

Welcome! We'll start shortly.

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The Burtch Works Study

*Data Science &
Predictive Analytics*

June 2019

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Executive Recruiting



2019 Burtch Works Study

*Data Science &
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Today's Speakers

Linda Burtch

***Managing Director,
Executive Recruiter***



- 30+ years' experience in analytics recruiting
- Focuses on senior leader data science and analytics roles



Katie Ferguson

***Partner,
Executive Recruiter***

- 10+ years' experience in analytics recruiting
- Focuses on early career data science and analytics roles

Insights mentioned in The New York Times, The Wall Street Journal, Forbes, CNBC, InformationWeek, and more

Burtch Works recognized by Forbes as one of America's Best Recruiting Firms

Today

Salary report highlights including:

Data science & predictive analytics segments

Demographic comparisons

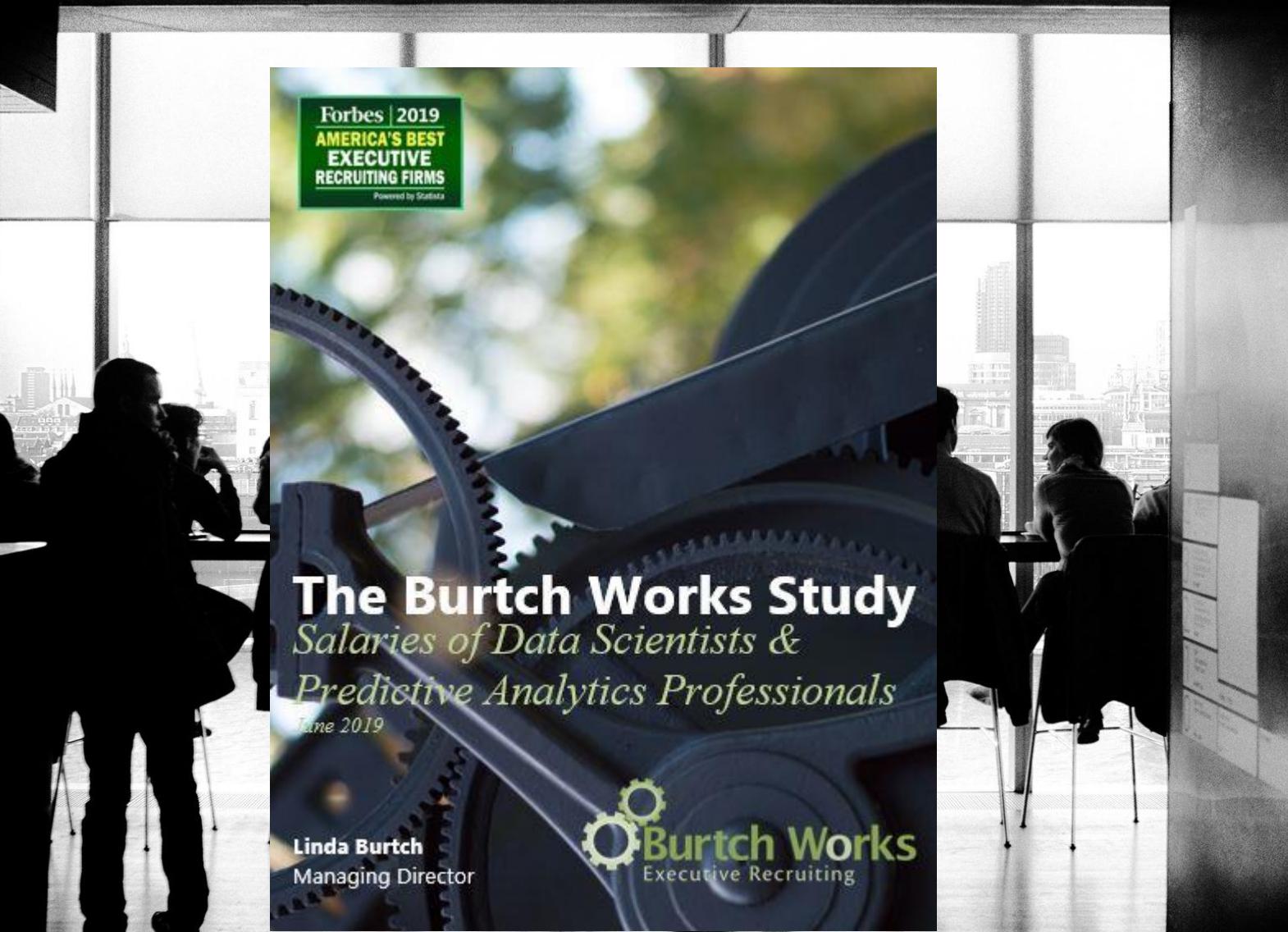
2019 salaries and trends

Insights recap

Key hiring market trends

Live Q&A

The Burtch Works Studies



Combined 2019 Study

1,840 predictive analytics professionals

421 data scientists

Compensation & hiring trends

Demographic characteristics

Salaries examined by various factors

Industry, region, gender, and more

Download for free at:
burtchworks.com/study



Predictive Analytics

Data Science

**We've typically classified Data Scientists as a
subset of Predictive Analytics Professionals**

A background image featuring several slices of citrus fruit, likely lemons or oranges, arranged in a overlapping, fan-like pattern across the entire slide. The slices are bright yellow with visible white pith and seeds.

This is because of differences we noticed while studying the two groups including...

Salary bands
Demographics
Academic backgrounds
Common tools

Data Science vs. Predictive Analytics

Data Scientists

Analyze data to glean insights
and prescribe action

Quantitative skills

Unstructured, streaming data

Computer science/coding

May cover entire analysis cycle

Predictive Analytics Professionals

Analyze data to glean insights
and prescribe action

Quantitative skills

Structured data



Typical academic background

Data Scientists

Typical degrees:

Statistics/Mathematics
Computer Science
Engineering

Newer programs:

MS in Data Science
MS in Machine Learning

Predictive Analytics Professionals

Typical degrees:

Statistics/Mathematics
Business Analytics
Economics

Newer programs:

MS in Predictive Analytics
MS in Business Analytics

Retraining or expanding skills via online courses or bootcamps:
Coursera, Udacity, Metis, etc.



