



USA
**DATA &
ANALYTICS
SALARY
GUIDE**
2022

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



SALARY GUIDE CONTENTS ²⁰²²

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Welcome to Harnham's annual 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 the latest edition of our annual US Data & Analytics Salary Guide.

While we have been running these guides globally for over a decade now, I am pleased to say that this latest edition is our most comprehensive yet, based on the input of over 9,000 respondents globally, more than ever before.

I want to thank every respondent who took the time to take part in our survey. 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 2022. Despite talk of a “great resignation”, we are now seeing more reluctance from candidates to move roles. While over 70% are either actively looking, or willing to move for the right opportunity, this is down from nearly 80% of respondents in 2020, albeit a similar number to what we found last year. This may well be a result of increase job security, with 92% of respondents reporting that they feel more, or as, secure in their role than they did this time last year.

A greater reluctance to move roles has, unsurprisingly, driven salaries up and, for the first time in several years uncompetitive salary is the most common reason for leaving a role. This may be a result of companies improving their career progression opportunities (the top reason for the past few years) but is also likely a result of “hiring salaries” beginning to stretch away from those offered to existing talent.

Progress does seem to have stalled somewhat when it comes to diversity. This year we found that only 26% of Data & Analytics professionals are women, which indicates a slight drop in numbers since last year. We'll examine this in more detail in our 2022 Diversity In Data Report, due to launch later this year, but this is somewhat surprising as we have seen numerous companies make deliberate efforts to improve their gender diversity.

For the meantime, this year's guide also offers a first insight into remote and hybrid-working patterns in a post-lockdown world. As you'll see, Flexible Working Hours and Remote Working Options remain two of the most desirable benefits in the industry, with most professionals only working on site 1-2 days a week. This is already having a significant impact on hiring trends and it will be interesting to see how this continues to evolve over the next few years.

I hope you find this year's 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 recognized figure in Data & Analytics recruitment over the past 16 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 2022 Salary Guide, we have compiled data from:

- Our independent survey completed by 9,484 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 your Data & Analytics career in an entry-level role, perhaps having achieved your first promotion)*

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

Principal/Manager Level (Experienced hands-on position, remaining in a technical capacity but potentially 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)

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





ABOUT THE ANALYSIS

The analysis for this report was conducted by Harnham's sister company, Rockborne. Below, Rockborne's CDO, Waseem Ali, discusses the process for this:

With Harnham's most recent industry survey garnering over 9,000 responses from professionals across the UK, US, and mainland Europe, the procedure established to yield insight from this data required data cleaning and exploration, both of which primarily occurred within Excel, PowerBI and Python.

As part of the data cleaning process, Rockborne used distribution analysis to identify outliers, which were removed as a result of some exploratory data analysis we conducted.

For the purposes of this study data outside of 'Male' and 'Female' was not considered due to the sparse number of responses, although we hope this changes over the coming years. Despite this, we will be looking at non-binary and gender fluid representation in Harnham's Diversity In Data report due out later this year, as we do not want this important area of discussion to be overlooked.



To compare different sectors within the data industry core disciplines were grouped into their respective specialisms, in order to provide a more tailored diagnosis whilst maintaining validity with the number of responses.

Rockborne are an expert provider of specialist Data & Analytics consultants. Recruiting regular cohorts of diverse, highly skilled and exceptionally promising STEM graduates, our expert trainers take these talented individuals through an intensive 16-week program of technical, business and consulting skills training, before placing them with leading data teams across all industry sectors.

[Learn more at rockborne.com](https://rockborne.com)

Rockborne
A HARNHAM GROUP COMPANY



92%

FEEL AS OR MORE SECURE
In their role than in 2021.

70%

WOULD LEAVE THEIR ROLE
If the right opportunity came up, up from 69% last year.

20%

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

12%

AVERAGE SALARY INCREASE ACHIEVED
When accepting a role over the last year.

28%

RECEIVED A COUNTER OFFER
Of those who accepted, 28% still left their role within a year

15%

AVERAGE BONUS
With 74% receiving a higher bonus than last year.

3

YEARS AVERAGE LENGTH OF TIME IN A ROLE
Showing no change from last year.

26%

NUMBER OF FEMALE PROFESSIONALS
A slight drop from 27% last year.

INDUSTRY KEY FINDINGS USA

TOP FIVE REASONS FOR LEAVING A ROLE

- Salary Not Competitive
- Poor Management
- Lack Of Career Progression
- Poor Company Culture
- Team Dynamics

TOP FIVE MOST DESIRABLE BENEFITS

- Health Insurance
- Remote Working Options
- Bonus
- 401k Matching
- Flexible Working Hours

TOP FIVE TECHNOLOGIES

- Python
- SQL
- Tableau
- AWS
- R



REMOTE & HYBRID WORKING

After two years in and out of various restrictions, most companies who planned to return to the office have done so.

As anticipated, the majority of businesses have adopted hybrid-working models, although only 10% have formalized these within contracts. Most professionals are therefore working within the parameters of non-contractual company policy or based on an informal agreement with their manager.

This has resulted in Data & Analytics professionals being in the office, on average, 1.5 days a week. For those in weekly, the true number is likely closer to 2.5 days a week, with some hybrid models only requiring in-office attendance once every couple of weeks.

As a result, companies looking to candidates to be in the office 4-5 days a week are finding it much harder to hire. The industry has embraced remote working and the flexibility that comes with it and candidates are wary that businesses who don't offer this have an inflexible culture.

That being said, many report that regular days in the office (within a hybrid model) is still useful for their professional advancement, suggesting that the visibility that comes with being on site does have its benefits.

Remote and hybrid working has also transformed the hiring process. The ease of being able to complete interviews over zoom, or similar, and the resulting flexibility and agility this provides has reset candidate expectations of what an interview process should look like.

This has resulted in candidates expecting significantly shorter stretches between first interviews and offers being made. Indeed, many Hiring Managers are starting to find that candidates no longer have the patience for lengthy interview processes with numerous stages and tech tests and are seeing increasing numbers drop off if things go on too long.



