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EUROPEAN

# DATA & ANALYTICS SALARY GUIDE 2017

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

# SALARY GUIDE INTRODUCTION

A WORD FROM ALEX

**We are happy to launch our latest  
European salary guide for 2017!**

A recent poll conducted by Harnham at the global Data Innovation Summit in Stockholm, Sweden cited a “lack of skilled staff” as one of the main barriers to data innovation.

57% of the survey participants cited “Lack of qualified candidates” as their biggest barrier to data innovation but would still be looking to grow their analytics teams in 2017. This means demand for qualified analysts will continue.

Harnham is recognised as the world leader within Data and Analytics recruitment, and our global teams are true specialists within their field. As the market for Analytics has grown, so too has our footprint.

**Alex Hutchings**



**ABOUT  
ALEX HUTCHINGS**

**Alex is the Director of Harnham's European practice and has worked in the industry for 13 years. He has successfully developed our expanding footprint in Germany, France, Benelux, Spain and Scandinavia over the past two years.**

By using native language speakers with a deep understanding of each local market, Harnham is well positioned to assist with local market moves as well as international relocation.

# ABOUT THIS GUIDE <sup>2017</sup>

**As a Data and Analytics specialist, we immerse ourselves in the local market to ensure we are well informed on the latest trends in our field.**

**The data from this guide is taken from our candidate network, in addition to the following sources:**

- \_ Every role registered with Harnham during 2016
- \_ Insights from candidates we have worked with
- \_ Our internal analysis of the hiring market
- \_ External market analysis via surveys

Salaries are broken down by experience level and in a broad sense, they represent the following guide to likely years of experience:

- **Entry Level 0-2 years**
- **Mid-Level 3-6 years**
- **Senior Technical or Manager Level 7-10 years**
- **Director Level 11 years +**



of survey participants  
want to grow their  
analytics teams in 2017

# KEY FINDINGS <sup>EU</sup>

Here we present our key findings of the year's topical market trends

24%

24% of companies measure the impact of data by improved customer acquisition

35%

35% of respondents said that the major barrier to data innovation was senior stakeholder buy-in and budget

61%

61% of respondents said that data innovation is important to their business to develop new products and identify new business areas.



Looker is taking data visualisation by storm due to its ease of use and real-time data integration with virtually any application, resulting in a rising number of positions with Looker listed as a key requirement.



Some market leaders in the Nordics have removed native language-speaking as a 'must-have' for analytical roles in order to meet high demand.

The adoption of Hadoop and other Big Data solutions into business is inevitable due to the improved insights that can be acquired.

Many German companies are seeking solutions which enable them to analyse a combination of existing customer information and real-time digital data.

We've noticed over the last few months the rise in popularity of profiles with experience in RTB/ Programmatic – particularly for Traffic Manager positions.

R, Python and Tableau are the tools of choice for marketing and customer insight analysts in the Nordics.

# FOCUS: GERMANY <sup>2017</sup>

**Demand for data analysts continues to grow, with most roles being advertised by eCommerce and FinTech companies. However, there has also been a marked rise in the number of positions advertised by Manufacturing brands.**

Companies of all sizes are at different stages in their digital transformation journey. Organisations are spending a lot of time and capital to ensure they have the right infrastructure in place to fully realise the benefits an analyst can bring.

The demand for specialist skills and niche tools is steadily increasing and has contributed to the upsurge in salaries and packages on offer across Germany.



# DATA & TECHNOLOGY GERMANY

**Across all industries, the implementation and adoption of Hadoop-based technologies, such as MongoDB, Cassandra, Hive or MapReduce, have become widespread.**

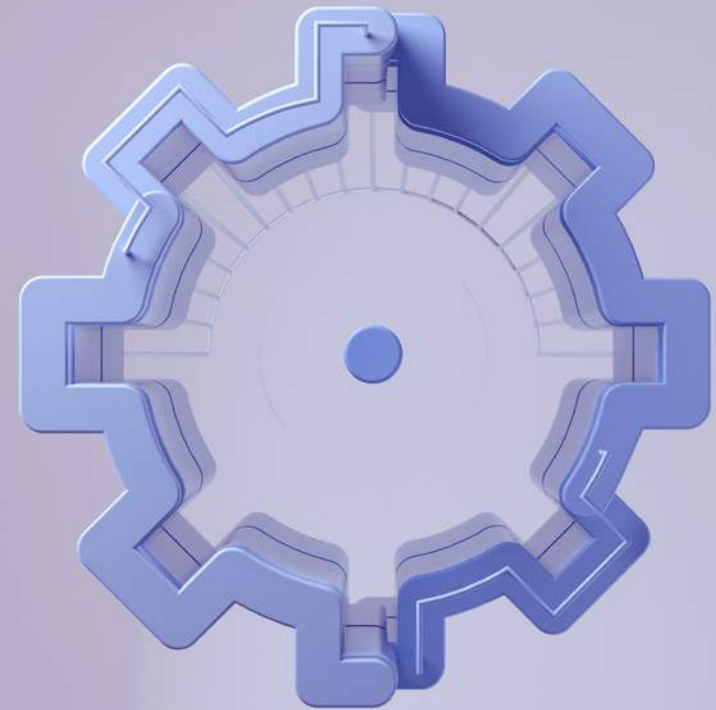
This shift is not limited purely to start-ups, it's taking place in global corporations too, which significantly impacts job profiles.

Business Intelligence experts are consequently required to have hands-on experience with non-relational databases such as HBase, in conjunction with relational databases (e.g. PostgreSQL, MySQL or MS SQL).

## OUR CONSULTANT'S THOUGHTS:

“The most in-demand technologies in Big Data are Spark and Hive.”

