

USA
**DATA &
ANALYTICS
SALARY
GUIDE** 2020

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



— **Welcome to Harnham's ninth consecutive Salary Guide, the result of an extensive global survey of Data & Analytics professionals.**

Designed to educate and inform, this guide provides 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

This year, Harnham's Salary Survey was completed by over 3,000 Data & Analytics professionals across the US, the UK and mainland Europe.

Thank you to everybody who took the time to complete this year's survey. Once again, we have received more responses than ever before, with over 3,000 responses globally. Your insights, combined with an analysis of the 1,000+ placements made by Harnham over the past year and a review of job boards worldwide, have provided the clearest understanding of the market yet.

While the past few years may have been heavily influenced by global politics, our results this year were understandably impacted by another major global event; the COVID-19 pandemic. Having begun our research prior to widespread infections and international lockdowns, our insights offer a thorough look at how the market has actually been impacted, at least initially. In particular, our findings raise questions about how much the Data & Analytics world had adopted flexible working options prior to lockdowns being initiated regardless. You can read about this in detail later in the guide under 'The New Normal'.

For those working in Data & Analytics, there are positive signs. As businesses look to streamline existing processes and establish new ones, they

are more reliant on Data professionals than ever before. This may be why over 81% of respondents felt as, or more, secure in their role than they did this time a year ago. The job market continues to move quickly, with respondents only remaining in their roles for an average of 2¼ years. Likewise, 80% are either actively looking for a new role, or open to the right opportunity, although businesses who are too slow to make offers to their preferred candidates often finding themselves missing out to those who have faster processes.

In encouraging news, we've seen an increase of female Data professionals, who now make up 27% of the industry as a whole. Whilst there are some areas that remain more diverse than others, and there is still plenty of work to be done, this continues the pattern of diversification that we've seen over the past few years. We'll be looking at the state of Diversity in the Data & Analytics in our next annual Diversity Report, to be released later this year.

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 14 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.





A NOTE FROM THE ANALYST ²⁰²⁰

This year, Harnham's Salary Survey was completed by over 3,000 Data & Analytics professionals across the US, the UK and mainland Europe.

When it came to establishing our findings from these submissions, the majority of the Data cleansing, manipulation and analysis was completed in SAS, before using Excel to produce some of the final outputs. To provide the most accurate averages, all results are based upon the median. This ensured that most outliers had little impact on our eventual findings, although some outliers were also identified and removed prior to the analysis. These were identified based on salary and level of seniority, with the top and bottom 5% removed where appropriate. Disciplines were also grouped into specialisms to provide clearer and more concise results.

Additionally, salaries are divided into the average for major cities and others. Major cities consist of the country's current largest Data hubs, specifically Boston, New York and San Francisco, although this may change in future guides and the landscape of the industry changes. For answers submitted in free form text fields (e.g. What are the core technologies you use within your role?), the fields were scanned for key words. This meant that every instance of a specific word was counted. To use the above example, a response of 'SAS, SQL & Excel' would be counted as three individual answers.

For our diversity findings, some of which will appear in Harnham's Diversity Report, to be released later this year, we grouped ages into bands to offer a year on year comparison. When it comes to gender comparisons, a lack of Data outside of 'Male' and 'Female' meant that only those two categories were included in the analysis.

Nikki Ha / Analyst

ABOUT THIS GUIDE

For our 2020 Salary Guide, we have compiled data from:

- Our independent survey completed by 3,265 respondents globally.
- Analysis of all placements by Harnham USA.
- Data from roles recruited by Harnham USA.
- Analysis of Data & Analytics roles advertised online.

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

- **Entry Level** (Starting out their Data & Analytics career in an entry-level role, perhaps having achieved their first promotion).*
- **Mid-Level** (Experienced hands-on position, remaining in a technical capacity and possibly leading projects).
- **Technical Lead or Manager Level** (Within a role that has moved from technical work and into a management position, or having a senior technical hands-on position).
- **Head of/VP Level** (Leading business units comprising of one or more technical teams).

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



THE NEW NORMAL

THE IMPACT OF COVID-19

With the impact of COVID-19 felt in almost every part of our day-to-day lives, it wasn't long until conversation turned to what 'the new normal' would look like once the worst of the pandemic had passed. However, for those in the Data & Analytics space, the new normal had been gradually establishing itself over the past few years.

In particular, the amount of businesses offering flexible working options, be it location or timing-based, has been steadily increasing over the past few years. This year, however, we saw this increase from 64% of respondents to 80%. Whilst it may seem connected this is, in fact, not a result of lockdown measures. Prior to COVID-19 rapidly changing measures across the US, 80% of respondents were listed as having some form of flexible working (including working from home), something which only increased to 81% during our post-COVID analysis. For many in the Data & Analytics industry, 'the new normal' of remote and flexible working was already a way of life.

However, there does appear to be an impact on how individuals feel about flexible working. Prior to COVID, it was respondents' third most desirable benefit, coming above working from home and 401k matching. However, post-COVID, it fell down to fifth, perhaps as respondents expectations

around the ability to work from home were raised, and they saw less concern around flexibility when going into the office.

There is also evidence that people's financial ambitions have decreased slightly as a result of the pandemic. Pre-COVID, 'A more competitive salary' was the top reason for seeking a new role. Post-COVID, not only did respondents now seek career progression over a salary increase, they also put a significantly greater emphasis on job security and the need to join a stable and growing business. This is perhaps unsurprising as the full economic impact of the pandemic has yet to be established.