REMOTE & HYBRID KEY FINDINGS ^{USA}

32%

FOLLOW A NON-CONTRACTUAL COMPANY POLICY

While only 10% have a formal remote working agreement in their contract.

1.5

DAYS A WEEK

On average spent working in the office.

13%

OF RESPONDENTS' COMPANIES WILL NOT RETURN TO THE OFFICE AT ALL

While only 9% are returning to the office full time.

51%

PREFER A HYBRID-WORKING MODEL

While 45% would prefer to be fully remote.

1

HEALTH INSURANCE LISTED AS THE MOST DESIRABLE BENEFIT

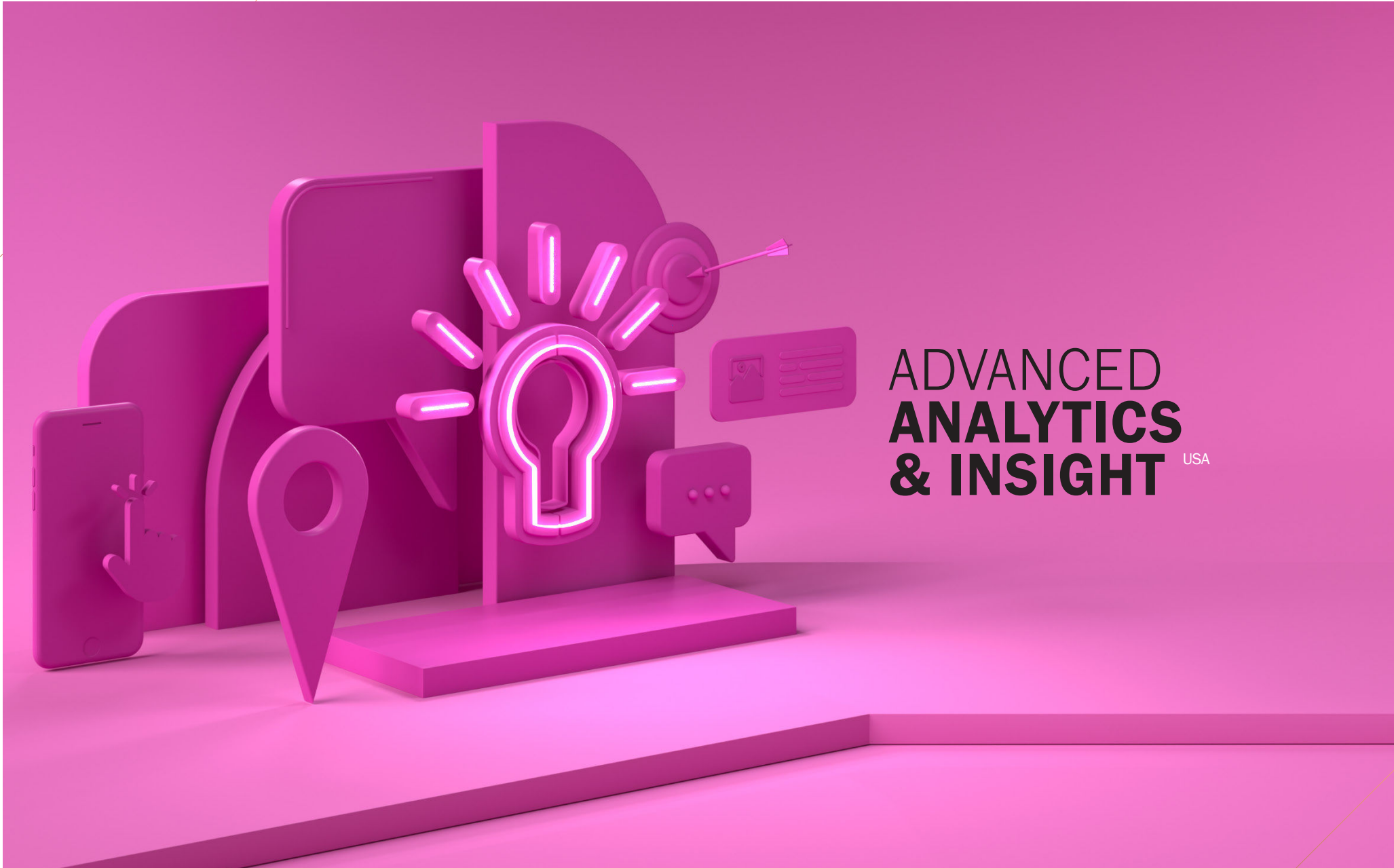
That a company can offer.

4%

LEFT THEIR ROLE

As a result of lack of remote working opportunities.





ADVANCED
ANALYTICS
& **INSIGHT** ^{USA}



ADVANCED ANALYTICS & INSIGHT USA

Advanced Analytics has continued to experience steady growth, particularly within start-ups which are striving to utilize data in a more strategic fashion.

Within e-commerce, for example, analytics is being leveraged from a predictive standpoint for consumer forecasting, targeting, personalization and effective marketing.

The market is constantly evolving, but the need for foundational skillsets is still very much at its core.

Consequently, foundational data hires are still highly sought after, particularly in smaller organizations, where they are relied upon to set out data strategy roadmaps and organize the data in order to be conducive for analytics.

OUR CONSULTANT'S THOUGHTS:

Hiring managers are looking for an equal blend of statistical prowess and presentation skills. Other sought-after attributes include a good tenure throughout their career and candidates who have seen analytical solutions through from start to finish - a skillset valued for entrepreneurial-based roles because of the ever-shifting climate.

On the other side of the coin, candidates are looking for modernized organizations from a tech stack perspective, who put Data & Analytics at the center of everything that they do.



Upward mobility is also a key seller, as are opportunities to work cross-functionally and without a ceiling to growth. This is key and enables staff to build skillsets that will allow them to take their career in numerous different directions.

Greffen George / Manager, Advanced Analytics



92%

FEEL AS OR MORE SECURE

In their role than in 2021.

72%

WOULD LEAVE THEIR ROLE

If the right opportunity came up.

21%

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.

15%

AVERAGE BONUS

With 63% of respondents receiving a bonus.