Typical tools

Data Scientists

R
SQL
Python
Java
Hive
Pig
Hadoop
Spark
TensorFlow
D3.js

Predictive Analytics Professionals

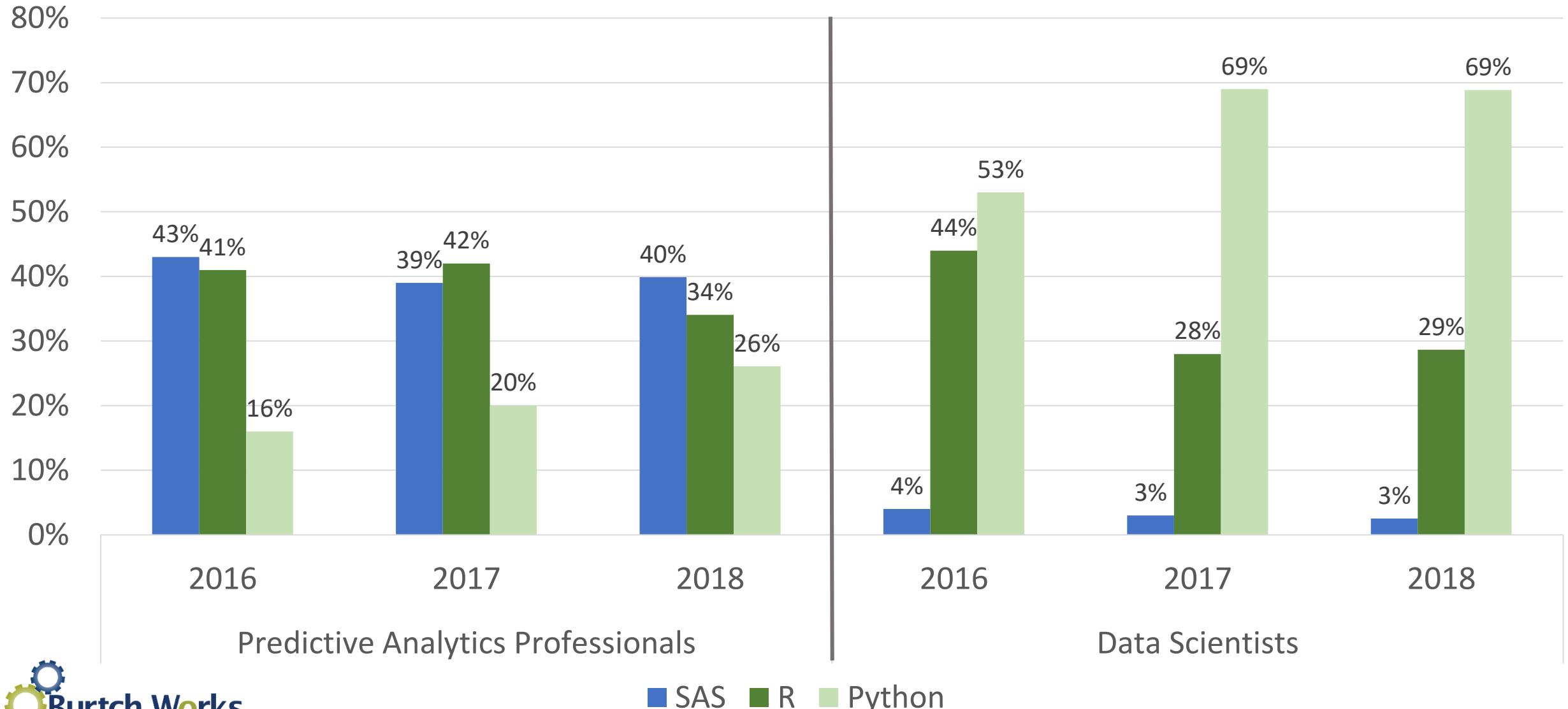
Using analytical tools

R
Python
SAS
SQL

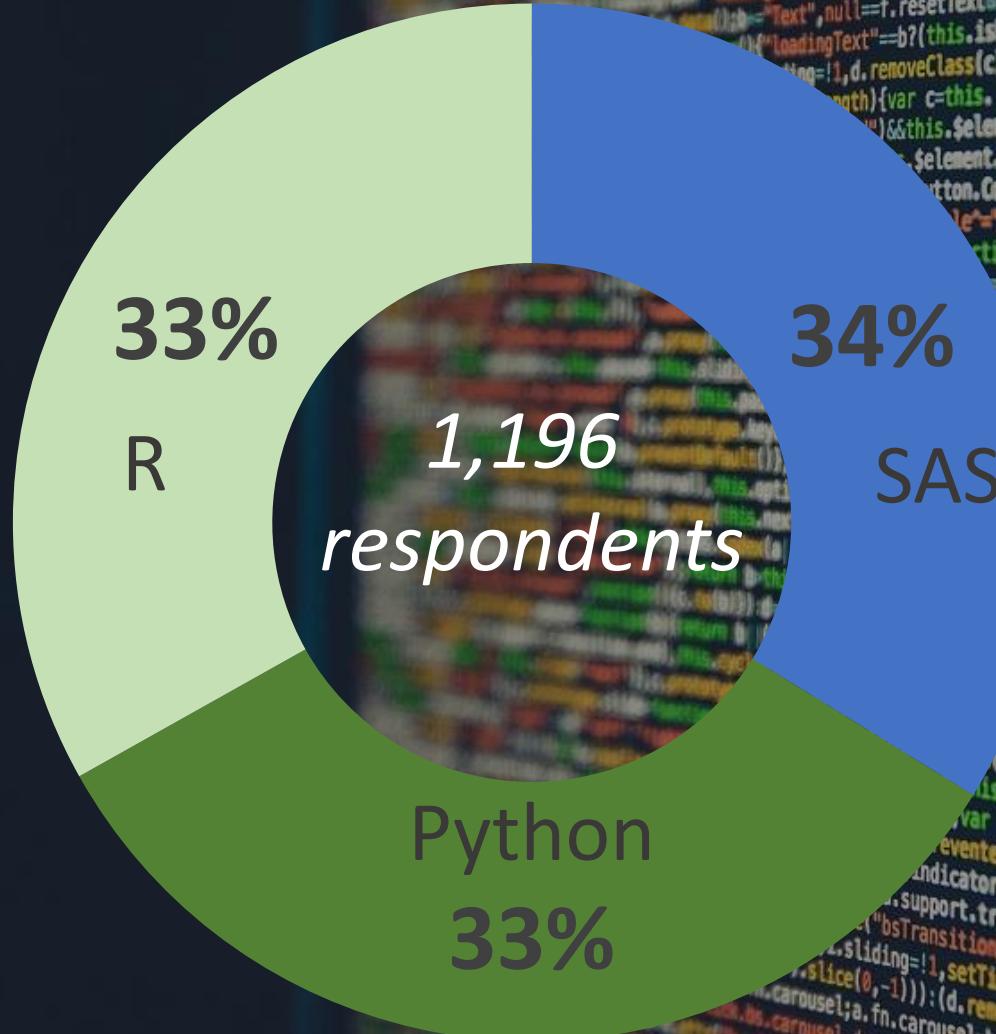
Expanding to use other tools/techniques

Hive, Hadoop, Spark
Data visualization
Machine learning

3-Year Trend for Analytics vs. Data Science



2018 results show all three tools neck and neck



This Burtch Works Study doesn't include

Marketing Researchers

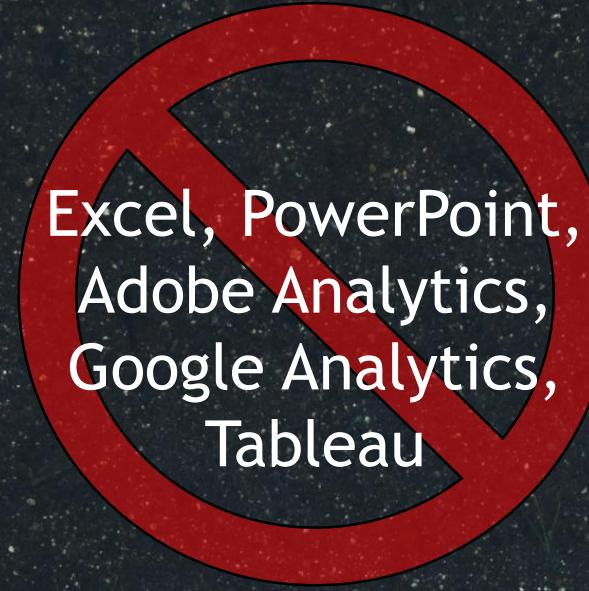
Software Developers

Web Analytics

Traditional MBA's

Business Intelligence

Information Technology



Excel, PowerPoint,
Adobe Analytics,
Google Analytics,
Tableau

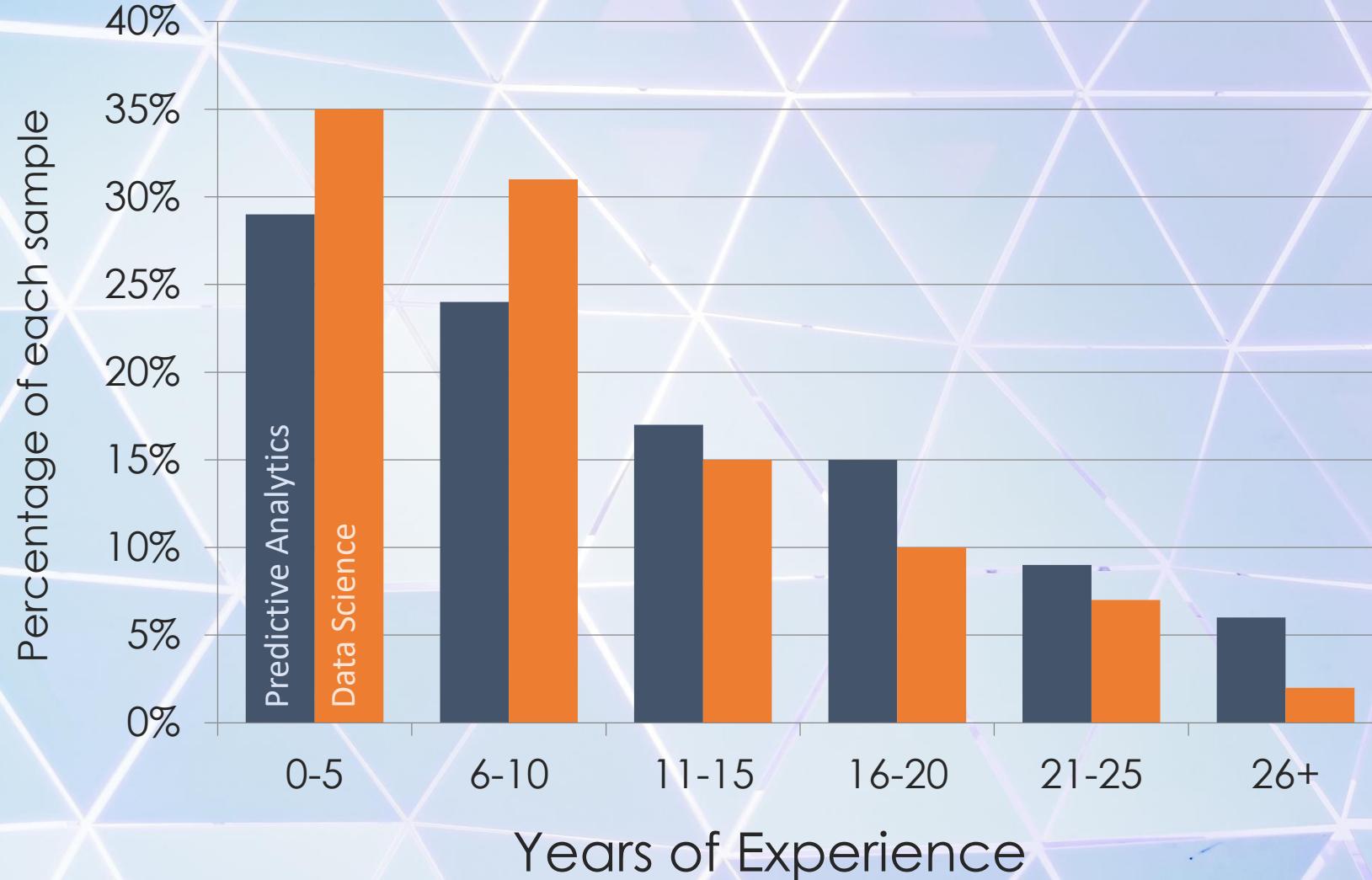


Now on to the data!

