

UK

DATA & AI SALARY GUIDE **2024**



The definite source of compensation
information **for the UK data
and AI market**



Analysis powered by
Rockborne

DATA & AI
Salary Guide 2024

For more information
visit us at harnham.com

Welcome to the 13th annual
Salary Guide, presented by
Harnham and analysis powered
by **Rockborne**.

Using data from a global survey of over 3,500 data and AI professionals, in conjunction with our own proprietary, this guide provides an in-depth overview of the data landscape across the United Kingdom.

Inside, you'll find an overview of average salaries, an analysis of the latest hiring, workplace and technological trends, as well as expert commentary on how we can continue to drive progress in the world of data, artificial intelligence (AI), and machine learning (ML).



Analysis powered by
Rockborne

SALARY GUIDE CONTENTS 2024

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DATA & AI
Salary Guide 2024

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ABOUT THIS GUIDE

Welcome to the 13th edition of Harnham's Data & AI Salary Guide.

First and foremost, I want to thank every respondent who took the time to take part in our survey. Your responses provide valuable insights and contribute to the transparency and progress within our industry.

It is clear to see the profound impact that AI has had on the job market in the last 12 months. The advancements in the data and AI space have not only revolutionised several industries but also created a wealth of new roles for talented professionals, and it's been great to see the effects it's having on workflows, productivity, innovation, and creativity. This is clearly reflected in the 68% of respondents which report viewing AI positively.

Despite seeing positive change in 2023, the trend towards more female professionals in the industry and the shortening of the gender pay gap seems to have stagnated over the last 12 months. We'll be exploring the reasons why, and more, in our 2024 Diversity in Data report releasing later this year.

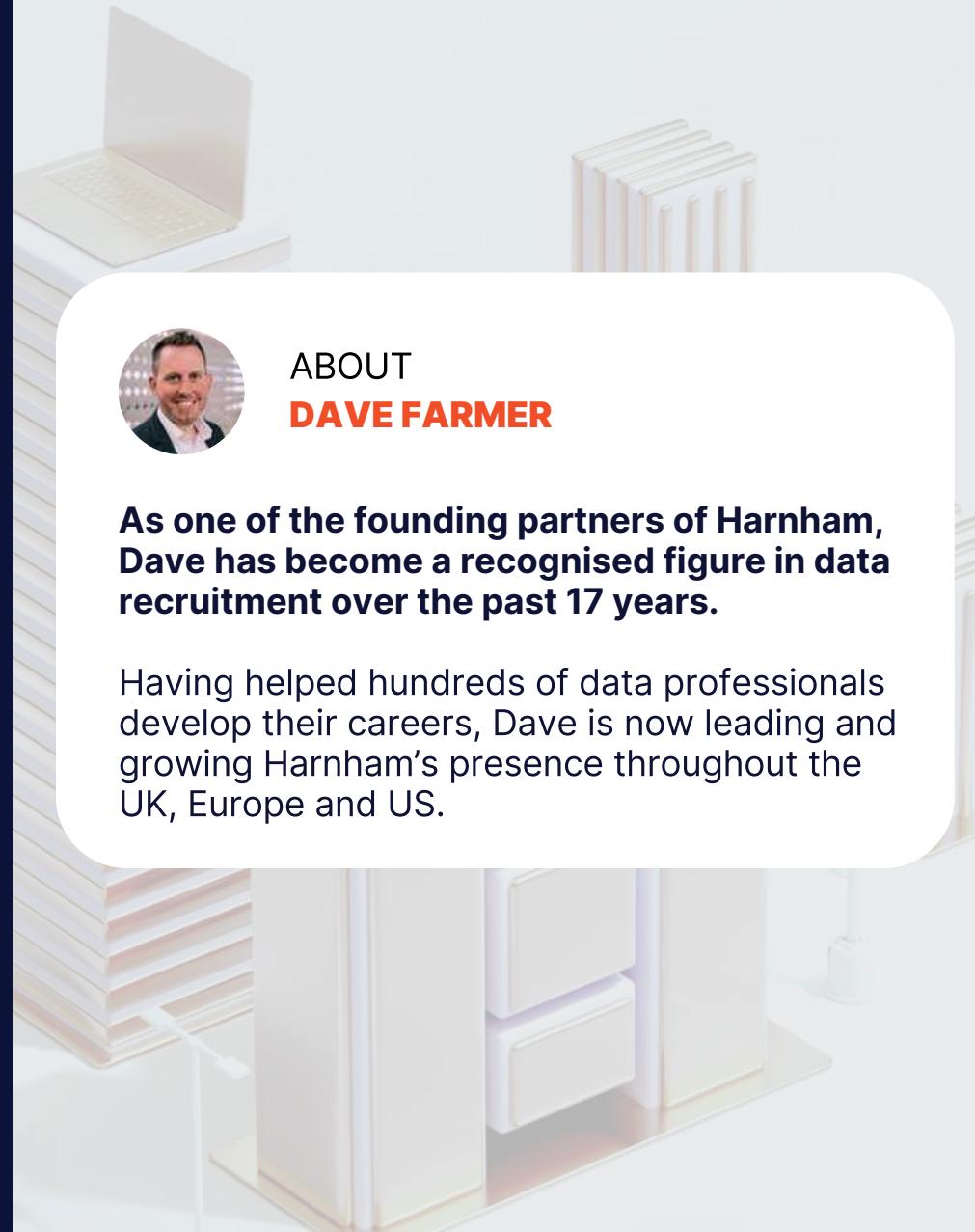
With salary dissatisfaction remaining the top reason for professionals looking to leave their jobs and 59% reporting they'd leave their current role right now if the right opportunity came along, tools like this guide and our Personalised Salary Benchmarking reports are invaluable resources to holding on to top talent in today's market. I hope you find this guide helpful and informative.

As always, please email any feedback, suggestions, or questions about the guide you may have to research@harnham.com.

— **DAVE FARMER / HARNHAM CEO**



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ABOUT THIS GUIDE

For our 2024 Salary Guide, we have compiled over 180,000 data points from:

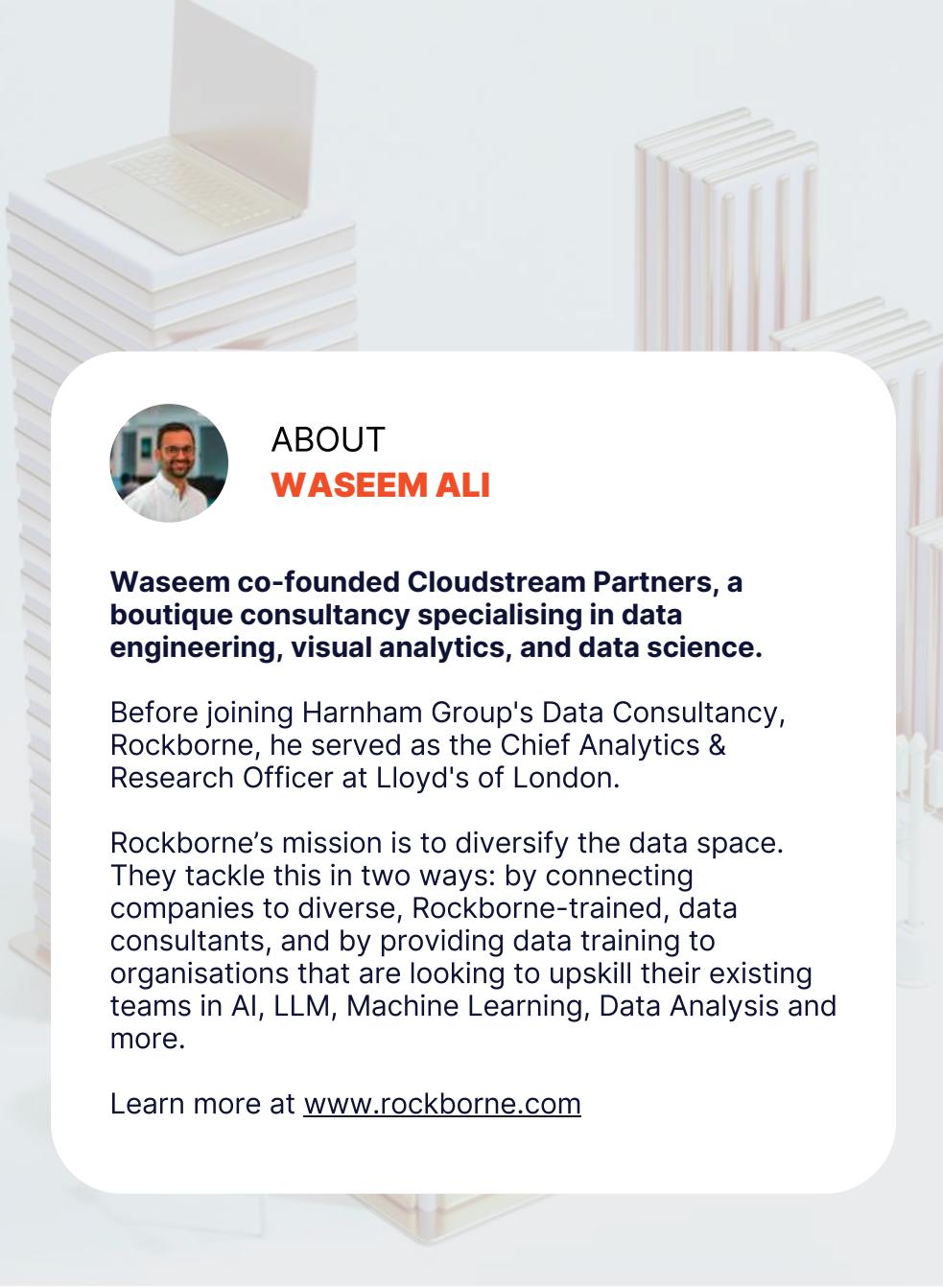
- | An independent survey of over 3,500 data and AI professionals globally.
- | Analysis of all placements and vacancies by Harnham UK in the last 12 months.
- | Data from roles recruited by Harnham UK.
- | Analysis of data roles advertised online.

* Please note that in some instances throughout the guide, percentages do not add up to 100% due to rounding.

Salaries for each role have been broken down by experience level and respondents were asked to match themselves against one of the following:

- **Entry Level:** Beginning your career in data and analytics, potentially having achieved your first promotion.
- **Mid-Level:** An experienced hands-on role, continuing in a technical capacity and possibly leading projects.
- **Technical Lead Level:** Holding a senior technical hands-on position.
- **Senior Management Level:** Transitioned from technical work to a management role.
- **Head of or Director Level:** Leading business units that include one or more technical teams.

* some rates such as rates for entry-level positions are not included for contract roles, due to the seniority of the position or experience required.



ABOUT **WASEEM ALI**

Waseem co-founded Cludstream Partners, a boutique consultancy specialising in data engineering, visual analytics, and data science.

Before joining Harnham Group's Data Consultancy, Rockborne, he served as the Chief Analytics & Research Officer at Lloyd's of London.

Rockborne's mission is to diversify the data space. They tackle this in two ways: by connecting companies to diverse, Rockborne-trained, data consultants, and by providing data training to organisations that are looking to upskill their existing teams in AI, LLM, Machine Learning, Data Analysis and more.

Learn more at www.rockborne.com

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Harnham's annual survey captures insights from professionals in the Data & AI sector across the UK, US, Netherlands, and France. The goal was to create comprehensive dashboards in Power BI, showcasing key metrics such as salary trends, gender distribution, AI impact, remote work trends, contractor statistics, and academic backgrounds.

This involved cleaning and merging the data, ensuring consistency across different question formats and survey versions, and preparing it for visualisation.

This year, the survey was collected on the Alchemer platform, and the preprocessing phase involved manual cleaning and developing a Python script to process the survey data, focusing on the UK initially.

The script streamlined the data by removing unnecessary columns and consolidating responses, especially where multiple answers were provided. It generated additional data frames for questions with numerous values and saved them as separate tables.

The built-in Power BI dashboard utilised these processed tables, ensuring clear visualisation of KPIs. Measures were created using DAX, and filters were applied to prevent skewed data from outliers or blanks. The dashboard incorporated new questions on AI, focusing on clarity and accessibility.

— **WASEEM ALI / ROCKBORNE CEO**

 **harnham**

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Salary Guide 2024

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ANALYSIS

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **34%**
- Lack of career progression **24%**
- Poor management **20%**
- Poor company culture **14%**
- Company downsizing / redundancy **8%**



TOP FIVE MOST DESIRABLE BENEFITS

- Work from home option **27%**
- Bonus **26%**
- Health insurance **22%**
- Enhanced pension contributions **14%**
- Shares **11%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & AI MARKET

- 1. Python**
- 2. SQL**
- 3. Azure**
- 4. AWS**
- 5. PowerBI**

ANALYSIS

KEY FINDINGS

60%

FEEL AS OR
MORE SECURE
In their role than
in 2023

19 %

AVERAGE SALARY
INCREASE SOUGHT
When applying to a role
over the last year

3 %

RECEIVED A COUNTEROFFER
Of these 18% accepted
the offer

31 %

NUMBER OF FEMALE
PROFESSIONALS
Up 2% from 2023

59 %

WOULD LEAVE THEIR ROLE
If the right opportunity
came up

37 %

HAD A PAY
CHANGE IN
2023

18 %

GENDER
PAY GAP

3 YEARS

AVERAGE LENGTH OF
TIME IN A ROLE

NEED MORE DATA?

Request a tailored Harnham Personalised Data Salary Benchmarking Report with comprehensive salary insights for up to three specific positions, across three different locations.

These reports leverage data from our Data and AI Salary Guide and proprietary real-time data, providing the latest market compensation information tailored to your business needs.

We offer custom reporting for roles in the UK, US, France, and the Netherlands.

<https://bit.ly/DataBenchmarkingReport>

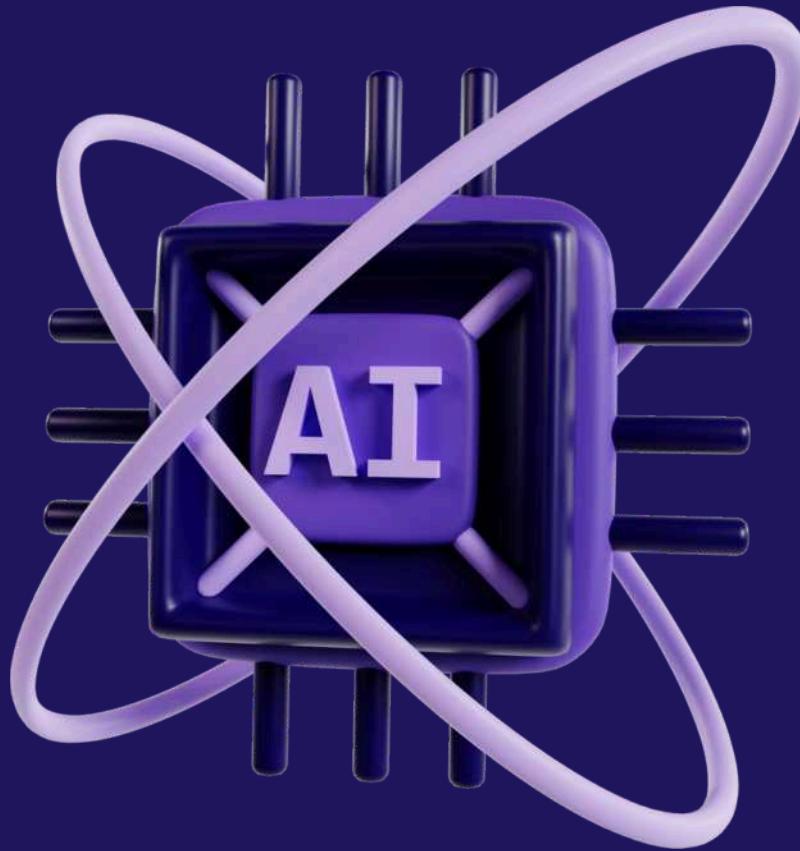


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THE STATE OF ARTIFICIAL INTELLIGENCE