26%

NUMBER OF FEMALE PROFESSIONALS

Down for the second year in a row.

ADVANCED ANALYTICS & INSIGHT ^{USA}

TOP FIVE REASONS FOR LEAVING A ROLE

- Salary not competitive
- Poor management
- Lack of career progression
- Poor company culture
- Team dynamics

TOP FIVE TECHNOLOGIES

- Python
- SQL
- AWS
- R
- Tableau



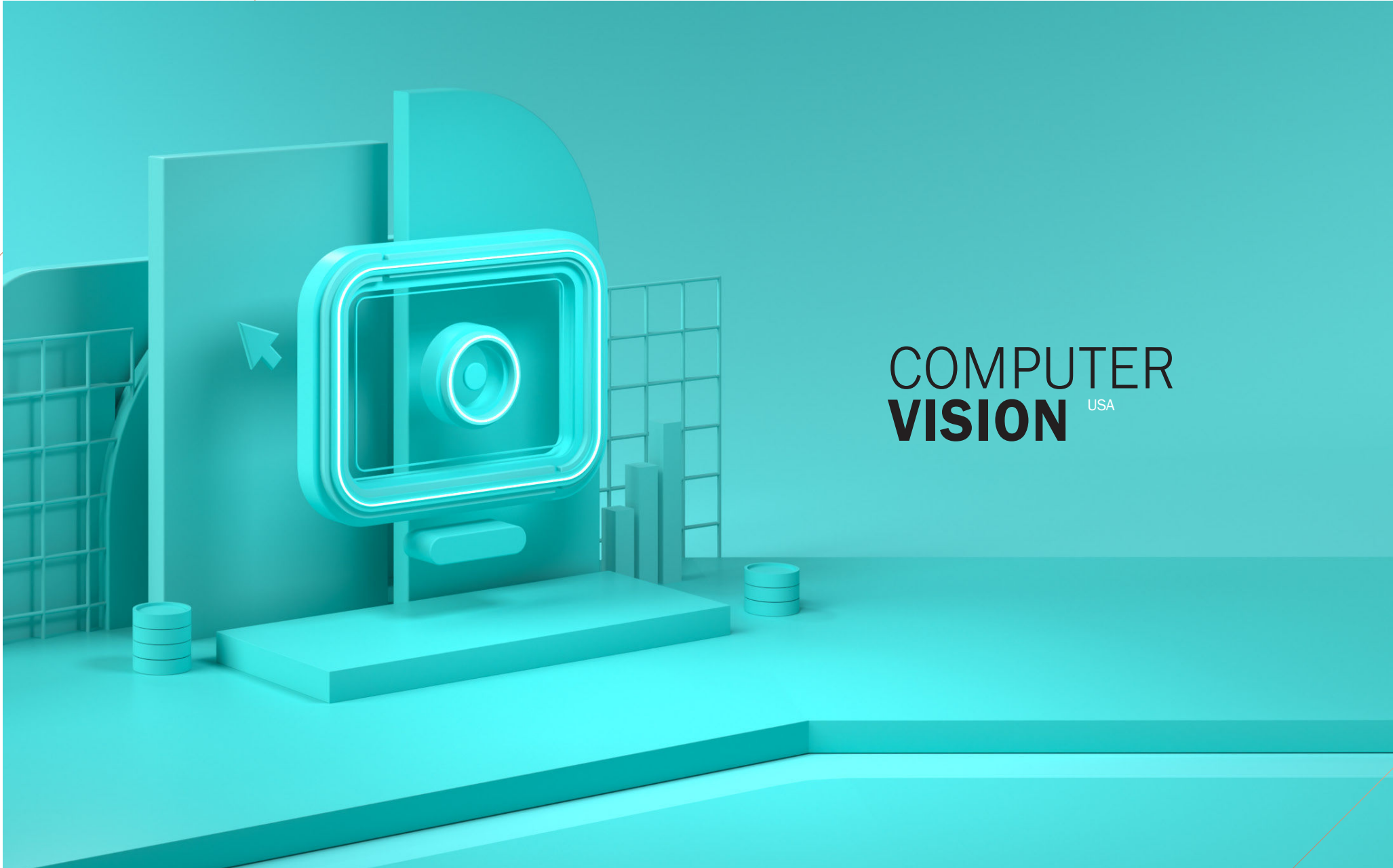
ADVANCED ANALYTICS & INSIGHT ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Campaign & CRM	\$78.4k \$55k \$70k	\$120k \$122k \$90k	\$162k \$160k \$125k	\$180k \$238.5k \$175k	\$200k \$240k \$252k
Consumer Insight	\$65k \$123k \$120k	\$118k \$120k \$120k	\$140k \$167.5k \$172.5k	\$193k \$180k \$165k	\$232.5k \$250k \$195k
Data Science - Customer Analytics	\$110k \$120k \$115k	\$163k \$170k \$115k	\$187.5k \$210k \$152.5k	\$240k \$250k \$145k	\$275k \$350k \$187k
Predictive Analytics	\$104k \$90k \$82k	\$159.2k \$170k \$110k	\$182k \$210k \$130k	\$225k \$230k \$182.5k	\$260k \$350k \$300k
Product Analytics	\$95.8k \$110k \$100k	\$148k \$150k \$119.5k	\$172.3k \$180k \$160k	\$202.4k \$220k \$175k	\$232k \$220k \$270k
Strategic Analytics	\$80k \$100k \$80k	\$138.7k \$136k \$109k	\$160k \$152.5k \$145k	\$190.8k \$180k \$155k	\$222.5k \$270k \$230k

CONTRACT - AVERAGE HOURLY RATES

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West]				
Campaign & CRM	\$40 \$40	\$60 \$55	\$80 \$70	n/a n/a	n/a n/a
Consumer Insight	\$35 \$35	\$45 \$55	\$60 \$70	n/a n/a	n/a n/a
Data Science - Customer Analytics	\$35 \$45	\$65 \$65	\$80 \$80	n/a n/a	n/a n/a
Predictive Analytics	\$35 \$45	\$60 \$75	\$85 \$90	n/a n/a	n/a n/a
Product Analytics	\$40 \$50	\$65 \$75	\$90 \$100	n/a n/a	n/a n/a
Strategic Analytics	\$35 \$40	\$60 \$70	\$70 \$80	n/a n/a	n/a n/a

A 3D rendered scene in a monochromatic teal color. It features a central monitor with a glowing camera lens, a mouse cursor pointing at it, and various data visualization elements like bar charts and database cylinders on a platform. The background is a solid teal wall.

