

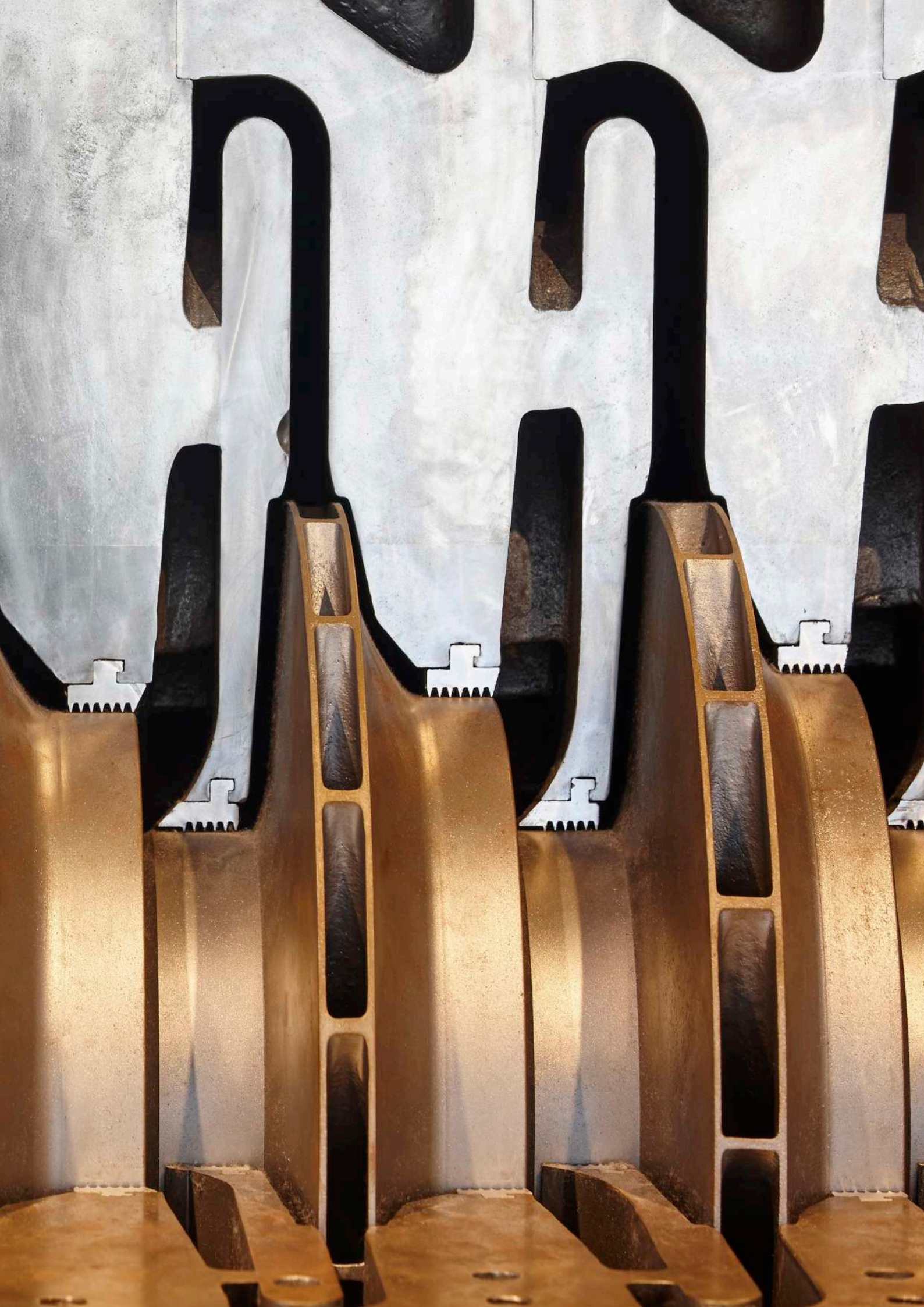
ANALYTICS & DATA SCIENCE INDUSTRY IN INDIA: STUDY 2018