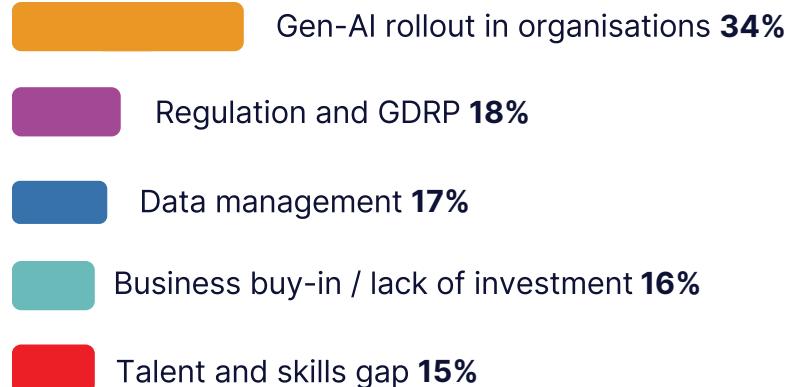


THE STATE OF AI

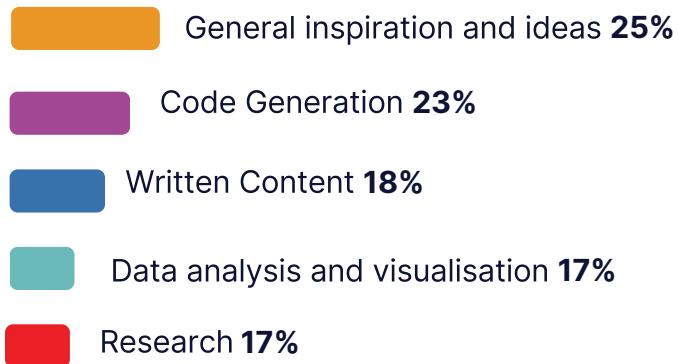
KEY FINDINGS



PREDICTIVE BIGGEST IMPACT OF AI



MOST COMMON USES OF AI



MOST COMMON AI TOOLS USED BY PROFESSIONALS IN THE UK DATA & AI MARKET

1. ChatGPT
2. CoPilot
3. Closed LLM
4. Azure
5. Python

THE STATE OF AI

KEY FINDINGS & COMMENTARY

Over the past 12 months, we saw a **significant increase in new AI start-ups** popping up, specifically in the Gen AI space across all industries. As expected with the significant tech layoffs last year, top technical talent entered into the candidate market.

We see that these candidates are leaning towards the consulting route, advisory route, or even starting their own AI start-up rather than taking a pay cut to join another company during these times. As for the job market, we still notice most of our **hiring managers looking for end-to-end machine learning engineers** with a strong coding and engineering background. It has been a while since we have seen an uptick on research data science roles.

As the market and funding from investors continue to pick up, **we'll start to see an uptick in leadership roles** and build-out of new areas and teams. We expect to still see a continued focus on ML model optimisation, deployment, and ML infrastructure, rather than a deep focus on research and modeling.



Associate Director - AI, Machine Learning & Software Engineering
NICK MANDELLA



DEMYSTIFYING AI

BRINGING ORDER TO CHAOS

Generative AI (GenAI) has rapidly propelled artificial intelligence into mainstream discussions. Yet, the swift advancement of this technology, coupled with intense media attention, often leaves businesses grappling with a fundamental understanding of AI—its mechanisms, inherent risks, and even a basic definition.

In this landscape, executives and board members are keen to position their organisations as pioneers in the AI arena, striving to lead and innovate.

To bridge this gap, Harnham and Rockborne have collaborated with senior industry leaders to clarify and advance the AI conversation. Our efforts focus on **debunking common myths and offering a clear, practical guide for navigating the AI hype.**

Download Our Latest White Paper: "Demystifying AI: Bringing Order to Chaos"

[DOWNLOAD NOW](#)



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DATA SCIENCE, MACHINE LEARNING & AI



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DATA SCIENCE, MACHINE LEARNING & AI

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **35%**
- Lack of career progression **24%**
- Poor management **19%**
- Poor company culture **14%**
- Company downsizing / redundancy **8%**



TOP FIVE MOST DESIRABLE BENEFITS

- Work from home options **26%**
- Bonus **24%**
- Health insurance **22%**
- Shares **14%**
- Enhanced pension contributions **13%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

- 1. Python**
- 2. SQL**
- 3. R**
- 4. PyTorch**
- 5. AWS**

DATA SCIENCE, MACHINE LEARNING & AI

KEY FINDINGS & COMMENTARY

This year has been **dominated by the rise of Generative AI and Large Language Models (LLMs)**. In the several years that we have run this guide, we have never seen more hype around the AI space, and this last year has quite possibly been the most disruptive. The excitement and rapid advancements in this field are unprecedented, and it has captured the attention of industries worldwide.

Given how new this field is within the job market, we are yet to see the full impact this will have on salaries, but **it is clear that it will not have a dampening effect**. On the contrary, the demand for skilled professionals in Generative AI and LLMs is likely to drive salaries higher as companies compete for top talent.

Companies across all industries are preparing for the potential of these technologies. From automating customer service interactions to generating creative content and enhancing data analysis, the applications of Generative AI and LLMs are vast and varied. This preparation indicates a strategic shift, with **businesses investing heavily in AI** capabilities to stay competitive.



Associate Director - AI, Machine Learning & Software Engineering
NICK MANDELLA



DATA SCIENCE & AI

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
AI Engineering	£51k £44k £45k	£88k £82k £67k	£93k £92k £95k	£122k £105k £115k	£190k £160k £167k
Data Science	£43k £39k £35k	£70k £60k £62k	£93k £80k £80k	£119k £105k £95k	£184k £155k £155k
Deep Learning	£50k £43k £46k	£79k £75k £78k	£98k £90k £83k	£120k £105k £119k	£180k £160k £160k
NLP / LLM	£45k £42k £39k	£77k £72k £75k	£90k £88k £88k	£106k £95k £104k	£165k £150k £150k

MACHINE LEARNING

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
ML Applied Science	£44k £38k £42k	£69k £60k £60k	£90k £73k £83k	£112k £100k £95k	£170k £159k £160k
ML Deployment	£45k £38k £40k	£72k £69k £72k	£89k £93k £82k	£110k £99k £99k	£150k £140k £100k
ML Engineering	£45k £42k £44k	£74k £70k £60k	£100k £80k £88k	£130k £110k £100k	£188k £170k £177k
MLOps	£47k £42k £39k	£69k £59k £54k	£85k £70k £82k	£105k £98k £92k	£140k £120k £130k
ML Platforming	£46k £40k £40k	£75k £73k £75k	£91k £85k £83k	£130k £110k £125k	£182k £150k £160k

