

USA

DATA & ANALYTICS **SALARY GUIDE** 2021

— The definitive source of
salary information for the
USA Data & Analytics market



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Welcome to Harnham's 2021 Data & Analytics Salary Guide.

As ever, this guide is the result of a global survey of thousands of Data & Analytics professionals and offers an in-depth insight into the job market as it stands.

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 & Analytics.





SALARY GUIDE INTRODUCTION

A WORD FROM THE CEO

It is my pleasure to introduce you to our latest Data & Analytics Salary Guide, covering what has been one of the most unusual times the industry, and the world, has ever seen.

Over Harnham's 15 years as a business, we've seen the industry grow from a specialist area to one that is driving much of the world's conversation and innovation. While not immune to the impact of a global pandemic, this is an industry that is not only surviving, but playing a crucial role in tackling some of the world's most prescient problems, much as it did during the 2008 financial crisis.

I want to thank the 4,600+ respondents who took part this year. Your responses have provided invaluable insights into how the industry looks from the inside and, alongside an analysis of our placements over the past year and a review of job boards worldwide, have offered a clear view of where the industry is in 2021.

While the job market may have slowed early on in 2020, things are now moving incredibly quickly. Although Data & Analytics has always been a candidate's market, this is now more the case than ever before. Candidates are less willing to move, even if the right opportunity comes up (69% vs 80% last year), and we're seeing those who are on the move with a number of options at final stage, something which is, understandably, driving salaries up.

Unfortunately, when it comes to gender diversity, we seem to have reached a bit of standstill. Whilst things have moved in the right direction over the past few years, the fact that women still make up 27% of the industry (the same as last year), is a reminder that

progress is slow and there is still plenty of work to be done. You can read more about this in our Diversity Report, due out later this year.

Looking to the future, it's common knowledge that the pandemic may have changed the working world permanently, and Data & Analytics is no exception. For the first time in our survey's history working from home is a top three "most sought-after benefit" and it's likely that this will dictate candidate expectations moving forward. You can read more about how the pandemic has changed the industry later in the guide under 'The New Normal'.

I hope you find our Data & Analytics Salary Guide useful and informative. As ever, if you have any feedback, suggestions or questions about the guide, then please email research@harnham.com

Dave Farmer
CEO

ABOUT DAVE FARMER

As one of the founding partners of Harnham, Dave has become a recognised figure in Data & Analytics recruitment over the past 15 years.

Having helped hundreds of Analytics professionals develop their careers, Dave is now leading and growing Harnham's presence throughout the UK, Europe and US.





ABOUT THIS GUIDE

For our 2021 Salary Guide, we have compiled data from:

- Our independent survey completed by 4,606 respondents globally.
- Analysis of all placements by Harnham US.
- Data from roles recruited by Harnham US.
- Analysis of Data & Analytics roles advertised online.

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

Entry Level (Starting out their Data & Analytics career in an entry-level role, perhaps having achieved their first promotion).*

Mid-Level (Experienced hands-on position, remaining in a technical capacity and possibly leading projects).

Principal Level (Experienced hands-on position, remaining in a technical capacity but not in a management position)

Technical Lead/Director (Within a role that has moved from technical work and into a management position, or having a senior technical hands-on position)

VP and above (Leading business units comprising of one or more technical teams)

*Entry-level salaries are not included for Contract roles due to the base level of experience required.



69%

WOULD LEAVE THEIR ROLE

If the right opportunity came up, down from 80% last year.

91%

FEEL AS OR MORE SECURE

In their role than in 2020.

20%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

15%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

10%

AVERAGE BONUS

Down from 15% in 2020.

9

YEARS AVERAGE LENGTH OF TIME IN DATA & ANALYTICS

With respondents staying in roles for an average of 3 years.

27%

NUMBER OF FEMALE PROFESSIONALS

Showing no change from last year.

10

YEARS AVERAGE TENURE REQUIRED

To reach Head of/Director level, and 19 to reach Executive Board level.

INDUSTRY KEY FINDINGS ^{USA}

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR

- Lack of career development
- Salary not competitive
- Poor management
- Poor company culture
- =Company downsizing / Redundancy (COVID-19 related)

TOP FIVE MOST DESIRABLE BENEFITS

- Health insurance
- Bonus
- Work from home
- 401k Matching
- Equity

TOP FIVE TECHNOLOGIES

This year (Last year)

Python (Python)

SQL (SQL)

TENSORFLOW (R)

Propr (Excel)

AWS (Tableau)

79%

**THOUGHT THEIR COMPANY
WERE PREPARED FOR
REMOTE WORKING**

And 70% thought changes resulting from the pandemic were well communicated to them.

71%

**SAW THEIR HOURS IMPACTED
BY REMOTE WORKING**

Ranging from minor adjustments to significant alterations.

24%

**TOOK A COVID-19
RELATED PAY CUT**

Although 70% have now seen their pay return to normal levels.

10%

**AVERAGE PAY
CUT TAKEN**

As result of the pandemic, higher than the average raise seen in 2020 (5%).

29%

**HAVE AGREED A POST-
PANDEMIC REMOTE WORKING
PLAN WITH THEIR MANAGER**

29% haven't agreed a plan yet but believe their expectations will be met.

3.5

DAYS A WEEK

The average amount Data & Analytics professionals expect to work remotely post-pandemic.