BY ANALYTICS INDIA MAGAZINE & ANALYTIXLABS



Analytics India
MAGAZINE

ANALYTIX LABS



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INTRODUCTION

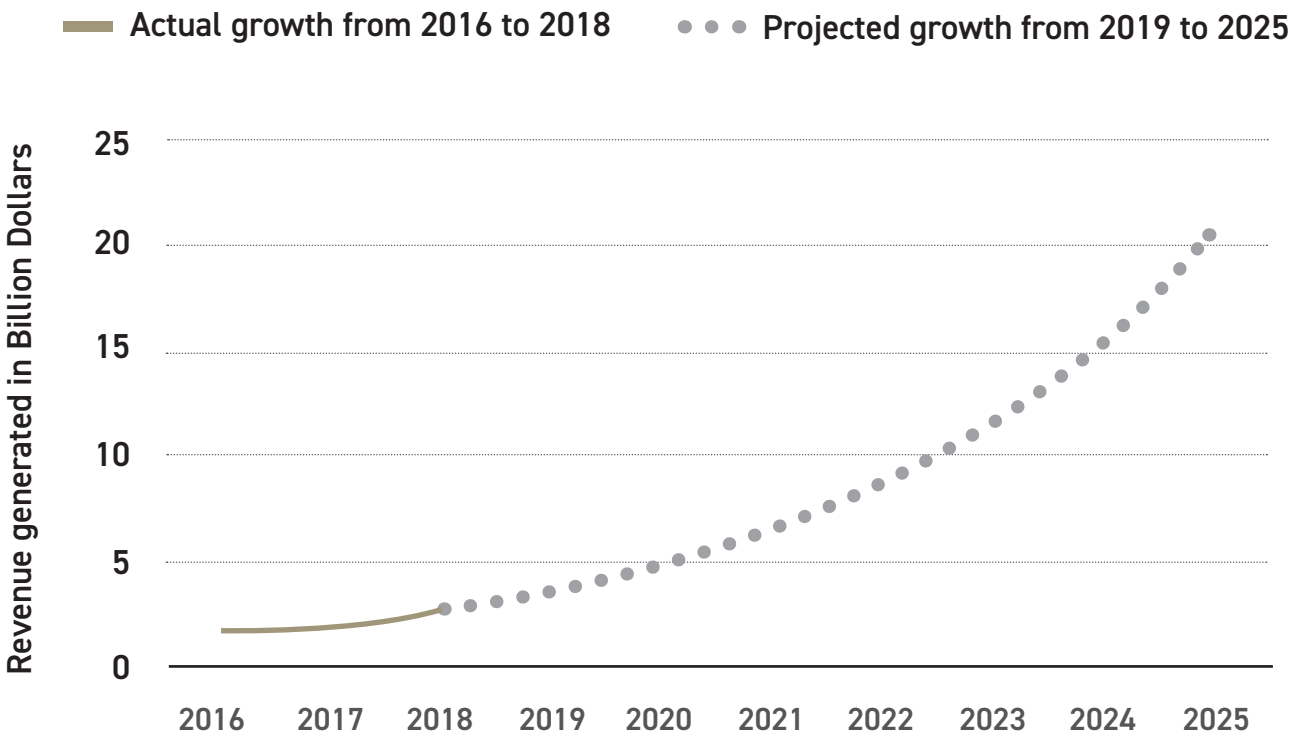
The data analytics market in India is growing at a fast pace, with companies and startups offering analytics services and products catering to various industries. Different sectors have seen different penetration and adoption of analytics, and so is the revenue generation from these sectors.

The Analytics and Data Science Industry Study 2018 takes into account various trends that analytics industry in India is witnessing, revenue generated through various geographies, analytics market size by sector, across cities etc. It also takes into consideration analytics professionals in India across work experience and education.

This year's study is brought to you in association with AnalytixLabs, a pioneer and one of the first analytics training institutes in India. The study is a result of extensive primary and secondary research conducted over a duration of two months, where we got in touch with analytics companies and professionals across various industries such as banking, finance, ecommerce, retail, pharma, healthcare and others.