Job security is clearly playing on people's minds during these unprecedented times. However, changes in were not as drastic as people may expect.

Understandably, there was an increase in respondents who felt 'less secure' in their role once lockdown measures began to take place but, even post-COVID, 77% felt 'more' or 'as secure' in the role than they did this time last year.

Note: For our analysis of the impact of COVID-19 on the industry and responses, we used the date March 1st 2020 as our cut-off point.

Any submissions prior to this were classified as pre-COVID, while those from that date onwards were classified as post-COVID.

80%

WOULD LEAVE THEIR ROLE
If the right opportunity came up,
up from 72% last year.

33%

**LEFT AFTER ACCEPTING
A COUNTER-OFFER**
Despite initially accepting the
counter offer, they still resigned
again within a year.

24%

**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.

17%

AVERAGE BONUS
Slightly down on the 19%
achieved the year before.

80%

**HAVE FLEXIBLE
WORKING OPTIONS**
Including flexible hours and the ability
to work from home, a significant
increase from 64% last year.

27%

**NUMBER OF FEMALE
PROFESSIONALS**
A step in the right direction,
and an increase from
23% last year.

14

**YEARS AVERAGE
TENURE REQUIRED**
To reach Head of/Director level, ranging
between 11 and 17 years dependent
on specialism and sector.

INDUSTRY KEY FINDINGS USA



This year (Last year)



DATA & TECHNOLOGY ^{USA}

As companies embrace the importance of good quality Data, there has been an increase the number of role variations within Data Engineering.

The need for a variety of skillsets has led to a surge in demand for niche specialists, not least those who work within DevOps. However, as the industry continues to develop, new tools will mean that less technical skillsets will be required to run a full Data stack. Fortunately, this should then lead to faster turnaround times, as well as more governed, tested, accurate and reproducible Data.

The past year has also seen a change in the reasons people are moving roles. Rather than just looking for salary and seniority increases, many Data & Technology professionals are keen to gain additional experience with specific technologies and in certain Data environments. However, those who are in the right roles are staying longer and are more invested in seeing our their projects to ensure that gain the full amount of experience available.

INSIDER'S INSIGHTS:

“We’re seeing more adoption of cloud solutions, especially AWS. Companies with a stronger focus on security are removing direct access to provision hardware from engineers. I’ve also seen more adoption of streaming applications and less on batch applications and along with that, the use of functional programming languages.”

Henri Idrovo/ Lead Software Engineer, Transport Mobility Platform

DATA & TECHNOLOGY ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

DATA & TECHNOLOGY Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
Business Intelligence	\$90k \$77.5k	\$145k \$110k	\$177k \$155k	\$225k \$210k
Data Architecture	\$120k \$110k	\$175k \$130.5k	\$200k \$160k	\$270k \$220k
Data Eng & Big Data	\$110k \$104k	\$160k \$131.5k	\$210k \$143.5k	\$315k \$265k
Data Governance	\$85k \$80k	\$135k \$100k	\$285k \$167k	\$363k \$241k
DevOps	\$115k \$100k	\$165k \$117.5k	\$195k \$150k	\$250k \$190k
Software Engineering	\$115k \$90k	\$170k \$131.5k	\$200k \$155k	\$275k \$227.5k

CONTRACT - AVERAGE HOURLY RATE

DATA & TECHNOLOGY Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
Business Intelligence		\$71 \$75	\$75 \$75	\$175 \$160
Data Architecture		\$85 \$80	\$95 \$85	\$200 \$180
Data Eng & Big Data		\$80 \$70	\$150 \$125	\$210 \$130
Data Governance		\$75 \$65	\$90 \$85	\$130 \$95
DevOps		\$70 \$60	\$85 \$75	\$120 \$100
Software Engineering		\$90 \$80	\$120 \$100	\$190 \$170

OUR CONSULTANT'S THOUGHTS:

“Due to more businesses understanding the importance of having their Data in one place with a reliable infrastructure, the demand for Data Engineers and Architects is rapidly increasing. Additionally, we are seeing more interest in hybrid experience with a knowledge of Software Engineering principles being a major advantage. Furthermore, the knowledge of the right tech stack is crucial for career advancement, so an understanding of technologies such as AWS, Python, Kubernetes and Airflow are highly sought after across the East Coast.”



Sandra Namatovu / Manager, East Coast

“Over the last 12 months there has been a growing need for companies to support their Data hierarchy. While there has been major strides forward in Data Science, businesses are now focusing on ensuring that their teams can extract, transform and load relevant Data. This rise in demand has led to a focus on Data Engineers who can play multiple roles within the space. Most frequently, businesses are looking for individuals who are able to design and build Big Data infrastructures alongside building the complex queries to create the pipelines. As a result, those who can build both pipelines and solid infrastructures to support company growth strategies will continue to be incredibly popular with Hiring Managers over the next 12 months.”



Calum Reid / Managing Consultant, West Coast

80%

**WOULD LEAVE
THEIR ROLE**

If the right opportunity
came up.

23%

**AVERAGE SALARY
INCREASE SOUGHT**

When applying to a role
over the last year.

11%

**AVERAGE SALARY
INCREASE ACHIEVED**

When accepting a role
over the last year.

18%

AVERAGE BONUS

68% of D&T professionals
received a higher bonus than
last year, although the average
dropped from 19% last year.

78%

**HAVE FLEXIBLE
WORKING OPTIONS**

Including flexible hours and the
ability to work from home, up
from % 63 last year.

25%

**NUMBER OF FEMALE
PROFESSIONALS**

This up from 17% last year.