THE NEW NORMAL

THE IMPACT OF COVID-19

If there's one subject dominating not only the Data & Analytics industry, but the entire workforce, it's what the working world will look like once the pandemic is over.

Prior to enforced socially distancing, 52% of Data & Analytics professionals had remote working options, on average for just one day a week. Expectations are now for 3.5 days a week, although only 34% have agreed their future working plans with their line manager. 9% don't expect their manager to approve future remote working, something which could be an issue as this is now, for the first time in our survey's history, a top three "most sought-after benefit".

Flexible working is also a top priority moving forward, with the majority of professionals having adjusted their working hours over the pandemic in some way, and nearly one in four (22%) having made significant changes to their working patterns during this time.

Finally, the financial implications of the pandemic are still being felt. 16% of respondents took some form of pay cut as a result of the circumstances and 30% of those have still yet to see their pay return to normal levels. With the average cut at 10%, and the average pay increase in 2020 only 5%, there is clearly some financial uncertainty, although nearly 10% of respondents believe their pay will increase more than if the pandemic hadn't taken place.

ADVANCED ANALYTICS

USA

Last year's social distancing measures meant businesses were forced into the digital realm in order to survive. The result- The rise and rise of ecommerce.

Revolutionizing the way we shop, in particular for CPG, the move online has provided numerous opportunities for those working in Advanced Analytics. Businesses in these areas are investing heavily in SAAS and prioritizing data security in a way that we haven't seen before, to ensure that they both understand, and keep, their consumer base.

A year at home also saw streaming services dominate more than ever. Not only did viewership increase, but so did the ways to monetize these services, with demand for Advanced Analytics professionals who can help facilitate this rapidly increasing in 2020.

OUR CONSULTANT'S THOUGHTS:

The market has exploded since the summer of 2020, with both the healthcare and e-commerce industries growing exponentially. Digital experience is in high demand, as consumers have consistently moved towards buying products online and, as a result, organizations are looking for candidates with ample experience in Market Mix Modeling, Econometrics, and Attribution within the digital realm. Unsurprisingly, remote flexibility looks set to be a hot topic within the industry moving forward, although candidates are still placing a high value on the communication and collaboration that goes hand-in-hand with in-person interaction.



Grefen George / Managing Consultant

WHAT THE MARKET SAYS

"Many consumers still think Data Science is cool. We need that sentiment to be 'this is useful'. Until we have the right communicators and storytellers in role, we will continue to struggle."



4.5

DAYS A WEEK

The average amount Data & Analytics professionals expect to work remotely post-pandemic.

33%

NUMBER OF FEMALE PROFESSIONALS

Down significantly from 43% last year.

20%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

14%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

15%

AVERAGE BONUS

65% of Advanced Analytics professionals received a bonus, the most in the industry.

9%

TOOK A NON-TEMPORARY PAY CUT

The highest number required to in the industry.

ADVANCED ANALYTICS ^{USA} KEY FINDINGS

TOP FIVE REASONS FOR LEAVING A ROLE:

- Lack of career progression
- Poor management
- Salary not competitive
- Poor company culture
- =Company downsizing / Redundancy (COVID-19 related)

TOP FIVE TECHNOLOGIES

Python
SQL
R
Tableau
SPSS



ADVANCED ANALYTICS

USA

PERMANENT - AVERAGE ANNUAL SALARY

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Principal	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Predictive Analytics	\$90k \$100k \$65k	\$130k \$130k \$121.3k	\$175k \$175k \$150k	\$200k \$210k \$180k	\$240k \$250k \$220k
Data Science – Customer Analytics	\$110k \$120k \$90k	\$140k \$150k \$120k	\$165k \$175k \$150k	\$180k \$200k \$165k	\$220k \$250k \$190k
Strategic Analytics	\$95k \$85k \$80k	\$125k \$128.5k \$122k	\$175k \$150k \$145k	\$190k \$200k \$175k	\$235k \$245k \$225k
Consumer Insight	\$75k \$80k \$55k	\$90k \$110k \$80k	\$120k \$147.8k \$110k	\$160k \$192.5k \$140k	\$195k \$220k \$175k
Product Analytics	\$90 \$9k \$75k	120k \$147.5k \$105k	\$150k \$175k \$130k	\$190k \$195k \$155k	\$220k \$250k \$180k
Campaign & CRM	\$80k \$90.8k \$72k	\$120k \$110k \$110k	\$145k \$154.5k \$130k	\$170k \$150k\$ 155k	\$210k \$217k \$190k

CONTRACT - AVERAGE HOURLY RATES

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Principle	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West Other]				
Predictive Analytics	\$45 \$45 \$35	\$65 \$65 \$50	\$80 \$80 \$47.5	\$120 \$120 \$78	\$180 \$185 \$150
Data Science – Customer Analytics	\$45 \$45 \$35	\$65 \$65 \$50	\$80 \$80 \$68	\$140 \$150 \$100	\$180 \$200 \$135
Strategic Analytics	\$40 \$40 \$35	\$65 \$65 \$50	\$80 \$80 \$45	\$135 \$140 \$130	\$150 \$160 \$130
Consumer Insight	\$35 \$35 \$40	\$65 \$65 \$50	\$65 \$65 \$70	\$130 \$130 \$100	\$130 \$140 \$130
Product Analytics	\$50 \$50 \$40	\$65 \$65 \$50	\$75 \$75 \$65	\$85 \$80 \$75	\$140 \$150 \$140
Campaign & CRM	\$50 \$50 \$40	\$50 \$60 \$50	\$70 \$70 \$60	\$90 \$90 \$80	\$125 \$130 \$120



COMPUTER VISION ^{USA}



COMPUTER VISION USA

The global pandemic has had a significant effect on the Computer Vision industry, with a combination of financial pressures and remote working impacting projects.

