

# Analytics India Salary Study 2024

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# TABLE OF CONTENTS

<b>Executive Summary</b>	<b>4</b>
<b>Methodology</b>	<b>5</b>
<b>Exploring Salary Trends: Comprehensive Analysis of Data Analytics Professionals in India</b>	<b>6</b>
<b>Understanding Salary Dynamics: Insights into Median Salaries by Job Roles, Company Types, and Years of Experience</b>	<b>12</b>
<b>Deciphering Salary Patterns: Median Salaries Across Industries, Cities, and Years of Experience</b>	<b>18</b>
<b>Exploring Career Pathways: Median Salaries by Educational Qualification and Work Model</b>	<b>25</b>
<b>Generative AI: Shaping the Future of Data Analytics Salaries</b>	<b>28</b>

# KEY FINDINGS:

1

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The data for 2024 indicates a stabilization in median salaries, with only a marginal 1% decrease compared to the previous year.

2

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Experienced professionals saw a notable salary decrease in 2024, indicating that longevity in a career doesn't always ensure continuous salary growth.

3

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**Pharma & Healthcare:** Shows consistent growth, salaries ranging from **7.8 LPA to 19.8 LPA** across experience levels.

4

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Chennai, Pune, and Hyderabad demonstrate similar median salaries, ranging from **14.7 LPA to 14.8 LPA**.

5

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Professionals working under a hybrid work model enjoy the highest median salary at **16.1 LPA**.

6

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The overall median salary difference between data analytics professionals and generative AI professionals is **INR 50,000**.

# Executive Summary



The world of data analytics continues to evolve rapidly, with professionals playing a pivotal role in deciphering vast amounts of information to drive strategic decisions. As the demand for skilled data analysts surges, understanding compensation trends becomes paramount for both employers and employees alike.

The AIM-Research Data Analytics Salary Study for 2024 provides a comprehensive analysis of compensation trends within the data analytics industry. It covers median salaries across various dimensions, including year-on-year comparisons, sectors, job roles, company types, cities, educational qualifications, and work models.

In a nod to the burgeoning field of generative AI, the report goes beyond traditional data analytics roles to examine the median salaries of generative AI professionals. By analyzing compensation trends across years of experience and job roles within this specialized domain, the study provides valuable insights into the emerging field of artificial intelligence.

In summary, the AIM-Research Data Analytics Salary Study for 2024 presents an exhaustive examination of compensation trends in the data analytics industry. Its findings furnish stakeholders with indispensable insights essential for effectively maneuvering through the dynamic terrain of talent acquisition and retention within this rapidly evolving field.

# METHODOLOGY:

## 1. Data Collection:

The study collected data from various reputable salary portals catering to the Indian market. The data encompassed salary information voluntarily shared by data analytics professionals on these platforms, providing a broad and diverse sample reflective of the industry landscape.

## 2. Sample Selection:

The sample consisted of salary data pertaining to data analytics professionals working across different roles, industries, experience levels, and geographic locations within India. Rigorous selection criteria ensured the inclusion of a representative cross-section of professionals, minimizing biases and enhancing the generalizability of the findings.

## 3. Data Processing:

Raw data obtained from salary portals underwent meticulous processing to ensure accuracy and consistency. Outliers and anomalies were identified and addressed through robust data cleaning techniques to enhance the reliability of the dataset.

## 4. Data Analysis:

Advanced statistical methods, including descriptive statistics and inferential analysis, were employed to derive meaningful insights from the collected data. Various metrics such as mean, median, standard deviation, and quartiles were calculated to characterize salary distributions and trends across different dimensions.

## 5. Validation:

The validity of the findings was assessed through cross-referencing with multiple data sources and validation against industry benchmarks and trends. Sensitivity analyses and validation checks were conducted to ensure the robustness and integrity of the results.