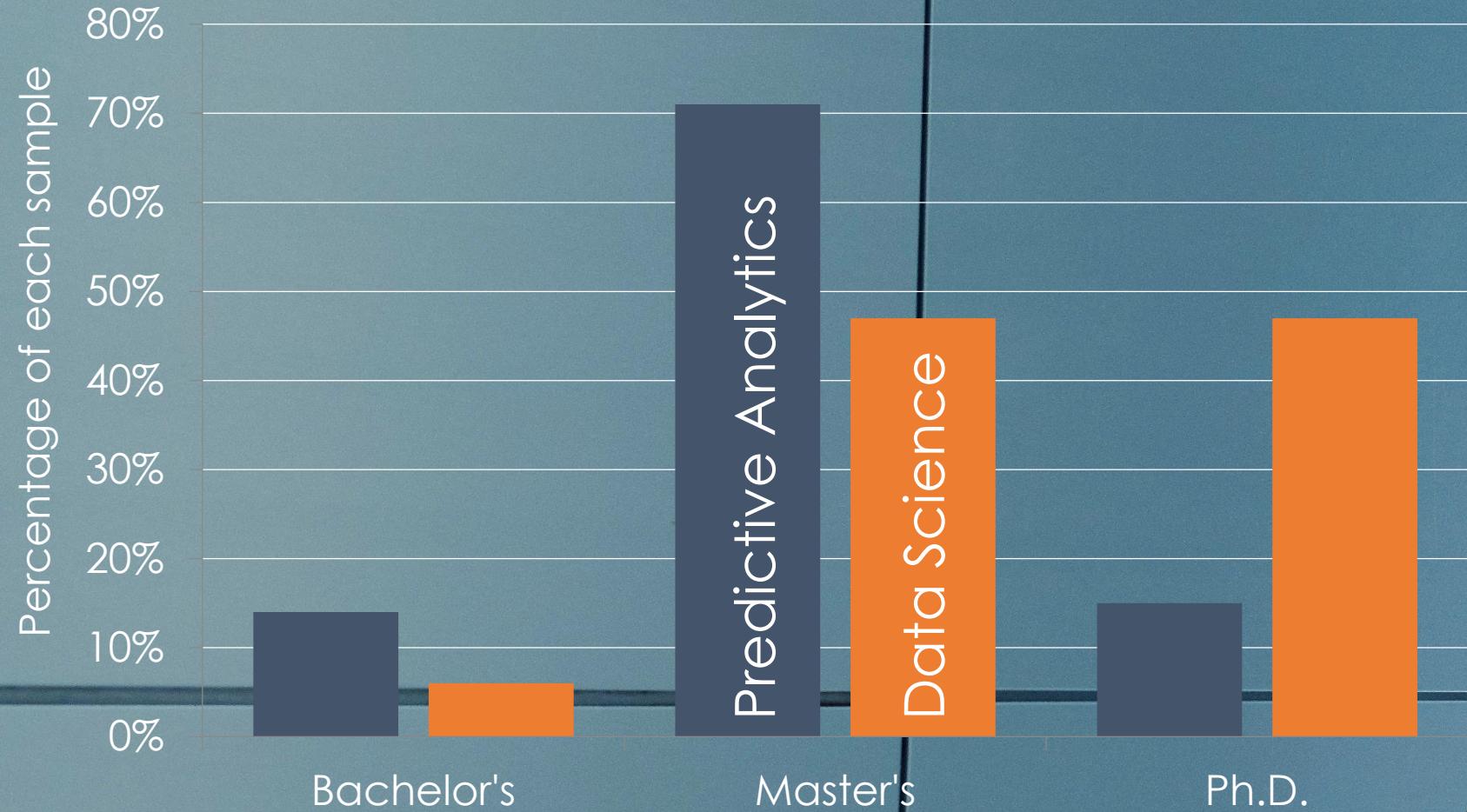
Demographic Analysis

A photograph of a subway train at night, packed with passengers. The train is dark with a red 'T' logo on the front. In the background, a large, semi-transparent map of the world is visible against a dark, blurred background, suggesting global reach or international data analysis.

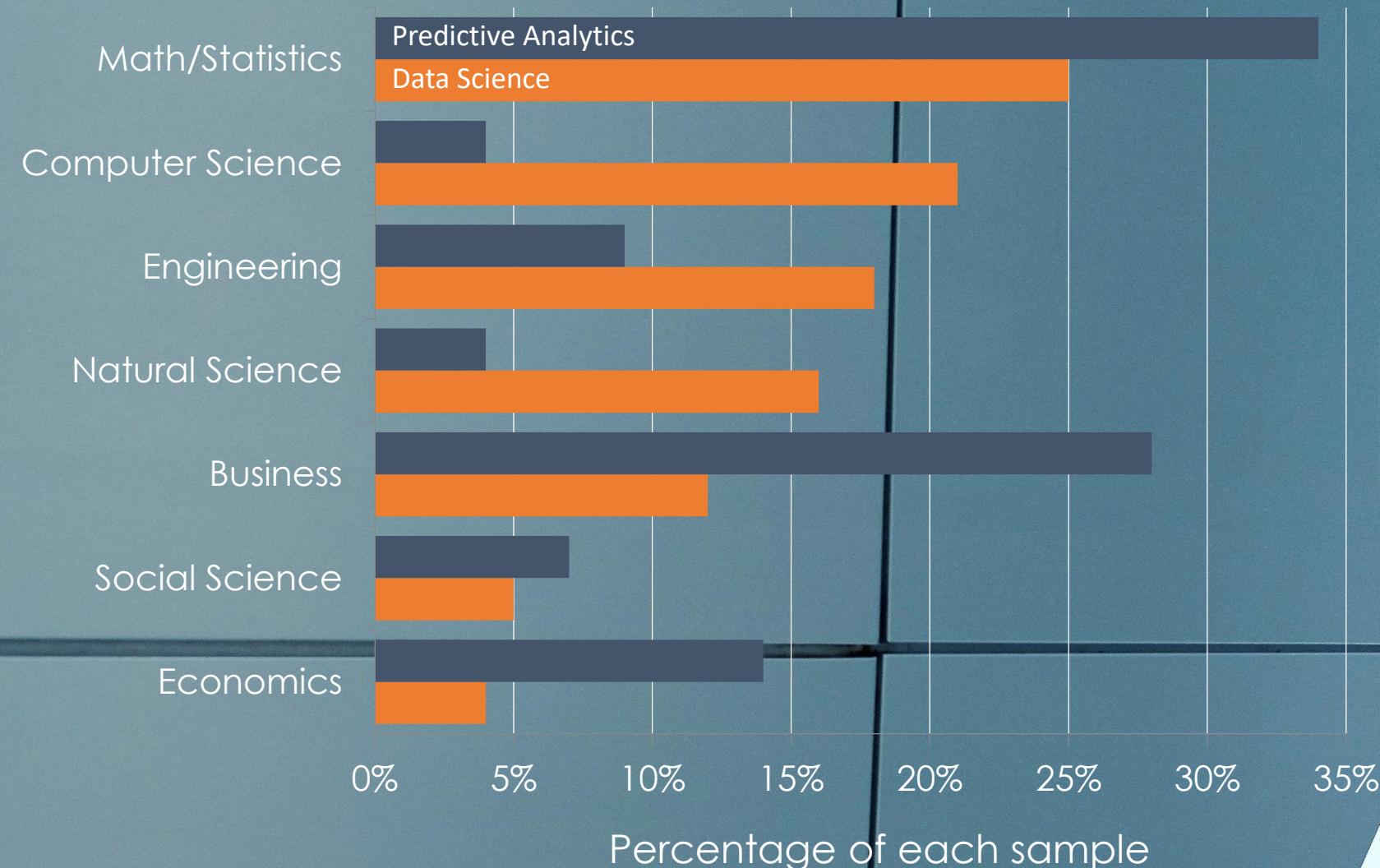
Professionals continuing to flock to DS & PA