With funding decreasing in the early stages of 2020, and access to hardware components being limited due to social distancing, many projects were either put on hold or saw frustrated teams leave to pursue new opportunities. That being said, the industry quickly pivoted and began to support society in fresh and innovative ways.

Robotic technologies have boomed with the use of Computer Vision in physical spaces. These range from the food services industry, where robotic arms can now make your salad, prepare your coffee, or flip your burger, to general sanitization robots throughout airports and malls that can autonomously navigate and create cleaner spaces.

OUR CONSULTANT'S THOUGHTS:

"Computer Vision and its ancillary skill sets have seen a surge in demand over the past year, particularly across autonomous systems, biomedical, and robotic applications.

One of the most sought-after technical skillsets in this market is the ability to develop SLAM algorithms for autonomous systems. Most commonly, we have seen the use of LiDAR based and Graph based SLAM, which can be implemented on both aerial and ground systems. We're unlikely to see demand for this skillset drop any time soon, as this area within robotics can be expected to continue expanding

Alongside this, there's been a significant rise in demand for GPU and Optimization Engineers, given the imperative to use resources effectively, while scaling large and keeping performance high. Furthermore, professionals using any skillsets that command Computer Vision, Deep Learning, 3D modeling, inferencing, or GPU optimization find themselves highly sought-after in this candidate-led market."



Annie Nasharr / Senior Recruitment Consultant

WHAT THE MARKET SAYS

"Changes in consumer behavior and advances in hardware capability, such as more data gathering and processing from sensors, will define progress over the next year or so."

A large orange number '63%' with a percentage sign.**HAD FLEXIBLE OR REMOTE
WORKING PRE-PANDEMIC**

The lowest number
in the industry.

A large pink number '13%' with a percentage sign.**NUMBER OF FEMALE
PROFESSIONALS**

Showing the least gender
parity in the industry

A large purple number '20%' with a percentage sign.**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role
over the last year.

A large blue number '8%' with a percentage sign.**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role
over the last year.

A large green number '16%' with a percentage sign.**TOOK A COVID-19
RELATED PAY CUT**

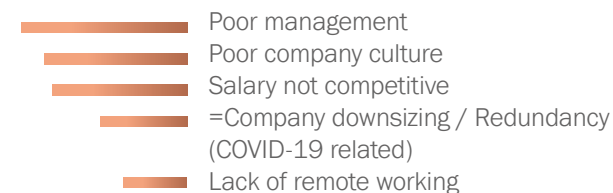
When temporary or permanent,
this was the highest in
the industry.

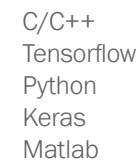
A large orange number '64%' with a percentage sign.**WOULD LEAVE THEIR ROLE**

If the right opportunity came up,
the least likely to leave in
the industry.

COMPUTER VISION ^{USA} KEY FINDINGS

**TOP FIVE REASONS FOR
LEAVING A ROLE:**

- 
- | Reason | Percentage |
|---|------------|
| Poor management | 20% |
| Poor company culture | 15% |
| Salary not competitive | 12% |
| =Company downsizing / Redundancy (COVID-19 related) | 8% |
| Lack of remote working | 5% |