COMPUTER VISION USA



COMPUTER VISION USA

The combination of innovation and the knock-on effects of COVID has made the use of Computer Vision far more prevalent across numerous industries.

This is particularly evident with the recent explosion of autonomous cars and self-driving vehicles. In fact, it is quickly becoming clear that this applies to any form of autonomous robotics, for example in packing and shipping in warehouses.

This has led to the continuation of a candidate driven market, and despite there being plenty of top talent out there, the imbalance between supply and demand is forcing companies to be extremely competitive. Roles within image recognition, 2D and 3D perception and SLAM (Simultaneous Localization and Mapping) are experiencing a particular uptick.

OUR CONSULTANT'S THOUGHTS:

Hiring managers are now seeking candidates with a minimum of a master's degree specifically in computer science, computer vision or robotics. Fortunately, this demand is being answered by US technology schools offering computer vision and robotics-specific programs.

A wide range of applications is one of the reasons that Computer Vision is experiencing so much interest. Candidates are eager to beat the forefront of cutting-edge innovation and to take opportunities where they can make a real impact - something that often lends itself to start-up environments.



Kyle Anzalone / Senior Manager, Computer Vision



90%

FEEL AS OR MORE SECURE
In their role than in 2021.

67%

WOULD LEAVE THEIR ROLE
If the right opportunity came up, the fewest in the industry.

34%

WOULD LIKE TO WORK ENTIRELY REMOTELY
The most in the industry.

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.

12%

AVERAGE BONUS
With 63% of respondents receiving a bonus.

21%

NUMBER OF FEMALE PROFESSIONALS
A significant increase from 13% last year.

COMPUTER VISION INSIGHTS ^{USA}

TOP FIVE REASONS FOR LEAVING A ROLE

- Lack of career progression
- Salary not competitive
- Benefits not competitive
- Company downsizing/redundancy
- Company restructuring

TOP FIVE TECHNOLOGIES

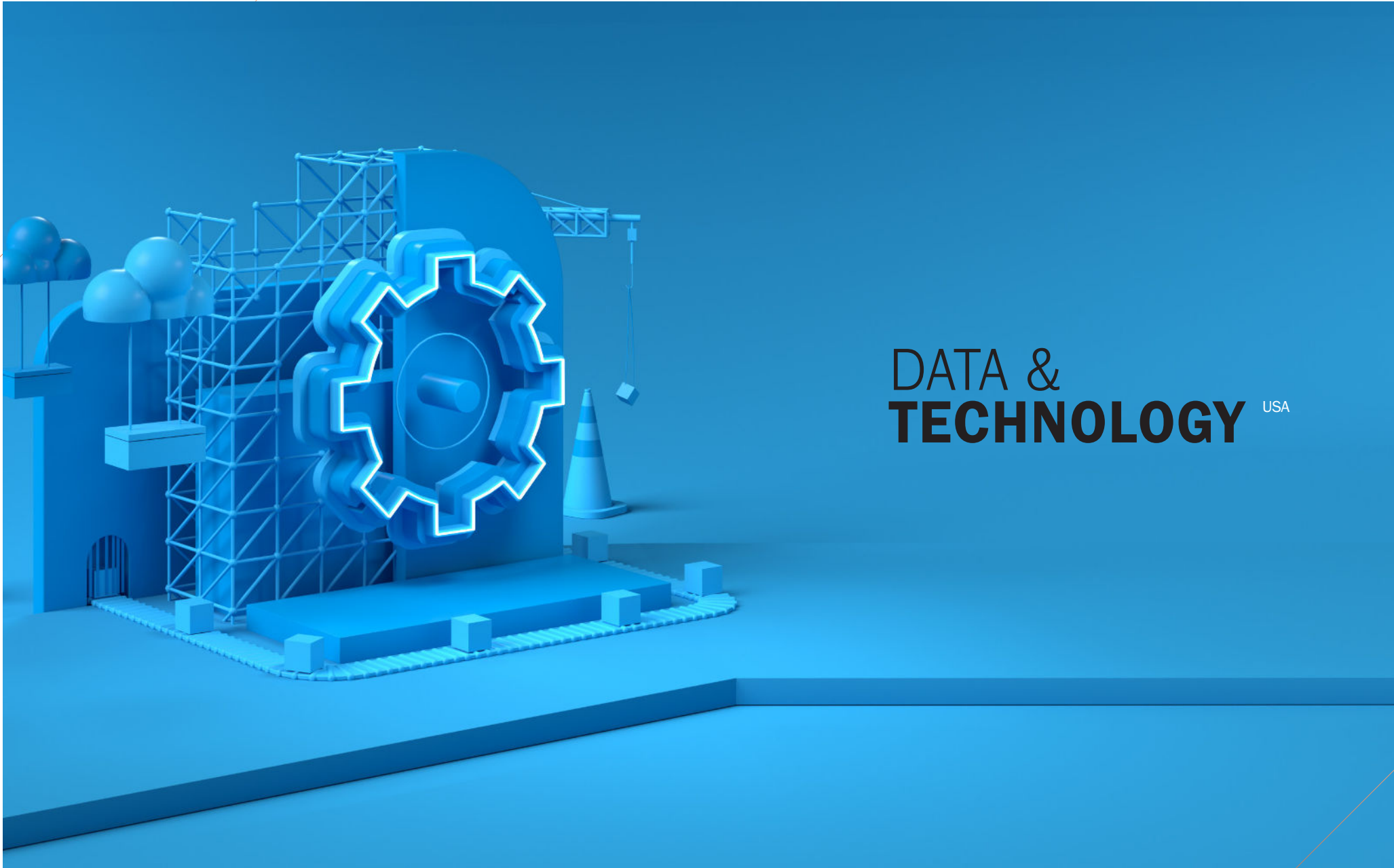
- Python
- C++
- Tensorflow
- Open CV
- AWS