DATA SCIENCE & AI

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
AI Engineering	n/a n/a	£550 £475	£625 £550	£700 £600	£1,000 £800
Data Science	n/a n/a	£550 £475	£650 £600	£700 £600	£1100 £900
Deep Learning	n/a n/a	£550 £475	£625 £550	£700 £600	£1,000 £800
NLP / LLM	n/a n/a	£550 £475	£625 £550	£700 £600	£1,000 £800

MACHINE LEARNING

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
ML Applied Science	n/a n/a	£550 £475	£625 £550	£750 £600	£1,100 £900
ML Deployment	n/a n/a	£550 £475	£625 £550	£750 £600	£1,000 £800
ML Engineering	n/a n/a	£550 £475	£625 £550	£700 £600	£1,000 £800
MLOps	n/a n/a	£550 £475	£625 £550	£750 £600	£1,000 £800
ML Platforming	n/a n/a	£550 £475	£625 £550	£750 £600	£1,000 £800

RISK ANALYTICS



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RISK ANALYTICS

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **31%**
- Lack of career progression **23%**
- Poor management **18%**
- Job stability **14%**
- Poor company culture **14%**



TOP FIVE MOST DESIRABLE BENEFITS

- Bonus **24%**
- Health insurance **23%**
- Work from home options **19%**
- Life assurance **18%**
- Enhanced pension contributions **16%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

- 1. SQL**
- 2. Python**
- 3. SAS**
- 4. PowerBI**
- 5. Machine Learning**

RISK ANALYTICS

KEY FINDINGS & COMMENTARY

Economic uncertainty has led to a tighter job market over the last 12 months. But **less competition for talent has opened up an opportunity for profitable or well-funded businesses**, particularly fintechs, to attract top-tier candidates.

These **fintechs and digital leaders also lead the way in adopting AI**, another draw for talent. As interest rates decrease and money becomes more available to companies we expect to see an acceleration of AI-based lending and risk strategies going forward.

Having the **right people and data strategy** in place will prove a differentiating factor in which businesses succeed.



Senior Manager - Risk Analytics & BI
CONOR LARKIN



58 %

WOULD LEAVE THEIR ROLE

If the right opportunity came up

29 %

NUMBER OF FEMALE PROFESSIONALS

Down 1% from 2023

59 %

FEEL AS OR MORE SECURE
In their role than in 2023

15 %

AVERAGE SALARY INCREASE SOUGHT

RISK ANALYTICS

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Insurance Analytics	£39k £34k £37k	£60k £52k £55k	£80k £70k £75k	£103k £95k £100k	£144k £130k £135k
Credit Analytics	£39k £35k £35k	£66k £59k £61k	£90k £80k £84k	£120k £99k £110k	£160k £137k £149k
Fraud & Financial Crime Analytics	£38k £34k £34k	£65k £55k £55k	£90k £78k £80k	£110k £102k £108k	£150k £134k £135k

RISK ANALYTICS

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Insurance Analytics	n/a n/a	£500 £400	£600 / £500	£750 £650	£900 / £800
Credit Analytics	n/a n/a	£500 £400	£600 £500	£750 £675	£900 £800
Fraud & Financial Crime Analytics	n/a n/a	£550 £500	£650 £600	£800 £675	£900 £800

DIGITAL ANALYTICS



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DIGITAL ANALYTICS

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **34%**
- Lack of career progression **24%**
- Poor management **20%**
- Poor company culture **15%**
- Company downsizing / redundancy / job stability **7%**



TOP FIVE MOST DESIRABLE BENEFITS

- Work from home options **29%**
- Bonus **27%**
- Health insurance **19%**
- Enhanced pension contributions **14%**
- Life assurance **11%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

1. Google Analytics
2. Adobe Analytics
3. Google Tag Manager
4. PowerBI
5. SQL

DIGITAL ANALYTICS

KEY FINDINGS & COMMENTARY

Perhaps the most significant trend present in the Digital Analytics space this year has been a **continuation of the salary plateau** that we've been seeing over the last 24 months.

Salaries have been ultra-competitive for candidates - but many who have been in work for the last 2-3 years expect that same 30%-40% pay rise that they were getting in 2021.

So a big part of our job has been managing that misalignment and **managing those pay expectations**.

Amid the long-term trend towards web analytics, we're also seeing a huge demand for specialisation. This is having a knock-on effect where **graduates and juniors are becoming much more specialised much earlier in their careers**, and we expect this to continue.



Manager, Digital Analytics
ADAM OSBORNE



DIGITAL ANALYTICS

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

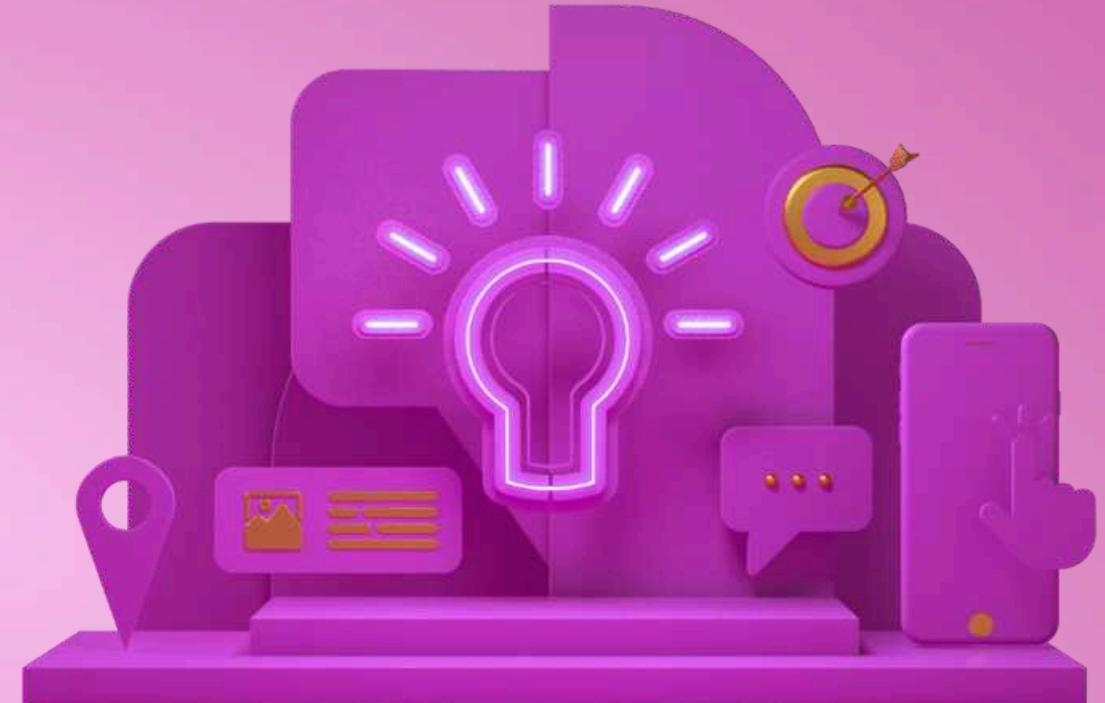
ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD / MANAGER	SENIOR MANAGEMENT	HEAD OF / DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Web Analytics	£38k £33k £36k	£60k £51k £59k	£75k £69k £71k	£95k £89k £92k	£130k £118k £120k
CRO	£35k £33k £34k	£55k £50k £52k	£72k £70k £71k	£92k £89k £90k	£110k £100k £106k
Ecommerce Analytics	£36k £35k £36k	£58k £56k £57k	£78k £72k £75k	£97k £95k £93k	£115k £110k £114k
Media Analytics	£35k £30k £34k	£59k £52k £57k	£73k £70k £72k	£93k £90k £92k	£125k £120k £123k
Product Analytics	£44k £40k £42k	£61k £59k £60k	£82k £78k £79k	£102k £98k £100k	£140k £135k £138k
Implementation	£39k £37k £38k	£63k £54k £59k	£87k £72k £78k	£105k £98k £99k	£135k £127k £131k