Among Data Scientists, a higher prevalence of PhD's

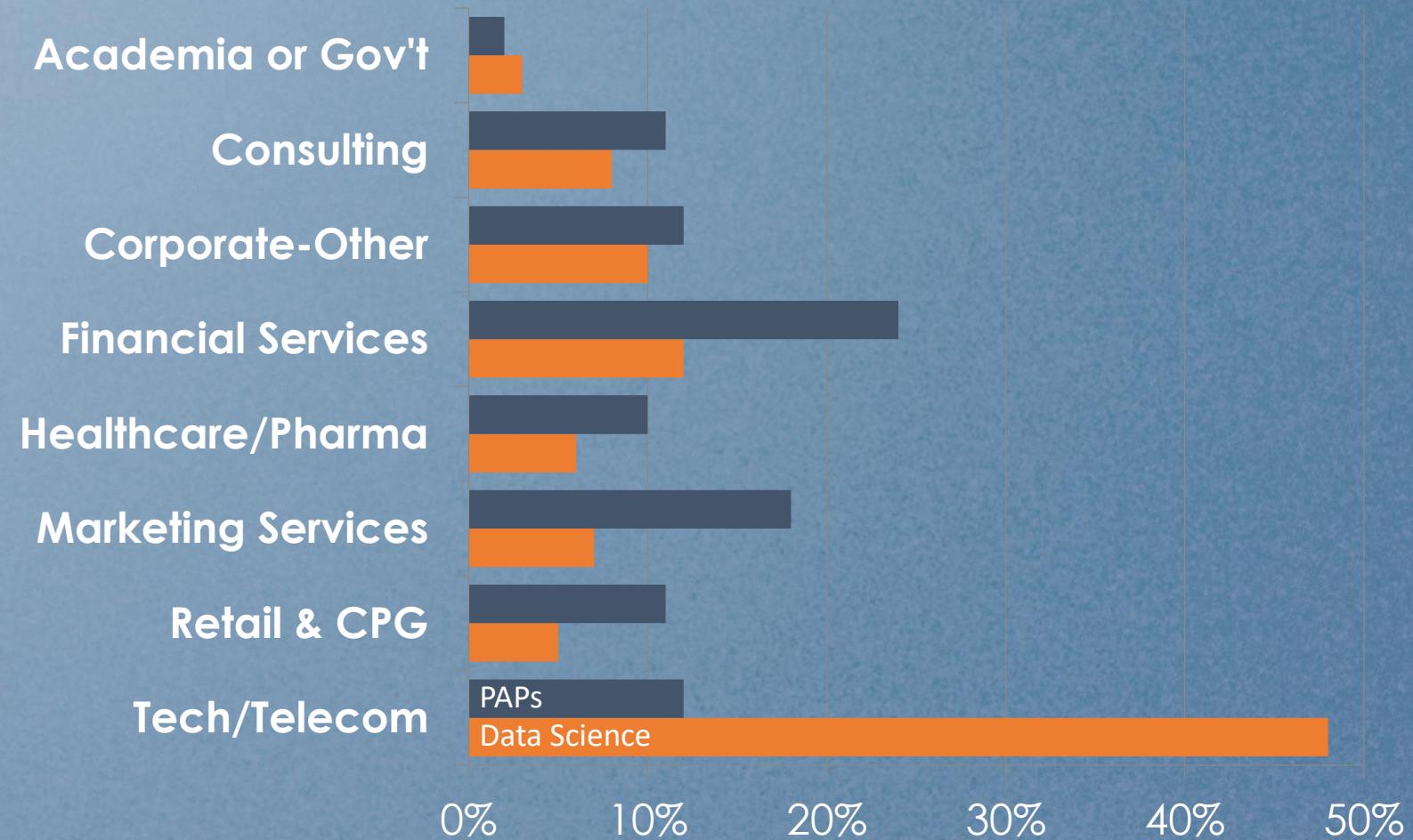


Most study Math/Statistics, more DS study Computer Science

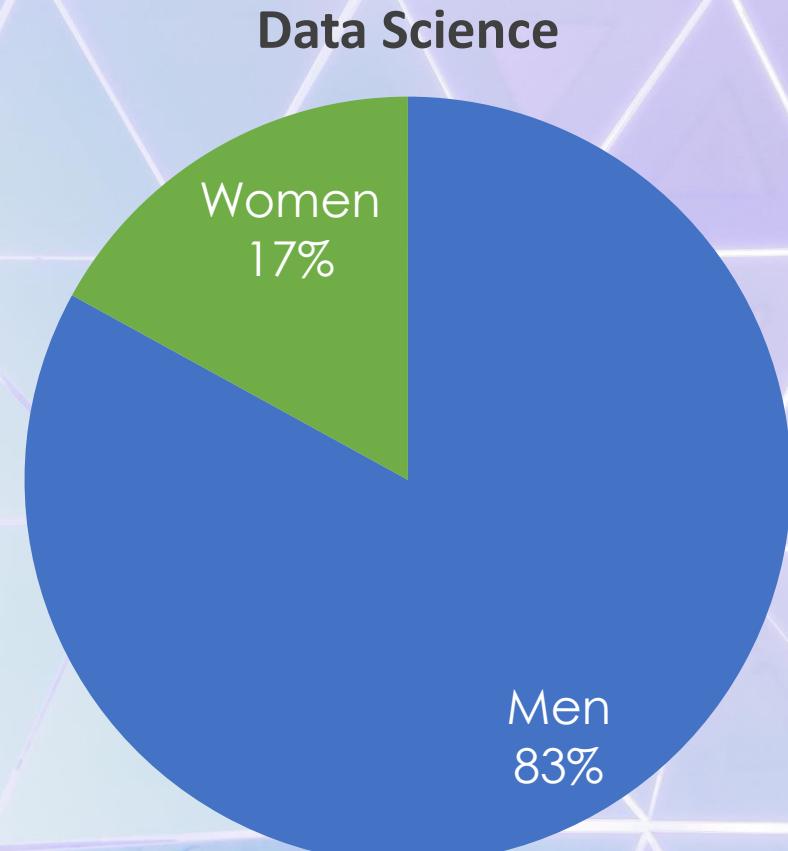
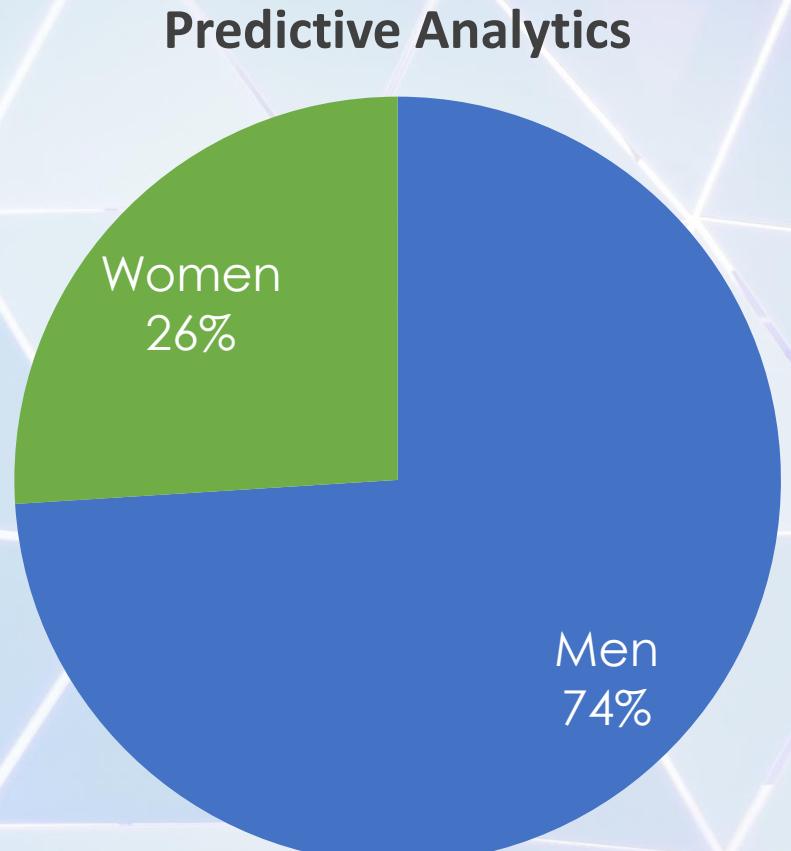