COMPUTER VISION ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

COMPUTER VISION Role type	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West]				
Computer Vision Engineering	\$110k \$105k	\$134k \$152k	\$169k \$172k	\$205k \$223k	\$275k \$283k
Perception Engineering	\$122.8k \$125k	\$140k \$152k	\$174.5k \$175k.3	\$230k \$220.5k	\$282.3k \$282k
Software Engineering - Autonomy	\$101.2k \$98k	\$125k \$131k	\$149.2k \$132.7k	\$182.3k \$204.1k	\$216.5k \$235k
Software Engineering - Medical Imaging	\$98.8k \$105k	\$138.2k \$135.3k	\$165k \$157k	\$198k \$207k	\$240k \$240k
Software Engineering - Robotics	\$112k \$120k	\$132.4k \$134k	\$158.2k \$198.3k	\$191.3k \$235.3k	\$238.2k \$245.3k



DATA & **TECHNOLOGY** USA



DATA & TECHNOLOGY USA

The market has experienced a lot of growth over the last 12 months, and while it has always been a competitive space, it has become increasingly more so over recent years.

One clear trend is the growing need for Data Engineers to build the infrastructure and tools that allow for the creation of clean data for analysis. Other roles including Data Infrastructure Engineering and DevOps Engineering are also becoming more popular.

This stems from the fact that companies are increasingly linking their Data Engineering and Machine Learning processes, using several different cross-functional skill sets. They are largely focusing on building tools for machine learning, and sourcing engineers able to effectively pull high quantities of data from multiple sources.

OUR CONSULTANT'S THOUGHTS:

As ever, Hiring Managers are looking for those with a good combination of soft skills and strong technical expertise. In smaller businesses in particular, these roles involve interfacing across multiple departments to glean the necessary information and insights. Those with broad, but deep experience are particularly highly desired but very hard to come by.



Employees are under huge amounts of pressure to stay up to date and relevant and will move regularly if their company isn't innovating quickly enough, to avoid their market value plummeting.

Calum Reid / **Manager, Data & Technology**



93%

FEEL AS OR MORE SECURE

In their role than in 2021.

69%

WOULD LEAVE THEIR ROLE

If the right opportunity came up.

21%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

13%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

15%

AVERAGE BONUS

With 65% of respondents receiving a bonus.

28%

NUMBER OF FEMALE PROFESSIONALS

A significant increase from 18% last year.

DATA & TECHNOLOGY INSIGHTS USA

TOP FIVE REASONS FOR LEAVING A ROLE

- Salary Not Competitive
- Poor Management
- Lack of career progression
- Benefits not competitive
- Team dynamics

TOP FIVE TECHNOLOGIES

- Python
- SQL
- Tableau
- AWS
- GCP



DATA & TECHNOLOGY USA

PERMANENT - AVERAGE ANNUAL SALARY

DATA & TECHNOLOGY <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Analytics Engineering	\$126k \$115k \$105k	\$155k \$155k \$120k	\$183.4k \$170k \$140k	\$197.5k \$195k \$185k	\$215.4k \$227.5k n/a
Business Intelligence	\$82.3k \$95k \$62.5k	\$125k \$145k \$96.5k	\$152k \$160k \$135.2k	\$176k \$245k \$187k	\$210k \$212.5k \$195k
Data Architecture	\$146k \$120k \$90k	\$176.2k \$175k \$126.6k	\$193k \$190k \$165k	\$246k \$200k \$180k	\$279.3k \$250k \$245k
Data Engineering	\$130k \$152.5k \$80k	\$172k \$177.5k \$119k	\$202k \$210k \$167.5k	\$250k \$250k \$235k	\$285k \$275k \$260k
Data Governance	\$110k \$120k \$85k	\$128.5k \$170k \$121k	\$160k \$190k \$150k	\$215.3k \$250k \$180k	\$240k \$300k \$250k
DevOps/ Infrastructure	\$132.2k \$120k n/a	\$148k \$150k n/a	\$171.5k \$173k n/a	\$208.1k \$175k \$182.5k	\$220k \$425k n/a
Software Engineering	\$98.4k \$97.5k \$90k	\$113.2k \$145k \$100k	\$180k \$190k \$150k	\$212k \$220k \$175k	\$240.5k \$250k \$190k

CONTRACT - AVERAGE HOURLY RATES

DATA & TECHNOLOGY <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West]				
Analytics Engineering	\$45 \$40	\$65 \$75	\$85 \$85	n/a n/a	n/a n/a
Business Intelligence	\$35 \$35	\$60 \$60	\$85 \$85	n/a n/a	n/a n/a
Data Engineering	\$40 \$40	\$60 \$60	\$85 \$85	n/a n/a	n/a n/a

A 3D rendered scene in a monochromatic pink color scheme. It features a central glowing neon 'M' inside a rounded square frame, a glowing lightbulb, a stack of server racks, and various geometric shapes like cubes and lines, all set on a platform with a shadow.

DATA **SCIENCE** USA



DATA SCIENCE ^{USA}

Data Science has continued to evolve heavily over the past 12 months, with newer spaces that were on the cusp of breaking through this time last year now firmly placed on the map.

An example of this is Machine Learning Operations (MLOps), an intersection between Data Science and Data Technology which combines a host of skillsets and processes such as modeling, Machine Learning, infrastructure and platform. The merging of these verticals has created a very niche area which, in turn, has created a job role that is harder to recruit for.

OUR CONSULTANT'S THOUGHTS:

Hiring managers are looking for candidates who hold five to six years of experience – self-starters who do not necessarily need a lot of hand holding. Nevertheless, being such a broad area, it's hard to come by people with the exact experience required.

This means digging a lot deeper into a candidate's profile than usual. Titles tend to be subjective in data science, so we need to look at what existing skills they already hold (Python remains to be a must-have amongst most employers), the roles and responsibilities they have already undertaken as well as transferrable skills and an aptitude for learning.

