



ANALYTICS INDIA
SALARY STUDY
2017

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ANALYTICS INDIA MAGAZINE & ANALYTIXLABS

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FOREWORD

At Analytics India Magazine, we keep a close eye at the industry and bring in the latest analytics findings to the table in the form of case studies, interview, researches and latest news.

Giving the analytics ecosystem with the best possible resources, we have teamed up with Analytix-Labs to bring our latest find, a detailed Analytics India Salary Study 2017, that encompasses all the elements and makes up for a detailed understanding of salary trends in India.

The study, a result of long months of research, provides a complete picture of salaries in analytics industry, its comparison with other domains, salary trends across various tools and skills, salary structure across cities, experience level, company type and much more.

In today's scenario where data crunching has become bigger than ever, the need for data professionals and opportunities in various domains has increased manifold. The study aims to enlighten these professionals and others interested to make a plunge in the industry with the current salary scenario. We hope our readers have a great read and can further explore opportunities what the analytics industry has in store for them.



BHASKER GUPTA

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Enthused with the response we got from the student community and industry to last year's salary study, AnalytixLabs team is excited to again present Analytics India Salary Study along with AIM. In the last one year, we have once again seen a shift in the analytics trends. Popularity of analytics jobs is at a peak-high now but there has also been a shift in the requirement of skills and their usage. This is true for the corporate training coming our way and also matches the trends highlighted in the report.

Apart from the salary trends, last year we discussed about Emerging Job Roles, a topic that many found useful. This year we again try to answer a frequently asked question - Comparison of analytics salaries vis-à-vis other knowledge based roles, like Primary research, Secondary research, Financial Research and Information Technology. Infact, at Analytix-Labs, we get admission applications from candidates who are from some of these fields but are skeptical about moving to analytics because of their current salaries. Our suggestion to them always has been to compare the growth in their current position versus growth they can expect as an analytics professional. The trends help answer the same question.

Happy Reading to all...



INTRODUCTION

SALARY STUDY IS BROUGHT TO YOU BY ANALYTICS INDIA
MAGAZINE IN ASSOCIATION WITH ANALYTIXLABS

RESEARCH METHODOLOGY

THIS REPORT IS A RESULT OF EXTENSIVE PRIMARY AND SECONDARY RESEARCH, SPREAD OVER A FEW MONTHS. DATA WAS GATHERED FROM A VARIETY OF SOURCES, INCLUDING ONLINE JOB PORTALS, INTERVIEWS OF HR PROFESSIONALS, WORKING PROFESSIONALS, SENIOR MANAGEMENT FROM ANALYTICS FIRMS, AS WELL AS FRESHERS AND ANALYTICS STUDENTS OF ANALYTIXLABS.

“

With data becoming increasingly central to businesses, businesses are betting big in zeroing down on the right talent. Lucre aside, analytics has become central to running enterprises efficiently.

Amidst the sheer volume and the variety of data generated, what organizations are looking at is a well structured data and findings in a consumable format that makes some sense.

Organizations want to hire professionals who can not only slice and dice, but communicate their findings effectively to senior leadership as well. This is where the all-time high demand for analytics professionals comes in.

With high demand comes a high tag, and data analytics has emerged as the highest paying jobs across the globe.

Analytics India Magazine in association with AnalytixLabs presents the annual, comprehensive Analytics India Salary Study 2017 that gives peek into the various aspect of salary structure for every professional who wants to makes a head-start in this industry. Get to know the salary trends across various sectors, skills, tools and domains. The study is a must-see for those working in the field and people keen to make a transition into this industry.

THE ANALYTICS JOBS ARE OFFERING THE MOST TO INVITE TALENT

“

STARTING HER CAREER WITH MCKINSEY WHERE ANKITA HELPED SET-UP THE ANALYTICS TEAM IN 2004, SHE HAS HAD A CORE FOCUS IN THE MARKETING ANALYTICS AREA. POST ALMOST 8 YEARS WITH MCKINSEY, SHE THEN MOVED TO FIDELITY INVESTMENTS TO OWN THE ANALYTICS FOR THEIR UK CLIENT-SIDE BUSINESSES. AS A PART OF HER WORK, SHE HAS WORKED ACROSS VARIOUS INDUSTRIES LIKE HEALTHCARE, TELECOM, BANKING, HI-TECH, ACROSS VARIOUS COUNTRIES LIKE JAPAN, RUSSIA, UK, US CONCENTRATING IN DOMAINS LIKE CHOICE BASED MODELLING, CUSTOMER LIFE CYCLE MANAGEMENT AND PRICING.