**Ruben Bueno**



# MARKETING & INSIGHT GERMANY

**Due to the ever-increasing amount of available data, the lines between Marketing Analytics and Data Science are becoming blurred, with R overtaking SAS as the most used tool in Marketing Analytics.**

In tandem, there is an upturn in demand for analysts with experience of using data visualisation tools such as Tableau. Though, unsurprisingly, SQL skills remain a must-have for every marketing analyst.

## OUR CONSULTANT'S THOUGHTS:

“As Marketing and Insight and Data Science are growing closer together, marketing analysts are having to adopt a more varied skillset.”

**Linda Stadler**





# DIGITAL ANALYTICS

GERMANY

**Businesses of all types, from eCommerce start-ups to established industry players, continue to focus on online customer experience.**

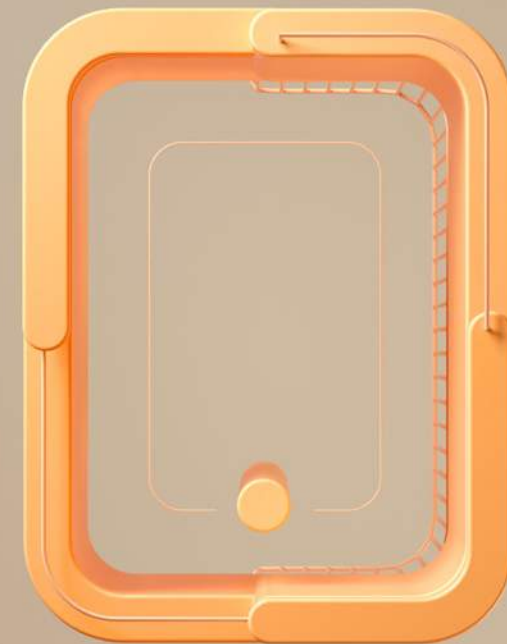
Focus has shifted from customer analysis for single online devices to an omnichannel view.

More positions now require analysts to employ a greater business-focused mindset, and as a matter of course conduct, a more comprehensive analysis of acquired data. Data that delves deeper into customer activity; tracking users across smartphones, tablets and wearables.

**OUR  
CONSULTANT'S  
THOUGHTS:**

“Tools such as the Adobe Marketing Cloud are more popular than ever, as companies discover the advantages of omnichannel customer journey tracking. Therefore, expert knowledge of Adobe Analytics has become the most sought-after skillset.”

**Judith Kniepeiss**





# DATA SCIENCE

GERMANY

**The objectives for hiring data scientists vary from company to company. An eCommerce data scientist would commonly build predictive algorithms to show real-time customer spending trends; another in FinTech may be required to create production-ready algorithms for anomaly detection within customer data.**

This role diversity extends further to other industries, where valuable new sources of data are collected to support larger strategic challenges and to create and improve products and services.

## OUR CONSULTANT'S THOUGHTS:

“Data scientists are now searching for roles where they can interface with the business and solve highly challenging problems using modern tools. They seek career trajectory, competitive salaries and a collaborative intellectual environment, with a shared ethos of lifelong learning.”

**Judith Merz**



# DUSSELDORF / GERMANY <sup>2017</sup>

## **ANNUAL PERMANENT - SALARY AVERAGE**

<b><u>DATA &amp; TECHNOLOGY</u></b>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Warehouse Engineer</b>	45,000 €	50,000 €	70,000 €	80,000 €
<b>Big Data Engineer</b>	50,000 €	65,000 €	80,000 €	100,000 €
<b>Data Architect</b>	45,000 €	55,000 €	75,000 €	85,000 €
<b>BI Developer/Analyst</b>	40,000 €	50,000 €	65,000 €	80,000 €

<b><u>DIGITAL ANALYTICS</u></b>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	40,000 €	54,000 €	68,000 €	90,000 €
<b>Digital Implementation</b>	43,000 €	57,000 €	70,000 €	95,000 €
<b>Web Analyst</b>	40,000 €	54,000 €	68,000 €	90,000 €

<b><u>MARKETING &amp; INSIGHT</u></b>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Market Research</b>	38,000 €	55,000 €	65,000 €	90,000 €
<b>Campaign Analyst</b>	40,000 €	57,000 €	70,000 €	95,000 €
<b>Pricing Analyst</b>	40,000 €	58,000 €	70,000 €	90,000 €
<b>Insight Analyst</b>	45,000 €	60,000 €	75,000 €	100,000 €

<b><u>DATA SCIENCE</u></b>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Scientist</b>	55,200 €	81,500 €	110,300 €	124,800 €

# BERLIN / GERMANY <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
Annual Base Salary - €EUR				
<b>Data Warehouse Engineer</b>	40,000 €	50,000 €	65,000 €	75,000 €
<b>Big Data Engineer</b>	45,000 €	60,000 €	75,000 €	85,000 €
<b>Data Architect</b>	40,000 €	55,000 €	70,000 €	80,000 €
<b>BI Developer/Analyst</b>	40,000 €	50,000 €	65,000 €	75,000 €

<u>DIGITAL ANALYTICS</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
Annual Base Salary - €EUR				
<b>Conversion Rate Optimisation</b>	35,000 €	48,000 €	65,000 €	88,000 €
<b>Digital Implementation</b>	37,000 €	50,000 €	66,000 €	90,000 €
<b>Web Analyst</b>	35,000 €	48,000 €	65,000 €	88,000 €

<u>MARKETING &amp; INSIGHT</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
Annual Base Salary - €EUR				
<b>Market Research</b>	38,000 €	50,000 €	65,000 €	85,000 €
<b>Campaign Analyst</b>	40,000 €	50,000 €	70,000 €	90,000 €
<b>Pricing Analyst</b>	40,000 €	50,000 €	70,000 €	90,000 €
<b>Insight Analyst</b>	40,000 €	55,000 €	75,000 €	100,000 €

<u>DATA SCIENCE</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
Annual Base Salary - €EUR				
<b>Data Scientist</b>	45,300 €	68,200 €	89,200 €	104,200 €