DATA & TECHNOLOGY ^{USA} KEY FINDINGS

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

- Lack of career progression
- Salary not competitive
- Poor Company Culture
- Poor Management
- Job stability

TOP FIVE TECHNOLOGIES

- SQL
- Python
- AWS
- Kubernetes
- Spark



DATA SCIENCE ^{USA}

Now a well-established market, Data Science has firmly found its footing within the US, with many professionals looking further ahead with their career ambitions.

Businesses, too, are keen for a less volatile job market and a common request is for candidates who are willing to commit to longer tenures in a role. This message does appear to have trickled down and we are seeing Data Scientists start to spend longer in their positions. However, recruiting the right candidate remains essential as what a Data Science actually does within a business varies significantly from sector to sector.

A continued driver for leaving a role remains Poor Management, both at a Line Manager level, and business-wide. Enterprises looking to retain top talent need to ensure that their Data Scientists have a clear progression path and feel valued. We are also beginning to see the number of women with the market increase, largely thanks to a significant effort at both high school and college level to drive more women into STEM.

INSIDER'S INSIGHTS:

“The development and deployment of Machine Learning applications continues to grow in enterprises. As a result, people experienced in deploying ML models in production at scale are scarce and highly-sought after. Additionally, the next year will see businesses continue to make a significant effort around improving diversity in the workplace.”

Ashish Bansal / Senior Engineering Manager (ML), Social Network

PERMANENT - AVERAGE ANNUAL SALARY

DATA SCIENCE Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
Data Sci. - Machine Lrn.	\$118k \$100k	\$160k \$130k	\$200k \$174k	\$238k \$205k
Deep Learning & AI	\$115k \$90k	\$185k \$145k	\$213k \$181k	\$260k \$213k
Machine Learning Eng.	\$137k \$118k	\$172k \$135k	\$208k \$166k	\$249k \$197k
Natural Language Proc.	\$143k \$118k	\$174k \$135k	\$210k \$171k	\$250k \$206k

CONTRACT - AVERAGE HOURLY RATE

DATA SCIENCE Role type	Entry Level	Mid-Level	Technical Lead	Director
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
Customer Analytics		\$70 \$60	\$150 \$100	\$170 \$105
Machine Learning		\$85 \$70	\$90 \$85	\$140 \$120
Deep Learning & AI		\$95 \$80	\$120 \$95	\$140 \$110
Machine Learning Eng.		\$100 \$90	\$120 \$100	\$160 \$120
Natural Lng Processing		\$95 \$85	\$95 \$90	\$130 \$100

DATA SCIENCE ^{USA}

WHAT THE MARKET SAYS:

“The next year will see an increase in Data Scientists utilizing smarter and deeper methods that leverage context and semantics to produce explainable decisions and outcomes.”

OUR CONSULTANT'S THOUGHTS:

“Over the past year we’ve seen more businesses invest in higher computational power for Reinforcement Learning, Deep Learning and AI. As a result, there continues to be an ever increasing need for individuals who can develop Machine Learning models from scratch, play complimentary roles across the pipeline and write production code.”



Tim Jonas / Senior Recruitment Consultant, East Coast

“The Data Scientist title and skillset has expanded a lot over the past year and we’re now seeing companies create new and different roles that speak to their specific needs. For example, there’s been a rise in Data Science Program Managers or Sales Engineering Data Scientist roles, which focus more on the communication aspect to help bridge the gap between stakeholders and technical teams, as well as Research Data Scientists that focus on one specific area for custom algorithm development.

This means that the generic term of Data Scientist doesn’t mean much on the West Coast these days and is completely dependent on how each company defines it. Requirements are becoming more specific and getting a hold of the “right type” of Data Scientist for your company’s specific need is harder than ever before.”



Kristianna Chung / Senior Recruitment Consultant, West Coast

2 years

AVERAGE LENGTH OF TIME IN A ROLE

Up from 1 ¾ years in last year's guide.

15%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

17%

AVERAGE BONUS

45% of of Data Science professionals received a bonus, the fewest in the industry.

85%

HAVE FLEXIBLE WORKING OPTIONS

Including flexible hours and the ability to work from home, up from 68% last year.

20%

NUMBER OF FEMALE PROFESSIONALS

This up from 16% last year, but still the lowest in the industry.