## 6. Reporting:

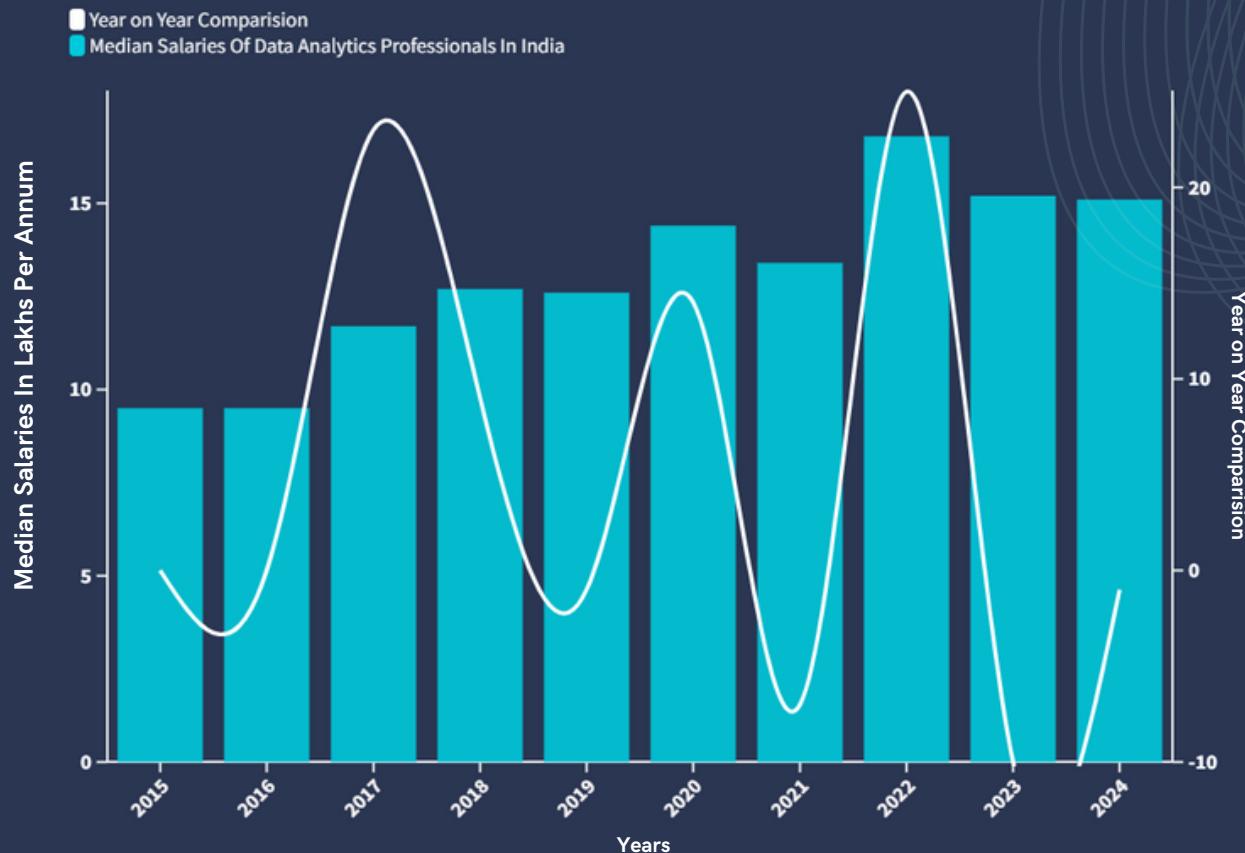
The findings are presented in a comprehensive and visually engaging format, utilizing tables, charts, and graphs to facilitate understanding and interpretation. Detailed narratives accompany the graphical representations, providing context and insights into the observed salary trends and patterns.

# Exploring Salary Trends

Comprehensive Analysis of  
Data Analytics Professionals  
in India



# YoY comparison of salaries of data analytics professionals



## Industry Growth

### Trajectory:

The data reflects a robust growth trajectory for the data analytics industry in India, characterized by consistent year-on-year increases in average salaries from 2015 to 2022. This trend underscores the growing importance of data analytics in driving business decision-making and innovation across various sectors, fueling demand for skilled professionals.

## Factors Influencing Salary Trends:

Several factors influence the salary trends observed in the data, including demand-supply dynamics, economic conditions, skill evolution, and talent mobility. Sharp spikes in salaries in 2017 and 2022 suggest periods of high demand for data analytics talent, while minor declines in 2019, 2021, and 2023 indicate potential adjustments in response to market conditions or skill requirements.

## Market Resilience and Adaptability

Market Resilience and Adaptability: Despite occasional fluctuations, the data demonstrates the resilience and adaptability of the data analytics industry in India. Professionals in this field have benefited from steady salary growth over the years, reflecting the industry's ability to navigate challenges, capitalize on opportunities, and maintain its relevance in an increasingly data-driven global economy.

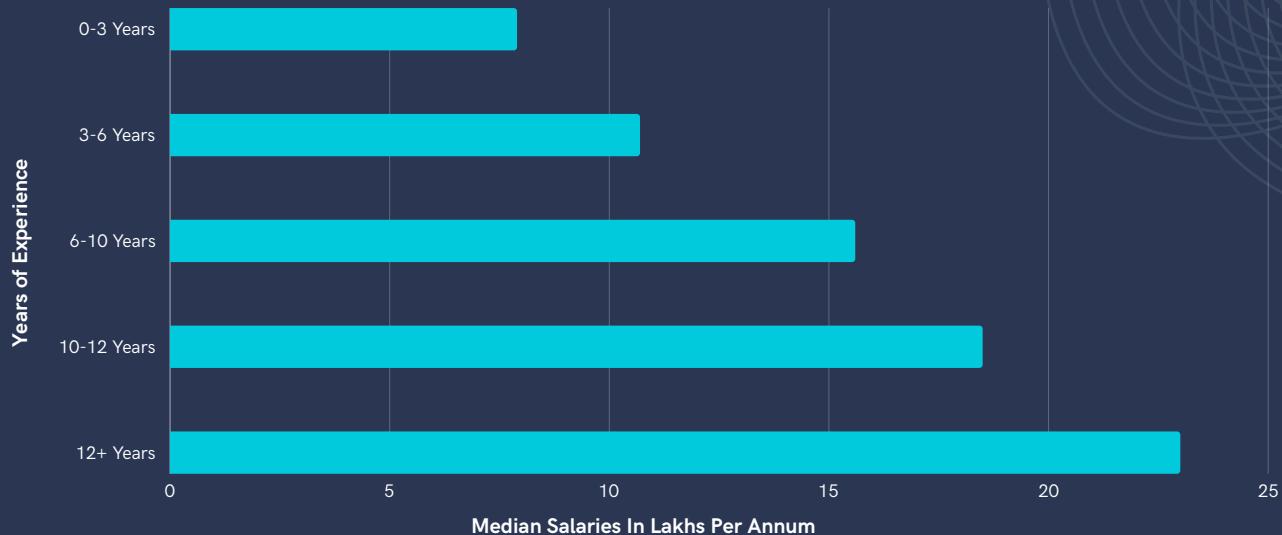
Median Salary Of Data Analytics Professionals in 2024 is:



**15.1 LAKHS  
PER ANNUM**



# Median Salary Of Data Analytics Professionals Across Years Of Experience



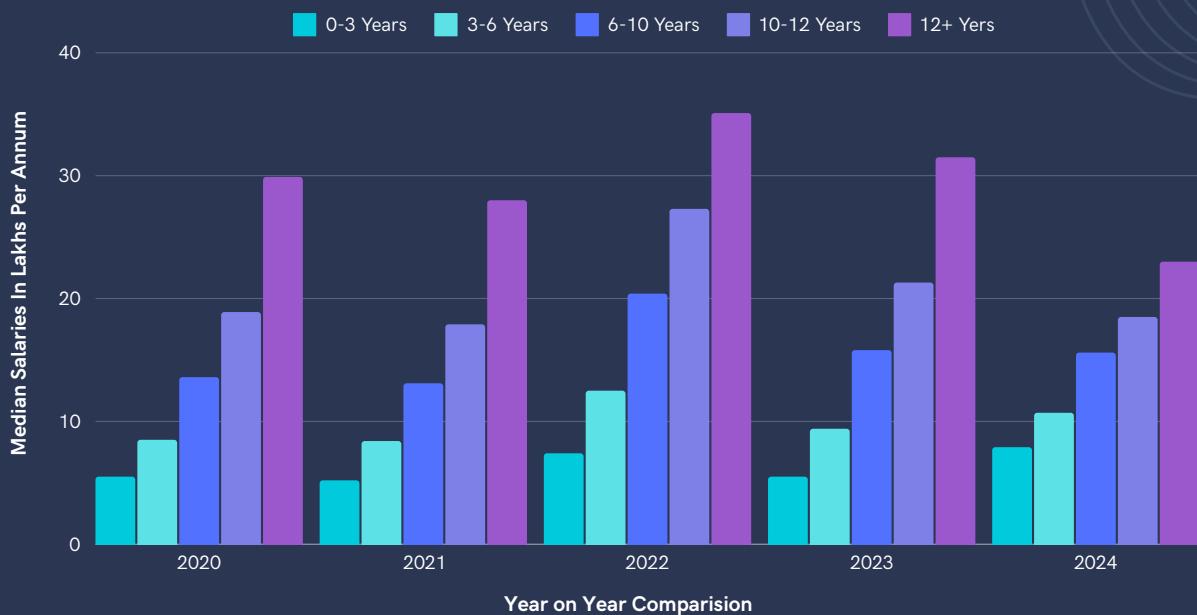
## Steep Salary Increase in Early Career:

The transition from entry-level (0-3 years) to mid-level (3-6 years) positions is associated with a notable jump in median salary, from 7.9 LPA to 10.7 LPA. This suggests that individuals with a few years of experience in data analytics quickly gain valuable skills and expertise, which are rewarded with substantial salary increases as they progress in their careers. This steep growth trajectory in the early stages of one's career underscores the high demand for entry and mid-level data analytics talent.

## Salary Plateau and Growth Beyond 10 Years:

While the salary growth trend is consistent across the first decade of experience, there's a noticeable plateau between 6-10 years and 10-12 years, where the median salary increases more modestly. However, beyond 12 years of experience, there's another significant jump in median salary. This could indicate that professionals with over a decade of experience often reach a point where their compensation levels off temporarily before experiencing another substantial increase as they gain more seniority and expertise in the field.

# Year on Year Comparison of Median Salary Across Years Of Experience



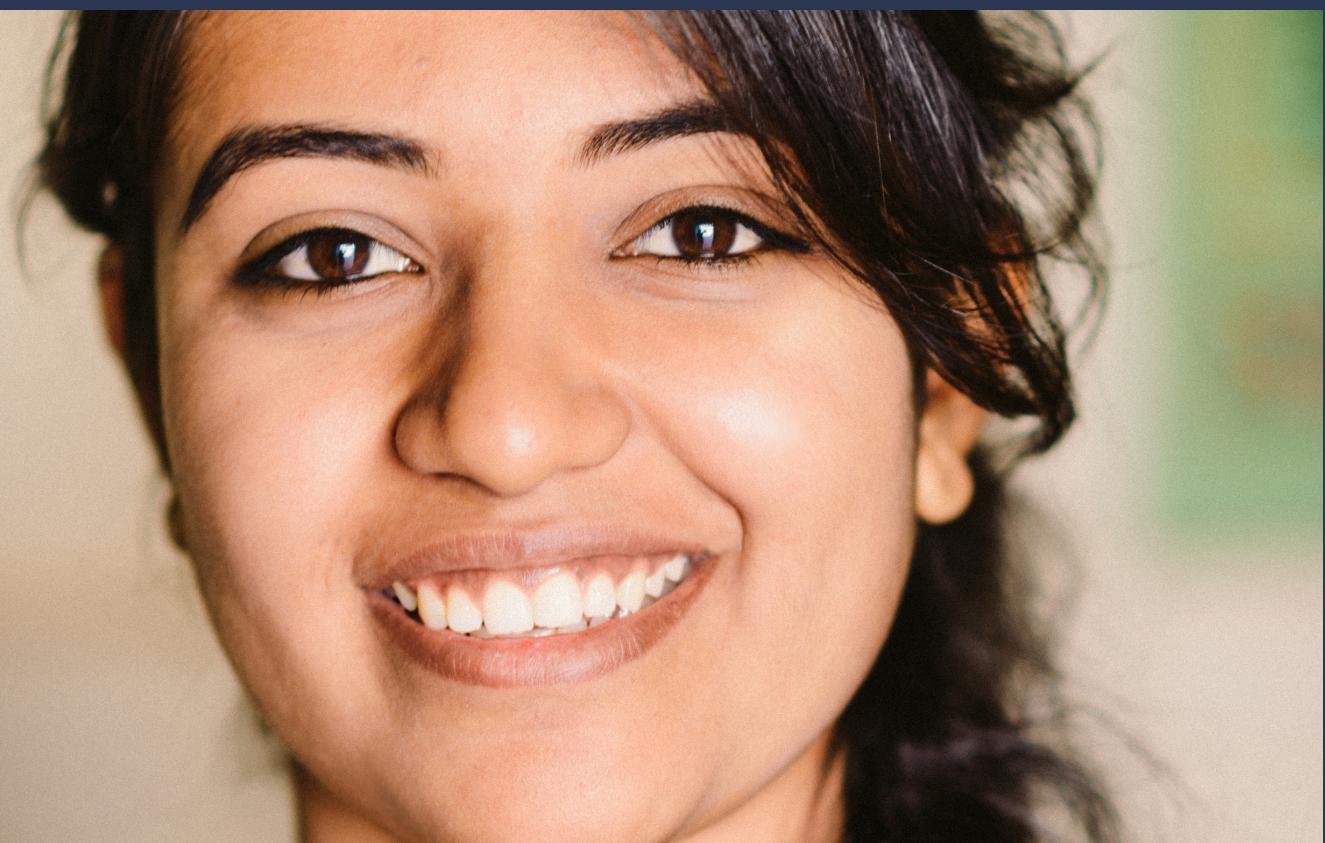
## Variable Growth Rates Across Experience Levels:

The data shows varying growth rates in median salaries across different experience levels from 2020 to 2024. While there are consistent increases in median salaries across all experience categories over the five-year period, the rates of growth differ. For instance, professionals with 6-10 years of experience witnessed substantial growth from 2020 to 2022 (from 13.6 LPA to 20.4 LPA), indicating a significant demand for mid-career professionals during this period. However, the growth rate slowed down in the following years, indicating potential stabilization in compensation levels for this experience bracket.

## Fluctuations in Early-Career Salaries:

Professionals with 0-3 years and 3-6 years of experience experienced fluctuations in median salaries across the five-year period. While there were noticeable increases in median salaries for both groups from 2020 to 2022, there were subsequent fluctuations in 2023 and 2024. This suggests potential volatility or instability in early-career salary levels, which could be influenced by factors such as market demand, economic conditions, or changes in industry dynamics.

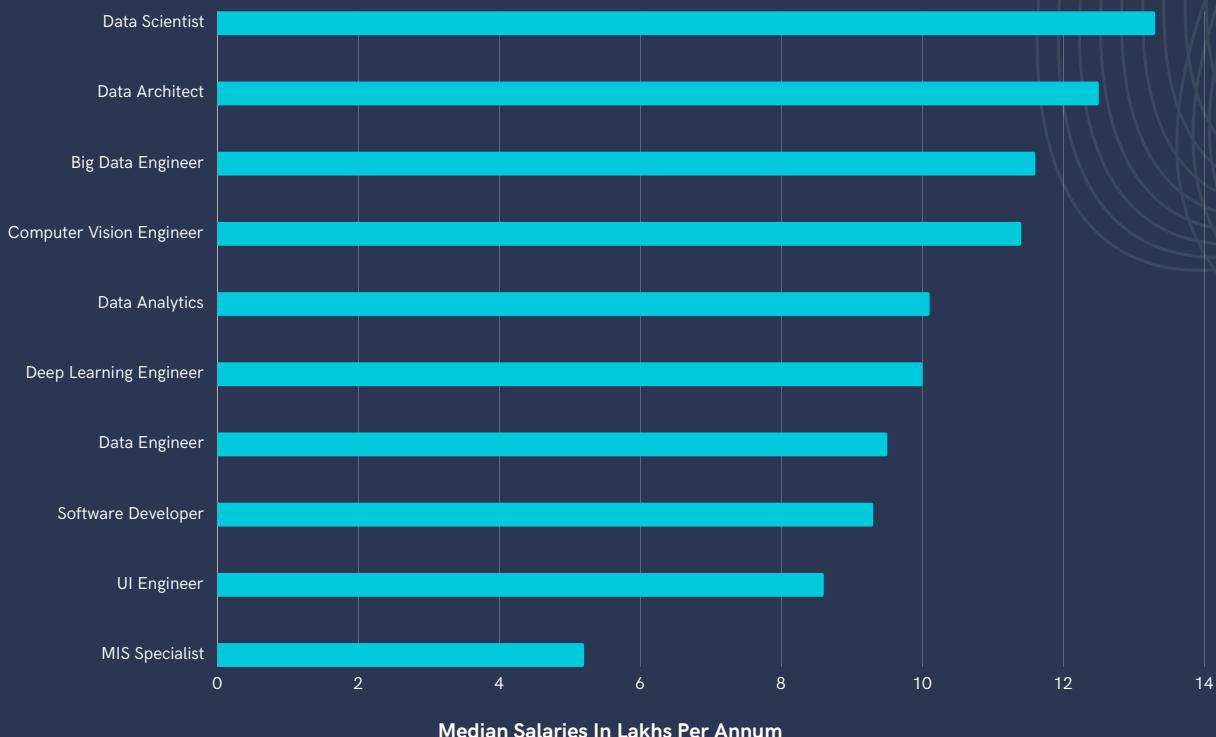
Although senior-level professionals with 10-12 years and 12+ years of experience saw stable median salaries in the last 4 years, there is a decline in 2023 and 2024. Median salaries for these experience brackets dropped drastically, suggesting shifts in market dynamics and demand-supply balances. This underscores the need for vigilance to market fluctuations, even among seasoned professionals.