# HAMBURG / GERMANY <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
	Annual Base Salary - €EUR			
<b>Data Warehouse Engineer</b>	45,000 €	50,000 €	70,000 €	80,000 €
<b>Big Data Engineer</b>	50,000 €	65,000 €	80,000 €	100,000 €
<b>Data Architect</b>	45,000 €	55,000 €	75,000 €	85,000 €
<b>BI Developer/Analyst</b>	40,000 €	50,000 €	65,000 €	80,000 €
<u>DIGITAL ANALYTICS</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	42,000 €	54,000 €	68,000 €	90,000 €
<b>Digital Implementation</b>	43,000 €	57,000 €	70,000 €	95,000 €
<b>Web Analyst</b>	42,000 €	54,000 €	68,000 €	90,000 €
<u>MARKETING &amp; INSIGHT</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
	Annual Base Salary - €EUR			
<b>Market Research</b>	40,000 €	58,000 €	65,000 €	90,000 €
<b>Campaign Analyst</b>	45,000 €	60,000 €	70,000 €	95,000 €
<b>Pricing Analyst</b>	45,000 €	62,000 €	70,000 €	95,000 €
<b>Insight Analyst</b>	48,000 €	65,000 €	75,000 €	100,000 €
<u>DATA SCIENCE</u> Role type	Entry Level	Mid-Level	Senior or Manager	Director
	Annual Base Salary - €EUR			
<b>Data Scientist</b>	51,600 €	72,800 €	98,200 €	112,300 €

# MUNICH / GERMANY <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Warehouse Engineer</b>	50,000 €	55,000 €	75,000 €	85,000 €
<b>Big Data Engineer</b>	55,000 €	70,000 €	85,000 €	110,000 €
<b>Data Architect</b>	50,000 €	60,000 €	80,000 €	95,000 €
<b>BI Developer/Analyst</b>	45,000 €	55,000 €	70,000 €	90,000 €

<u>DIGITAL ANALYTICS</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	45,000 €	59,000 €	72,000 €	95,000 €
<b>Digital Implementation</b>	46,000 €	63,000 €	75,000 €	98,000 €
<b>Web Analyst</b>	45,000 €	59,000 €	72,000 €	95,000 €

<u>MARKETING &amp; INSIGHT</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Market Research</b>	48,000 €	60,000 €	75,000 €	100,000 €
<b>Campaign Analyst</b>	52,000 €	63,000 €	72,000 €	110,000 €
<b>Pricing Analyst</b>	52,000 €	63,000 €	72,000 €	110,000 €
<b>Insight Analyst</b>	55,000 €	68,000 €	84,000 €	120,000 €

<u>DATA SCIENCE</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Scientist</b>	58,200 €	83,200 €	112,300 €	132,500 €

# FRANCE & BENELUX <sup>2017</sup>

**Over the past year, there has been increased demand for talented analytics professionals across the region.**

None more so than data scientists and data engineers, who will want to push the boundaries of Data Science.

Candidates with specialist experience within machine learning, deep learning, and NLP are amongst those most in demand.



# DATA & TECHNOLOGY

FRANCE & BENELUX

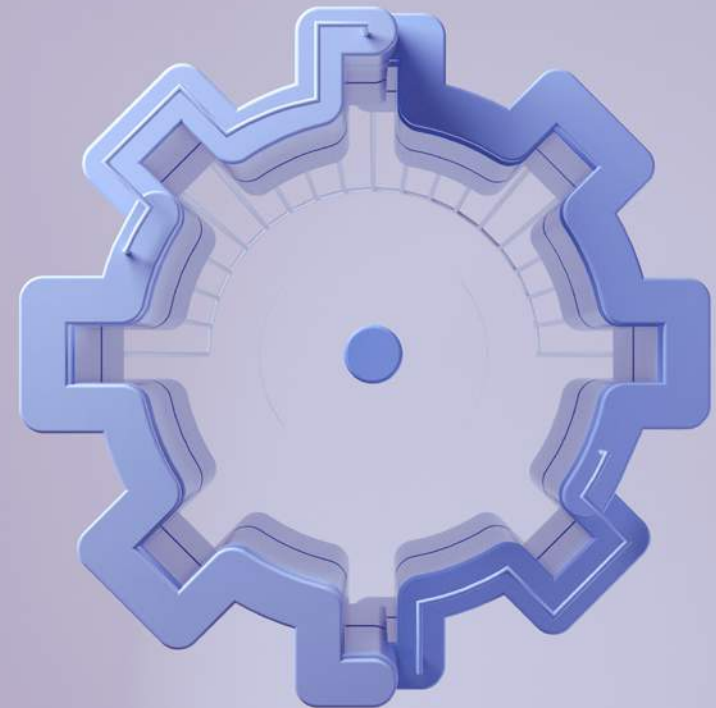
**There has been a surge in the number of specialist Data events taking place, which goes hand in hand with the marked increase in the number of specialist Big Data positions on offer in the region.**

Big Data engineers are some of the most in-demand profiles, and the most popular tools they use are now Scala and Spark, as well as the Hadoop ecosystem.

## OUR CONSULTANT'S THOUGHTS:

“Over the last few months, BI engineers have been encouraged to pick up Big Data skills. Now the two specialities are merging, and BI engineers are now asked to work with Big Data frameworks such as Hadoop.”

**Wesley Taupin**





# MARKETING & INSIGHT

FRANCE & BENELUX

**We have seen an increase in the variety of roles on offer within Marketing and Insight Analytics.**

Due to the large increase of data analysis needed from decision makers within companies, Marketing and Insight analysts are diversifying their toolset to cover larger areas. Over these past few years, we noticed a decrease in the use of SAS and a large increase in the need for SQL, R, Python, and Tableau.

**OUR  
CONSULTANT'S  
THOUGHTS:**

“Candidates with expertise using visualisation tools (Tableau, Qlikview) are in high demand, and has led to a rise in salaries over the past 12 months.”