TOP FIVE TECHNOLOGIES

Technology	Percentage
C/C++	20%
Tensorflow	15%
Python	12%
Keras	8%
Matlab	5%



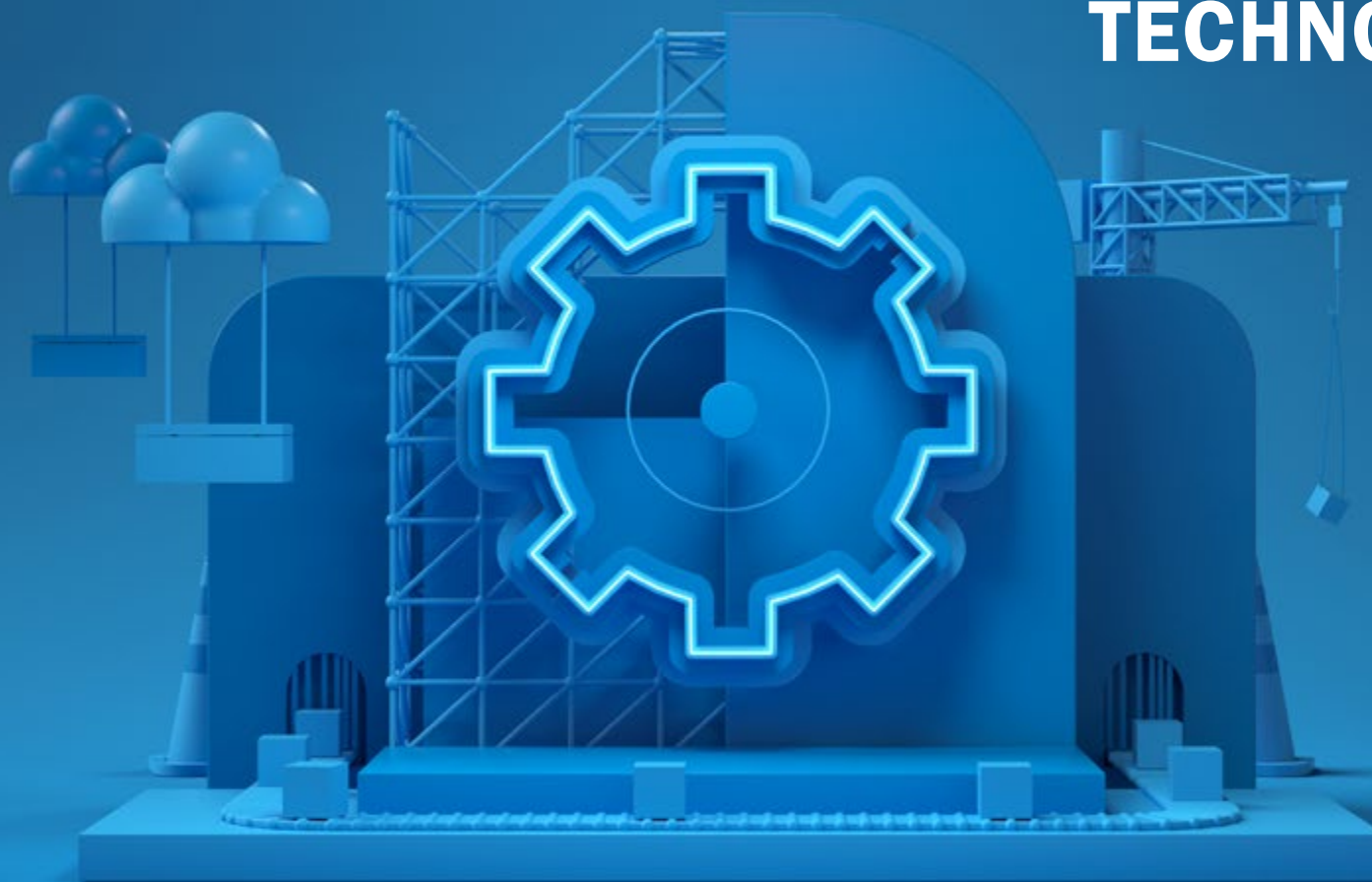
COMPUTER VISION USA

PERMANENT - AVERAGE ANNUAL SALARY

COMPUTER VISION <small>Role type</small>	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Software Engineer – Autonomy/Robotics	\$125k \$140k \$100k	\$160k \$170k \$125k	\$180k \$195k \$160k	\$230k \$250k \$200k	\$280k \$310k \$230k
Computer Vision Engineer	\$130k \$140k \$105k	\$170k \$180k \$130k	\$220k \$290k \$190k	\$230k \$250k \$200k	\$300k \$350k \$250k
SLAM Engineer	\$130k \$150k \$110k	\$175k \$190k \$140k	\$190k \$220k \$165k	\$250k \$280k \$200k	\$300k \$350k \$250k
Perception Engineer	\$115k \$130k \$100k	\$150k \$170k \$120k	\$180k \$210k \$150k	\$220k \$240k \$180k	\$270k \$300k \$220k
Software Engineer – Medical Imaging	\$125k \$145k \$100k	\$165k \$180k \$145k	\$185k \$200k \$160k	\$235k \$260k \$185k	\$285k \$300k \$230k



DATA & **TECHNOLOGY** USA



DATA & TECHNOLOGY USA

The past year has seen companies further invest in their Data Engineering teams as they now have a firmer understanding of why they are essential.

With management now getting to grips with the value of clean sources, Data Engineering has become “industry agnostic”, although some Hiring Managers are still unsure of what exactly their particular requirements are.

DevOps, on the other hand, has matured as a concept. Enterprises are more aware of what they need and demand has continued to increase year on year. However, this understanding is a double-edged sword as Hiring Managers seek candidates with expertise across multiple areas, which in reality is unrealistic in the current market.

OUR CONSULTANT'S THOUGHTS:

“Given the strong competition for high quality candidates, businesses have become aware that they risk missing out due to drawn out process, and so the past year has seen companies move at a rapid pace to make their hires.

Alongside this, there's been an increase in businesses hiring for attitudes over skills to join their teams, albeit the ideal candidate is someone who has both. That said, team fit is evidently playing an increasingly important role in the hiring of professionals in this space.

We also now seeing the impact of social distancing, with candidates contemplating whether they want to continue working from home or return to the office, with largely differing views from SLT's to IC Engineers. So far, it appears that a majority of Senior Leadership are looking for their Engineers to come back in the office to help encourage more collaboration within the team, while the teams themselves feel that they can be as (if not more) productive working from home.”



Calum Reid, Managing Consultant

WHAT THE MARKET SAYS

“We'll see a huge impact from the mass migration to the Cloud over the next year with lots of Information Technology pre-internet companies migrating from On-Prem to the Cloud.”