# **Understanding Salary Dynamics**

Insights into Median Salaries  
by Job Roles, Company  
Types, and Years of  
Experience

# Median Salary Of Data Analytics Professionals Across Job Roles



## Specialization Impact on Compensation:

The data showcases how the level of specialization directly correlates with median salaries within the data analytics field. Roles like Data Scientist and Data Architect, which require advanced analytical skills and strategic data management expertise, command higher median salaries (13.3 LPA and 12.5 LPA, respectively) compared to roles like MIS Specialist or UI Engineer, which may involve more administrative or frontend development tasks.

## Role Evolution and Industry Trends:

The data also hints at evolving industry trends and the changing nature of data analytics roles. The rising median salary for roles like Deep Learning Engineer and Computer Vision Engineer indicates the growing importance of artificial intelligence and machine learning in data analytics. Similarly, the increasing demand for roles like Data Scientist and Data Architect underscores organizations' emphasis on leveraging data-driven insights for strategic decision-making and competitive advantage.

## MEDIAN SALARY OF DATA ANALYTICS PROFESSIONALS ACROSS COMPANY TYPES



### Impact of Company Size and Maturity

The data highlights how the type of company influences median salaries for data analytics professionals. Startups, typically smaller and less mature companies, offer lower median salaries (10.8 LPA) compared to established players like IT Service Providers (17.9 LPA). This difference reflects the resources and financial constraints that startups often face, as well as their focus on early-stage growth and product development.

### Specialization and Value Proposition:

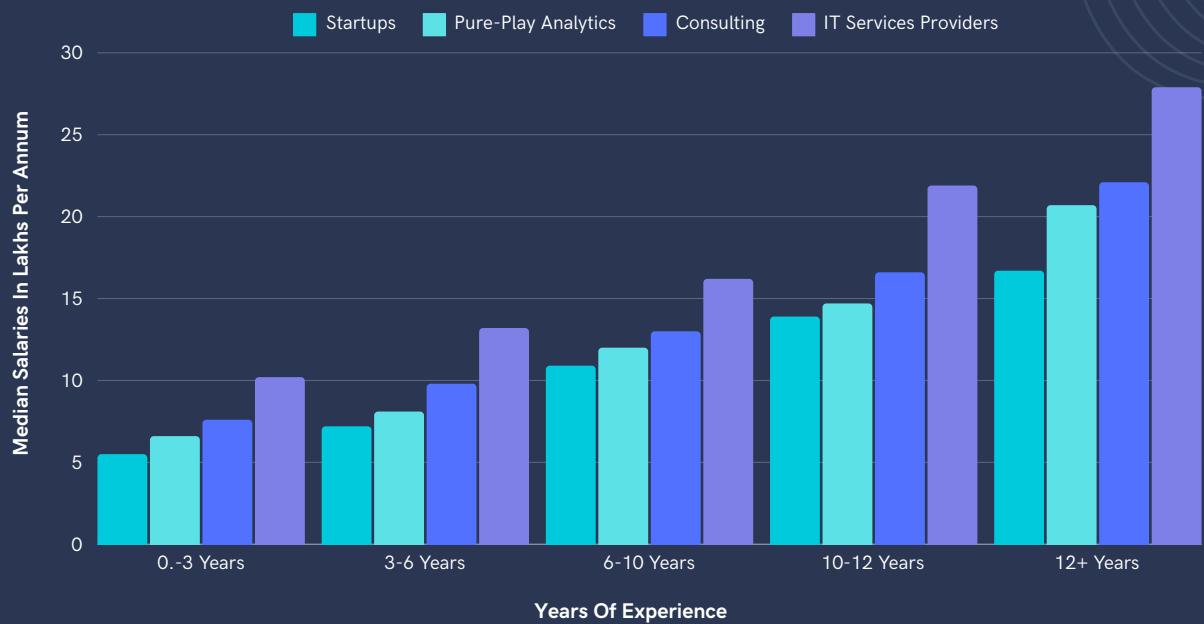
Pure-play Analytics companies, which specialize exclusively in analytics services, offer competitive median salaries (12.4 LPA). This suggests that these companies prioritize expertise in data analytics and value professionals with specialized skills in areas such as data science, machine learning, and business intelligence. Similarly, Consulting firms, which provide advisory services across various industries, offer median salaries (13.8 LPA) that reflect the premium placed on data analytics expertise and strategic insights.

## **Role of Industry and Client Base:**

IT Service Providers, which offer a wide range of technology services including data analytics, command the highest median salaries (17.9 LPA). This could be attributed to their extensive client base across industries and their ability to offer comprehensive data analytics solutions to meet diverse needs. These companies may also have larger budgets and resources dedicated to data analytics initiatives, allowing them to offer competitive compensation packages to attract top talent.



# Median Salary Of Data Analytics Professionals Across Company Types By Years Of Experience



## Early-Career Compensation

### Dynamics:

In the initial years of their careers (0-3 years and 3-6 years), professionals in startups consistently earn lower median salaries compared to their counterparts in pure-play analytics companies, consulting firms, and IT service providers. This suggests that startups may prioritize factors such as innovation, flexibility, or equity over immediate compensation for entry-level professionals.