**Noemie Pavy**



# DIGITAL ANALYTICS

FRANCE & BENELUX

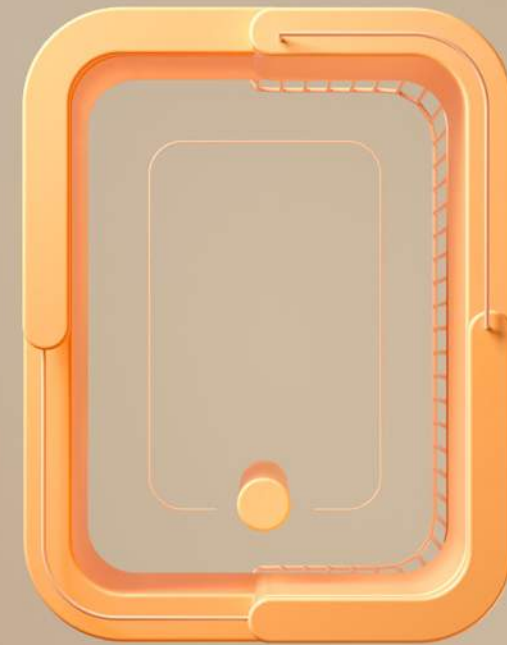
**It is an exciting time to be involved in Digital Analytics in France.**

We have seen a rise in companies training their analysts to take over traffic management, conversion and optimisation across the business. We have also seen a big rise in digital analysts having skills in SQL, R, Tableau, and Python for deeper dive analysis.

**OUR  
CONSULTANT'S  
THOUGHTS:**

“Companies are heavily invested in the development of their analysts, with a focus on promoting an understanding of both on-site and off-site web analytics practices.”

**Noemie Pavy**



# DATA SCIENCE

FRANCE & BENELUX

**Statisticians and advanced analytics specialists are evolving and broadening their skillsets with Python and R. This transition has been made possible in part thanks to MOOCs, which allows analysts to dive deeper into the science of Data.**

New learning platforms, such as the ever-popular Kaggle, allow users to compete in various global Data Science challenges set by companies. Many data scientists use these platforms to learn new skills and demonstrate their experience to a global audience.

**OUR  
CONSULTANT'S  
THOUGHTS:**

“Data scientists use R less than Python across France and Benelux.”

**Wesley Taupin**



# PARIS / FRANCE <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Warehouse Engineer</b>	40,000 €	60,000 €	79,000 €	95,000 €
<b>Data Architect</b>	41,000 €	62,000 €	80,000 €	100,000 €
<b>BI Engineer</b>	40,000 €	60,000 €	79,000 €	95,000 €
<b>Big Data Engineer</b>	34,000 €	48,000 €	65,000 €	75,000 €

<u>DIGITAL ANALYTICS</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	30,000 €	47,000 €	67,000 €	80,000 €
<b>Digital Implementation</b>	30,000 €	45,000 €	60,000 €	80,000 €
<b>Web Analyst</b>	30,000 €	45,000 €	65,000 €	80,000 €

<u>MARKETING &amp; INSIGHT</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Campaign Analyst</b>	30,000 €	45,000 €	55,000 €	70,000 €
<b>Insight Analyst</b>	30,000 €	45,000 €	55,000 €	70,000 €
<b>Data Analyst</b>	30,000 €	45,000 €	60,000 €	75,000 €

<u>DATA SCIENCE</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Scientist</b>	38,000 €	56,000 €	75,000 €	95,000 €

# AMSTERDAM / NETHERLANDS <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Warehousing Engineer</b>	40,000 €	65,000 €	84,000 €	102,000 €
<b>Data Engineering</b>	40,000 €	64,000 €	82,000 €	100,000 €
<b>Data Architect</b>	41,000 €	65,000 €	84,000 €	102,000 €
<b>BI Engineer</b>	35,000 €	50,000 €	67,000 €	81,000 €
<b>Big Data Engineer</b>	40,000 €	64,000 €	82,000 €	100,000 €

<u>DIGITAL ANALYTICS</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	40,000 €	55,000 €	70,000 €	90,000 €
<b>Digital Implementation</b>	35,000 €	50,000 €	65,000 €	85,000 €
<b>Web Analyst</b>	40,000 €	55,000 €	70,000 €	90,000 €

<u>MARKETING &amp; INSIGHT</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Campaign Analyst</b>	30,000 €	45,000 €	55,000 €	70,000 €
<b>Insight Analyst</b>	30,000 €	45,000 €	55,000 €	70,000 €
<b>Data Analyst</b>	30,000 €	45,000 €	60,000 €	75,000 €

<u>DATA SCIENCE</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Scientist</b>	38,000 €	56,000 €	75,000 €	95,000 €

# BRUSSELS / BELGIUM <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Warehousing Engineer</b>	35,000 €	50,000 €	90,000 €	100,000 €
<b>Data Engineering</b>	36,000 €	47,000 €	89,000 €	100,000 €
<b>Data Architect</b>	40,000 €	50,000 €	90,000 €	100,000 €
<b>BI Engineer</b>	30,000 €	40,000 €	60,000 €	80,000 €
<b>Big Data Engineer</b>	37,000 €	49,000 €	87,000 €	100,000 €

<u>DIGITAL ANALYTICS</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Conversion Rate Optimisation</b>	35,000 €	45,000 €	55,000 €	70,000 €
<b>Web Analyst</b>	35,000 €	45,000 €	55,000 €	70,000 €

<u>MARKETING &amp; INSIGHT</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Campaign Analyst</b>	30,000 €	40,000 €	50,000 €	70,000 €
<b>Insight Analyst</b>	35,000 €	45,000 €	55,000 €	70,000 €
<b>Data Analyst</b>	30,000 €	40,000 €	50,000 €	70,000 €

<u>DATA SCIENCE</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - €EUR			
<b>Data Scientist</b>	40,000 €	50,000 €	70,000 €	90,000 €

# FOCUS: NORDICS <sup>2017</sup>

**The Nordics have previously lagged in their use of Data in comparison to the UK and US. Over the past couple of years, however, there has been significant progress in the number of companies developing their advanced analytics capabilities.**

As companies invest in data-driven operations, the demand for analytical talent has blossomed.