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Analytics revenue over years



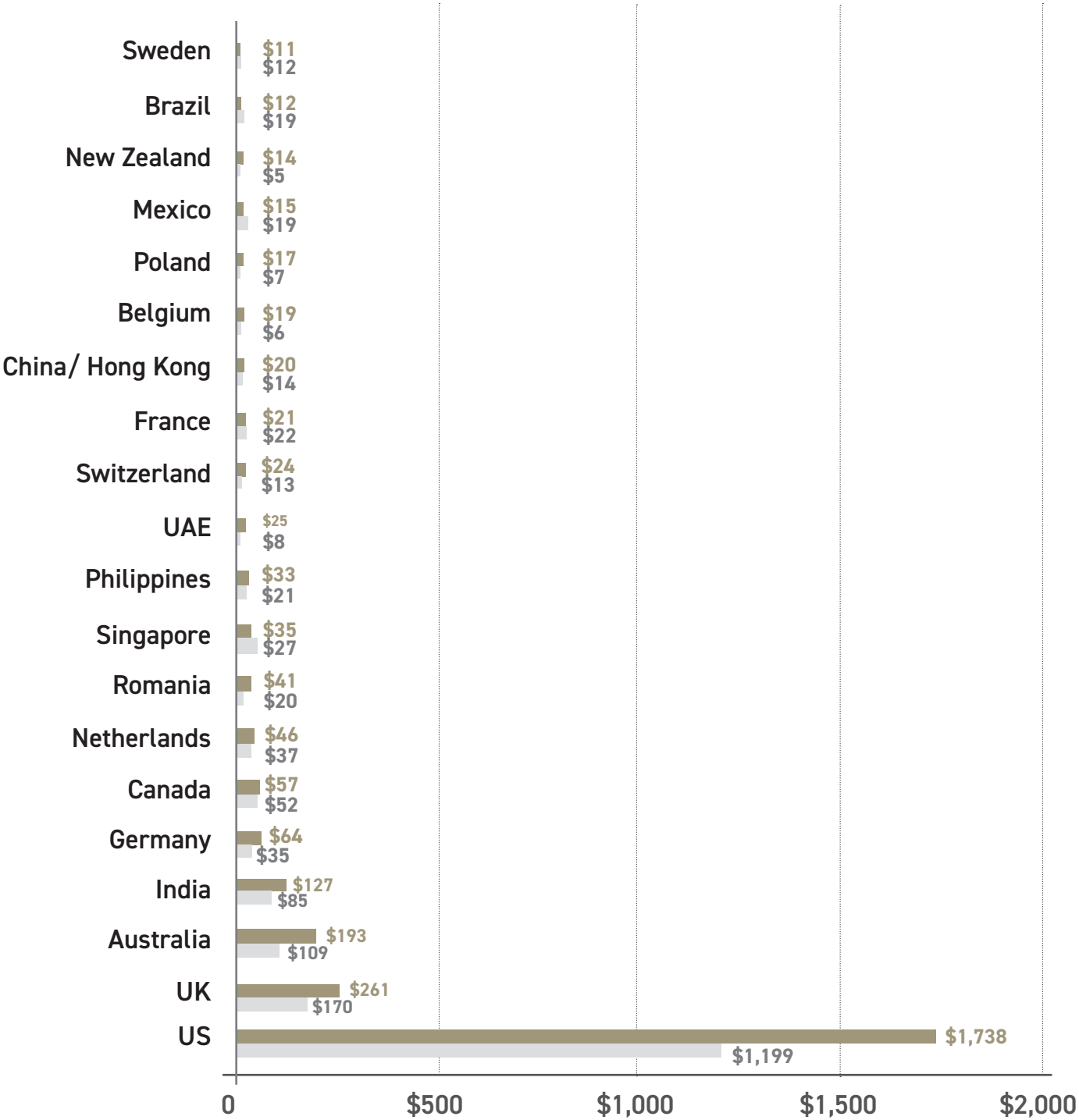
KEY TRENDS

- Analytics, data science and big data industry in India is currently estimated to be **\$2.71 billion** annually in revenues, growing at a healthy rate of **33.5% CAGR**.
 - Of the annual inflow to analytics industry, almost **11%** can be attributed to advanced analytics, predictive modeling and data science.
 - A sizeable **22%** can be attributed to big data.
- Analytics, data science and big data industry in India is expected to grow seven times in the next seven years. It is estimated to become a 20-billion dollar industry in India by 2025.