## Mid-Career Growth and Convergence:

As professionals progress in their careers (6-10 years and 10-12 years), median salaries across all company types experience notable increases. However, the disparities in median salaries between company types narrow, indicating a convergence in compensation levels as professionals gain experience and specialization within the data analytics field. This suggests that mid-career professionals may prioritize factors such as career development opportunities, company culture, or work-life balance over immediate compensation.

## Industry-Specific Factors Driving Compensation:

The variations in median salaries across company types highlight the influence of industry-specific factors on compensation levels within the data analytics industry. Pure-play analytics companies may offer competitive salaries to attract and retain top talent in a highly specialized market, while consulting firms may prioritize client engagement and industry expertise over salary for mid-career professionals.





# Deciphering Salary Patterns:

Median Salaries Across  
Industries, Cities, and Years  
of Experience

# Median Salary Of Data Analytics Professionals Across Sectors



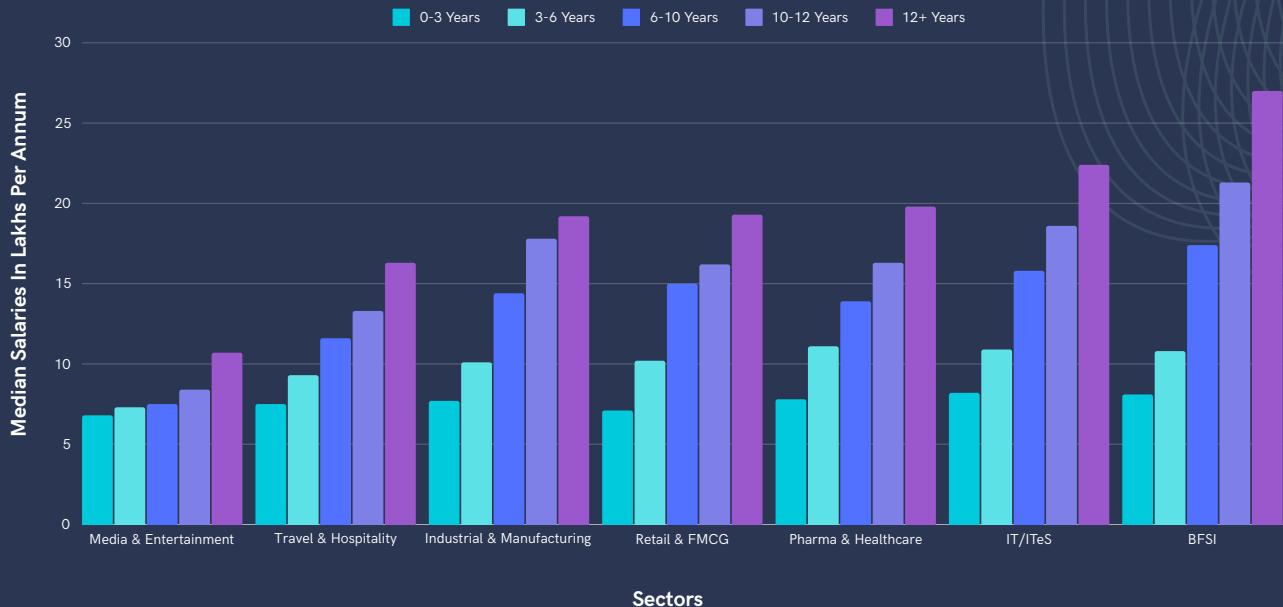
## Sectoral Disparities in Compensation:

In the initial years of their careers (0-3 years and 3-6 years), professionals in startups consistently earn lower median salaries compared to their counterparts in pure-play analytics companies, consulting firms, and IT service providers. This suggests that startups may prioritize factors such as innovation, flexibility, or equity over immediate compensation for entry-level professionals.

## Alignment with Economic Drivers and Market Opportunities:

The variations in median salaries across sectors reflect the economic drivers and growth opportunities within each industry. BFSI is a highly regulated sector with a strong emphasis on risk management and customer analytics, driving demand for skilled data analytics professionals and higher compensation levels. Similarly, the Retail & FMCG sector is experiencing rapid digitization and e-commerce growth, leading to increased investments in data analytics capabilities and higher salaries for professionals with relevant expertise.

# Median Salary Of Data Analytics Professionals Across Sectors By Years Of Experience



## Early-Career Compensation Trends:

In the initial years of their careers (0-3 years and 3-6 years), professionals in startups consistently earn lower median salaries compared to their counterparts in pure-play analytics companies, consulting firms, and IT service providers. This suggests that startups may prioritize factors such as innovation, flexibility, or equity over immediate compensation for entry-level professionals.

## Mid-Career Growth Trajectories:

In the initial years of their careers (0-3 years and 3-6 years), professionals in startups consistently earn lower median salaries compared to their counterparts in pure-play analytics companies, consulting firms, and IT service providers. This suggests that startups may prioritize factors such as innovation, flexibility, or equity over immediate compensation for entry-level professionals.