Because the existing pool of senior and experienced native-speaking candidates is limited, there has been a marked influx of international Data talent into the Nordics.





# DATA & TECHNOLOGY NORDICS

**In 2016, we saw companies invest heavily in Big Data as it became a vital growth factor for future development.**

In 2017, Big Data use is no longer reserved for market leaders, and more companies now use open-source tools to facilitate flexibility and efficiency.

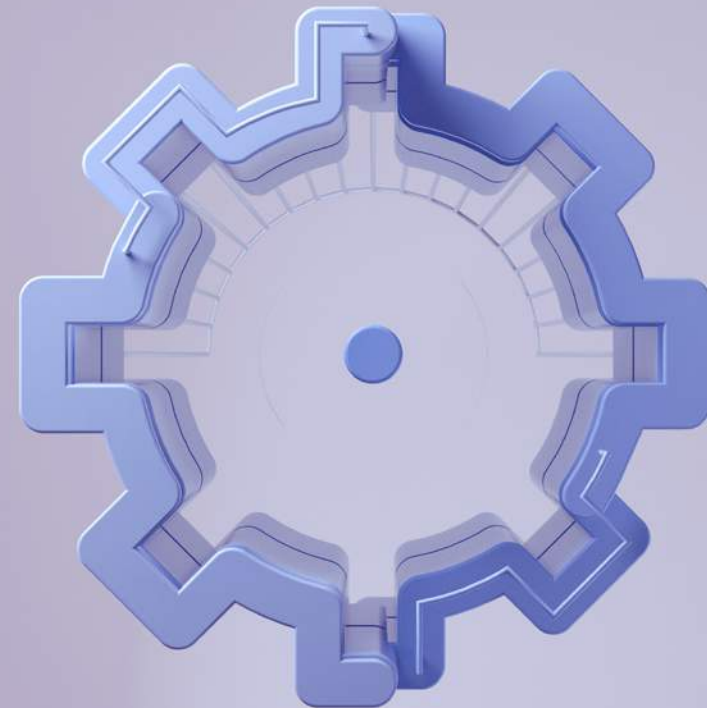
There are still challenges in migrating to these platforms and tools whilst simultaneously maintaining business momentum and dynamism.

This is not only due to the technical complexity of undertaking projects of large scope, but also due to senior stakeholder buy-ins, which often slow progress.

## **OUR CONSULTANT'S THOUGHTS:**

“As companies make the move towards Big Data, consultants with implementation skills are in high demand. This has increased salaries and opened up the market to candidates based outside of the Nordics.”

— **Sabine Odfjell**



# MARKETING & INSIGHT NORDICS

**Businesses understand that to be competitive and measure the performance of marketing efforts, they need to be more data-driven in the production of campaigns and measurement of ROI.**

In contrast to the UK and the USA, where the field of Data and Analytics is more mature and the responsibilities more siloed, candidates in the Nordics will work across a wider range of business areas.

## OUR CONSULTANT'S THOUGHTS:

“Companies in the Nordics are investing in and developing CRM analytics departments using tools such as R and Python for Data mining and probability modelling to forecast outcomes for marketing campaigns.”

**Sabrina Bjornstad**



# DIGITAL ANALYTICS

## NORDICS

**Digital Analytics in the Nordics is most concentrated in Copenhagen, Stockholm and Oslo.**

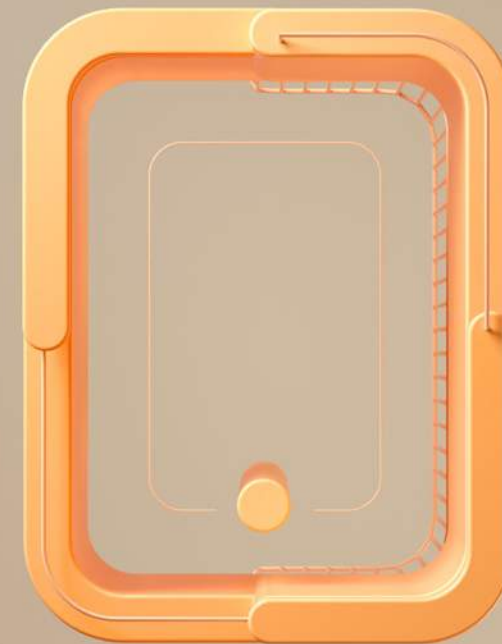
The leading tools across the region are still Google Analytics, Google Tag Manager and Google Analytics 360 Suite, but Copenhagen is flying the flag for Adobe Analytics.

Talent pools are densely populated within local and global leading consultancies, but more traditional companies in sectors such as banking or telecoms are bringing expertise in-house to take their online presence to new levels.

### OUR CONSULTANT'S THOUGHTS:

“Demand for experienced web analysts has increased, which has resulted in higher salary levels across the board.”

**Sabrina Bjornstad**



# DATA SCIENCE NORDICS

**Data science is booming in the Nordics, with Stockholm as the main hub – though Copenhagen and Oslo are not far behind.**

With this, we have seen an increase in highly specialised, domain-specific roles. Talent demand is mirrored in the relocation statistics and the investment in the development of talent. The knock-on effect; expectations of industry knowledge and commercial experience become ever-more important.

Organisations are more open to training analysts to develop their specific industry/domain knowledge if they have the transferable skills to fulfil the core role duties.

## OUR CONSULTANT'S THOUGHTS:

“The Nordic market for commercial data scientists is very competitive. Some companies are paying above market rate and acting fast to secure the right people as a result.”