*Area of study from
highest degree earned

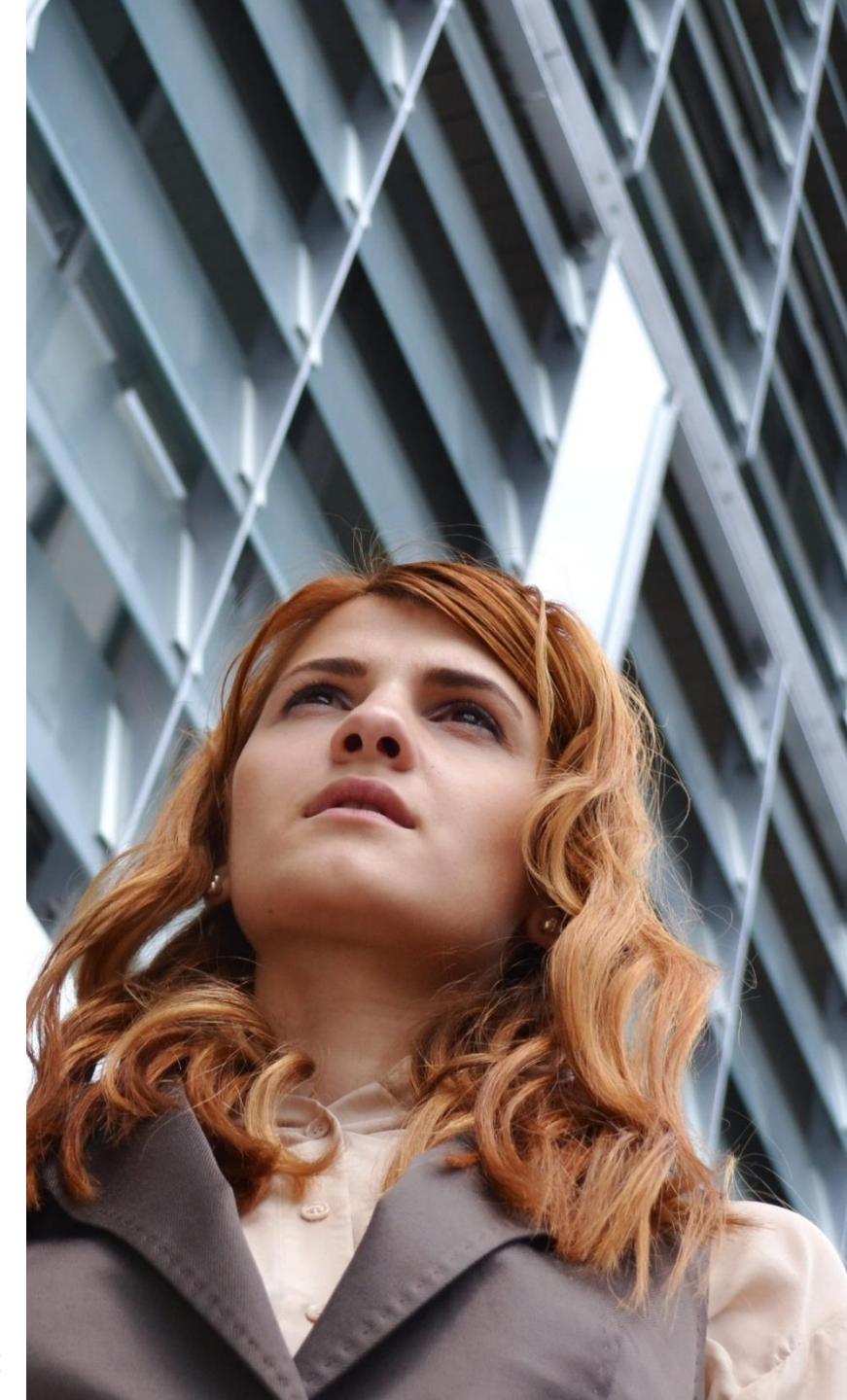
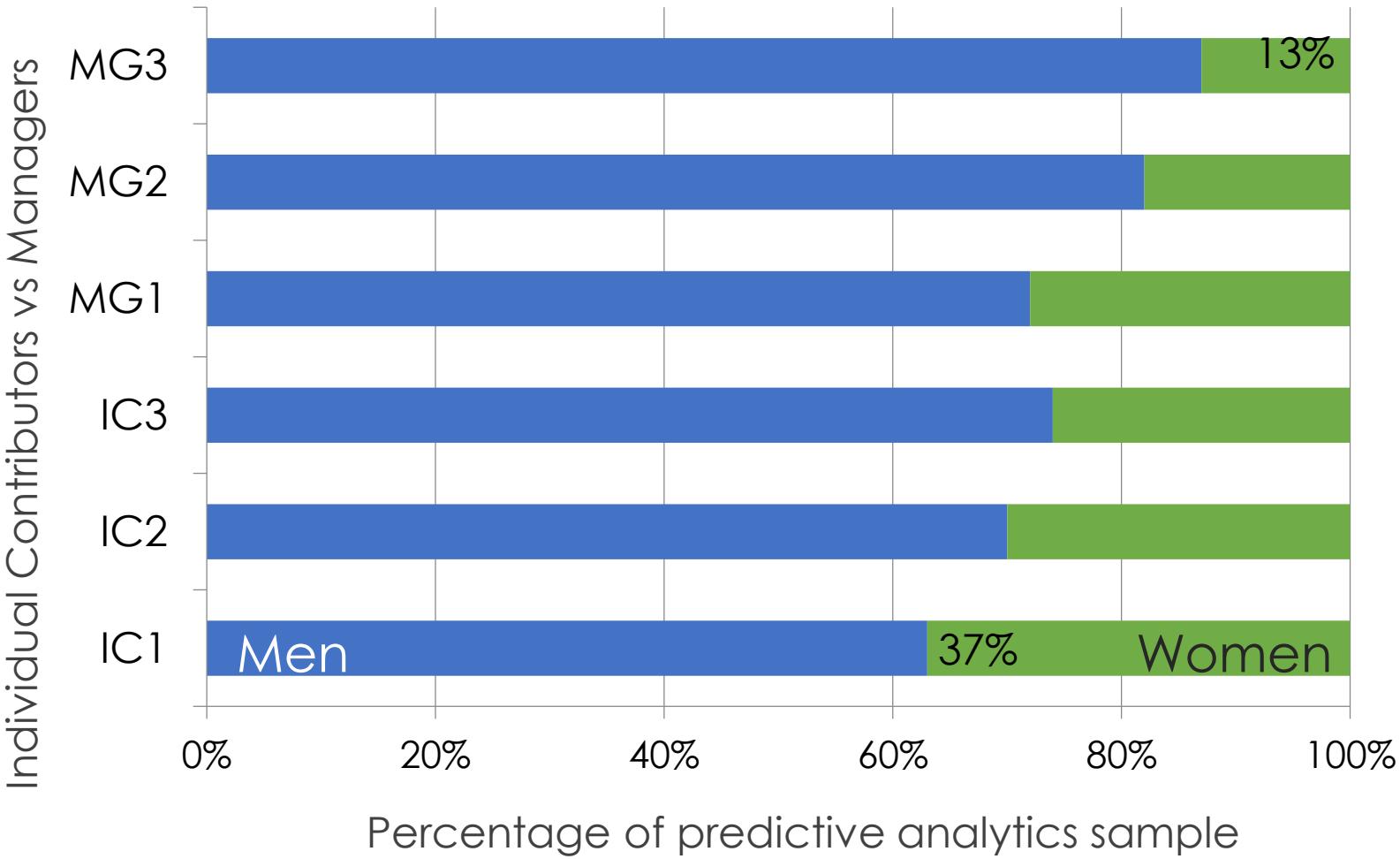
Most common employers also vary between DS & PAP



Men outnumber women in analytics



Percentage of women at early career level is rising



Compensation of Data Scientists & Predictive Analytics Pros



Job Category Profiles

A long, dark wood conference table is positioned horizontally across the frame. It is surrounded by numerous dark grey, upholstered chairs with black legs. The table is set against a white wall. On the left side, there is a framed graphic with abstract geometric shapes and a small potted cactus. In the center, a large whiteboard or screen displays the word "TIME". On the right side, another potted cactus sits on the floor. The floor is made of light-colored tiles.

Profiles matched to job categories

Individual Contributors

Level 1: 1-3 years of experience
early career professional

Level 2: 4-8 years
hands on, more advanced

Level 3: 9+ years
analytics subject matter expert

Managers

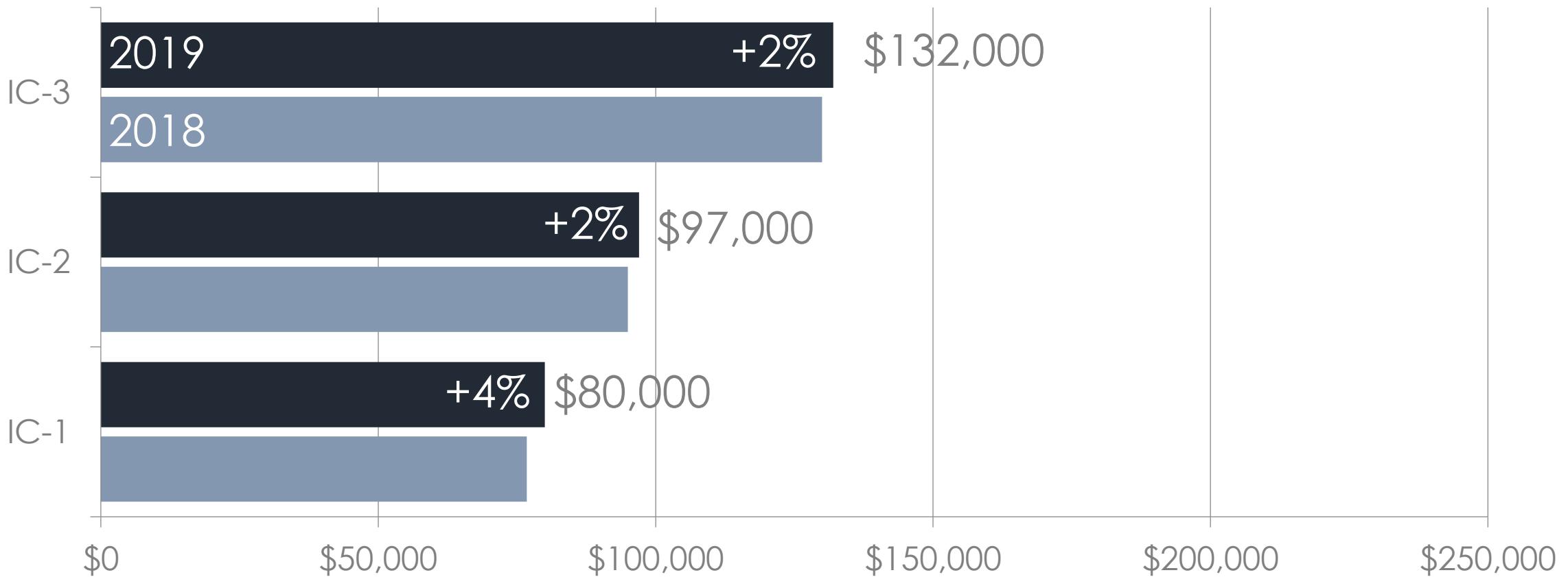
Level 1: 1-3 direct reports
tactical manager