Analytics industry in India is growing at a healthy CAGR rate of **33.5%**

Top 20 Countries By Analytics Revenue In India, In \$MM

2017 2018

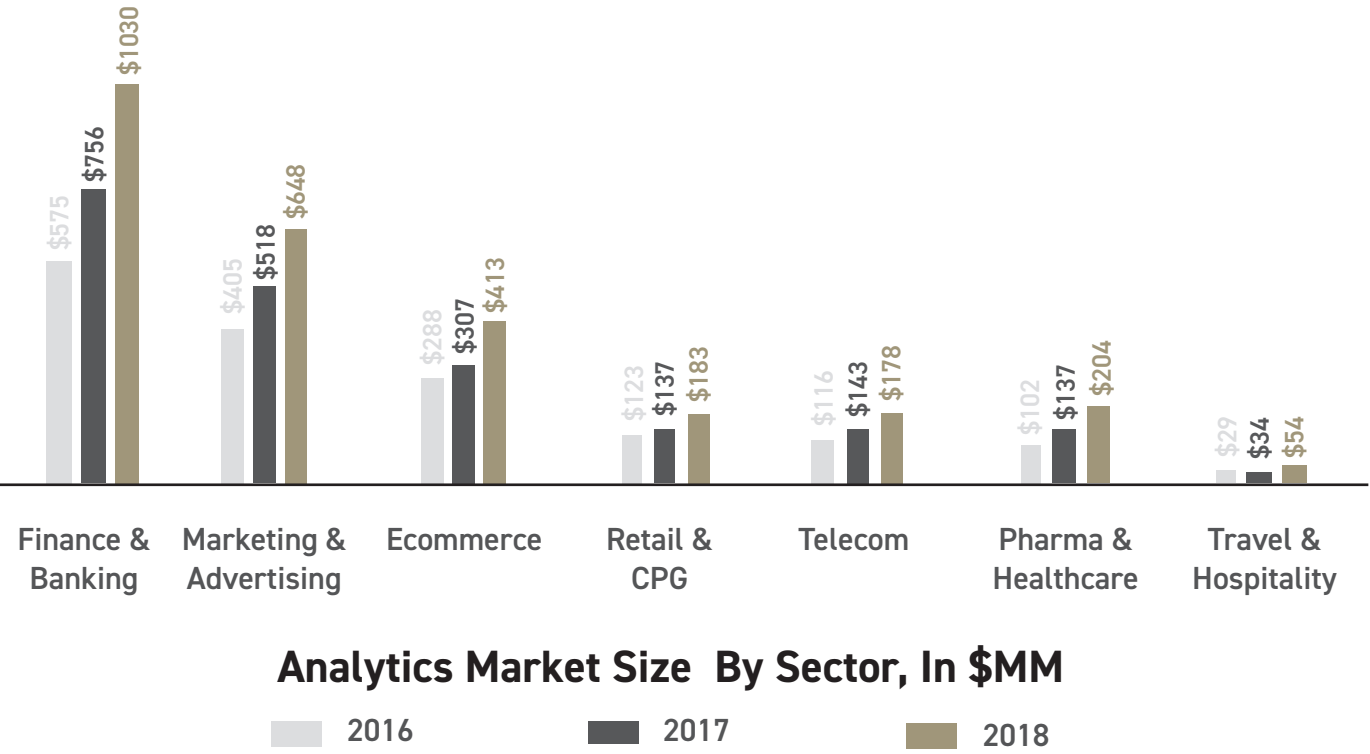


GEOGRAPHIES SERVED

- In terms of geographies served, almost **64%** of analytics revenues in India come from analytics exports to USA. Indian analytics industry currently service almost **\$1.7 billion** in revenue to USA firms.
- The analytics revenue from USA increased by **45%** year-on-year.
- UK comes on a distant second at **9.6%** of the revenues.
- Analytics revenue from these countries more than doubled from last year – Romania, UAE, Belgium, Poland, New Zealand & Spain. Overall the revenues generated from these countries is quite miniscule when compared to USA.
- Indian domestic market serves as a significant market, with almost **4.7%** of analytics revenues coming for Indian firms.