DATA & TECHNOLOGY ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

DATA & TECH Role type	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Business Intelligence	\$80k \$90k \$65k	\$120k \$130k \$100k	\$145.5k \$170k \$125k	\$175.5k \$200k \$155k	\$215k \$220k \$190k
Data Engineering	\$130k \$117k \$95k	\$158.5k \$165k \$130k	\$180.5k \$190k \$165k	\$220k \$202.5k \$185.5k	\$260k \$250k \$220k
Software Engineering	\$110k \$110k \$80k	\$143.5k \$160k \$115.5k	\$170.6k \$185k \$154k	\$190k \$210k \$180k	\$235k \$237.5k £200k
Data Architecture	\$125k \$110k \$90k	\$150k \$160k \$125k	\$180k \$185k \$165k	\$215k \$200k \$180k	\$250k \$250k \$215.5k
Data Governance	\$110k \$90k \$87.5k	\$140k \$140k \$115k	\$168k \$185k \$136k	\$200k \$200k \$175k	\$250k \$230k \$220k
DevOps/Infrastructure	\$130k \$110k \$95k	\$155k \$167.5k \$130k	\$180.5k \$190k \$165k	\$220k \$210k \$180k	\$260k \$250k \$220k

CONTRACT - AVERAGE HOURLY RATES

DATA & TECH Role type	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Average Hourly Rate - \$ USD [East West Other]				
Business Intelligence	\$40 \$40 \$40	\$70 \$70 \$63	\$85 \$85 \$85	n/a n/a n/a	n/a n/a n/a
Data Engineering	\$65 \$70 \$60	\$60 \$80 \$75	\$80 \$70 \$80	n/a n/a n/a	n/a n/a n/a
Software Engineering	\$70 \$75 \$70	\$90 \$95 \$8	\$85 \$95 \$8	n/a n/a n/a	n/a n/a n/a



93%

**FEEL AS OR MORE
JOB SECURE**

Than in 2020, the most secure
in the industry.

23%

**THINK THE PANDEMIC
WILL POSITIVELY
IMPACT THEIR PAY**

The most confident of
this in the industry.

11%

**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role
over the last year.

20%

**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role
over the last year.

13.5%

**AVERAGE
BONUS**

61% of D&T professionals
received a higher bonus than
last year, although the average
dropped from 18% last year.

18%

**NUMBER OF FEMALE
PROFESSIONALS**

Down from 25%
last year.

DATA & TECHNOLOGY ^{USA} KEY FINDINGS

**TOP FIVE REASONS FOR
LEAVING A ROLE:**

- Lack of career development
- =Salary not competitive/ Poor management
- =Company downsizing / Redundancy (COVID-19 related)
- Poor company culture

TOP FIVE TECHNOLOGIES

AWS
SQL
Python
Snowflake
Spark

DATA SCIENCE ^{USA}



DATA SCIENCE USA

While the past few years have seen Hiring Managers look for Data Scientists who are more business-minded, the last 12 months have seen the pendulum swing back towards the technical.

Outside of customer-led analytics, Data Science teams are placing more emphasis on being scientific and are pushing boundaries in the highly technical fields of Machine Learning, Deep Learning and Natural Language Processing. As a result, Data Scientists are more likely to be found working alongside engineering and development teams than those who lead on the front end.

This follows a change of business priorities which has led to a significant shift towards recommendation systems and ranking algorithms as enterprises look to fulfil the potential of all their data.

WHAT THE MARKET SAYS

“Attitudes toward democratizing data, in conjunction with appropriate tools to federate and share intelligence, as well as secure it, will be the driving force for the evolution of analytics over the next five years.”

OUR CONSULTANT'S THOUGHTS:

The past 12 months have brought further evidence of the evolution of the term Data Scientist, with more companies aligning Machine Learning, NLP, and AI with Engineering roles.

Job titles have become increasingly specialized, for example Machine Learning Engineers and NLP Engineer, as companies are continuing to heavily invest in their data infrastructure. In particular, team leaders want both their Data Scientists and Engineers to “speak the same language” in order to meet the rising demand across all industries and sectors of consumers engaging with brands digitally. As a result, there are now more blended and hybrid roles in this space than ever before. This is perhaps most prevalent within start-ups, and many are investing in this skillset as either a dual or duo role.



Jenni Kavanagh, Senior Manager



96%

**OF DATA SCIENCE
PROFESSIONALS HAVE
A STEM DEGREE**

The highest percentage
in the industry.

2.5

**YEARS AVERAGE LENGTH
OF TIME IN A ROLE**

Up from 2 years in last
year's guide.

20%

**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role over
the last year.

16%

**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role
over the last year.

75%

**HAD FLEXIBLE OR REMOTE
WORKING PRE-PANDEMIC**

The highest number in
the industry.

15%

**NUMBER OF FEMALE
PROFESSIONALS**

Down from 20%
last year.