Away from MLOps and more generally within Data Science, the needs of hiring managers have also shifted in 12 months. Because of the economic climate that the US currently faces, both employers and candidates have become far more cautious in their recruitment efforts than before. Now, they want to find a person or people who fit seamlessly within the team culturally, that showcase a good level of commitment to the company – even in the initial interview stages – as well as effective soft skills, such as the ability to communicate well with stakeholders.



Kristianna Chung / Managing Consultant, Data Science



93%

FEEL AS OR MORE SECURE

In their role than in 2021.

67%

WOULD LEAVE THEIR ROLE

If the right opportunity came up, the fewest in the industry.

20%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

12%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

14%

AVERAGE BONUS

With 66% of respondents receiving a bonus.

27%

NUMBER OF FEMALE PROFESSIONALS

A significant increase from 15% last year.

DATA SCIENCE INSIGHTS USA

TOP FIVE REASONS FOR LEAVING A ROLE

- Salary Not Competitive
- Poor management
- Lack Of Career Progression
- Poor Company Culture
- Benefits not competitive

TOP FIVE TECHNOLOGIES

- Python
- AWS
- R
- GCP
- Azure



DATA SCIENCE USA

PERMANENT - AVERAGE ANNUAL SALARY

DATA SCIENCE <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Data Science - Machine Learning	\$120.2k \$112k \$85k	\$149.8k \$155k \$115k	\$190k \$194.5k \$140k	\$250k \$257.5k \$170.5k	\$325k \$273.2k \$200k
Deep Learning & AI	\$126.2k \$120k \$80k	\$158.2k \$155k \$111.2k	\$190k \$205.6k \$144k	\$260k \$265k \$188k	\$341.4k \$335k \$210k
Machine Learning Engineering	\$125k \$105k \$90k	\$170k \$145k \$120k	\$221.5k \$196.7k \$160k	\$300k \$233k \$190k	\$400k \$302k \$220k
MLOps	\$136.4k \$115.7k \$90k	\$185k \$152.4k \$120k	\$254k \$203.2k \$160k	\$350k \$242.6k \$190k	\$398.2k \$298k \$220k
Natural Language Processing	\$112.2k \$115k \$92k	\$145k \$141k \$120k	\$210k \$198.7k \$140k	\$245k \$225.5k \$180k	\$298.5k \$312.5k \$200k

CONTRACT - AVERAGE HOURLY RATES

DATA SCIENCE <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West]				
Data Science - Machine Learning	\$40 \$50	\$70 \$75	\$90 \$95	n/a n/a	n/a n/a
Deep Learning & AI	\$45 \$60	\$75 \$80	\$90 \$100	n/a n/a	n/a n/a
Machine Learning Engineering	\$40 \$60	\$70 \$85	\$90 \$110	n/a n/a	n/a n/a
MLOps	\$40 \$60	\$75 \$90	\$90 \$110	n/a n/a	n/a n/a
Natural Language Processing	\$45 \$45	\$75 \$75	\$100 \$100	n/a n/a	n/a n/a

A 3D rendered scene in a monochromatic orange color palette. It features a large smartphone-like device on a stand, a floating thumbs-up icon, a floating heart icon, and a mouse cursor icon. The scene is set on a platform with a drop shadow.

DIGITAL ANALYTICS ^{USA}



DIGITAL ANALYTICS USA

There have a few notable drivers behind growth in the Digital Analytics market this year.

Despite existing for a while now, Google Analytics 4 (GA4) is experiencing increased visibility and as a result, companies are hiring candidates specifically to carry out the migration and implementation of the platform.

The shifting privacy landscape and increased regulations are driving demand for talent who can facilitate ethical user tracking, and companies are becoming even more user-centric in their approach which is bolstering roles in website and conversion rate optimization.

On the media analytics side, demand for those who can analyze media campaign performances within an agency environment, is consistently high. We are particularly seeing more client-side roles within media analytics, as brands shift towards building those teams internally.

OUR CONSULTANT'S THOUGHTS:

The impact of a highly fluid job market is causing hiring managers to place a greater emphasis on sourcing candidates that can demonstrate longevity in their roles.

There's also a heavy emphasis on communication. Companies need candidates to build relationships with senior level stakeholders, as well as working on an autonomous basis without much hand holding - a skill which has gained more traction as a result of remote working.

Candidates are in search of growth, culture, good leadership and flexible working in their roles. Due to the job heavy market, it is incredibly rare that a candidate will take a lateral move, not only in salary but in terms of seniority and responsibility - they want to take on roles that they can grow into.



Joshua Poore / Senior Manager, Digital Analytics



89%

FEEL AS OR MORE SECURE

In their role than in 2021, the least secure in the industry.

70%

WOULD LEAVE THEIR ROLE

If the right opportunity came up.

25%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

13%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

18%

AVERAGE BONUS

With 70% of respondents receiving a bonus.

26%

NUMBER OF FEMALE PROFESSIONALS

Dropping from 39% last year.

DIGITAL ANALYTICS INSIGHTS USA

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR

- Salary Not Competitive
- Poor Company Culture
- Lack of career progression
- Poor management
- Team dynamics