**Sabine Odfjell**



# OSLO / NORDICS <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - NOK			
<b>Data Warehouse Engineer</b>	NOK 400,000	NOK 650,000	NOK 800,000	NOK 950,000
<b>BI Developer/Analyst</b>	NOK 400,000	NOK 600,000	NOK 750,000	NOK 900,000
<b>Big Data</b>	NOK 450,000	NOK 700,000	NOK 900,000	NOK 1,000,000

<u>DIGITAL ANALYTICS</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - NOK			
<b>Conversion Rate Optimisation</b>	NOK 390,000	NOK 500,000	NOK 630,000	NOK 820,000
<b>Digital Implementation</b>	NOK 390,000	NOK 520,000	NOK 650,000	NOK 850,000
<b>Web Analyst</b>	NOK 420,000	NOK 560,000	NOK 790,000	NOK 910,000

<u>MARKETING &amp; INSIGHT</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - NOK			
<b>Market Research</b>	NOK 430,000	NOK 600,000	NOK 680,000	NOK 790,000
<b>Campaign Analyst</b>	NOK 460,000	NOK 630,000	NOK 720,000	NOK 850,000
<b>Insight Analyst</b>	NOK 480,000	NOK 650,000	NOK 820,000	NOK 950,000

<u>DATA SCIENCE</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - NOK			
<b>Data Scientist</b>	NOK 480,000	NOK 660,000	NOK 840,000	NOK 1,200,000

# STOCKHOLM / NORDICS <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - SEK			
<b>Data Warehouse Engineer</b>	SEK 380,000	SEK 500,000	SEK 750,000	SEK 900,000
<b>BI Developer/Analyst</b>	SEK 350,000	SEK 500,000	SEK 700,000	SEK 850,000
<b>Big Data</b>	SEK 400,000	SEK 600,000	SEK 850,000	SEK 1,000,000

<u>DIGITAL ANALYTICS</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - SEK			
<b>Conversion Rate Optimisation</b>	SEK 468,000	SEK 550,000	SEK 680,000	SEK 870,000
<b>Digital Implementation</b>	SEK 420,000	SEK 580,000	SEK 700,000	SEK 870,000
<b>Web Analyst</b>	SEK 450,000	SEK 600,000	SEK 750,000	SEK 870,000

<u>MARKETING &amp; INSIGHT</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - SEK			
<b>Market Research</b>	SEK 360,000	SEK 500,000	SEK 650,000	SEK 800,000
<b>Campaign Analyst</b>	SEK 380,000	SEK 520,000	SEK 630,000	SEK 820,000
<b>Insight Analyst</b>	SEK 380,000	SEK 550,000	SEK 660,000	SEK 840,000

<u>DATA SCIENCE</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - SEK			
<b>Data Scientist</b>	SEK 420,000	SEK 540,000	SEK 720,000	SEK 1,000,000

# COPENHAGEN / NORDICS <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - DKK			
<b>Data Warehouse Engineer</b>	DKK 440,000	DKK 700,000	DKK 900,000	DKK 1,100,000
<b>BI Developer/Analyst</b>	DKK 425,000	DKK 650,000	DKK 8,250,000	DKK 1,000,000
<b>Big Data</b>	DKK 500,000	DKK 800,000	DKK 1,000,000	DKK 1,150,000

<u>DIGITAL ANALYTICS</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - DKK			
<b>Conversion Rate Optimisation</b>	DKK 320,000	DKK 420,000	DKK 550,000	DKK 700,000
<b>Digital Implementation</b>	DKK 320,000	DKK 420,000	DKK 530,000	DKK 690,000
<b>Web Analyst</b>	DKK 345,000	DKK 455,000	DKK 645,000	DKK 740,000

<u>MARKETING &amp; INSIGHT</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - DKK			
<b>Market Research</b>	DKK 350,000	DKK 460,000	DKK 540,000	DKK 640,000
<b>Campaign Analyst</b>	DKK 375,000	DKK 510,000	DKK 590,000	DKK 690,000
<b>Insight Analyst</b>	DKK 390,000	DKK 530,000	DKK 670,000	DKK 770,000

<u>DATA SCIENCE</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - DKK			
<b>Data Scientist</b>	DKK 480,000	DKK 650,000	DKK 900,000	DKK 1,200,000