Level 2: 4-9 direct reports
leads a function

Level 3: 10+ direct reports
executive leader, sets strategy

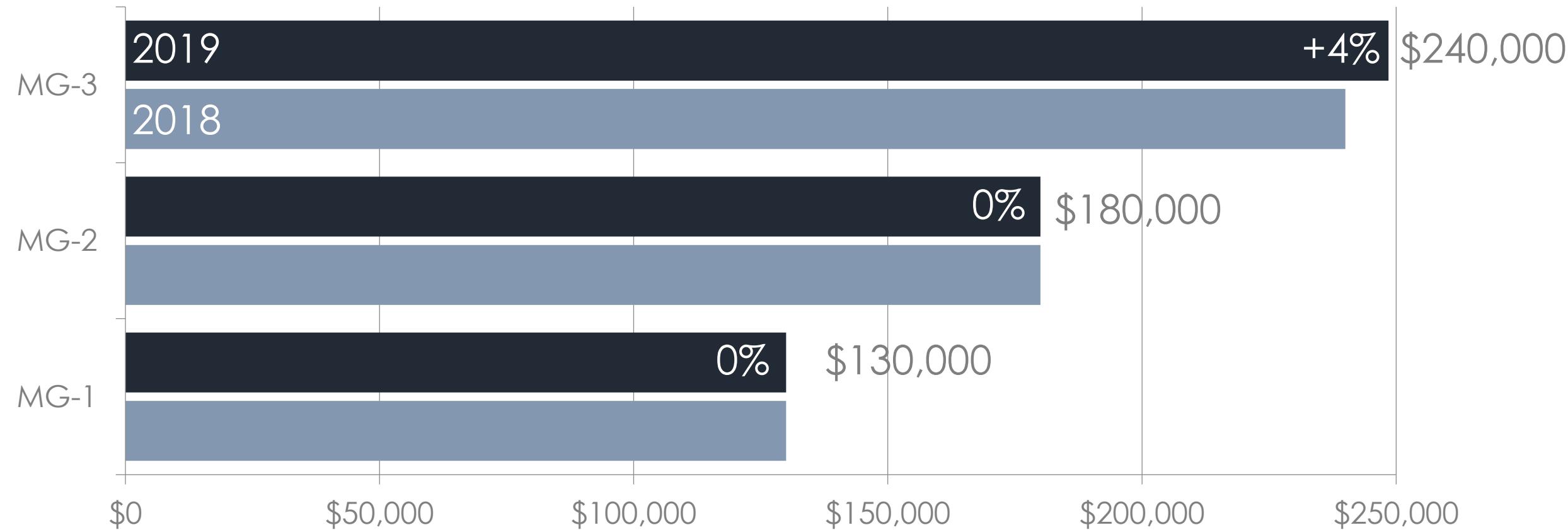
Predictive Analytics salaries increased for individual contributors

Individual Contributors



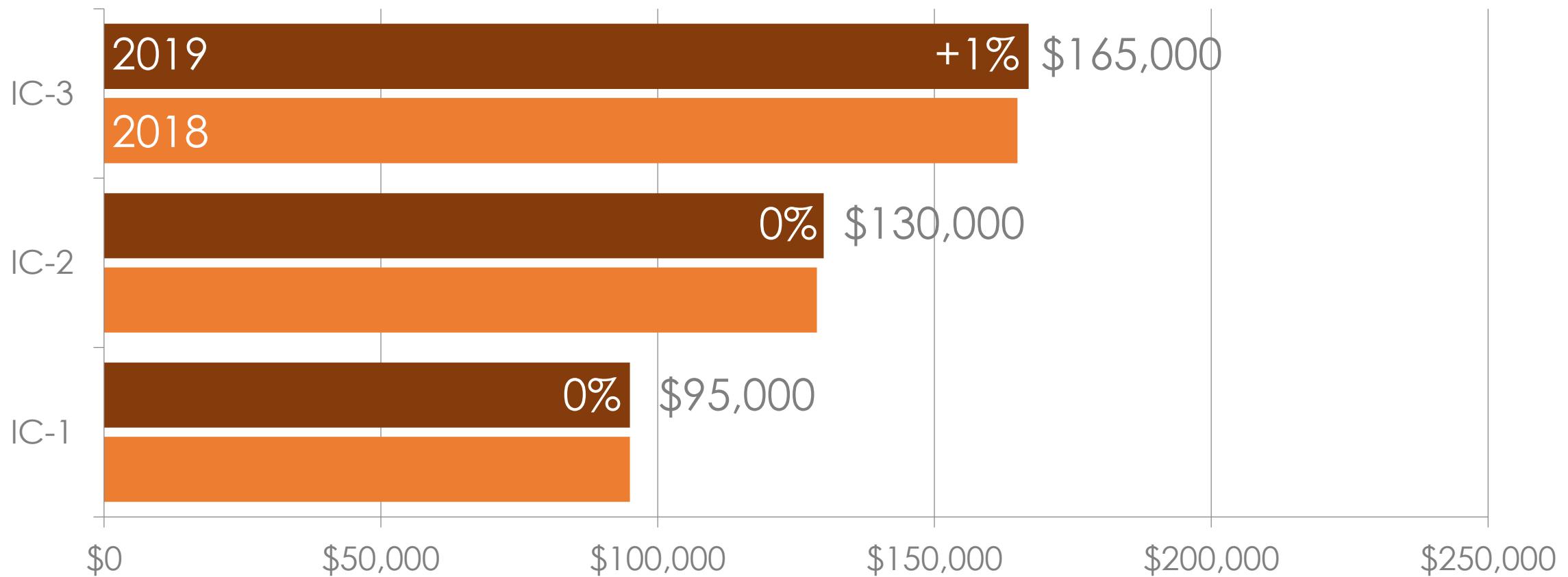
Predictive Analytics salaries increased for senior leaders

Managers



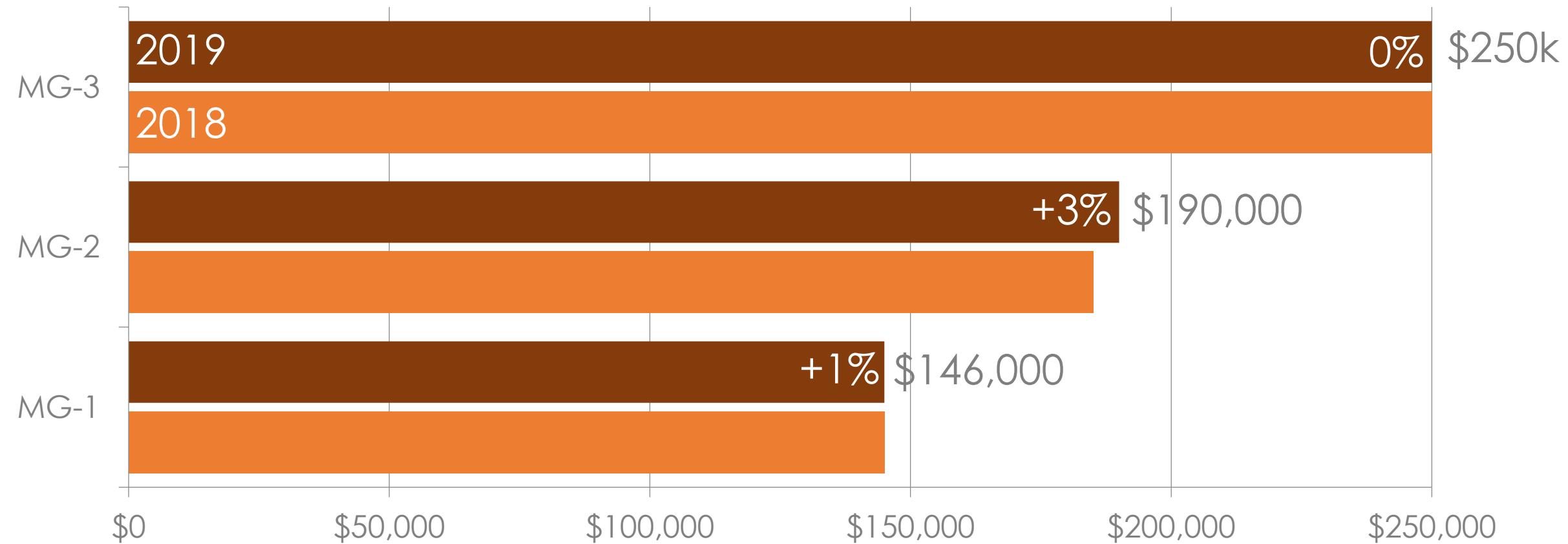
Data Scientist salaries remained steady for individual contributors