TOP FIVE TECHNOLOGIES

- SQL
- Tableau
- Google Analytics
- Adobe Analytics
- Tableau
- Python



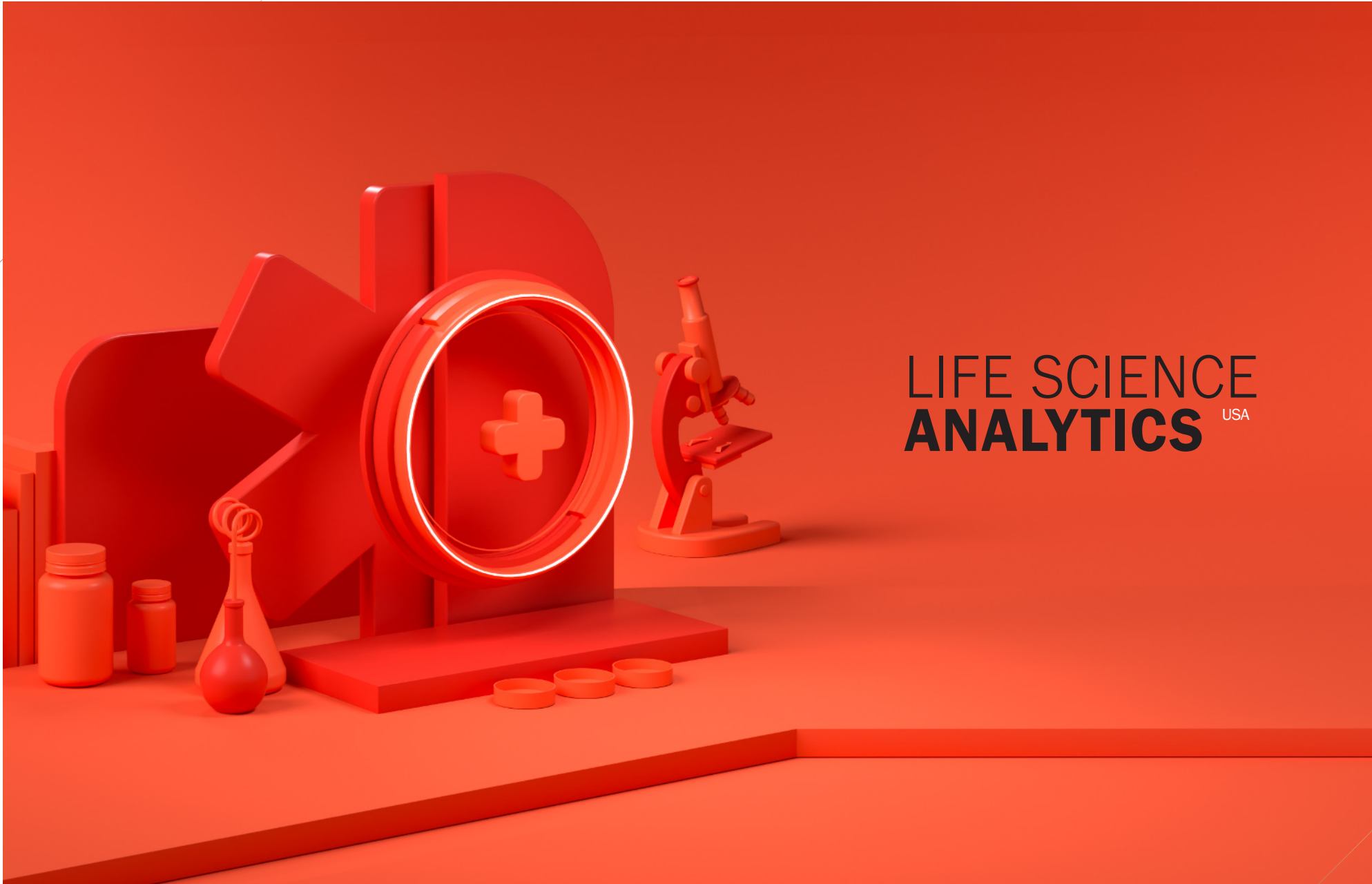
DIGITAL ANALYTICS USA

PERMANENT - AVERAGE ANNUAL SALARY

DIGITAL ANALYTICS <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West Other]				
Conversion Rate Optimization	\$72.5k \$90k \$80k	\$128.2k \$120k \$100k	\$149.3k \$170k \$135k	\$185k \$220k \$160k	\$250k n/a \$200k
Implementation	\$91k \$95k \$80k	\$143.5k \$125k \$100.8k	\$178k \$185k \$135k	\$200k \$220k \$160k	\$242.5k n/a \$200k
Media Analytics	\$76.4k \$90.5k \$80k	\$117k \$130k \$152.5k	\$142k \$175k \$150k	\$155k \$200k \$160k	\$245k \$240k \$200k
Performance Marketing & Growth	\$65.3k \$90k \$80k	\$132k \$130k \$91.5k	\$155k \$170k \$135k	\$187.2k \$200k \$160k	\$215k \$235k \$206.9k
Web Analytics	\$78.2k \$90k \$80k	\$138.2k \$135k \$115k	\$161.4k \$165k \$135k	\$199.5k \$200k \$219.5k	\$252.5k n/a \$200k

CONTRACT - AVERAGE HOURLY RATES

DIGITAL ANALYTICS <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West]				
Conversion Rate Optimization	\$35 \$30	\$60 \$55	\$85 \$80	n/a n/a	n/a n/a
Implementation	\$40 \$40	\$65 \$60	\$90 \$85	n/a n/a	n/a n/a
Media Analytics	\$30 \$30	\$55 \$45	\$70 \$70	n/a n/a	n/a n/a
Web Analytics	\$35 \$40	\$60 \$50	\$90 \$70	n/a n/a	n/a n/a



LIFE SCIENCE **ANALYTICS** ^{USA}



LIFE SCIENCE ANALYTICS ^{USA}

It has been a challenging year for biotech, but traditional BioPharm companies are continuing to prosper.

Companies are discovering the potential impact of the insights that can be gleaned from data with the right talent.

Jobs in Artificial Intelligence (AI) and Machine Learning (ML) are surging, and while there will always be space for biotech analytics, there is now an increased focus on those with cutting edge ML experience. The trends that you see in finance for example are being applied to biological problems. Hiring managers are seeking ML scientists and engineers that have biology and healthcare knowhow.

OUR CONSULTANT'S THOUGHTS:

There's been an uptick in those from engineering looking to shift into the sector and an increased need for strong infrastructure to facilitate the vast swathes of data at hand, so those with experience with the cloud and integrating old servers are of increasing value.

Hiring managers need candidates who can translate between different roles. Biotech firms are always competing against the high salaries of big tech firms in order to secure ML engineers and as a result, they are on the lookout for those who are more mission driven, and intellectually curious.

There is a mismatch in demand, as employers seek those with comprehensive experience, particularly in the start-up market, while candidates are looking for opportunities to learn and grow dynamic skillsets.