24%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

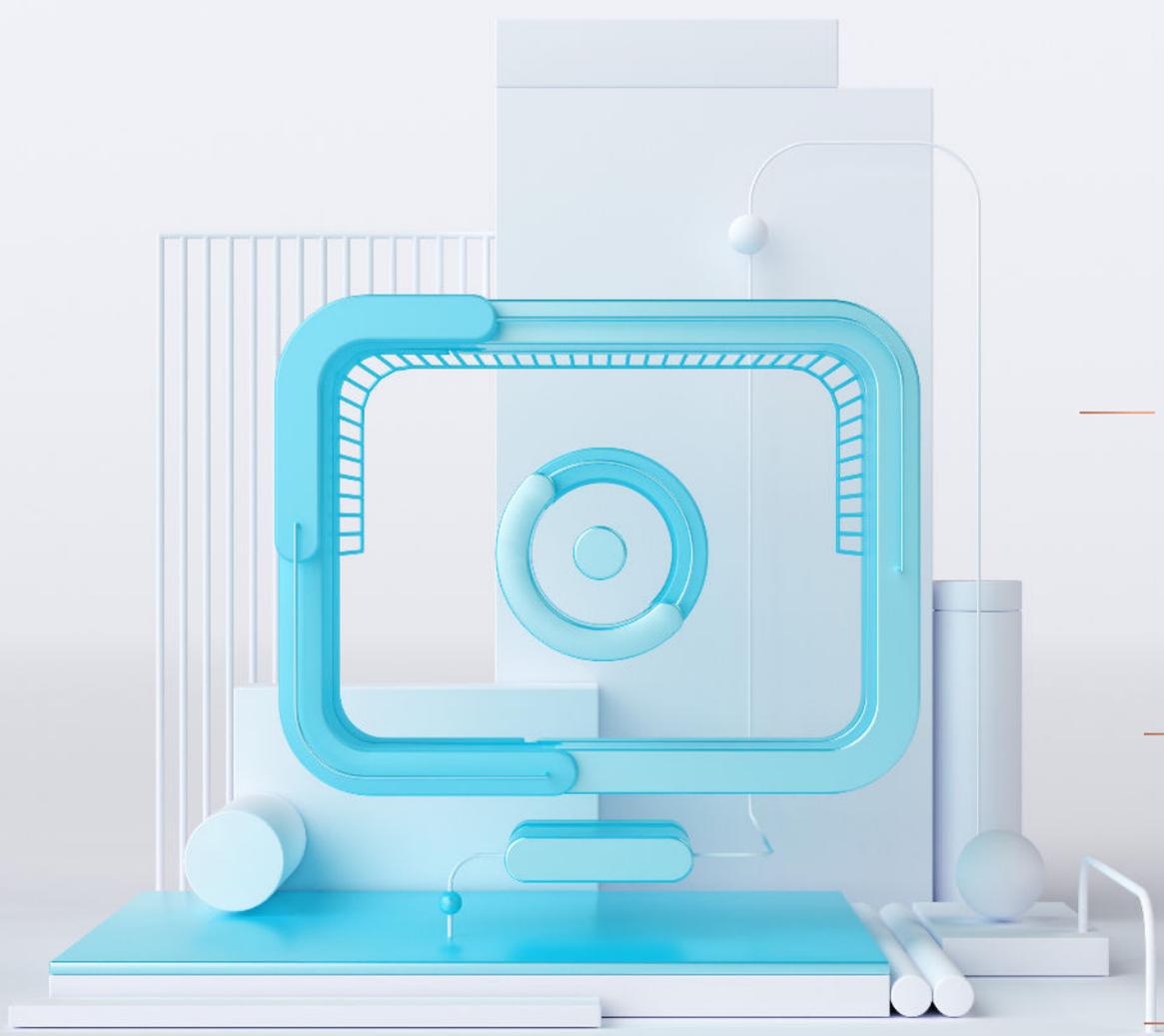
DATA SCIENCE ^{USA} KEY FINDINGS

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR



TOP FIVE TECHNOLOGIES

Python
R
SQL
AWS
Tensorflow



COMPUTER VISION ^{USA}

As one of the fastest evolving markets in Data & Analytics, those who work in the world of Computer Vision put a strong emphasis on staying up to date with the latest trends.

As a result, it's businesses who offer a career progression map, or demonstrate how an applicant's career will stay competitive and aligned with changing technologies over time, who are the ones most likely to attract and retain talent. In particular, we have seen clients who build their algorithms completely from scratch struggle with retaining candidates due to the fact that they mainly stick to traditional toolsets.

INSIDER'S INSIGHTS:

"Computer Vision paired with Deep Learning empowers AI systems with decision making capabilities based on optical input. With optical sensors found virtually everywhere, this piece of technology is now swiftly transforming the market; not only through the precise interpretation of the Data information content but through the analysis of the patterns that emerge too. And it is exciting to see how AI blends with Data Science in order to facilitate this."

Georgios Ouzounis / Vice President Data Science, AI Provider

PERMANENT - AVERAGE ANNUAL SALARY

COMPUTER VISION Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
SLAM Engineer	\$115k \$97k	\$156k \$142k	\$195k \$179k	\$224k \$213k
Robotics Software Eng.	\$107k \$98k	\$153k \$140k	\$173k \$161k	\$214k \$201k
Deep Learning & AI	\$115k \$90k	\$185k \$145k	\$213k \$181k	\$260k \$213k

CONTRACT - AVERAGE HOURLY RATE

COMPUTER VISION Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
Computer Vision	\$140 \$100	\$160 \$140	\$220 \$180	\$260 \$220

COMPUTER VISION ^{USA}

OUR CONSULTANT'S THOUGHTS:

"The past year has seen an increased interest in candidates who have post-doctoral or commercial experience using both C++ and Python. This is largely for two reasons: many Deep Learning-led enterprises require talent who can transfer code from research (Python) and then to production level (C++). Additionally, many autonomous Robotics companies are implementing Deep Learning into their systems which are also traditionally based in C++.

As Deep Learning continues to infiltrate the market across all industries, there is still a huge variation between which projects are deemed a success and which are seen as failures. This has led to a level of mistrust of the datasets that Deep Learning needs to develop its patterns and, consequently, greater success and utility has frequently be found in the less flashy uses of Deep Learning."



Mairead Holt / Senior Recruitment Consultant, Computer Vision

DIGITAL ANALYTICS ^{USA}

As businesses acknowledge the fact that the impact of COVID-19 will be long lasting, many have embraced the Digital Transformation in a way they haven't before.