64%
Of analytics revenue
in India come from analytics
exports to USA

38%
Revenue in Analytics
industry is contributed
by finance and banking

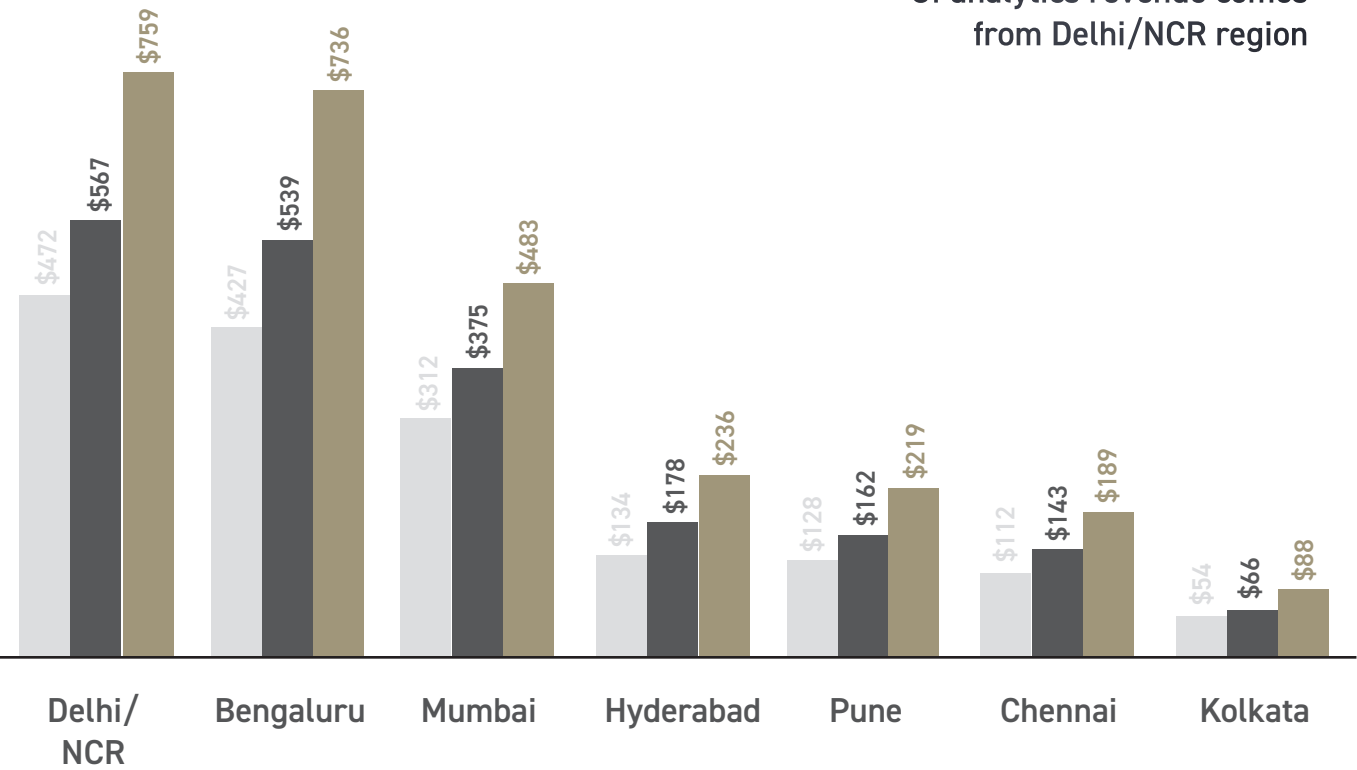


SECTOR TYPE

- In terms of Sector type, finance & banking continues to be the largest sector being served by analytics in India. Overall, **38%** or **\$1 billion** in revenues to analytics industry in India comes from finance & banking.
- Marketing & advertising comes second at **24%**, followed by e-commerce sector generating **15%** of analytics revenues in India.
- In comparison to the last year, travel & hospitality saw the biggest jump in analytics revenues, from \$34 millions to \$54 millions, a jump of **61%**.
- Pharma & healthcare saw a jump of almost 50% vis-à-vis last year.
- Finance & banking saw an increase of **31%** vis-à-vis last year.



28%
Of analytics revenue comes
from Delhi/NCR region



Analytics Market Size By Cities, In \$MM

2016 2017 2018

ANALYTICS INDUSTRY BY CITIES

- **28%** or **\$ 759 million** in market size for analytics industry comes from Delhi and NCR region. This is closely followed by Bengaluru at **27%**.
- The highest increase in year-on-year analytics revenues for an Indian city comes from Bengaluru, from \$539 million in 2017 to \$ 739 million this year; an increase of **37%**.