Alyssa Liew / Managing Consultant, Life Science Analytics



94%

FEEL AS OR MORE SECURE

In their role than in 2021, the most secure in the industry.

72%

WOULD LEAVE THEIR ROLE

If the right opportunity came up.

24%

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.

17.5%

AVERAGE BONUS

With 56% of respondents receiving a bonus.

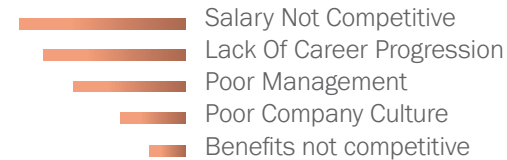
32%

NUMBER OF FEMALE PROFESSIONALS

Down from 37% last year but the most in the industry.

LIFE SCIENCE INSIGHTS USA

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR



TOP FIVE TECHNOLOGIES

- Python
- R
- AWS
- GCP
- Azure



LIFE SCIENCE ANALYTICS USA

PERMANENT - AVERAGE ANNUAL SALARY

LIFE SCIENCE ANALYTICS <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East West]				
Bioinformatics	\$130k \$135k	\$158k \$165k	\$180k \$190k	\$196k \$215k	\$257.5k \$275k
Cheminformatics	\$132k \$145k	\$158k \$170k	\$185k \$205k	\$215k \$235k	\$252k \$265k
Computational Biology	\$148k \$160k	\$165k \$180k	\$187k \$210k	\$227k \$250k	\$258k \$275k
Computational Chemistry	\$142k \$150k	\$180k \$195k	\$190k \$215k	\$222k \$240k	\$250k \$270k
Data Science- Biology	\$148k \$160k	\$145k \$180k	\$190k \$210k	\$227k \$250k	\$258k \$275k
Health Informatics	\$128k \$130k	\$137k \$150k	\$160k \$180k	\$193k \$210k	\$229k \$250k

CONTRACT - AVERAGE HOURLY RATES

LIFE SCIENCE ANALYTICS <small>Role type</small>	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Average Hourly Rate - \$ USD [East West]				
Bioinformatics	\$40 \$40	\$60 \$60	\$85 \$85	n/a n/a	n/a n/a



RISK ANALYTICS ^{USA}



RISK ANALYTICS ^{USA}

Credit Risk is currently the biggest growth market in this space and is driving a huge surge in demand for Credit Risk professionals - of which, there isn't a huge pool.

Because much of what is involved in understanding fraud or risk is understanding customer behaviour, candidates are being plucked from traditional customer analytics roles.

As a result, Customer Analytics is now blending into Credit Risk and rather than being kept as a separate independent function, Credit Risk now often sits with product teams or Data Science teams. The titles that are emerging highlight this blend, such as Credit Risk Data Scientist or Product Manager (Credit Risk).

OUR CONSULTANT'S THOUGHTS:

For candidates it's all about growth in role. Typically Credit Risk was a relatively siloed area, but candidates no longer want to limit their career by working within purely one area of Credit Risk. They want to learn and be challenged and therefore tend to favor fast-paced start-ups over slower moving hierarchal big firms.



Jenni Kavanagh / Associate Director



91%

FEEL AS OR MORE SECURE

In their role than in 2021.

76%

WOULD LEAVE THEIR ROLE

If the right opportunity came up, the most in the industry.

25%

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.

15%

AVERAGE BONUS

With 80% of respondents receiving a bonus, the most in the industry.

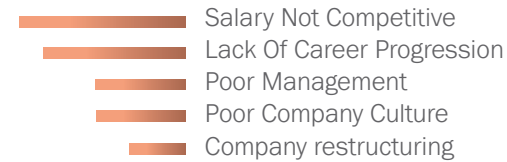
20%

NUMBER OF FEMALE PROFESSIONALS

The least in the industry.

RISK ANALYTICS ^{USA} KEY FINDINGS

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR



TOP FIVE TECHNOLOGIES

- Python
- SQL
- AWS
- SAS
- GCP



RISK ANALYTICS ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

RISK ANALYTICS Role type	Entry Level	Mid-Level	Principal/Manager Level	Technical Lead/Director	VP & OTHER
	Annual Base Salary - \$ USD [East]				
Decision Science	\$136k	\$150k	\$173.4k	\$203.4k	\$285k
Decision Systems	\$122k	\$137.4k	\$157k	\$189.2k	\$248k
Fraud Analytics	\$130k	\$148.3k	\$169k	\$199.9k	\$268.2k
Portfolio Management	\$114.3k	\$128.2k	\$151.9k	\$187k	\$242.5k



53%

**RECEIVED AN EXTENSION
TO THEIR LATEST CONTRACT**

With an average extension
of 12 weeks.

68%

**RECEIVED A DAY-RATE
INCREASE**

During their current
or most recent contract.

9

MONTHS AVERAGE

Spent at each contract.

25%

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

Only 40% percent accepted,
and 36% of these saw their
pay decrease as a result.

**CONTRACTORS' CURRENT
ENGAGEMENT MODELS**

W2 (55%)
Corp to Corp (21%)
1099 (20%)
Other (4%)

HARNHAM CONTRACT

Following a burst of hiring following COVID in the resurgence of office working, the markets remained steady last year.

With that surge in demand, many companies moving to Contract to Hire models, particularly for remote workers.

Lately, small breaks in the market are beginning to appear. An inflection point had been hit where companies were receiving significant investments, but now with rising interest rates, CFOs are looking to pump the breaks and be smarter about how they're investing their money. Profitable companies are still chugging along, but others have had to go through some corrections, which is natural in this market.

There is likely to be a small uptick in the percentage of roles that are contracted over the next six months, as those conscious of budgets look to keep their full-time head count low and wait to see what happens with the economy.

For Hiring Managers, communication skills are paramount in contracted roles, as well as a preference for those with a background aligned with the company, whether that be a start-up or streaming company.

On the candidate side, there will always be gravitation towards companies which use newer data tools and who are up to speed with Data Warehousing for example.



Charlie Austin / Managing Consultant, Contract



CONTACT HARNHAM ^{USA}

We hope you've found our commentary on the state of the Data & Analytics 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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