As a result of adapting this new way of business, there has been a significant increase in demand for those who work in E-commerce Analytics, Digital, Web & Mobile Product Management, and UX/UI Design. Additionally, experience with Shopify is now more valuable than it has ever been. The last few years has seen a significant and consistent rise in salaries, something that is now beginning to plateau. However, the importance that candidates place upon salary, and for that matter bonuses as well, has now begun to dwindle and many now place an emphasis on experience and development instead. While some of this includes a desire for an exposure to new tools, it's interesting to note that the Adobe Analytics suite remains the most commonly used in US Digital Analytics for the second year in a row, despite the fact that perceived wisdom may have considered Google's offering as the most popular.

INSIDER'S INSIGHTS:

"I think the industry will continue to explode in 2021 as companies continue to mature their integrated customer Data set, getting closer and closer to their aspirations of an omnichannel view of their their interactions, and adopt test and learn to deliver more competitive, targeted and relevant content to their customers, while increasing the sophistication of their customer audience segments. We'll also see many companies joining forces to share Data and customer services with partners that can help them provide more holistic integrated/orchestrated customer experiences around the customer's needs but outside of their product/services sole market."

Rusty Rahmer / Head of Customer Experience Solutions,
Global Healthcare Leader



DIGITAL ANALYTICS ^{USA}

PERMANENT - AVERAGE ANNUAL SALARY

DIGITAL ANALYTICS Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
CRO	\$57k \$52k	\$113k \$108k	\$140k \$132k	\$193k \$170k
Digital Marketing	\$55k \$48k	\$88k \$78k	\$123k \$115k	\$184k \$171k
Implementation	\$79k \$75k	\$120k \$117k	\$152k \$150k	\$250k \$234k
Web Analytics	\$65k \$54k	\$119k \$107k	\$160k \$141k	\$212k \$203k

CONTRACT - AVERAGE HOURLY RATE

DIGITAL ANALYTICS Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
CRO		\$51 \$46	\$102 \$95	\$123 \$103
Digital Marketing		\$41 \$36	\$78 \$72	\$102 \$93
Implementation		\$78 \$73	\$97 \$90	\$163 \$161
Web Analytics		\$66 \$62	\$111 \$101	\$125 \$102

OUR CONSULTANT'S THOUGHTS:

“This year we’ve seen even more of a shift in brands taking their Digital Marketing and Analytics in-house, with an increasing demand for the ‘swiss-army-knife’ Digital Analyst who can tap into Product, Media and Web Analytics. Specifically, within Financial Services, more companies are building digital products to meet the ongoing increase in online engagement and are embracing Digital Analytics to drive performance insights. Similar to last year, companies continue to look for a blend technical skills in the traditional Digital Analytics platforms (Google Analytics, Adobe Analytics, DCM etc.) along with the ability to tell stories with Data and build engaging dashboards to present insights.



Lauren Harris / Managing Consultant, East Coast

“Growth Marketing, Paid Media and Lifecycle marketing are all areas that are high in demand as companies across all industries place more importance than ever before on their tactics to acquire new customers and then retain those customers. Historically, one could qualify as a good Digital Analyst by only knowing Google Analytics or Adobe Analytics. As the market evolves, however, there is an increase for stronger technical knowledge whether that be broader knowledge of the Adobe (Launch and Target) or Google (Data Studio, DoubleClick, GTM) product suites, SQL, or even the ability to code in Python. On the media side, the demand for audience segmentation and audience targeting has been on the rise for a while, but 2020 brings more of a focus on finding talent with experience of working with Customer Data Platforms (CDPs) to improve personalization efforts.”



Josh Poore / Manager, West Coast

82%

WOULD LEAVE THEIR ROLE
If the right opportunity came up.

10%

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

16%

AVERAGE BONUS
46% of Digital professionals received a bonus over the last year.

75%

HAVE FLEXIBLE WORKING OPTIONS
Including flexible hours and the ability to work from home, up from 62% last year.

41%

NUMBER OF FEMALE PROFESSIONALS
A slight increase from 40% last year.

21%

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

DIGITAL ANALYTICS ^{USA} KEY FINDINGS

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR

- Lack of career progression
- Poor Company Culture
- Poor Management
- Salary not competitive
- Benefits not competitive

TOP FIVE TECHNOLOGIES

- Adobe Analytics
- Google Analytics
- SQL
- Excel
- Tableau/Python

A 3D rendered graphic in shades of red and white. It features a large, circular, ring-like structure with a plus sign (+) in the center. The ring is partially open, and there are various geometric shapes like a sphere, a cylinder, and a rectangular block around it, all set against a light gray background with faint grid lines.

LIFE SCIENCE ANALYTICS^{USA}

The response of Biotech and Pharmaceutical enterprises to COVID-19 has reflected the central tenants of the industry: a scientific and conscientious approach.

With teams realigning to reflect more accurate timelines, companies have made strategic decisions on project ideation and prioritization. This, however, has meant that fewer candidates are open to new job opportunities as they seek to stay in a stable business where they can. Despite this, a lack of career advancement is still a top issue for those working in this area and with promotions often tenure based, progress can feel fairly slow.

While the need for wet lab Data has meant that many Life Science businesses prefer for teams to be onsite, this area of the industry has been leading the way in their approach to flexible working hours, even prior to the pandemic. However, with Data on COVID-19 available through global collaborations, many teams are now able to continue their work without the need for lab access.

INSIDER'S INSIGHTS:

“Data Science and Analytics remain core competencies for Computational Biology and businesses are placing a huge emphasis on attracting the best talent to the Biotech and Pharmaceutical industry. In particular, candidates with skills in algorithm development, Data gathering and wrangling, and predictive modeling are consistently among the most sought after.”