DATA SCIENCE ^{USA} KEY FINDINGS

**TOP FIVE REASONS FOR
LEAVING A ROLE LAST YEAR**

- Salary not competitive
- Lack of career development
- Poor management
- Poor company culture
- Team Dynamics

TOP FIVE TECHNOLOGIES

Tensorflow
Python
Spark
SQL
AWS



DATA SCIENCE USA

PERMANENT - AVERAGE ANNUAL SALARY

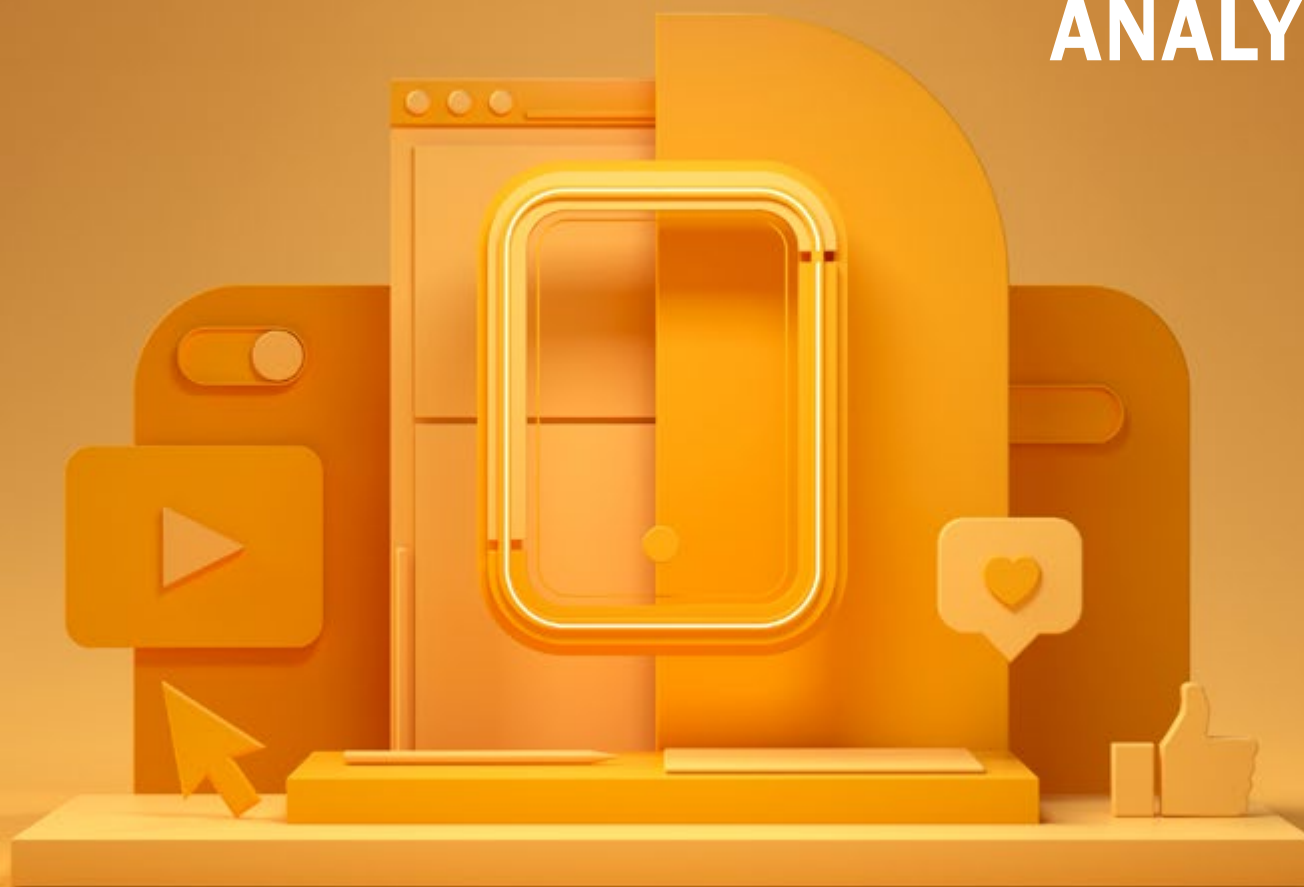
DATA SCIENCE <small>Role type</small>	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
Annual Base Salary - \$ USD [East West Other]					
Natural Language Processing	\$140k \$120k \$125k	\$165k \$180k \$153k	\$190k \$215k \$182k	\$230k \$242k \$220k	\$275k \$263k \$255k
Data Science – Machine Learning	\$140k \$130k \$120k	\$168k \$173k \$145k	\$184k \$212.5k \$167k	\$210k \$245k \$200k	\$275k \$260.6k \$267.5k
Machine Learning Engineer	\$158k \$142k \$142k	\$170k \$175k \$158k	\$225k \$210k \$190k	\$260k \$225k \$287.5k	\$300k \$245k \$276k
Deep Learning & AI	\$143k \$162.5k \$125k	\$170k \$172k \$153k	\$190k \$209k \$185k	\$235k \$236k \$215k	\$292k \$275k \$264k

CONTRACT - AVERAGE HOURLY RATES

DATA SCIENCE <small>Role type</small>	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
Average Hourly Rate - \$ USD [East West Other]					
Data Science – Machine Learning	\$40 \$40 \$40	\$75 \$75 \$60	\$90 \$90 \$75	n/a n/a n/a	n/a n/a n/a
Machine Learning Engineer	\$55 \$55 \$55	\$80 \$90 \$75	\$100 \$100 \$95	n/a n/a n/a	n/a n/a n/a



DIGITAL ANALYTICS ^{USA}



DIGITAL ANALYTICS

USA

One of the worst hit specialisms in the early stages of the pandemic, Digital Analytics saw budgets hit badly as marketing campaigns, particularly those Out Of Home, were cut by in-house teams and agencies alike.