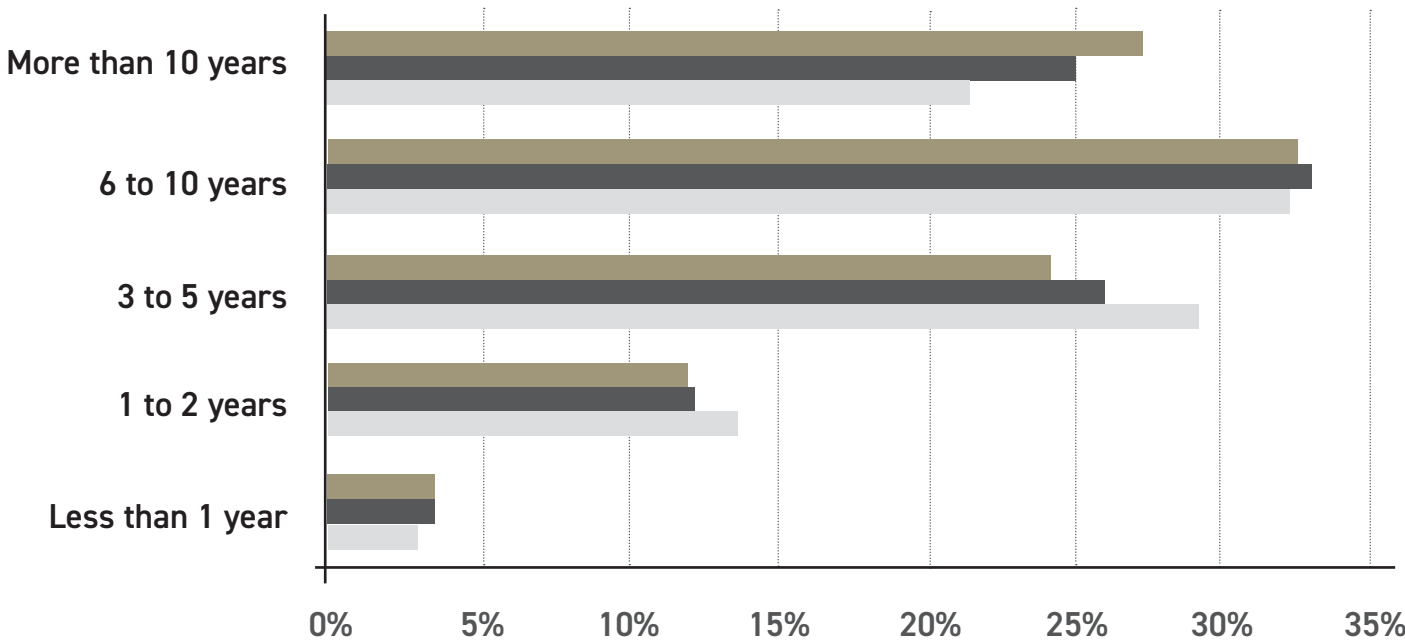




ANALYTICS PROFESSIONALS IN INDIA

• WORK EXPERIENCE

- The average work experience of analytics professionals in India is 7.9 years; up from **7.7 years** from last year.
- Around **16,000 freshers** were added to analytics workforce in India this year; up from 12,000 freshers last year. Fresher hiring has increased by **33%**.
- Almost **40%** analytics professionals in India have a work experience of less than five years, which is down from 42% last year.
- Analytics professionals with more than 10 years experience increased by more than **28,000**.