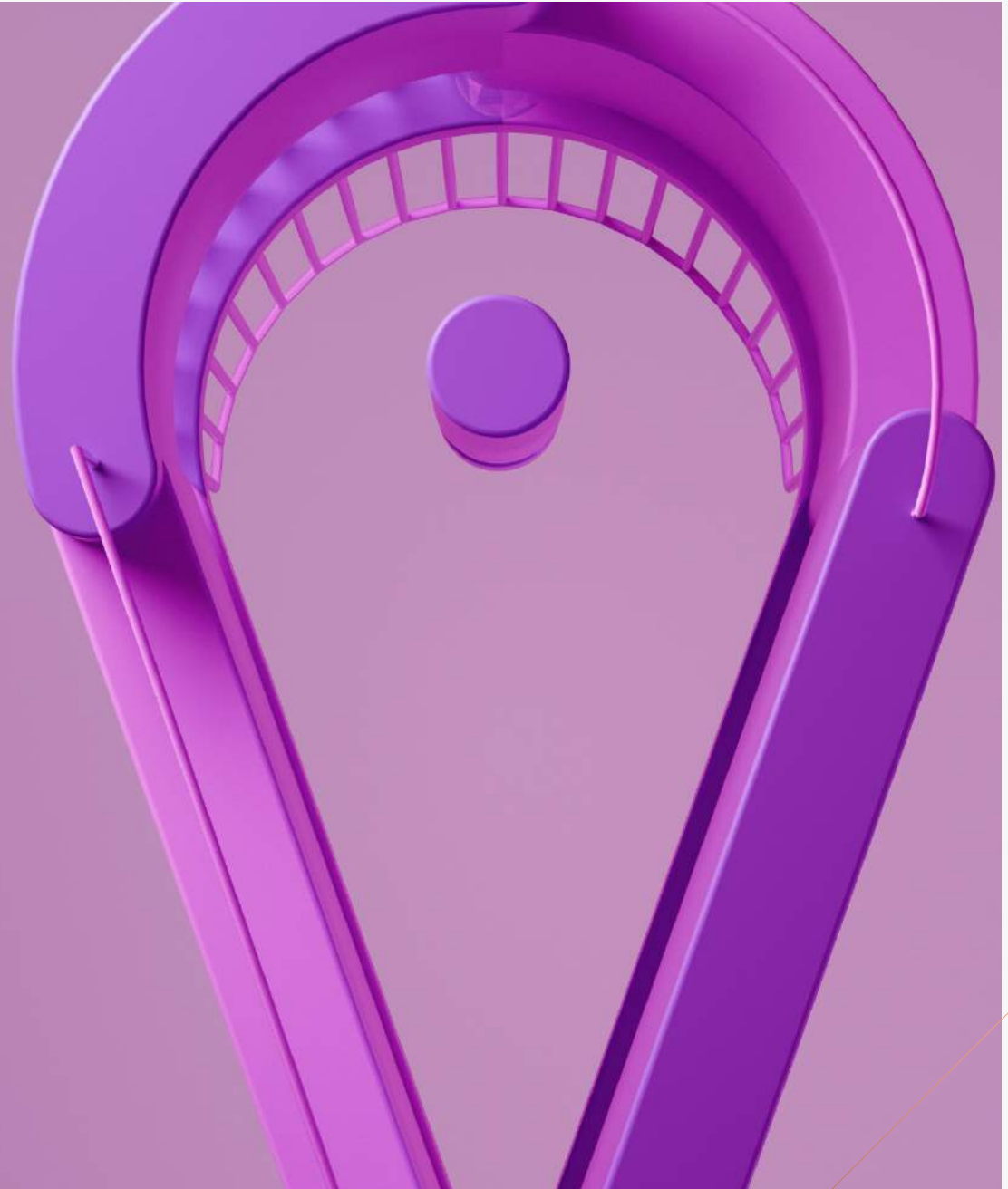
# MALTA, GIBRALTAR & BARCELONA <sup>2017</sup>

**Encouragingly, the number of candidates wanting to relocate to these regions is increasing.**

Barcelona is recognised as one of Europe's hottest start-up capitals and continues to be one of the most desirable places for digital technology brands to set up their European operations.

The influx of new companies has led to an increase in salaries on offer, and are in line with other tech hubs. Many analysts relocating can not only improve their living standards, but they can also surround themselves with some of the brightest data analysts in Europe.

To secure the best talent, companies are offering English-speaking positions as well as very competitive relocation packages.



# DATA & TECHNOLOGY

MALTA, GIBRALTAR  
& BARCELONA

**Many organisations who created data engineering teams in 2015/2016 are now looking for similar talent.**

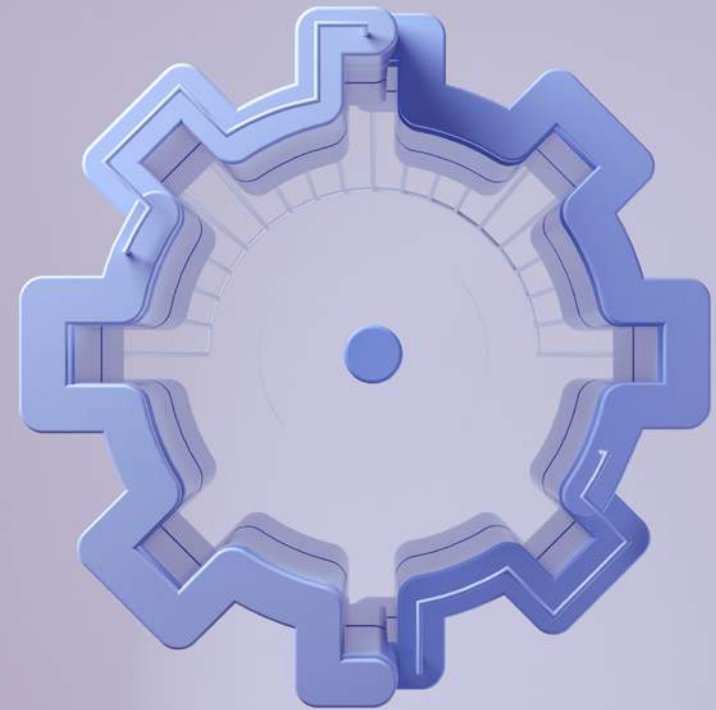
Hadoop is still the dominant Big Data framework, and the demand for Hadoop programmers continues to grow, along with the demand for candidates with NoSQL experience, i.e. MongoDB.

The demand for Python programmers is greater than ever because of the simplicity and array of data processing libraries, and because Python can be applied to web services.

## OUR CONSULTANT'S THOUGHTS:

“Some of the most sought-after big data skills are software engineers, with a focus on experts in Hadoop, Python and NoSQL.”

**Alex Hutchings**



# MARKETING & INSIGHT

MALTA, GIBRALTAR  
& BARCELONA

**Organisations in these regions have sizeable marketing analytics teams, with the specific aim of understanding the ROI of their marketing initiatives, tracking customer journeys and looking at customer conversions.**

Candidates must possess excellent SQL skills and have exposure to visualisation tools (Qlikview, Tableau). For predictive modelling roles, any experience in R or Python is also desirable.

## OUR CONSULTANT'S THOUGHTS:

“We have seen an increase in salaries and the demand for Marketing Insight analysts over the past 12 months.”