However, once the initial shock of the pandemic subsided, investment returned, and Digital Analytics professionals have played a crucial role in the recovery of brands moving forward. One major trend has seen an increased emphasis on brand sentiment, largely regarding how businesses have responded to both COVID-19 and ongoing social justice movements.

The next 12 months look to be dominated the “cookie-less movement” that is already having a significant impact. For example, we are already beginning to see many brands building out internal Customer Data Platforms that offer bespoke solutions as a means of dealing with a cookie-less world.

WHAT THE MARKET SAYS

“General data privacy changes across the industry, such as those to do with 3rd party cookies and iOS14, will lead to more walled gardens. The multiple adtech solutions being developed as a result will then lead to even more complexity and confusion.”

OUR CONSULTANT'S THOUGHTS:

“Despite an initial dip in hiring in early 2020, the job market has continued to accelerate at a rapid rate since then, to the point where there are now more job vacancies and higher demand for talent than before the pandemic.

However, candidates are taking additional caution in the job market and are being far more diligent when making decisions, a position they can afford to be in with many receiving multiple offers at one time. Those looking to hire you need to be able to demonstrate why a candidate should leave the safety of their current job and take a leap of faith by joining in their business. Candidates are also increasingly interested in their potential employers' finances, as well as their future plans for remote and flexible working. Those who don't yet know the answer to the latter, or are planning on having a ‘five day in the office’ policy, will likely need to accept that you're going to miss out on the best talent. The world has changed, employees value flexibility, and there are plenty of companies that are willing to offer it.



Joshua Poore / Senior Manager



DIGITAL ANALYTICS

USA

PERMANENT - AVERAGE ANNUAL SALARY

DIGITAL ANALYTICS Role type	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Implementation	\$87.5k \$90k \$70k	\$115k \$118k \$92k	\$142k \$150k \$125k	\$160k \$160k \$140k	\$175k \$175k \$162k
Performance Marketing & Growth	\$75k \$85k \$68k	\$105k \$110k \$90k	\$135k \$140k \$115k	\$180k \$180k \$155k	\$232.5k \$250k \$200k
Media Analytics	\$70k \$70k \$65k	\$118k \$120k \$85.5k	\$145k \$150k \$110k	\$160k \$175k \$134k	\$210k \$210k \$185k
Web Analytics	\$80k \$75k\$ 70k	\$125k \$130k \$95k	\$135k \$140k \$118.5k	\$167.5k \$170k \$155k	\$190k \$200k \$180k
Conversion Rate Optimization	\$72k \$75k \$68k	\$110k \$118k \$98k	\$125k \$140k £113k	\$160k \$160k \$137.5k	\$200k \$200k \$175k

CONTRACT - AVERAGE HOURLY RATES

DIGITAL ANALYTICS Role type	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Average Hourly Rate - \$ USD [East West Other]				
Web Analytics	\$30 \$30 \$30	\$50 \$50 \$50	\$68 \$75 \$70	\$80 \$85 \$92	n/a n/a n/a

25%

**SAW THEIR HOURS
SIGNIFICANTLY IMPACTED
BY REMOTE WORKING**

The most likely to make
significant changes in
the industry.

41%

**SAW THEIR SALARY
INCREASE LAST YEAR**

The lowest number
in the industry.

20%

**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role
over the last year.

10%

**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role
over the last year.

39%

**NUMBER OF FEMALE
PROFESSIONALS**

Down slightly from 41%, but
the highest in the industry.

15%

**AVERAGE
BONUS**

51% of Digital Analytics
professionals received a
bonus, the least in the industry.

DIGITAL ANALYTICS ^{USA} KEY FINDINGS

**TOP FIVE REASONS FOR
LEAVING A ROLE LAST YEAR**

- Salary not competitive
- Poor management
- Lack of career development
- Poor company culture
- =Company downsizing / Redundancy (COVID-19 related)

TOP FIVE TECHNOLOGIES

SQL
Google Analytics
Adobe Analytics
Tableau
Snowflake



LIFE SCIENCE **ANALYTICS** ^{USA}





LIFE SCIENCE ANALYTICS USA

It is perhaps unsurprising that, given the focus of current global events, the Life Science Analytics space is drawing more attention and investment than ever before.

Professionals in this discipline have not only played an essential role in the speedy development of vaccines, but also in tracking the spread of the pandemic with Biostatistics and improving our understanding of SARS-CoV-2 and its individual strains with Genomics. With such a focus on their work, it's unsurprising to see they were the most likely to see a raise, and the least likely to take a pay cut.

In fact, responses indicate that Life Science professionals are the most active on the job market and are more likely to be concerned about traditional cultural elements, such as management and team dynamics. This may be because many were unable to work remotely, with the need to be on-site in a "wet lab" essential to getting work done, and were required instead to work on shifted schedules.

INSIDER'S INSIGHTS:

Many biotechnology companies have an urgent need for Data Scientists with domain expertise to apply Artificial Intelligence and Machine Learning to Genomics and systems biology. As such they command highly competitive compensation. However, the finding that 72% of respondents would leave their roles if the right position came along is striking, speaking strongly to the fluidity of the situation as well as emphasizing the importance of structuring roles appropriately to attract candidates.