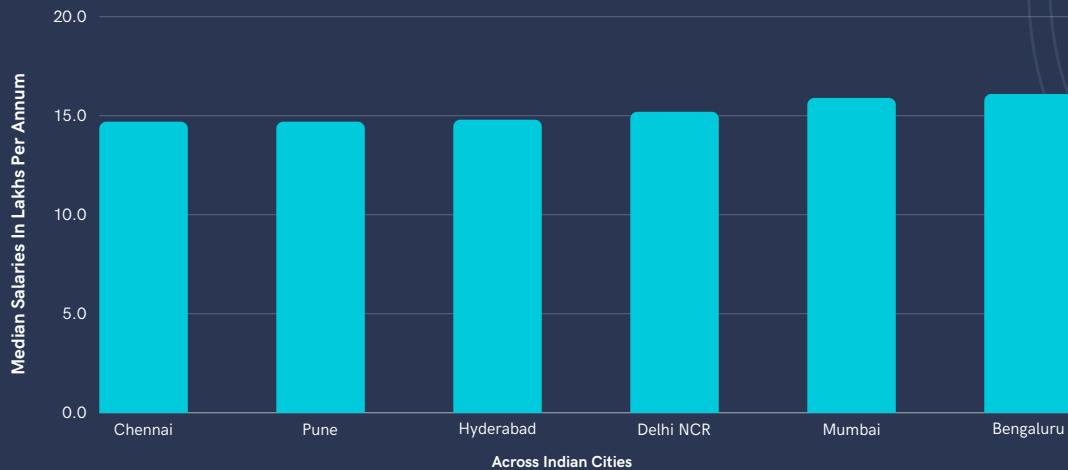
## Industry-Specific Factors

### Driving Compensation:

The variations in median salaries across sectors highlight the influence of industry-specific factors on compensation levels within the data analytics field. Sectors like Industrial & Manufacturing and Retail & FMCG offer competitive median salaries, reflecting the importance of data analytics in optimizing operations, supply chain management, and customer insights within these industries. Similarly, sectors like Pharma & Healthcare and BFSI offer higher median salaries, reflecting the critical role of data analytics in areas such as drug development, patient care, risk management, and financial services.



# Median Salary Of Data Analytics Professionals Across Top Indian Cities



## Impact of Industry Presence and Economic Activity:

Cities with a strong presence of industries such as IT/ITeS, BFSI, and technology-driven startups tend to offer higher median salaries for data analytics professionals. Mumbai, Delhi NCR, and Hyderabad demonstrate competitive median salaries (15.9 LPA, 15.2 LPA, and 14.8 LPA, respectively), likely influenced by the robust economic activity and diverse job opportunities present in these cities. The concentration of major corporations, financial institutions, and tech firms in these regions contributes to the demand for skilled data analytics professionals, resulting in higher compensation levels.

## Cost of Living Considerations:

While median salaries provide valuable insights into compensation levels, it's essential to consider the cost of living in each city. Higher median salaries in cities like Bengaluru and Mumbai may be offset by higher living expenses, impacting the overall affordability and quality of life for data analytics professionals.

# Median Salary Of Data Analytics Professionals Across Top Indian Cities By Years Of Experience



## Consistent Growth Trajectories:

Across all cities, median salaries increase consistently with years of experience, reflecting career progression and increasing expertise within the data analytics domain. Professionals in all cities witness significant salary growth as they advance from early-career stages to senior-level positions, with median salaries peaking for professionals with 12+ years of experience.

## Regional Salary Parity:

While there are variations in median salaries across cities, the overall trend of salary growth remains consistent. Cities like Mumbai, Bengaluru, and Delhi NCR consistently offer higher median salaries across all experience levels, reflecting their status as major economic and technology hubs in India. However, cities like Chennai, Hyderabad, and Pune also demonstrate competitive median salaries, indicating robust demand for data analytics professionals across different regions.

## City-specific Career Trajectories:

While the overall trend of salary growth remains consistent across cities, there may be slight variations in career trajectories and earning potential based on regional factors such as industry presence, demand-supply dynamics, and cost of living. For instance, cities like Mumbai and Bengaluru may offer higher median salaries for senior-level professionals, potentially due to their larger technology ecosystems and higher cost of living.





# **Exploring Career Pathways:**

Median Salaries by  
Educational Qualification and  
Work Model

# Median Salary Of Data Analytics Professionals By Educational Qualifications



## Differential Value of Technical Skills:

While technical qualifications command higher median salaries overall, the disparity in median salaries between graduate and postgraduate professionals with technical backgrounds is less pronounced compared to non-technical backgrounds. This suggests that while technical skills are important, the level of education may have a lesser impact on salary differentiation among professionals with technical qualifications. Employers may prioritize practical experience, specialized certifications, or domain knowledge in addition to educational qualifications when determining compensation for data analytics professionals.

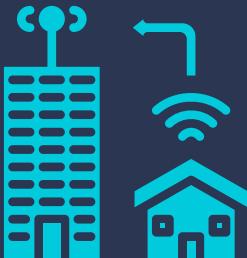
## Opportunities for Career Advancement:

The data highlights the importance of continuous learning and skill development in advancing one's career and earning potential in the data analytics field. Professionals with technical qualifications, especially those with post-graduate education, may have greater opportunities for career advancement, leadership roles, and higher compensation due to their specialized expertise and advanced knowledge in data analytics technologies and methodologies.

## Median Salary Of Data Analytics Professionals By Work Models



Work From Office



Remote Work



Hybrid Work Model

**10.2 LPA**

**11.7 LPA**

**16.1 LPA**

### Premium for Hybrid Work Models:

Professionals working in hybrid work models command significantly higher median salaries compared to those working from office or remotely. This indicates that organizations value the flexibility and adaptability offered by hybrid work arrangements, where employees split their time between working in-office and remotely. The higher compensation for hybrid work models reflect the recognition of the additional skills and autonomy required to effectively manage tasks across different work environments.