**Marie Benavente**



# DIGITAL ANALYTICS

MALTA, GIBRALTAR  
& BARCELONA

**Companies in Malta and Gibraltar are finally investing in experienced web analytics talent; however, Barcelona leads the way in terms of the number of opportunities for web analysts and the size of salaries on offer.**

Due to the lack of skilled talent, many larger organisations are taking on bright graduates with some experience of working in an online business environment and then paying for their specialist Digital Analytics accreditations.

In Barcelona, greater demand has seen a corresponding increase in salaries.

**OUR  
CONSULTANT'S  
THOUGHTS:**

“Google Analytics remains the tool of choice for most web analysts in these regions.”

**Alex Hutchings**



# DATA SCIENCE

MALTA, GIBRALTAR  
& BARCELONA

**Many organisations now expect their data scientists to work closely with the business, as well as looking at Big Data findings and converting that into business intelligence.**

Due to the scarcity of good data scientists, we see organisations hiring more junior candidates and investing in their training.

Companies are ideally looking for candidates with experience in R, Python, machine learning and data visualisation.

## OUR CONSULTANT'S THOUGHTS:

“Data scientists must possess strong business and commercial acumen as well as excellent technical skills, such as Python and R.”

**Marie Benavente**



# BARCELONA / SPAIN 2017

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Warehouse Engineer</b>	30,000 €	40,000 €	55,000 €	65,000 €
<b>Big Data Engineer</b>	35,000 €	45,000 €	60,000 €	75,000 €
<b>BI Developer/Analyst</b>	30,000 €	40,000 €	50,000 €	65,000 €

<u>DIGITAL ANALYTICS</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Conversion Rate Optimisation</b>	30,000 €	40,000 €	55,000 €	70,000 €
<b>Digital Implementation</b>	30,000 €	42,000 €	60,000 €	70,000 €
<b>Web Analyst</b>	30,000 €	40,000 €	55,000 €	70,000 €

<u>MARKETING &amp; INSIGHT</u>	Entry Level	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Market Research</b>	28,000 €	34,000 €	45,000 €	60,000 €
<b>Campaign Analyst</b>	30,000 €	38,000 €	50,000 €	65,000 €
<b>Insight Analyst</b>	30,000 €	38,000 €	50,000 €	65,000 €
<b>Modelling Analyst</b>	30,000 €	42,000 €	52,000 €	70,000 €

<u>DATA SCIENCE</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Scientist</b>	35,000 €	45,000 €	70,000 €	85,000 €

# GIBRALTAR / EU <sup>2017</sup>

## ANNUAL PERMANENT - SALARY AVERAGE

<u>DATA &amp; TECHNOLOGY</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Warehouse Engineer</b>	£30,000	£50,000	£60,000	£75,000
<b>BI Developer/Analyst</b>	£30,000	£45,000	£55,000	£70,000
<b>Big Data Engineer</b>	£35,000	£50,000	£65,000	£80,000
<u>DIGITAL ANALYTICS</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Conversion Rate Optimisation</b>	£30,000	£40,000	£55,000	£75,000
<b>Digital Implementation</b>	£35,000	£45,000	£60,000	£75,000
<b>Web Analyst</b>	£30,000	£45,000	£55,000	£75,000
<u>MARKETING &amp; INSIGHT</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Campaign Analyst</b>	£32,000	£45,000	£65,000	£85,000
<b>Insight Analyst</b>	£35,000	£45,000	£65,000	£85,000
<b>Commercial Analyst</b>	£30,000	£40,000	£55,000	£70,000
<b>Modelling Analyst</b>	£38,000	£50,000	£68,000	£90,000
<u>DATA SCIENCE</u>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Scientist</b>	£40,000	£55,000	£75,000	£90,000



# MALTA / EU <sup>2017</sup>

## **ANNUAL PERMANENT - SALARY AVERAGE**

<b><u>DATA &amp; TECHNOLOGY</u></b>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Warehouse Engineer</b>	35,000 €	45,000 €	60,000 €	80,000 €
<b>Big Data Engineer</b>	40,000 €	55,000 €	75,000 €	95,000 €
<b>Data Architect</b>	40,000 €	50,000 €	70,000 €	100,000 €
<b>BI Developer/Analyst</b>	35,000 €	45,000 €	70,000 €	80,000 €

<b><u>DIGITAL ANALYTICS</u></b>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Conversion Rate Optimisation</b>	30,000 €	45,000 €	65,000 €	85,000 €
<b>Digital Implementation</b>	35,000 €	50,000 €	70,000 €	85,000 €
<b>Web Analyst</b>	30,000 €	45,000 €	70,000 €	85,000 €

<b><u>MARKETING &amp; INSIGHT</u></b>	Entry Level	Mid Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Campaign Analyst</b>	30,000 €	45,000 €	60,000 €	70,000 €
<b>Insight Analyst</b>	30,000 €	45,000 €	60,000 €	70,000 €
<b>Commercial Analyst</b>	30,000 €	40,000 €	55,000 €	65,000 €
<b>Modelling Analyst</b>	35,000 €	45,000 €	65,000 €	80,000 €

<b><u>DATA SCIENCE</u></b>	Junior	Mid-Level	Senior or Manager	Director
Role type	Annual Base Salary - EUR			
<b>Data Scientist</b>	40,000 €	60,000 €	75,000 €	100,000 €

# CONTACT HARNHAM <sup>2017</sup>

**We entered 2017 with our largest ever network of specialist consultants across the US, UK and Western Europe. This gives us unrivalled access to a pool of specialist Data talent and reaffirms our position as the global leader in Data and Analytics recruitment.**

With offices in San Francisco, New York, London and Frankfurt, and each of our consultants focuses on a specific technology vertical. All our European teams are bilingual and native to that region. This local market knowledge, coupled with their deep understanding of the skills they recruit for, is what sets us aside from the competition.

 @harnhamUK  harnham

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For further information on our services, or  
if you have any questions on the content of  
our **2017 Salary Guide** please contact us.

[harnham.com/europe](http://harnham.com/europe)

