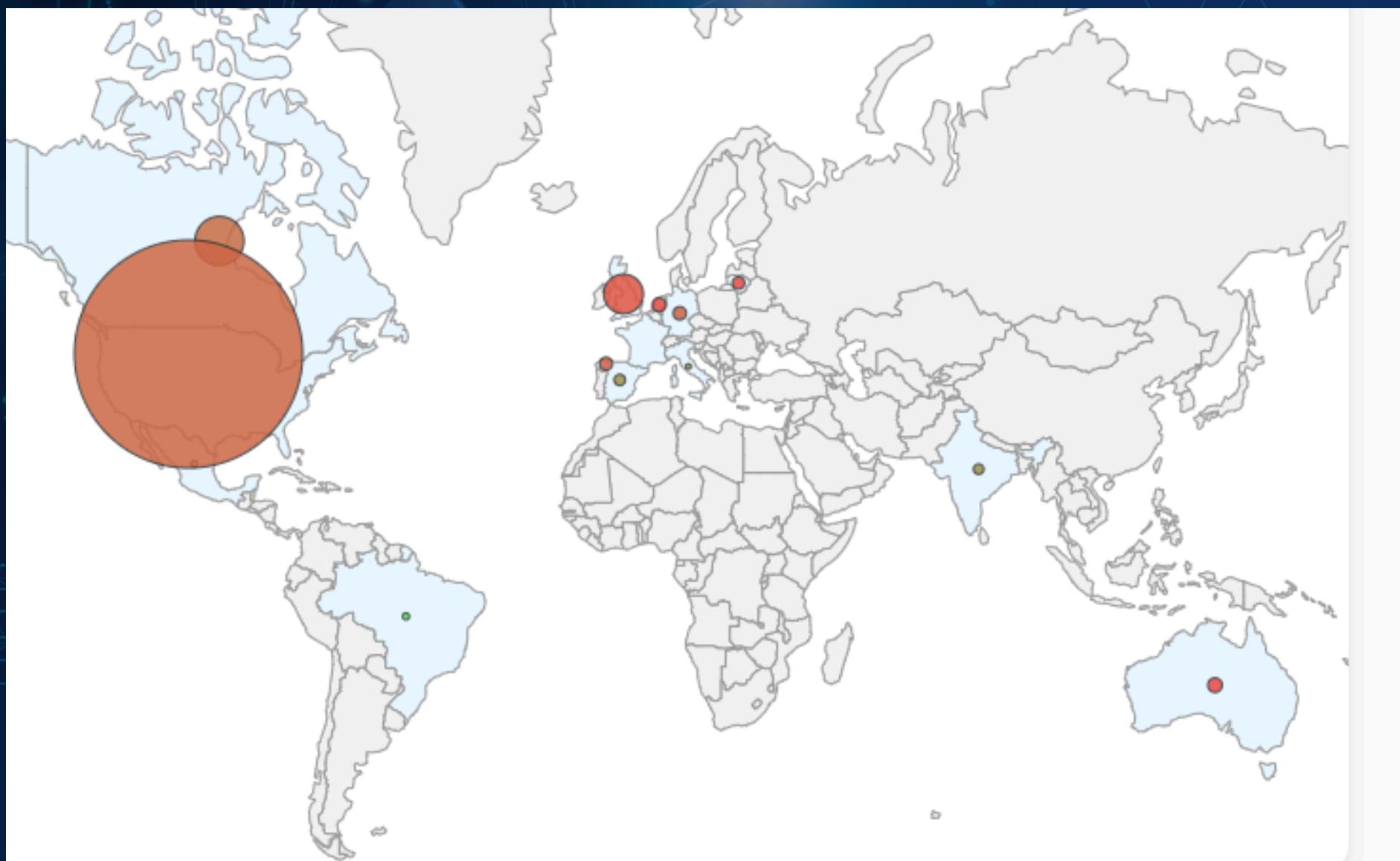


PURPOSE

Used to visualize salary intensity by experience, showing how pay grows within each field

Map + Donut Chart

PURPOSE Used to visualize where AI jobs are located and which categories dominate in each country





**AI SALARY
EXPLORER**

Thank You!