DIGITAL ANALYTICS

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Web Analytics	n/a n/a	£500 £475	£650 £600	£700 £600	£950 £900
CRO	n/a n/a	£525 £500	£650 £625	£750 £700	£900 £825
Ecommerce Analytics	n/a n/a	£550 £525	£600 £575	£850 £800	£1,000 £950
Media Analytics	n/a n/a	£500 £400	£675 £600	£800 £750	£975 £900
Product Analytics	n/a n/a	£600 £575	£675 600	£875 £825	£1,050 £925
Implementation	n/a n/a	£500 £400	£550 £500	£850 £800	£1,000 £900

ADVANCED ANALYTICS, **MARKETING** **& INSIGHT**



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ADVANCED ANALYTICS, MARKETING & INSIGHT

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

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TOP FIVE MOST DESIRABLE BENEFITS

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- Work from home options **26%**
- Health insurance **22%**
- Enhanced pension contributions **14%**
- Life assurance **11%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

- 1. SQL**
- 2. Python**
- 3. R**
- 4. Excel**
- 5. Tableau**

ADVANCED ANALYTICS, MARKETING & INSIGHT

KEY FINDINGS & COMMENTARY

The past 12 months have been eventful across the data industry, especially for those seeking roles in marketing and insight. Hiring has seen its ups and downs, with shifts in focus and demand. Our marketing and insight function covers CRM, analytics, and research, and here's an overview of each area.

In CRM, there's been a **growing need for data-driven marketers with strong data understanding**. Demand has increased for candidates in subscription-based organisations, with a significant focus on loyalty strategies using tools like MentionMe and Moveable Ink. Braze is the most in-demand tool, although candidates often prefer to continue using their favoured software.

The market research space has seen steady growth in agency and consultancy models. Salaries are rising, but industry-wide salary bandings are more consistent compared to other verticals. **Clients are increasingly specific about required skills**, seeking proficiency in tools like Q, Qualtrics, and Tableau. The "Research Analyst" title is becoming more common, merging customer analytics and market research. Skills in R, SPSS, and SQL are also in demand for these roles.

Customer analytics has experienced significant changes in hiring expectations. Companies now prefer candidates with a broad range of experience, covering product, marketing, and general insight analysis. Salary expectations have shifted, with candidates more open to lateral moves, prioritising L&D opportunities and greater role ownership. Technically, SQL remains essential, along with a visualisation tool and possibly some Python.



Director, Analytics, Marketing & Insight
TALITHA BOITEL-GILL



ADVANCED ANALYTICS, MARKETING & INSIGHT

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Product Analytics	£35k £34k £34k	£65k £60k £63k	£80k £78k £79k	£93k £90k £90k	£120k £115k £118k
Product Management	£46k £43k £45k	£70k £68k £70k	£90k £82k £85k	£105k £104k £103k	£130k £120k £127k
Predictive Analytics	£45k £39k £35k	£63k £60k £60k	£82k £78k £79k	£101k £100k £100k	£125k £124k £125k
Customer Analytics	£39k £30k £35k	£60k £45k £45k	£77k £56k £62k	£98k £100k £100k	£112k £110k £110k
Pricing Analytics	£39k £35k £38k	£59k £59k £57k	£80k £75k £75k	£99k £90k £92k	£118k £110k £115k

ADVANCED ANALYTICS, MARKETING & INSIGHT

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Business Intelligence	£42k £38k £40k	£61k £60k £60k	£80k £75k £75k	£92k £95k £90k	£120k £110k £115k
CRM	£35k £33k £35k	£56k £55k £55k	£77k £70k £72k	£90k £93k £96k	£100k £105k £101k
Data Planning & Data Strategy	£37k £35k £37k	£59k £57k £55k	£73k £72k £73k	£95k £94k £99k	£110k £108k £112k
Econometrics	£39k £39k £38k	£60k £60k £60k	£80k £78k £77k	£95k £93k £94k	£119k £115k £115k
Research - Consumer Insight	£35k £30k £35k	£55k £45k £45k	£70k £59k £62k	£89k £79k £80k	£110k £100k £106k

ADVANCED ANALYTICS, MARKETING & INSIGHT

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

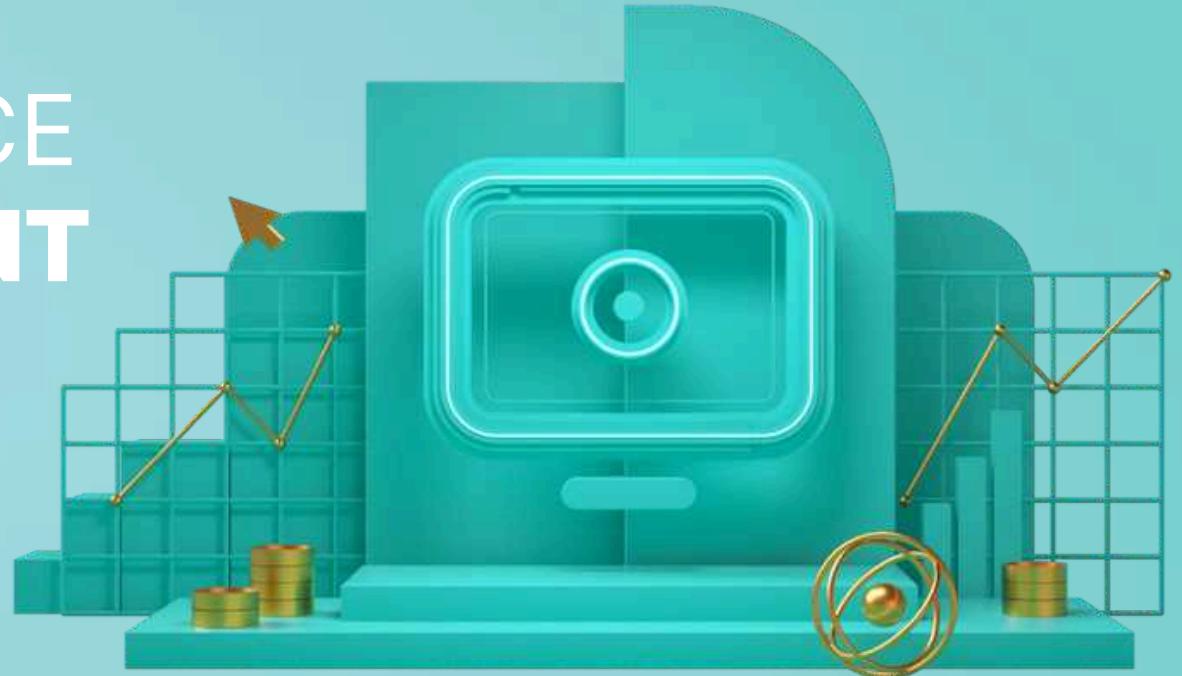
ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Product Analytics	n/a n/a	£500 £450	£750 £725	£900 £825	£1,000 £950
Product Management	n/a n/a	£600 £500	£800 £725	£975 £900	£1,100 £950
Predictive Analytics	n/a n/a	£600 £500	£750 £700	£950 £900	£1,050 £975
Customer Analytics	n/a n/a	£550 £500	£750 £650	£900 £825	£1,000 £900
Pricing Analytics	n/a n/a	£550 £475	£700 £625	£925 £850	£1,025 £950