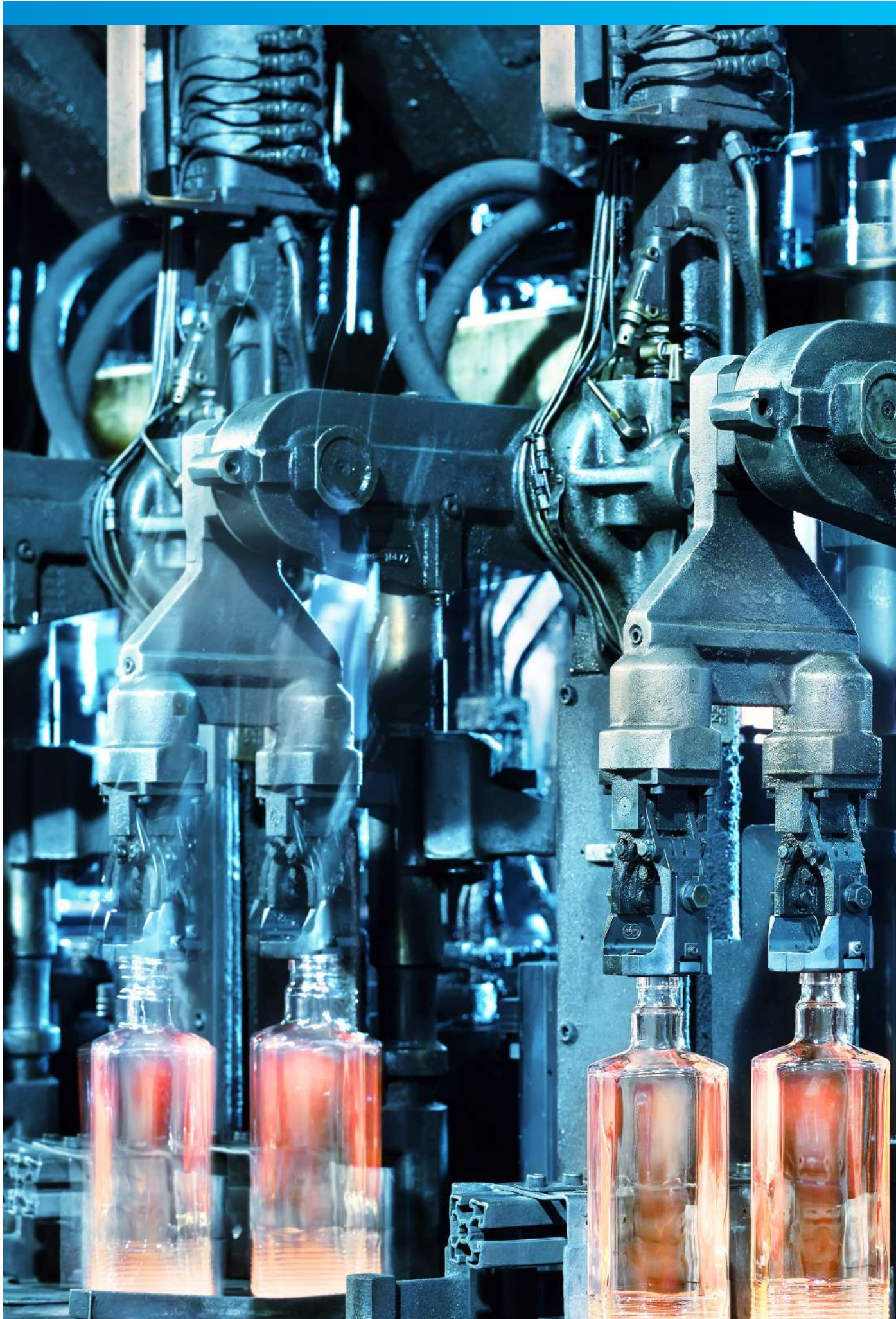


Analytics Professionals in India by Work experience

2016 2017 2018

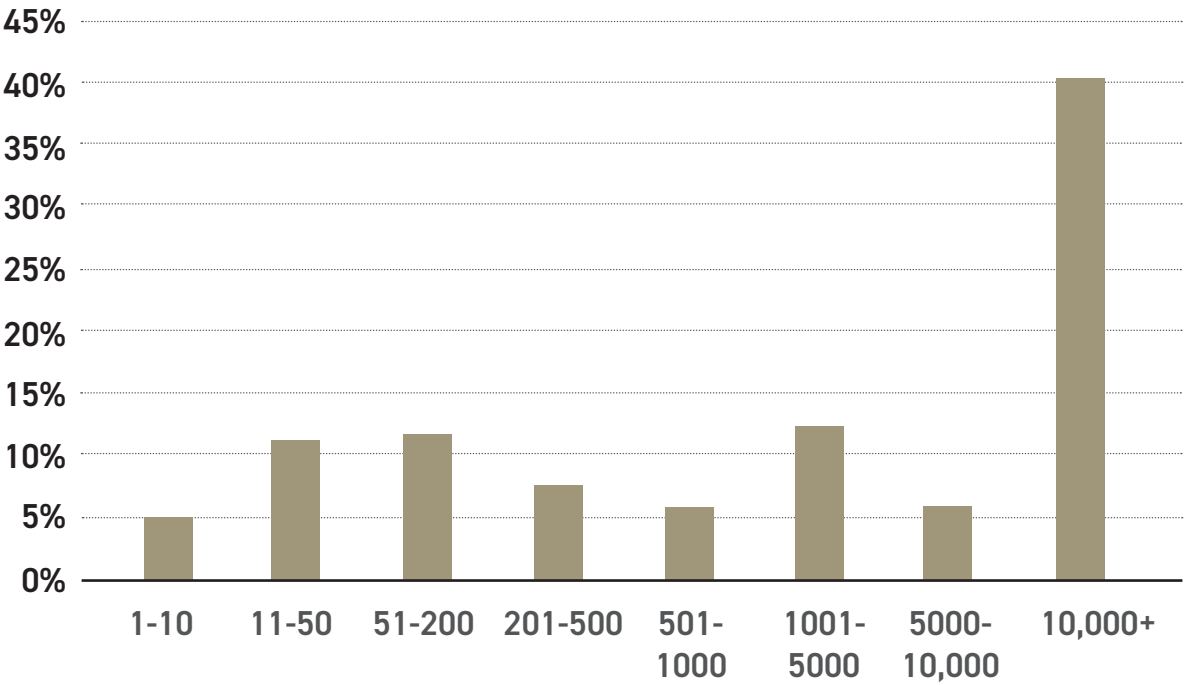
16,000

Freshers were added to analytics workforce in India this year



• EDUCATION

- Top 10 universities and schools that analytics professionals in India graduate from are:
 - Delhi University
 - University of Mumbai
 - Pune University
 - Anna University
 - Indian Institute of Management, Calcutta
 - Indian Institute of Management Bangalore
 - Uttar Pradesh Technical University
 - Indian School of Business
 - SVKM's Narsee Monjee Institute of Management Studies
 - University of Calcutta
- Almost **16%** of analytics professionals in India graduate from these 10 universities and schools.
- **57%** of analytics professionals have a Master's/ Post Graduation degree, which is same as last year.
- The graduate vs. post graduate analytics professionals in India is almost a ratio of **2:3**. For every two graduate analytics professional in India there are three professionals with post graduate degree.
- **2.5%** of analytics professionals in India hold a PhD or Doctorate degree, which is down from a year back.
- Women participation in analytics workforce remains low – only **25%** of analytics professionals in India are women.



Analytics Professionals in India by Company Size

2018



• COMPANY SIZE

- Almost **40%** of analytics professionals in India are employed with large-sized companies, i.e. with an employee base of more than 10K.
- Mid-size organisations (total employee base in a range of 200-10K) employ **32%** of all analytics professionals in India.
- Startups (less than 200 employee base) employees **28%** of analytics professionals in India.
- Startups have significant contribution to overall output of analytics in India. Even though small in absolute term, the overall impact is increasing significantly with small to mid-size organisations in India.

40%
Of analytics professionals in India are employed with large-sized companies



CONCLUSION