Information Visualization

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Low Fidelity Prototype



AI SALARY OVERVIEW PAGE

AI SALARY EXPLORER

Salary Overview

Average Salary by Category per Year (1)
Selected year: 2025 (Default)

Categories: Software Dev, AI, Product Management, Data Science, Business Intelligence

Salaries: 200K, 180K, 160K, 140K, 120K

Evolution of average Salaries per Category (2020–2025)

Average Salary (€)

Year: 2020, 2021, 2022, 2023, 2024, 2025

Legend: Software Development (Red), AI (Blue), Product Management (Green), Data Science (Yellow), Business Intelligence (Purple)

Filters

Year: 2020 to 2025

Category:

Job Role:

Experience Level: EN, MI, SE, EX

Company Size: S, M, L, ALL

Salary Range: €000€ to €00000€

Reset Filters

Salary Distribution per Category

Selected year: 2025 (Default)

Salary: €000€ to €400K

Categories: Software Development, Artificial Intelligence, Product Management, Data Science, Business Intelligence

Salary vs Experience Level by Category

Categories: Software Development, AI, Product Management, Data Science, Business Intelligence

Experience Level: EN, MI, SE, EX

Legend: Low, Medium, High

ROLES & EXPERIENCE OVERVIEW PAGE

AI Salary Explorer

Salary Overview

Roles & Experience

Geography Insights

Evolution of AI Job Roles (2020 - 2025)

Average Salary by Job Role and Experience Level
Selected year: 2025 (default)
DEN DHI DSE DEX

| Role | Entry Level | Mid Level | Senior Level | Expert Level |
|------------------------|-------------|-----------|--------------|--------------|
| Software Engineering | ~100K | ~150K | ~200K | ~250K |
| AI Engineering Manager | ~120K | ~180K | ~220K | ~280K |
| Product Manager | ~130K | ~190K | ~230K | ~300K |
| Data Scientist | ~140K | ~200K | ~240K | ~320K |
| Business Intelligence | ~150K | ~210K | ~250K | ~330K |
| Business Analyst | ~160K | ~220K | ~260K | ~340K |

Average Salary by Company Size and Job Role
Selected year → 2025 (default)
Small Medium Large

| Job Role | Small | Medium | Large |
|-------------------|-------|--------|-------|
| AI Engineer | ~100K | ~150K | ~180K |
| Data Scientist | ~110K | ~160K | ~190K |
| Software Engineer | ~120K | ~170K | ~200K |
| Leadership Role | ~130K | ~200K | ~250K |

Salary by Employment type and Remote ratio, per Job role
Selected year: 2025 (default),
Hybrid (50%) On-site (0%) Fully Remote (100%)

| Job Role | Hybrid (50%) | On-site (0%) | Fully Remote (100%) |
|-------------------|--------------|--------------|---------------------|
| Software Engineer | ~180K | ~100K | ~250K |
| AI Product Lead | ~190K | ~110K | ~260K |
| AI Engineer | ~200K | ~80K | ~270K |
| Data Scientist | ~190K | ~90K | ~280K |
| Data Manager | ~180K | ~100K | ~290K |

Filters

Year: 2020 to 2025

Category: All

Experience Level: Entry, Mid, Senior, Expert

Job Role: All

Company Size: Small, Medium, Large

Employment type: DFT, DPT, DTR, DFL

Remote: 0%, 50%, 100%

Salary Range: 40000€ to 400000€

Reset Filters

GEOGRAPHY & WORK PATTERNS PAGE

AI SALARY EXPLORER

Salary Overview
Roles & Experience
Geography Insights

Geography & work Patterns (2020 - 2025)

- How location, company region and remote work shape salaries in the AI job market

Global AI Job Distribution and remote connectivity (2020-2025)

England - 2025

Average Salary by Remote Ratio and country

| Country | On-Site (0%) | Hybrid (50%) | Remote (100%) |
|---------|--------------|--------------|---------------|
| US | ~100K | ~105K | ~110K |
| CA | ~105K | ~100K | ~115K |
| IE | ~110K | ~120K | ~115K |
| FI | ~100K | ~105K | ~220K |
| SG | ~95K | ~100K | ~140K |

Average Salary by employee residence

| Residence | Average Salary (€) |
|-----------|--------------------|
| DE | ~250K |
| US | ~220K |
| HK | ~180K |
| BG | ~160K |
| CH | ~120K |
| IE | ~100K |

Filters

Country:

Year: 2025

Category:

Experience Level: EN M1 M2 DEX All

Job Role:

Company Size: S M L All

Employment type: FTF PFT CTF DFL

Remote Ratio: 0% 50% 100%

Salary Range: 400000

Employee Residence:

Reset Filters