ADVANCED ANALYTICS, MARKETING & INSIGHT

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Business Intelligence	n/a n/a	£450 £400	£550 £475	£675 £600	£750 £700
CRM	n/a n/a	£400 £350	£650 £550	£900 £800	£1,000 £950
Data Planning & Data Strategy	n/a n/a	£550 £525	£775 £700	£925 £900	£1,000 £950
Econometrics	n/a n/a	£600 £550	£800 £700	£975 £950	£1,100 £1,000
Research - Consumer Insight	n/a n/a	£475 £450	£650 £600	£875 £800	£975 £925

DATA GOVERNANCE AND MANAGEMENT



DATA GOVERNANCE AND MANAGEMENT

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **32%**
- Lack of career progression **23%**
- Poor management **18%**
- Poor company culture **17%**
- Company downsizing / redundancy / job stability **10%**



TOP FIVE MOST DESIRABLE BENEFITS

- Bonus **25%**
- Work from home options **24%**
- Health insurance **23%**
- Enhanced pension contributions **15%**
- Life assurance **13%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

- 1. Collibra**
- 2. Informatica**
- 3. SQL**
- 4. Oracle**
- 5. Atlan**

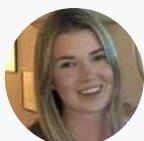
DATA GOVERNANCE AND MANAGEMENT

KEY FINDINGS & COMMENTARY

Generally, we've seen a **significant uptick in the volume of data management and governance roles across businesses**. With more companies investing in data (and now AI), it's crucial that businesses have data that's well governed and of a high quality. Consequently, the breadth of roles across data management is increasing.

For AI to work correctly, companies must have a robust data governance framework in place to get the best out of their data in this AI-led world. The **AI boom will hugely impact data usage, ethics, and governance** and with this, it will facilitate more specialised jobs in this space to ensure that data is not only utilised effectively but also ethically and securely.

This growing emphasis on **data governance and quality will be crucial for companies** in 2024 and beyond looking to remain competitive and compliant.



Managing Consultant, Data Management & Governance
HOLLY NEEVES



60%

WOULD LEAVE THEIR ROLE
If the right opportunity came up

32%

NUMBER OF FEMALE PROFESSIONALS
Down 1% from 2023

58%

FEEL AS OR MORE SECURE
In their role than in 2023

17%

AVERAGE SALARY INCREASE SOUGHT

DATA GOVERNANCE AND MANAGEMENT

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

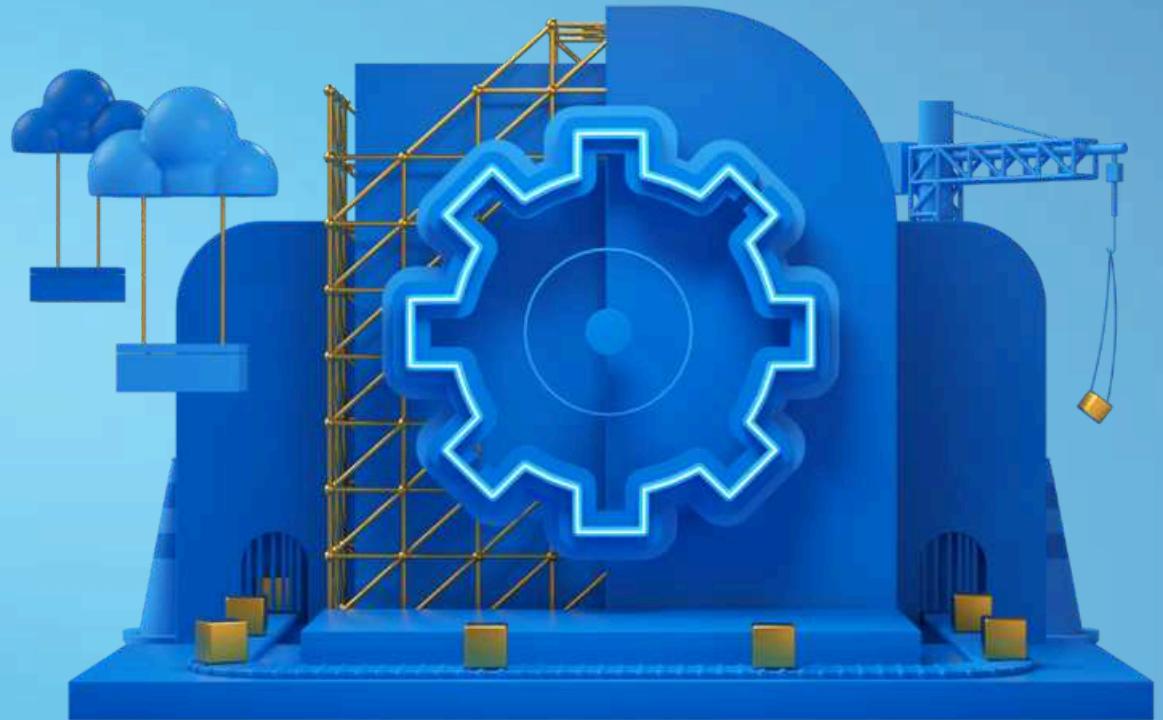
ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Data Governance	£ 44k £40k £42k	£65k £60k £63k	£85k £80k £80k	£99k £92k £96k	£120k £115k £118k
Data Management	£44k £40k £42k	£60k £58k £59k	£80k £75k £77k	£95k £90k £94k	£115k £110k £112k
Data Protection	£42k £37k £38k	£58k £56k £57k	£72k £70k £70k	£84k £81k £82k	£98k £90k £92k
Data Quality	£44k £40k £42k	£60k £58k £59k	£80k £74k £77k	£90k £88k £88k	£115k £110k £112k
Data Security	£45k £42k £44k	£62k £60k £61k	£79k £76k £76k	£94k £93k £93k	£115k £110k £112k

DATA GOVERNANCE AND MANAGEMENT

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Data Governance	n/a n/a	£550 £525	£650 £625	£800 £775	£950 £925
Data Management	n/a n/a	£550 £500	£675 £650	£800 £825	£975 £950
Data Protection	n/a n/a	£550 £525	£700 £650	£850 £800	£1,000 £1,000
Data Quality	n/a n/a	£500 £425	£575 £525	£775 £750	£950 £950
Data Security	n/a n/a	£550 £535	£725 £700	£825 £825	£1,000 £975

DATA ENGINEERING



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Rockborne

DATA & AI
Salary Guide 2024

For more information
visit us at harnham.com

DATA ENGINEERING

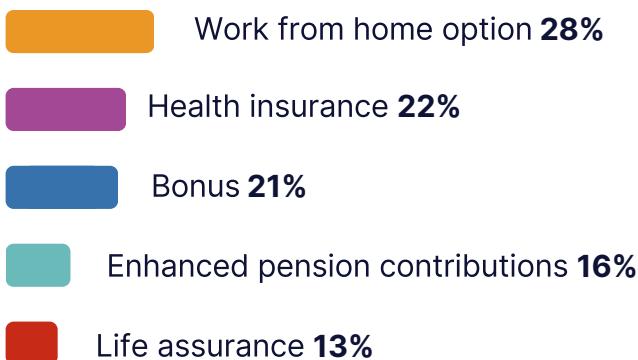
KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE



TOP FIVE MOST DESIRABLE BENEFITS



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

1. Python
2. SQL
3. Cloud
4. Airflow
5. Spark

DATA ENGINEERING

KEY FINDINGS & COMMENTARY

The main thing we're noticing this year is a massive trend towards employers looking for more commercially minded Data Engineers. Employers want their engineers to understand the data, understand the implementation of technologies, and **adopt a mindset that prioritises time-saving and cost-saving measures**. The employability of a Data Engineer has now moved past the ability to code and other technical skills, towards a much more business-savvy profile.