### Opportunities for Career Advancement:

The data suggests that the work environment plays a significant role in determining compensation levels for data analytics professionals. While remote work offers flexibility and autonomy, hybrid work models combine the benefits of in-office collaboration with the flexibility of remote work, resulting in higher median salaries for professionals opting for hybrid arrangements.

### Rise of Cloud Office Spaces:

The data indicates a noticeable disparity in median salaries between professionals working from the office and those working remotely. Notably, the median salary for remote work is higher, standing at 11.7 LPA, compared to the median salary of 10.2 LPA for those working from the office. This trend suggests that the rise of cloud office spaces and the increasing acceptance of remote work have contributed to a slight increase in compensation for professionals operating outside traditional office environments.



# Generative AI:

## Shaping the Future of Data Analytics Salaries

## Generative AI Salaries In India

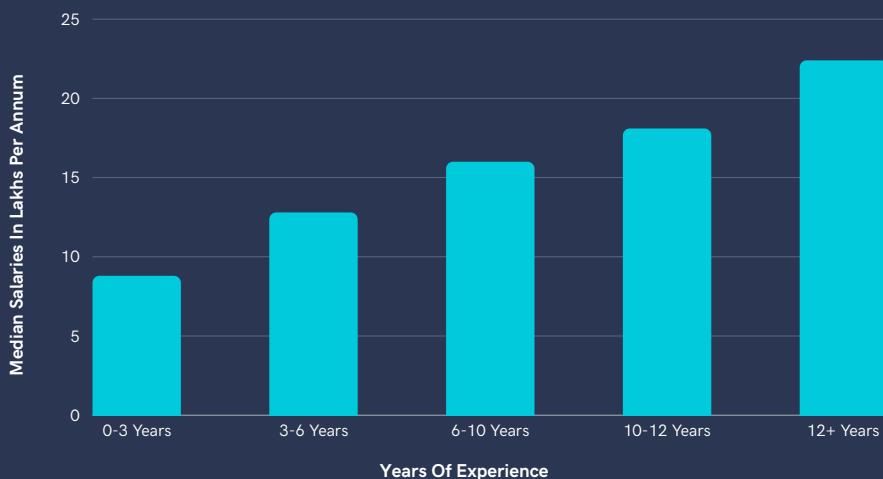
The inclusion of Generative AI salaries in the broader data analytics salary study report provides valuable insight into the evolving landscape of the data analytics field. By highlighting the compensation trends specific to Generative AI roles, the report offers a comprehensive view of the market demand and compensation premiums associated with emerging technologies. This addition underscores the growing significance of Generative AI in driving innovation and shaping the future of data analytics.

Furthermore, it showcases the increasing demand for specialized skills in machine learning, deep learning, and neural networks, reflecting the industry's emphasis on leveraging advanced technologies to unlock new insights and drive business value. Overall, the inclusion of Generative AI salaries enriches the report by providing a nuanced understanding of the diverse career opportunities and compensation dynamics within the dynamic and rapidly evolving field of data analytics.

MEDIAN SALARY OF AN GENERATIVE AI PROFESSIONAL IN 2024 IS:



# Median Salary Of Gen AI Professionals Across Years Of Experience In India



## Premium Compensation for Novel Expertise:

Generative AI professionals command higher median salaries compared to their counterparts in traditional data analytics roles. Even at the early stages of their careers (0-3 years), these professionals earn a median salary of 8.8 LPA surpassing the median salaries of entry-level data analytics professionals in other domains. This reflects the specialized nature of generative AI expertise and the high demand for professionals skilled in this cutting-edge technology.

## Impact of Technological Advancement on Compensation:

The higher salaries observed among generative AI professionals underscore the transformative impact of advanced technologies on the data analytics landscape. As organizations increasingly recognize the potential of generative AI to generate synthetic data, create realistic simulations, and enhance creativity in various applications, the demand for skilled professionals in this field continues to grow.

# Median Salary Of Gen AI Professionals Across Job Roles In India



## Premium for Specialized Expertise:

The data reveals that professionals in Generative AI roles command higher median salaries compared to traditional data analytics roles. For instance, while Generative AI Developers and Engineers earn median salaries of 11.1 LPA and 12.5 LPA respectively, these figures surpass the median salaries typically seen in mainstream data analytics roles. This highlights the premium placed on specialized expertise in Generative AI technologies, which are at the forefront of innovation and are in high demand across industries.

## Demand for Advanced Skills and Innovation:

The higher median salaries observed in Generative AI roles underscore the increasing demand for professionals with advanced skills in machine learning, deep learning, and neural networks, particularly in the context of Generative AI technologies. As organizations seek to leverage Generative AI for tasks such as image generation, natural language processing, and content creation, professionals with expertise in these areas are highly sought after and command competitive compensation packages.

## Impact on Talent Acquisition and Retention:

The data suggests that companies are willing to invest in attracting and retaining talent with expertise in Generative AI technologies. Offering competitive salaries for Generative AI roles allows organizations to stay at the forefront of technological innovation and maintain a competitive edge in the market. Moreover, the higher compensation for these roles reflects the strategic importance of Generative AI in driving business value and fostering innovation across industries.





**RESEARCH**



**AIM India**

#280, 2nd floor, 5th Main, 15 A cross, Sector 6,  
HSR layout Bengaluru, Karnataka 560102

**AIM Americas**

2955, 1603 Capitol Avenue, Suite 413A,  
Cheyenne, WY, Laramie, US, 82001

[www.aimresearch.co](http://www.aimresearch.co)

info@aimresearch.co