Individual Contributors

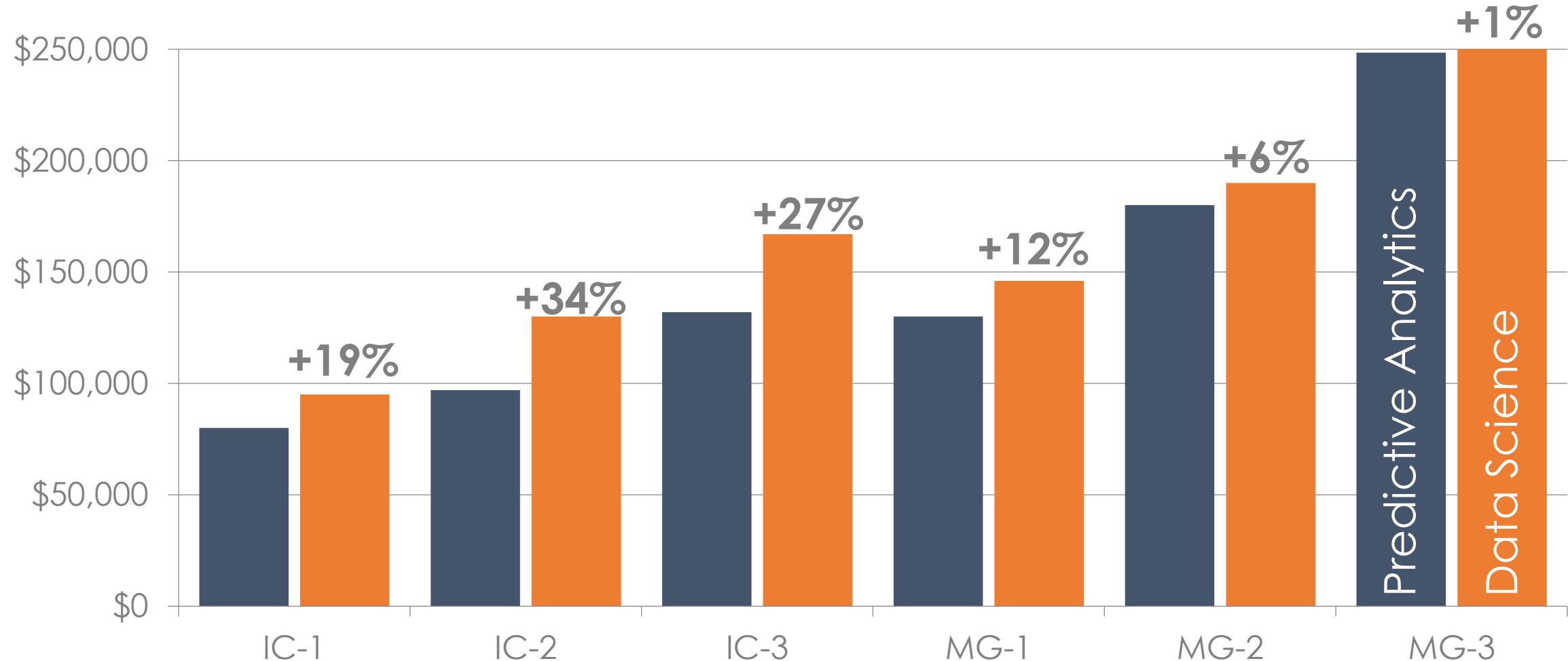


Data Scientist salaries increased for mid-level managers

Managers

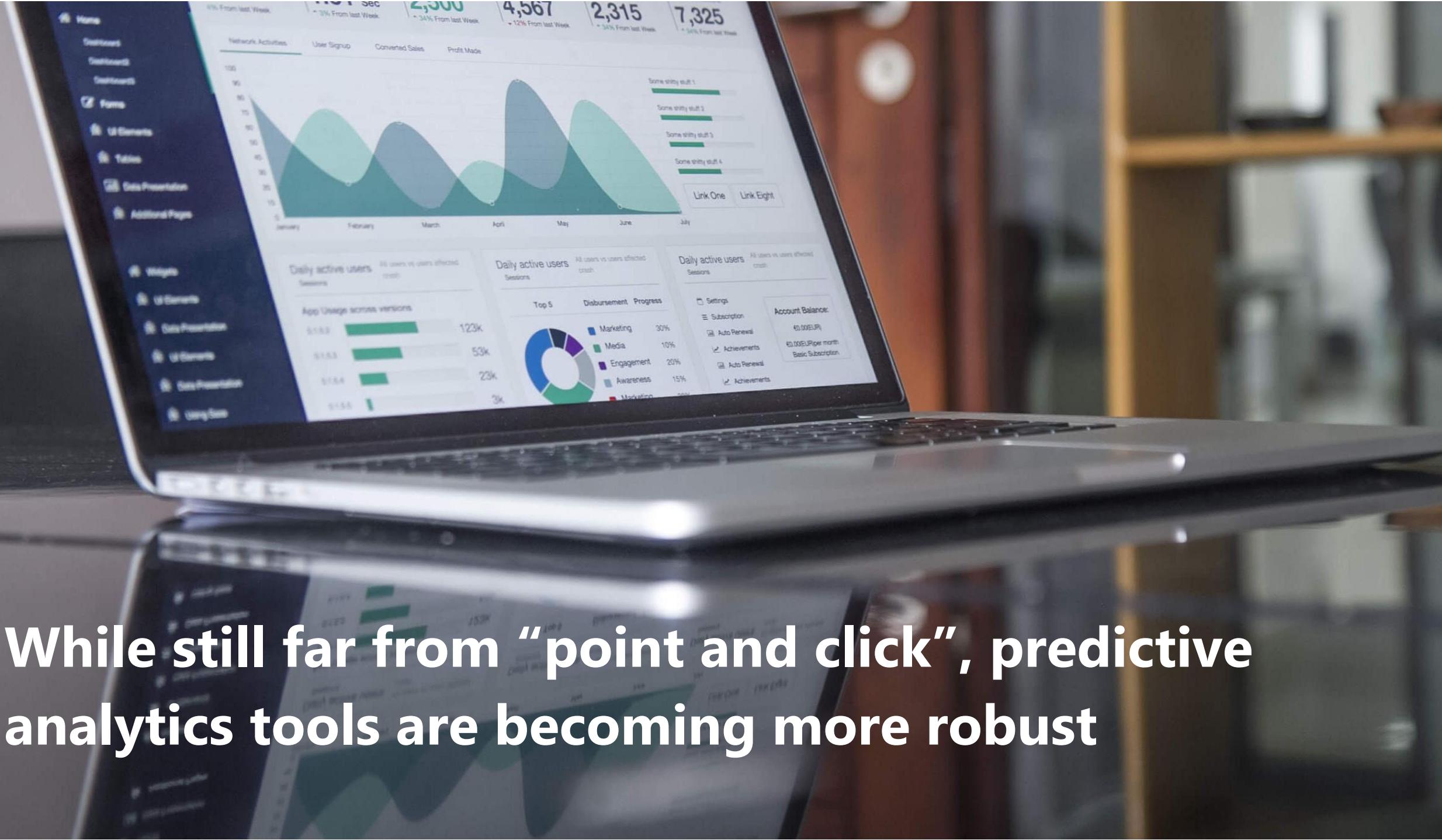


Data Scientist salaries continue to exceed others in analytics





**Major trends &
implications**



While still far from “point and click”, predictive analytics tools are becoming more robust

A landscape photograph showing five white wind turbines with black blades standing on a series of green, rolling hills. The turbines are positioned at different heights on the hills. In the background, there are more hills and mountains under a sky filled with white and grey clouds.

**Quantitative roles more technically
diverse, emphasis on mission-driven**

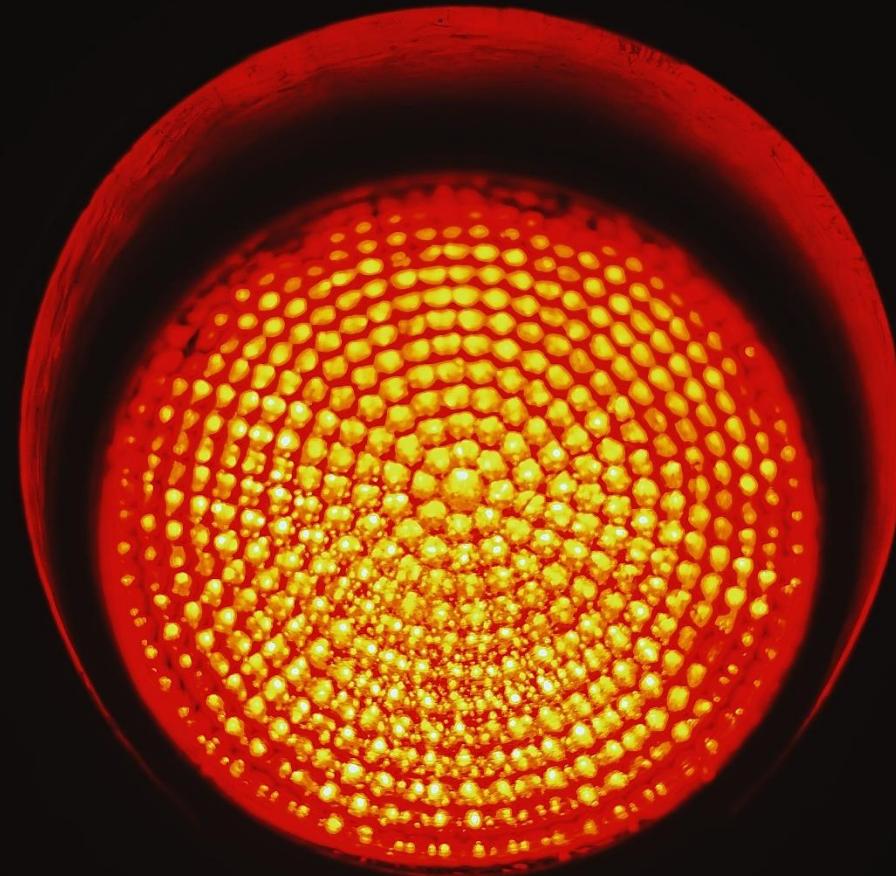
Emergence of the “data science citizen” role to liaise between DS team and other stakeholders