One reason for this is the global economic downturn, where tech companies particularly are looking to get as much value as possible from a leaner workforce. So, some **Data Engineers are required to wear more hats**, perhaps even adopt the roles of two or three people, and ultimately required to be a little more tuned into the business with their approach.

As **we forecast more uncertainty over the next 12 months** and beyond, we don't see this changing.



Senior Manager, Data Engineering
HENRY RODRIGUES



54 %

WOULD LEAVE THEIR ROLE

If the right opportunity came up

21 %

NUMBER OF FEMALE PROFESSIONALS

Up 9% from 2023

63 %

FEEL AS OR MORE SECURE
In their role than in 2023

16 %

AVERAGE SALARY INCREASE SOUGHT

DATA ENGINEERING

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Annual Base Salary - £GBP London • UK North • Outside London					
Data Engineering	£40k £35k £38k	£65k £60k £62k	£86k £82k £84k	£105k £98k £100k	£150k £130k £135k
Data Architecture	n/a n/a n/a	£90k £85k £85k	£105k £97k £100k	£120k £115k £115k	£161k £140k £143k
Data Platform Engineering	£40k £35k £38k	£65k £60k £62k	£88k £83k £85k	£107k £100k £103k	£150k £130k £135k
Data Product Management	£42k £36k £40k	£69k £65k £65k	£90k £85k £85k	£110k £100k £110k	£160k £150k £150k

DATA ENGINEERING

PERMANENT SALARIES - AVERAGE ANNUAL - £GBP

ROLE TYPE

ENTRY LEVEL

MID-LEVEL

TECHNICAL LEAD/ MANAGER

SENIOR MANAGEMENT

HEAD OF/ DIRECTOR

Annual Base Salary - £GBP | London • UK North • Outside London

DevOps Engineering

£45k | £40k | £43k

£70k | £69k | £69k

£93k | £90k | £90k

£111k | £100k | £105k

£166k | £140k | £143k

Platform Engineering

£40k | £36k | £36k

£65k | £59k | £62k

£82k | £75k | £79k

£104k | £94k | £100k

£165k | £120k | £139k

Cloud Engineering

£42k | £35k | £39k

£67k | £65k | £67k

£89k | £88k | £90k

£110k | £113k | £105k

£165k | £160k | £164k

Analytics Engineering

£41k | £35k | £36k

£68k | £62k | £63k

£88k | £80k | £82k

£105k | £99k | £99k

£155k | £144k | £139k

DATA ENGINEERING

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

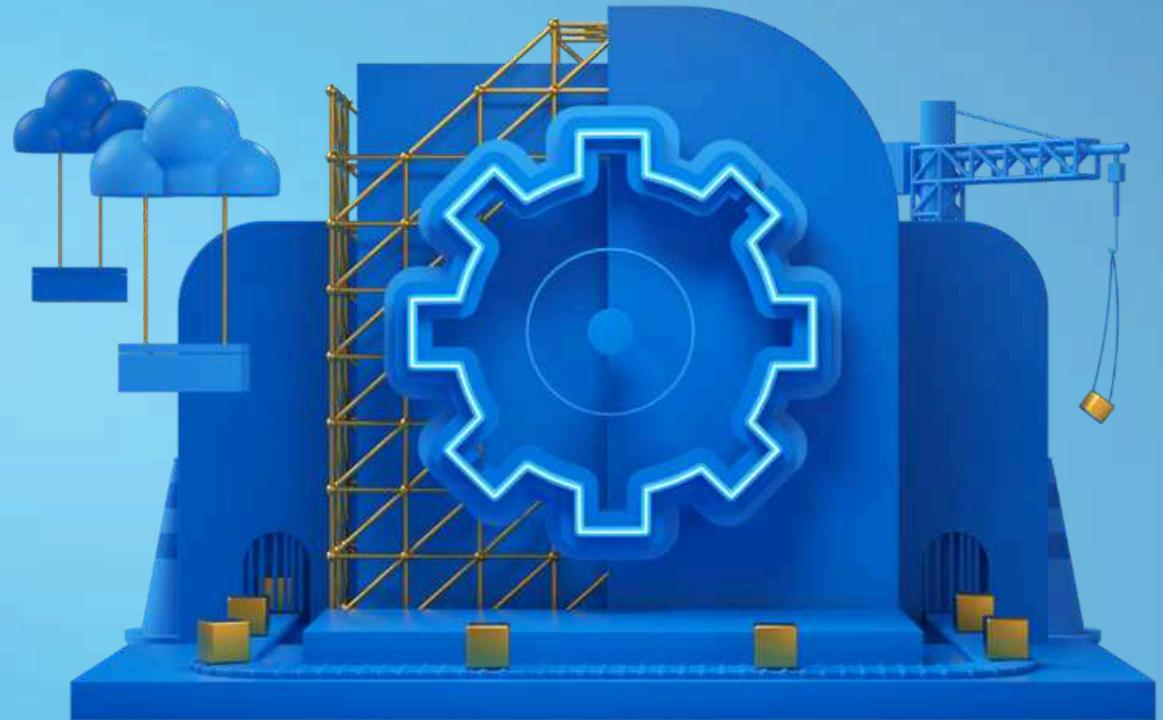
ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
Data Engineering	n/a n/a	£600 £500	£750 £650	£950 £800	£1,000 £800
Data Architecture	n/a n/a	£700 £600	£850 £750	£1,050 £900	£1,000 £800
Data Platform Engineering	n/a n/a	£700 £600	£850 £750	£1,050 £900	£1,000 £800
Data Product Management	n/a n/a	£550 £500	£650 £600	£750 £675	£850 £750

DATA ENGINEERING

CONTRACT SALARIES - AVERAGE DAY RATES - £GBP

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
Daily Contract Rate - £GBP Inside IR35 • Outside IR35					
DevOps Engineering	n/a n/a	£700 £600	£850 £750	£1,050 £900	£1,000 £800
Platform Engineering	n/a n/a	£700 £600	£850 £750	£1,050 £900	£1,000 £800
Cloud Engineering	n/a n/a	£700 £600	£850 £750	£1,050 £900	£1,000 £800
Analytics Engineering	n/a n/a	£600 £500	£750 £650	£950 £800	£1,000 £800

SOFTWARE ENGINEERING



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visit us at harnham.com

SOFTWARE ENGINEERING

KEY FINDINGS



TOP FIVE REASONS FOR LEAVING A ROLE

- Salary/rate not competitive **30%**
- Lack of career progression **24%**
- Poor management **19%**
- Company downsizing / redundancy **16%**
- Lack of training **10%**



TOP FIVE MOST DESIRABLE BENEFITS

- Work from home option **33%**
- Bonus **21%**
- Health insurance **20%**
- Enhanced pension contributions **13%**
- Shares **13%**



TOP FIVE TECHNOLOGIES USED BY PROFESSIONALS IN UK DATA & ANALYTICS MARKET

1. Python
2. JavaScript
3. AWS
4. Java
5. C#

SOFTWARE ENGINEERING

KEY FINDINGS & COMMENTARY

In the wake of seismic changes within the AI space, **the demand for Software Engineers continues to grow**. The advent of generative AI and its rapid advancements have sparked much debate about its impact on the software industry. Many predict a fundamental shift in the role of software engineers as AI technology progresses.