BY EDUCATION, ANKITA HOLDS A MATHS HONS DEGREE FROM ST STEPHEN'S COLLEGE, DELHI UNIVERSITY AND HAS ALSO COMPLETED HER MBA FROM ISB, HYDERABAD.



ANKITA GUPTA
CO-FOUNDER
ANALYTIXLABS

The value of analytics was recognized by various business enterprises in a very short spur of time. This sudden change led to a paucity of analytics professionals who could cater to the analytical needs of so many different industries. This has been a promising news for the job seekers and analytics aspirants. Also, since the value added by analytics to a business is no secret, it is somewhat obligatory for companies to compete for talent and bring in the best with the most lucrative offer.

This has been one of the driving factors to not only differentiate the salaries of analytics professionals, when it comes to comparing to other professions, but the growth promised in this field is also one of the highest. This is especially true when we compare analytics to other knowledge-based industries job roles namely Primary Research, Secondary Research, Financial Research and Information Technology. On average, analytics professionals receive around 30% higher salaries than these other job roles in India. Amongst these other job roles, Primary research roles earn the highest average salary (INR 9.03 Lacs) as compared to the analytics job roles where the average salary is INR 11.7 Lacs. Apart from the pecuniary benefits, let's also see some of the other factors which attract the talent to analytics:

More involvement on the business side of the things. All analytics projects, invariably begin with a specific business objective in the sight. A key success driver for any analytics projects is detailed scoping of the business requirements along with good understanding of the business constraints, which is essential for the actionable outcomes. This ensures that Analytics professionals work in tandem with business teams and constantly learn about the new developments, thereby making the whole experience more engaging and enriching.

Exposure to wide **variety of problems and industries**. Generally, an analytics professionals – working with a consulting firm or an analytics service providers - do get opportunities to work

on variety of business problems and in various domains like, but not limited to, Banking, Financial Services, E-commerce and Retail, Telecom, Hospitality, etc. However, this is seldom the case with other career options. This also translates to better exposure and more variety at work and hence builds cross-industry capabilities. All this makes Analytics work profiles intellectually more stimulating.

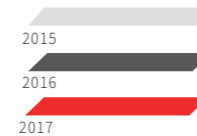
The pace of development of new algorithms has been quite rapid in the past couple of years for this relatively new analytics industry. Analytics professionals are **constantly on a learning path exploring new analytics tools and techniques** coming up in the market and evaluating it for their current job roles. This is a big factor to attract some of the brightest minds available in the workforce who get a playground to innovate on the methodologies and tailor it to meet their business challenges.

If we look at the Indian analytics market, there are broadly three kinds of analytics entities that are present. **Analytics service providers**- which take outsourced analytics assignments from industrial clients, both within and outside India. **Captives**- Offshore analytics teams of various international companies but based out of India. This also includes the analytics teams present within all consulting firms, which use analytics extensively for their clients. **Domestic in-house analytics teams** set up by domestic companies to help meet their analytics requirements

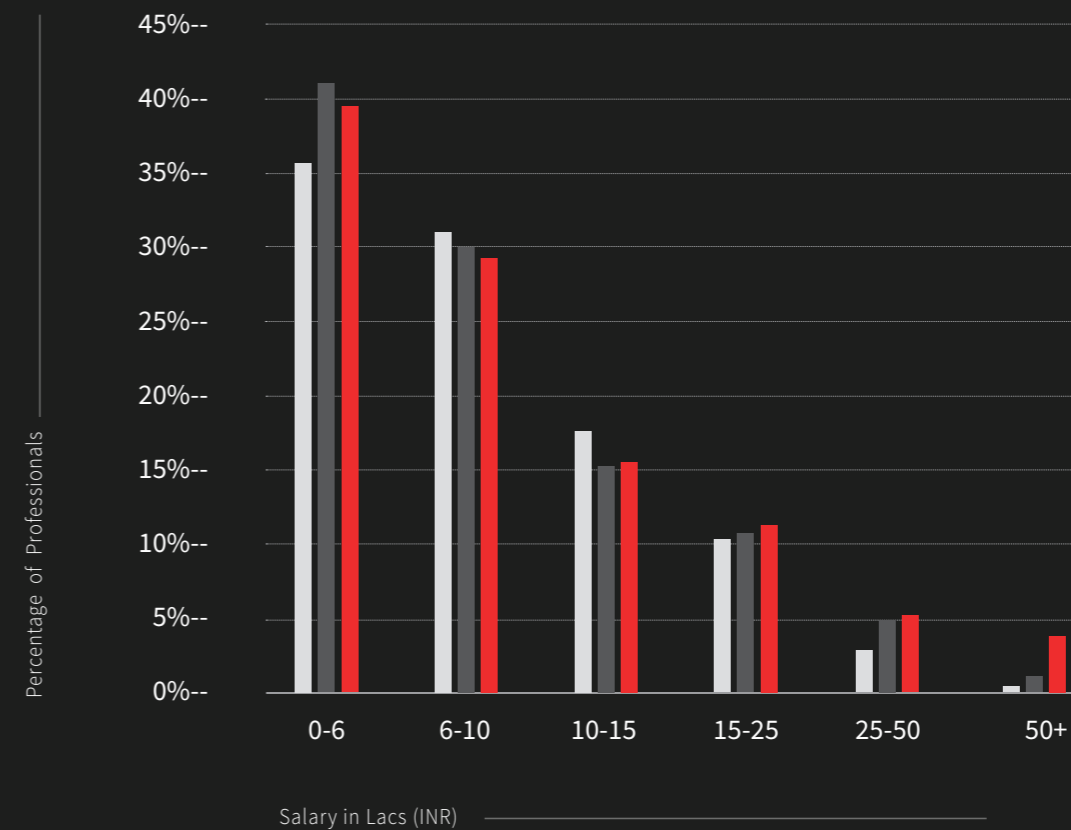
We may conjecture from the above, while analytics is the most nascent and yet-to-mature field as compared to other knowledge disciplines, but still it has created the new jobs at highest rate in various sizes and types of companies in recent times. With the promising career growth available in analytics, many professionals today are willing to make a career shift even at parallel compensations in the beginning to ultimately attain better growth later on and well rounded professional development. The findings from this year's salary report further establish this idea more firmly!