Diogo Camacho / Lead, Predictive BioAnalytics, Research Institute

PERMANENT - AVERAGE ANNUAL SALARY

LIFE SCIENCE Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
Bioinformatics	\$90k \$60k	\$120k \$94k	\$180k \$121k	\$220k \$163k
Biostatistics	\$108k \$71k	\$131k \$90k	\$187k \$120k	\$220k \$172k
Computational Biology	\$110k \$65k	\$144k \$105k	\$200k \$135k	\$230k \$178k

CONTRACT - AVERAGE HOURLY RATE

LIFE SCIENCE Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
Bioinformatics		\$95 \$80	\$105 \$95	\$140 \$125
Computational Biology		\$90 \$85	\$100 \$90	\$135 \$115

LIFE SCIENCE ANALYTICS ^{USA}

WHAT THE MARKET SAYS:

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

OUR CONSULTANT’S THOUGHTS:

“Many businesses are dedicating existing resources and personnel to investigate COVID-19 and join the effort to find actionable diagnostics and treatments for the disease. In the next year, we’d anticipate companies continuing the effort of highlighting the importance of finding solutions for infectious disease and thus seeing an influx in solutions, such as in medical device advancement for PPE or ventilators.

This has been a challenging year for companies as transitioning to fully remote working and social distancing have negatively impacted timelines for collecting wet lab Data. Fortunately, as candidates continue to navigate flexible and remote working, now that it has become a necessity, there has been a positive shift in the adoption of long-term remote working solutions.”



Alyssa Liew / Senior Recruitment Consultants, Life Science Analytics

26%

AVERAGE SALARY INCREASE SOUGHT

When applying to a role over the last year.

17%

AVERAGE SALARY INCREASE ACHIEVED

When accepting a role over the last year.

14%

AVERAGE BONUS

58% of Life Science Analytics professionals received a bonus in the last year.

90%

HAVE FLEXIBLE WORKING OPTIONS

Including flexible hours and the ability to work from home.

31%

NUMBER OF FEMALE PROFESSIONALS

An increase from 21% last year.

68%

WOULD LEAVE THEIR ROLE

If the right opportunity came up.

LIFE SCIENCE ANALYTICS ^{USA} KEY FINDINGS

TOP FIVE REASONS FOR LEAVING A ROLE LAST YEAR

- Lack of career progression
- Salary not competitive
- Poor Management
- Job stability
- Company downsizing/Redundancy

TOP FIVE TECHNOLOGIES

- Python
- R
- AWS
- GCP
- SQL

ADVANCED ANALYTICS & INSIGHT ^{USA}

Advanced Analytics professionals continue to play a key role in the development of the Data & Analytics industry.

With many specialists in this area ending up in leadership roles due to their communicative abilities, it's reassuring to see this field fast approaching a 50/50 gender split. While there is still work to be done, it remains the highest in the overall Data industry. If we begin to see an increase in flexible working options, as we have seen in the rest of the industry, we would expect these numbers rise even further. Many professionals within this area are often, incorrectly, labelled as Data Scientists. While on the surface this may not seem like a significant issue, doing so can hinder some business' hiring capabilities. By searching for 'Data Scientists' when they are actually in need of an Advanced Analytics skillset, Hiring Managers are extending search times and putting themselves at risk of recruiting the wrong candidates.

INSIDER'S INSIGHTS:

"While Advanced Analytics teams have not been immune to the sudden reorganizations and restructurings brought about by the pandemic, the overall market remains incredibly strong. Indeed, the ability to translate vague business objectives into well-scoped analytics exercises is as uncommon as ever and even more essential as companies fight to navigate these choppy waters. The nature of work has become biased toward the tactical (vs strategic), but the desired skills remain the same: broad knowledge of statistical techniques and computational methods backed by strong business sense and ability to communicate."

Stephen Moseley / Director of Product Analytics, Marketing Platform



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PERMANENT - AVERAGE ANNUAL SALARY

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Annual Base Salary - \$USD [Major Cites Other Cities]			
Campaign & CRM	\$70k \$65k	\$93k \$90k	\$142k \$127k	\$172k \$158k
Marketing Effectiveness	\$84k \$74k	\$145k \$126k	\$160k \$143k	\$190k \$168k
Consumer Insight	\$62k \$48k	\$110k \$85k	\$143k \$122k	\$183k \$174k
Statistical Analyst	\$84k \$76k	\$146k \$128k	\$172k \$155k	\$220k \$190k
Data Sci. - Customer An.	\$113k \$74k	\$149k \$105k	\$178k \$155k	\$223k \$193k

CONTRACT - AVERAGE HOURLY RATE

ADVANCED ANALYTICS Role type	Entry Level	Mid-Level	Technical Lead	Head of / VP
	Hourly Contract rate - \$USD [Major Cites Other Cities]			
Campaign & CRM		\$75 \$60	\$95 \$75	\$120 \$100
Market Research		\$65 \$55	\$100 \$80	\$130 \$95
Pricing Analyst		\$70 \$65	\$95 \$80	\$125 \$100

OUR CONSULTANT'S THOUGHTS:

"Over the last 12 months, we've seen a huge uplift in Chief Data and Chief Analytics Officer roles stemming from Advanced Analytics. This has resulted in a major shift towards analytics professionals at all levels remaining hands-on, combining statistical analysis with business application and insights. As poor management becomes the major reason for why people leave roles, staying on top of new technologies and methodologies is imperative, as well as understanding the changing landscape of typical terms. "Data Science" and "Machine Learning" are ever-changing definitions, which has led to job titles becoming even more specialized, focusing heavily on role responsibilities and methodologies as opposed to tools used.