Despite these changes, the role of Software Engineers remains crucial. We anticipate that they will continue to play a pivotal, albeit slightly different, role as AI expands. Their **expertise will be essential in integrating and enhancing AI technologies**, ensuring they are effectively implemented and maintained.

The **synergy between traditional software engineering and AI** development is likely to foster innovation and drive the industry forward, making the future of software engineering an exciting one.



Associate Director - AI, Machine Learning & Software Engineering
NICK MANDELLA



SOFTWARE ENGINEERING

PERMANENT & CONTRACT SALARIES

ROLE TYPE	ENTRY LEVEL	MID-LEVEL	TECHNICAL LEAD/ MANAGER	SENIOR MANAGEMENT	HEAD OF/ DIRECTOR
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Annual Base Salary - £GBP | London • UK North • Outside London

Software Engineering	£45k £42k £40k	£71k £64k £68k	£108k £90k £96k	£125k £114k £120k	£168k £169k £165k
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Daily Contract Rate - £GBP | Inside IR35 • Outside IR35

Software Engineering	n/a n/a	£600 £500	£700 £600	£850 £700	£1,000 £900
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ABOUT HARNHAM

Harnham Group was founded in 2006 as a specialist end-to-end talent solutions provider for the Data and AI market.

Over the last two decades, we have grown to become the global leader in Data and AI talent with over 200 consultants, with 5 offices across Europe, the US, and the UK.

Our recruitment and talent teams cover all aspects of the data and AI pipeline, from collection to consumption, across multiple data roles and functions.

We specialise in a variety of data roles and functions, ensuring comprehensive coverage and expertise across the field.

From early career professionals to senior management, our comprehensive services enable you to unearth outstanding data talent across various specialisations, ensuring your organisation thrives in the data-driven era.



DATA TALENT SOLUTIONS

ATTRACT, TRAIN, DEPLOY

Rockborne – our graduate development arm – deploys expertly trained data consultants, who have gone through an intensive **12-week data training programme**. After two years in the scheme, your consultant could become a **full-time employee**.

CONTRACT WORKERS

Whether you're addressing a talent shortage, **augmenting a project team**, or encountering resource gaps, our specialist consultants offer **bespoke interim talent solutions** to address every organisation's unique challenges and drive success.



FULL TIME EMPLOYEES

From **early career professionals** to **senior management**, our comprehensive services enable you to **unearth outstanding data talent** across various specialisations, ensuring your organisation thrives in the data-driven era.

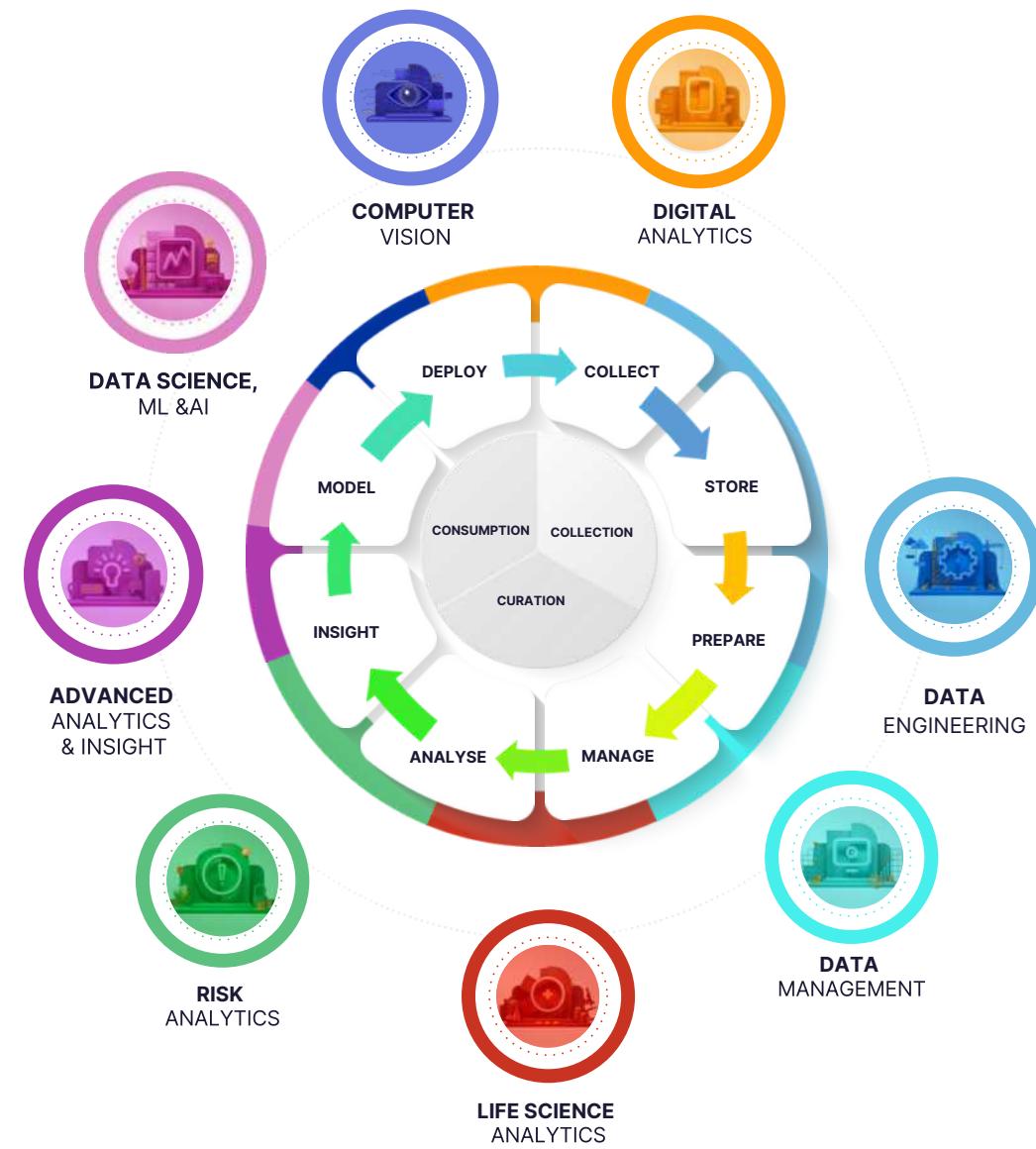
EXECUTIVE SEARCH

With our **dedicated executive search team** and an extensive network encompassing the **director to C-suite level**, we assist both global corporations and ambitious start-ups in **securing top-tier leadership talent** to accomplish their goals.



UPSKILLING AND DATA TRAINING

Elevate your team's **data expertise** with our all-encompassing training programmes covering essential tools and technologies such as **Python, SQL, Machine Learning, LLM's and AI**. This empowers your workforce to excel in today's data-driven business landscape.



FULL DATA LIFE CYCLE COVERAGE

NEED MORE INSIGHTS?

Request a tailored Harnham Personalised Data Salary Benchmarking Report with comprehensive salary insights for up to three specific positions, across three different locations.

These reports leverage data from our Data and AI Salary Guide and proprietary real-time data, providing the latest market compensation information tailored to your business needs.

We offer custom reporting for roles in the UK, US, France, and the Netherlands.

<https://bit.ly/DataBenchmarkingReport>



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