As the analytics industry is set to witness a growth at an estimated rate of 33.5% CAGR, a sizeable amount of this growth in terms of revenue would be attributed to big data. It shows that more companies are realizing the importance of big data apart from advanced analytics and predictive modelling.

USA remains one of the biggest markets for Indian analytics industry with a sizeable number of 64% of revenue being generated from analytics exports to USA. Other countries like UK, Australia lie far behind.

Given the vast adoption of analytics and artificial intelligence tools in banking and finance industry, it remains one of the largest sectors generating analytics revenue in India. Other industries that follow are marketing and advertisement, retail and others.

In terms of cities, Delhi remains the highest revenue generator followed by Bengaluru, which saw a drastic increase compared to last year.

In terms of analytics professionals in the industry, it is interesting to note that more than 16,000 freshers were added to analytics workforce compared to last year. This could be largely attributed to the fact that the number of startups and job openings in analytics have increased significantly over the years.

Overall, the study paints a positive picture for Indian analytics industry, with startups to large-sized companies contributing to overall output of analytics in India.

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 themselves 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.

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.

Their students are placed in leading companies across industries like Accenture, American Express, AbsolutData, Axtia, Bank of America and McKinsey.



CONTACT US

ANALYTICS INDIA MAGAZINE

#189, 1st Floor, 17th Main
Sector 3, HSR Layout, Near HSR Club,
Bengaluru, Karnataka 560102

ANALYTIXLABS

Bldg 41, First floor, 14th Main Road,
Near BDA complex, Sector 7, HSR Layout
Bengaluru, Karnataka 560102

ANALYTIXLABS

Ground Floor 382, Sector 29
Adjoining IFFCO Chowk Metro Station (Gate 2),
Next to Vasan Eye Care Hospital,
Gurgaon, Haryana 122001