Jenni Kavanagh / Manager, East Coast

"We're seeing substantial growth in demand from TeleHealth and EdTech enterprises at the moment, although many are struggling to find candidates with a strong blend of statistics experience and the ability to communicate and partner effectively with non-technical individuals. Without this combination, many are concerned they won't receive holistic, Data-driven recommendations with cross-functional purposes. Candidates remain on the lookout for clear growth opportunities within any potential businesses they're looking to join, as well as a role with a wide scope where they can have tangible impacts on the business. Top candidates are ambitious and want to know that their next role will give them to ability to grow both personally and technically, as well as drive growth within a business."



McElla Pappas / Vice President Sales, West Coast

80%

**WOULD LEAVE
THEIR ROLE**

If the right opportunity
came up.

24%

**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.

18%

**AVERAGE
BONUS**

An increase from
16% last year.

72%

**HAVE FLEXIBLE
WORKING OPTIONS**

Including flexible hours and
the ability to work from home.

43%

**NUMBER OF FEMALE
PROFESSIONALS**

The highest percentage in the
industry, and an increase from
38% last year.

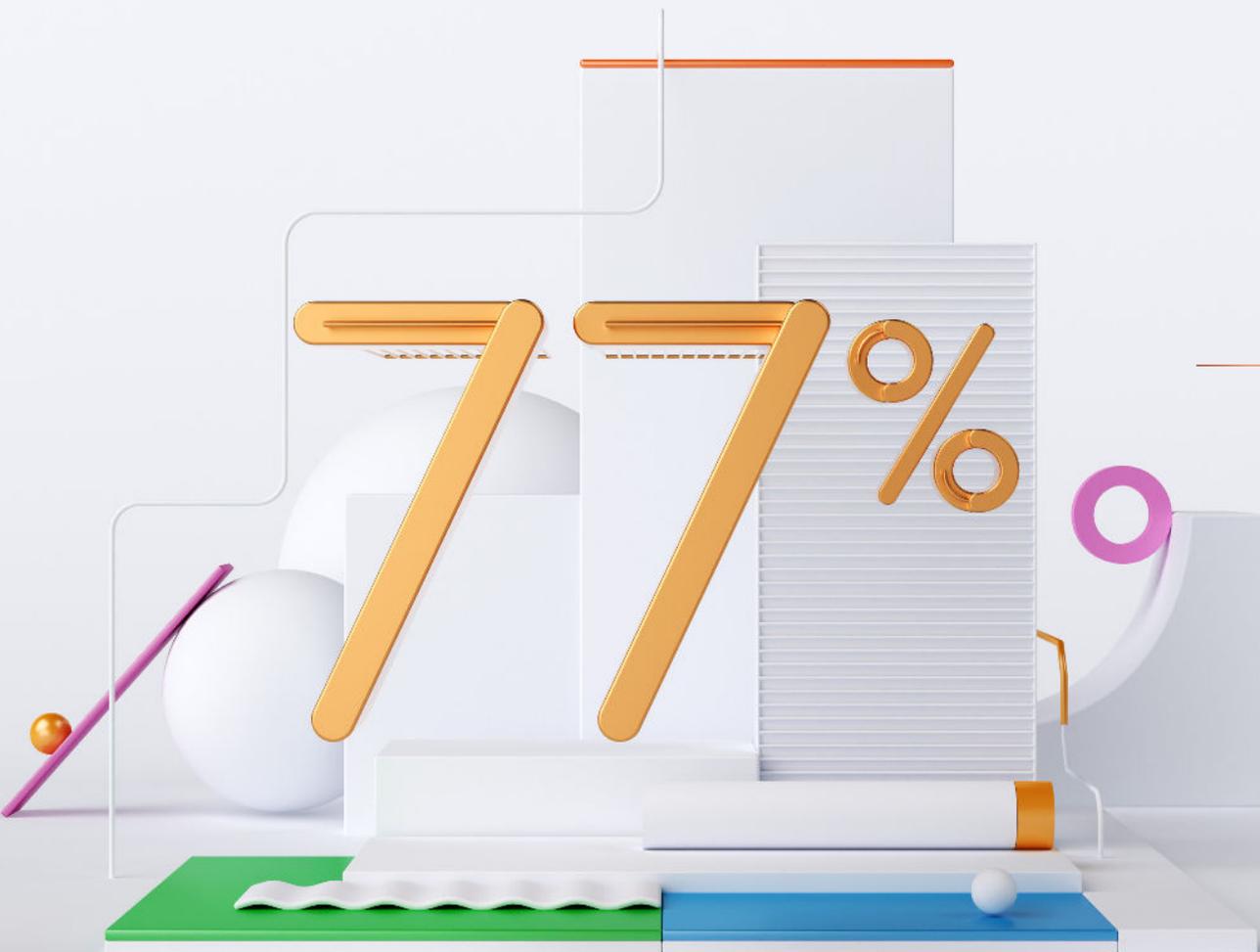
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**TOP FIVE REASONS FOR
LEAVING A ROLE LAST YEAR**



TOP FIVE TECHNOLOGIES

Python
R
SQL
Tableau
SAS



HARNHAM CONTRACT ^{USA}

With a number of projects impacted by the COVID-19 pandemic, many businesses are finding themselves turning towards contract resources to keep their current projects on track.