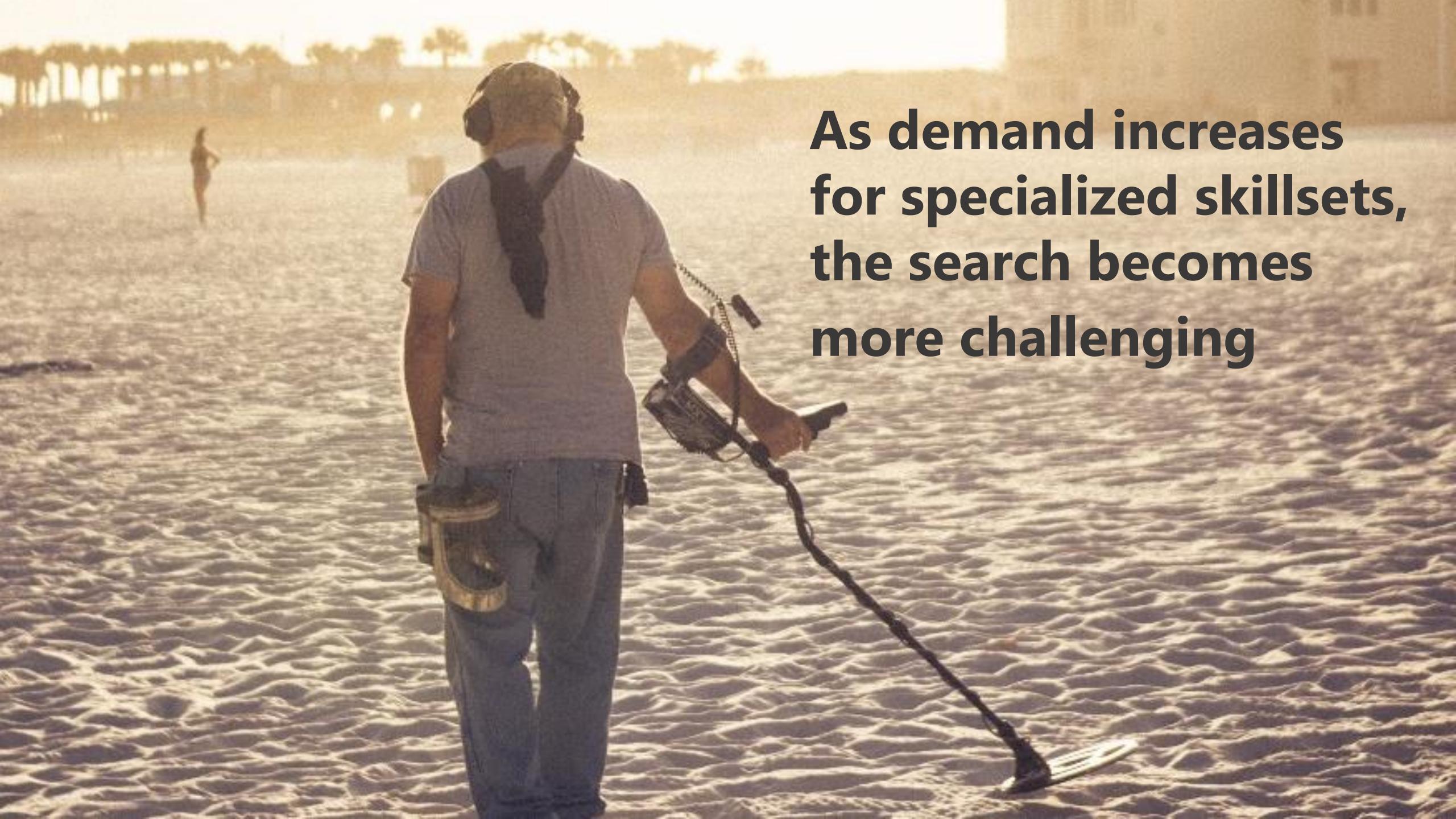


Companies expanding satellite offices to strengthen their bid for talent



Technical screens/testing are becoming a staple in the quantitative hiring process



A photograph of a man standing on a sandy beach, facing away from the camera. He is wearing a light-colored polo shirt, dark jeans, and headphones around his neck. He is holding a metal detector with a long probe and a control unit. The beach is sandy with some footprints. In the background, there are palm trees and a bright sky, suggesting it's either sunrise or sunset.

**As demand increases
for specialized skillsets,
the search becomes
more challenging**

With more companies expanding data science capabilities, a push for visionary leaders



Looking for more
information?



Additional information
is available in our full report

burtchworks.com/study

50+ pages

Demographics

Compensation

Qualitative Insights

Quartiles/Means



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Leading resource for
analytics, data science, and
marketing research talent

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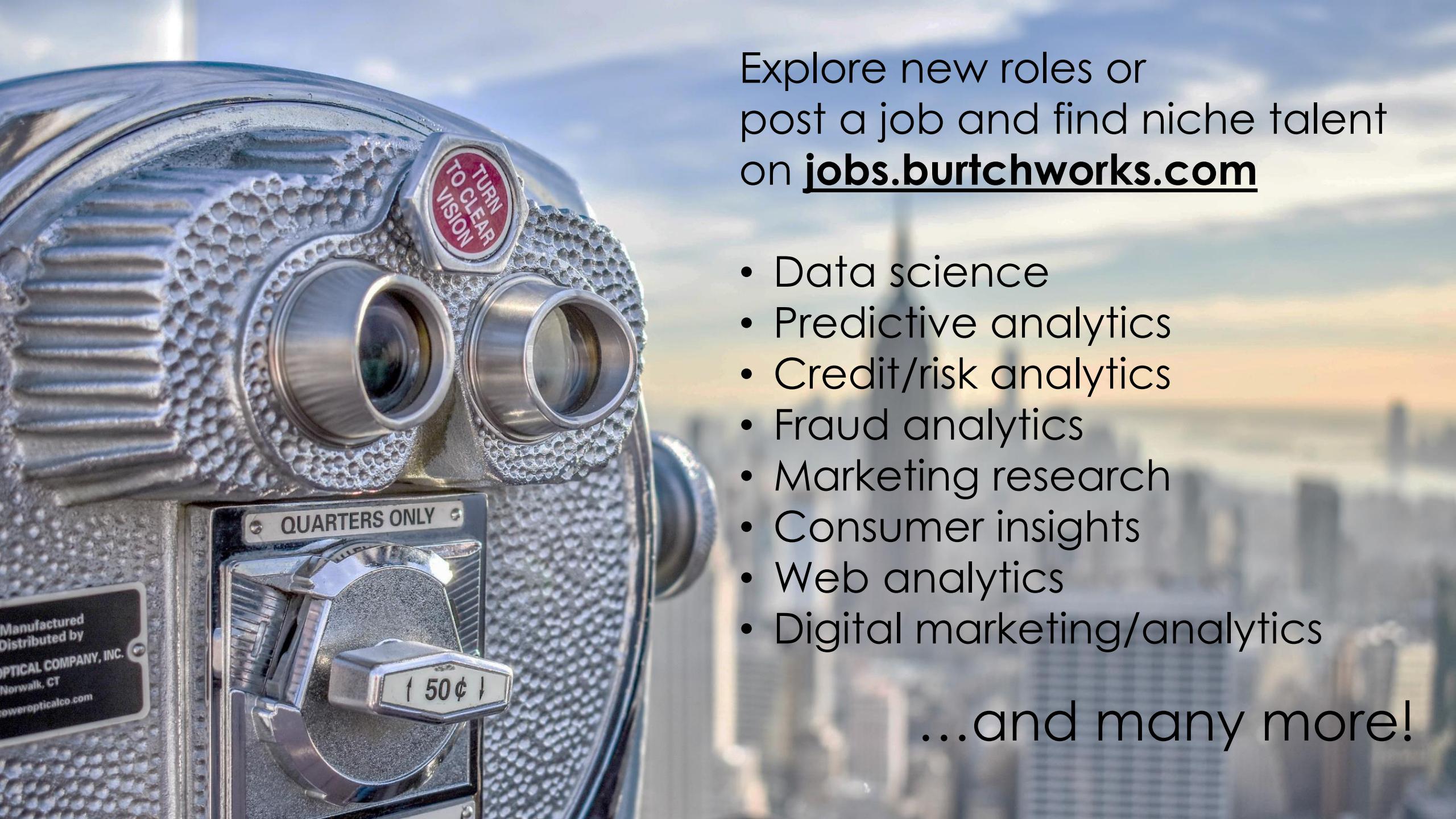
Hiring in Data Science and Predictive Analytics?

Contingency &
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Entry Analyst/Data Scientist up to
CAO or Chief Data Scientist

info@burtchworks.com





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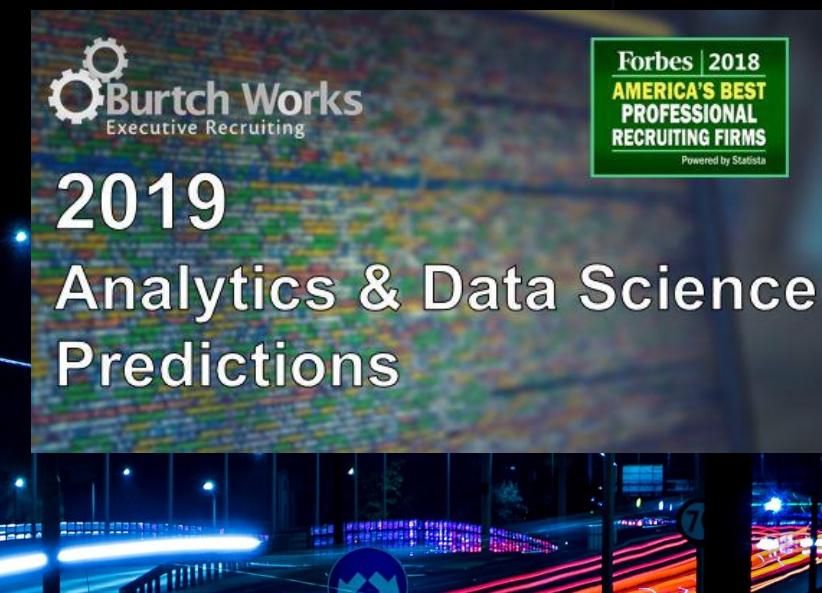
- Hiring market research
- Salary negotiation tips for quantitative professionals
- How to adjust your data science hiring process
- SAS vs. R vs. Python preference analysis





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A storm is brewing so watch your inbox for
your chance to cast your vote!



Questions?

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