Diogo Camacho / Lead, Predictive BioAnalytics, Research Institute

WHAT THE MARKET SAYS:

"We'll soon see the impact of AutoML, NLP and other Machine Learning solutions in healthcare which will increase the demand for professionals who are able to explain AI solutions to stakeholders."

OUR CONSULTANT'S THOUGHTS:

"The past year has seen increased collaboration between bench scientists, technical experts, and medical production with a shared goal of improving human health."

In the face of COVID-19, biotech and pharma companies have adapted to the changing world and are shifting directions to work that directly impacts the pandemic surrounding us. Through refashioning existing products, or developing new ones, the industry has come together to create solutions in testing and vaccine development.

There has been an impetus to then carry multimodal approaches forward in continuing research. This has led Hiring Managers to look for candidates with diverse experience in multi-omics, computational analysis, and engineering development to help achieve companies' original goals".



Alyssa Liew / Managing Consultant



LIFE SCIENCE ANALYTICS USA

PERMANENT - AVERAGE ANNUAL SALARY

LIFE SCIENCE ANALYTICS <small>Role type</small>	Entry Level	Mid-Level	Principal	Technical Lead/Manager	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Biostatistics	\$85k \$95k \$73k	\$127k \$146k \$120k	\$145k \$163k \$132k	\$201k \$220k \$186k	\$232k \$258k \$210k
Bioinformatics	\$100k \$113k \$85k	\$145k \$152k \$126k	\$165k \$170k \$140k	\$210k \$215k \$197k	\$238k \$265k \$216k
Computational Biology	\$122k \$125k \$100k	\$156k \$162k \$130k	\$163.5 \$183k \$144k	\$217k \$230k \$202k	\$260k \$280k \$229k
Data Science - Biology	\$112k \$120k\$95k	\$142k \$157k \$110k	\$160.5 \$170k \$175k	\$228k \$252k \$200k	\$241k \$263k \$220k
Cheminformatics	\$100k \$112k \$83k	\$143k \$153k \$124k	\$163k \$169k \$138k	\$210k \$215k \$197k	\$238k \$265k \$216k
Computational Chemistry	\$120k \$123k \$100k	\$154k \$165k \$125k	\$164.5k \$180k \$142k	\$217k \$230k \$202k	\$260k \$280k \$210k



20%

**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role
over the last year.

17%

**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role over
the last year.

3%

**TOOK A COVID-19
RELATED PAY CUT**

When temporary or permanent,
this was the lowest in
the industry.

67%

**SAW THEIR SALARY
INCREASE LAST YEAR**

The highest number
in the industry.

37%

**NUMBER OF FEMALE
PROFESSIONALS**

An increase from 31%
last year.

72%

**WOULD LEAVE
THEIR ROLE**

If the right opportunity
came up.

LIFE SCIENCE ANALYTICS^{USA} KEY FINDINGS

**TOP FIVE REASONS FOR
LEAVING A ROLE LAST YEAR**

- Poor Management
- =Salary not competitive/Lack of career progression
- Poor company culture
- Team Dynamics

TOP FIVE TECHNOLOGIES

- Python
- AWS
- R
- SQL
- GCP

50%

**HAVE BEEN IN CONTRACT
FOR LESS THAN A YEAR**

While 29% have been in theirs
for over two years.

58%

**RECEIVED AN EXTENSION TO
THEIR LATEST CONTRACT**

With an average extension of
12.5 weeks.

21%

**RECEIVED A DAY-
RATE INCREASE**

Increasing 17%
on average.

15%

**OFFERED A PERMANENT
POSITION AT THE END OF
THEIR CONTRACT**

43% percent accepted,
with 67% seeing their pay
unchanged after accepting.

40%

**AVERAGE % OF TEAM WHO
ARE CONTRACTORS**

From teams who already have
at least one contractor in.

**CONTRACTORS' CURRENT
ENGAGEMENT MODELS**

W2 (61%)
1099 (21%)
Corp to Corp (11%)
Other (7%)

HARNHAM CONTRACT

**The past year has seen businesses turn to contracting
for the first time as they take advantage of the speed of
hiring offered by this solution.**

While the market has largely been dominated by 'career contractors', a decrease in the number of permanent jobs around has seen an influx of fresh talent entering the contract space, offering more breadth of selection for Hiring Managers.

However, while contract hires can be extremely quick and generally work well with a remote world, there have been some teething problems with onboarding.



By and large, this is related to access to technology with delivery of equipment often moving slower than the time between hiring and proposed start date.

Charlie Austin / Managing Consultant



CONTACT HARNHAM ^{USA}

We hope you've found our commentary on the state of the Data & \$ market interesting.

Should you wish to ask for further information about any of the figures or markets referenced in this guide, please feel free to give us a call. Beyond finding your next hire or next role, please feel free to get in touch if you need any support from Harnham. You can reach us via any of the following channels:

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LONDON - BERLIN - SAN FRANCISCO - NEW YORK

The background is a 3D-rendered scene with various purple and blue geometric shapes, including cylinders, rectangular blocks, and a large curved wall. Several golden icons are placed on these shapes: a gear on a tall cylinder, a lightbulb on a medium cylinder, a smartphone on a tall rectangular block, a line graph on a small cylinder, and an exclamation mark inside a circle on a small cylinder. The scene is lit with soft, ambient light, creating a modern and professional feel.

For further information on our
services, or if you have any
questions on the content of our
Salary Guide, please contact us

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