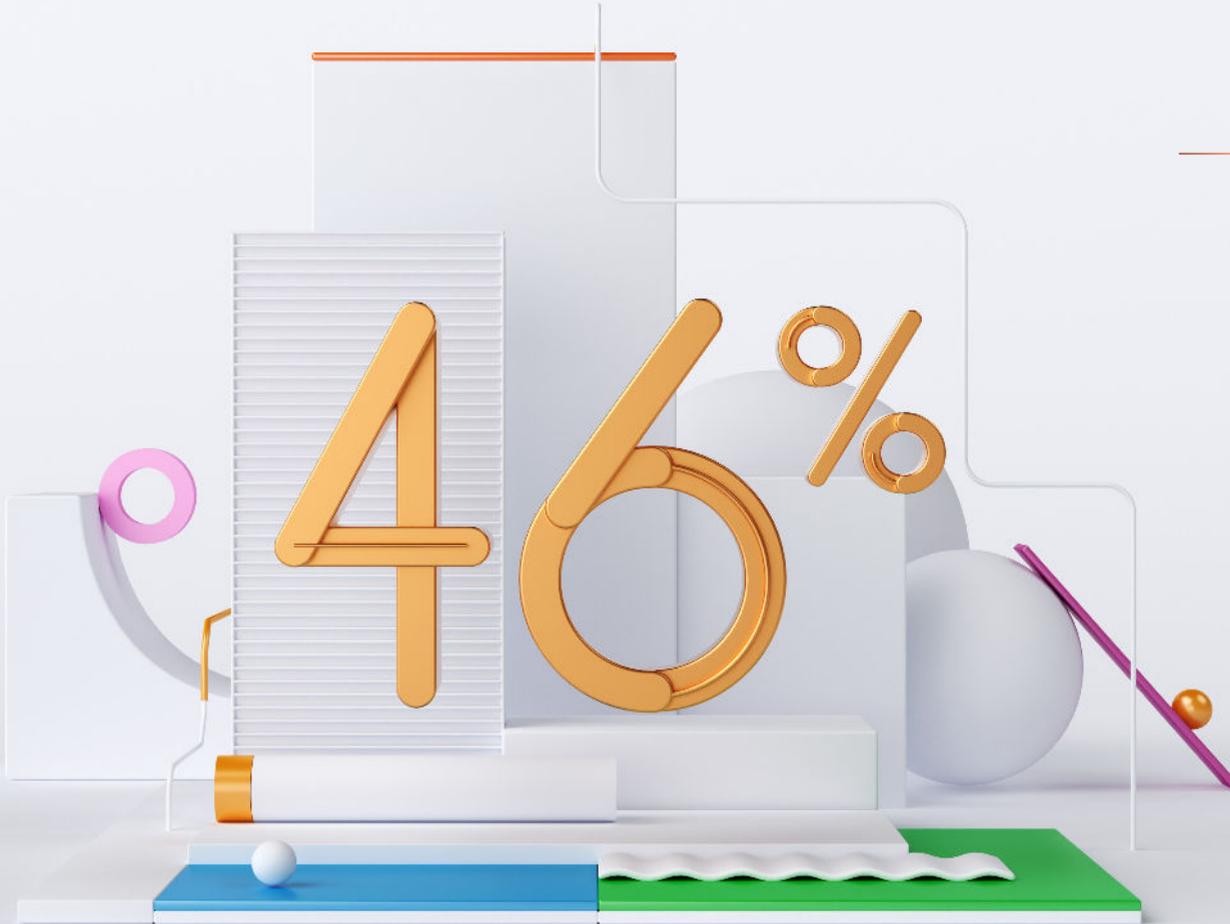
The 'Gig Economy' has been a growing part of the American workforce for a number of years and has had a huge impact on the temporary/contract workforce in other industries. The world of Data & Analytics is no exception. Ever-changing labor laws and a debate around which benefits contractors are entitled to has meant that many businesses will face challenges from a compliance standpoint hiring contractors without additional support like that provided by a recruiting firm.

As a result, many have missed out on the support that Data & Analytics contract professionals can bring. With such a rapidly evolving technological landscape, particularly with the acceleration of the digital transformation, enterprises can call on contract resources to come in and make quick changes to issues that may have an impact on income. Additionally, many companies are looking to contractors for executive level input, particularly from the world of Insight. These experts make fast assessments about what changes can be swiftly made to improve ROI.

HARNHAM CONTRACT USA

Businesses who do utilize contractors are often quick to see the benefits and look to utilize this approach across their Data team. Our survey found that 77% of respondents were not the sole contractor in their team and 46% received an extension to their existing contract for an average of an additional three months. There are also opportunities for businesses to integrate contract talent into direct hire positions with over a third of our respondents doing so, and 30% taking a pay cut in the process.

Following the economic uncertainty caused by a global pandemic, we'd expect to see businesses further embracing the flexibility brought by contractors over the next year. With the temporary nature of contractors proving businesses the opportunity to consistently reassess their needs, hiring them provides a risk averse way to continue progressing projects as the world returns to some form of normality.



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:

 @HarnhamData  harnham

OUR NEW YORK OFFICE

85 BROAD STREET, 18TH FLOOR
NEW YORK, NY 10004
212 796 6070
newyorkinfo@harnham.com

OUR SAN FRANCISCO OFFICE

353 SACRAMENTO ST, 8TH FLOOR
SAN FRANCISCO, CA 94111
415 614 4999
sanfraninfo@harnham.com

harnham.com/us

LONDON - BERLIN - SAN FRANCISCO - NEW YORK



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or if you have any questions on the content
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