KEY TRENDS

IT REPRESENTS THE PERCENTAGE OF PROFESSIONALS FALLING IN SPECIFIC SALARY BANDS.



- The average analytics salary in India for year 2017 is **INR 11.7 Lacs** across all experience level and skill sets.
- This is the highest average salary for analytics professionals ever, with almost **22%** increase since a year ago. Average analytics salaries in 2016 were **9.5L**.
- Though overall the number of analytics professionals increased last year, the percentage of professionals with salary in **0-6L** band decreased from **42%** to **39%**. There has been visibly more demand for senior professionals last year, thus pushing the average salaries higher.
- On one hand, the percentage of Analytics professionals commanding salaries less than INR 10 Lacs has gone lower; percentage of Analytics professionals earning more than INR 15 Lacs has increased from **33%** in 2016 to **37%** in 2017.
- Analytics professionals with salaries in extreme bracket of 50+L have increased significantly this year – to **3.7%** from just **1.1%** a year ago.



22%
INCREASE
in average salary
from last year

INR 11.7 LACS

average salary for year ending 2016

SALARIES IN ANALYTICS VS. OTHER DOMAINS

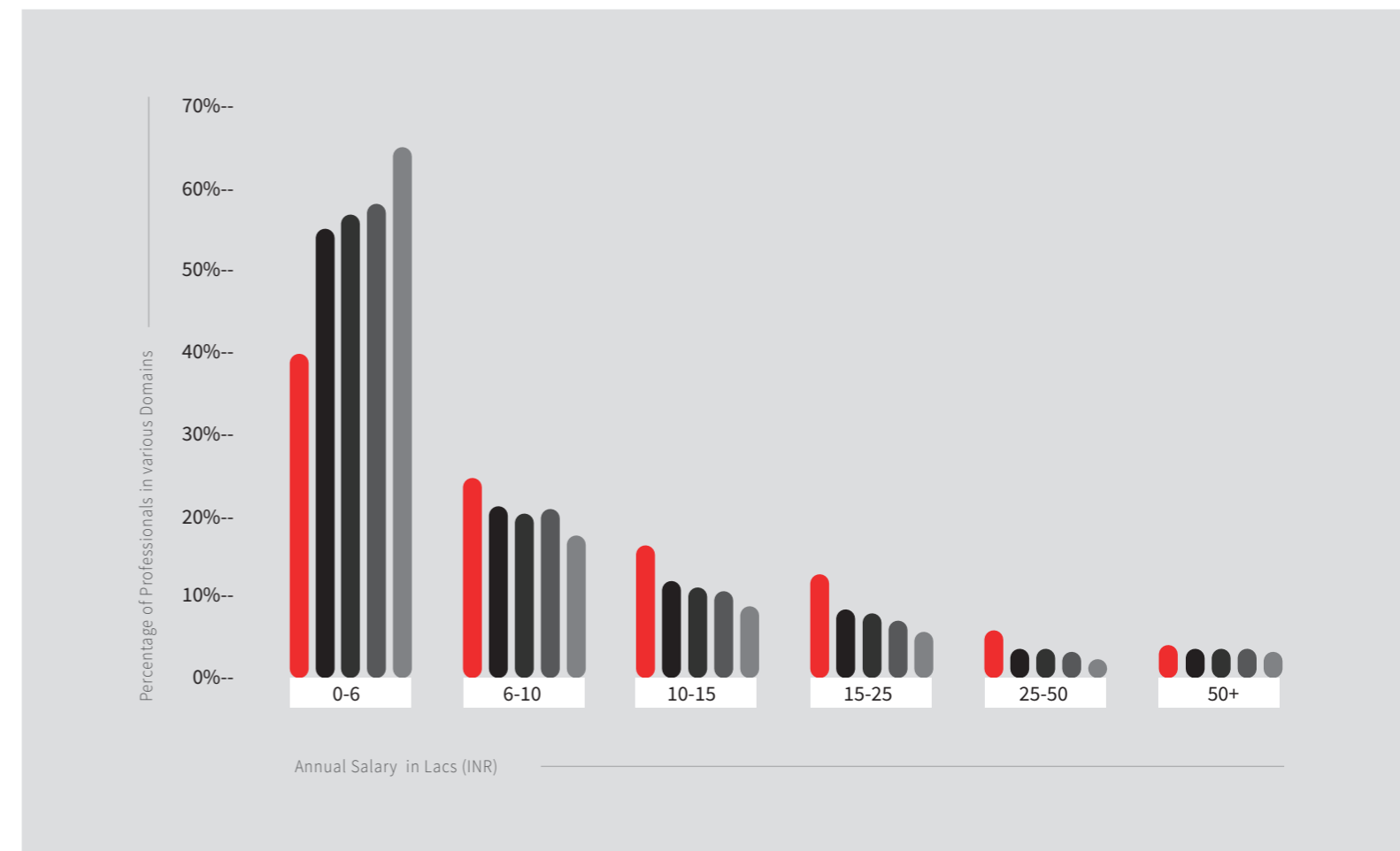
HERE'S A COMPARISON BETWEEN AVERAGE SALARIES IN ANALYTICS VERSUS 4 OTHER COMMON DOMAINS - INFORMATION TECHNOLOGY, PRIMARY RESEARCH, SECONDARY RESEARCH & FINANCIAL RESEARCH.

- █ ANALYTICS
- █ PRIMARY RESEARCH
- █ FINANCIAL RESEARCH
- █ INFORMATION TECHNOLOGY
- █ SECONDARY RESEARCH

- On average, analytics professionals receive around **30%** higher salaries than IT professionals in India.
- While, the average salaries of Analytics professionals stand at **11.7L**, that of IT professionals is at **8.65L**, of professionals in Primary Research is **9.03L**, Financial research at **8.96L** and that of Secondary research is **7.83L**.
- Just **39%** of analytics professionals have salaries under 6 Lakhs vs **58%** in IT.
- **28%** analytics professionals in India earn in the salary bracket of 10-25L. This number for IT professionals is 17%.

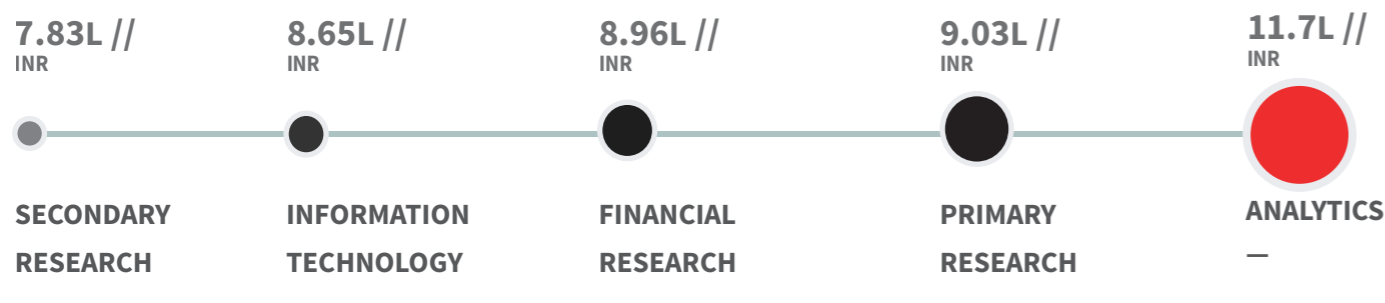
30% ◀

IS THE AVG. DIFFERENCE BETWEEN SALARIES OF ANALYTICS PROFESSIONALS AND OTHERS



GRAPHICAL REPRESENTATION OF ANNUAL SALARY OF PROFESSIONALS ACROSS VARIOUS DOMAINS

AVERAGE SALARIES ACROSS DOMAINS IN LACS



28% ◀

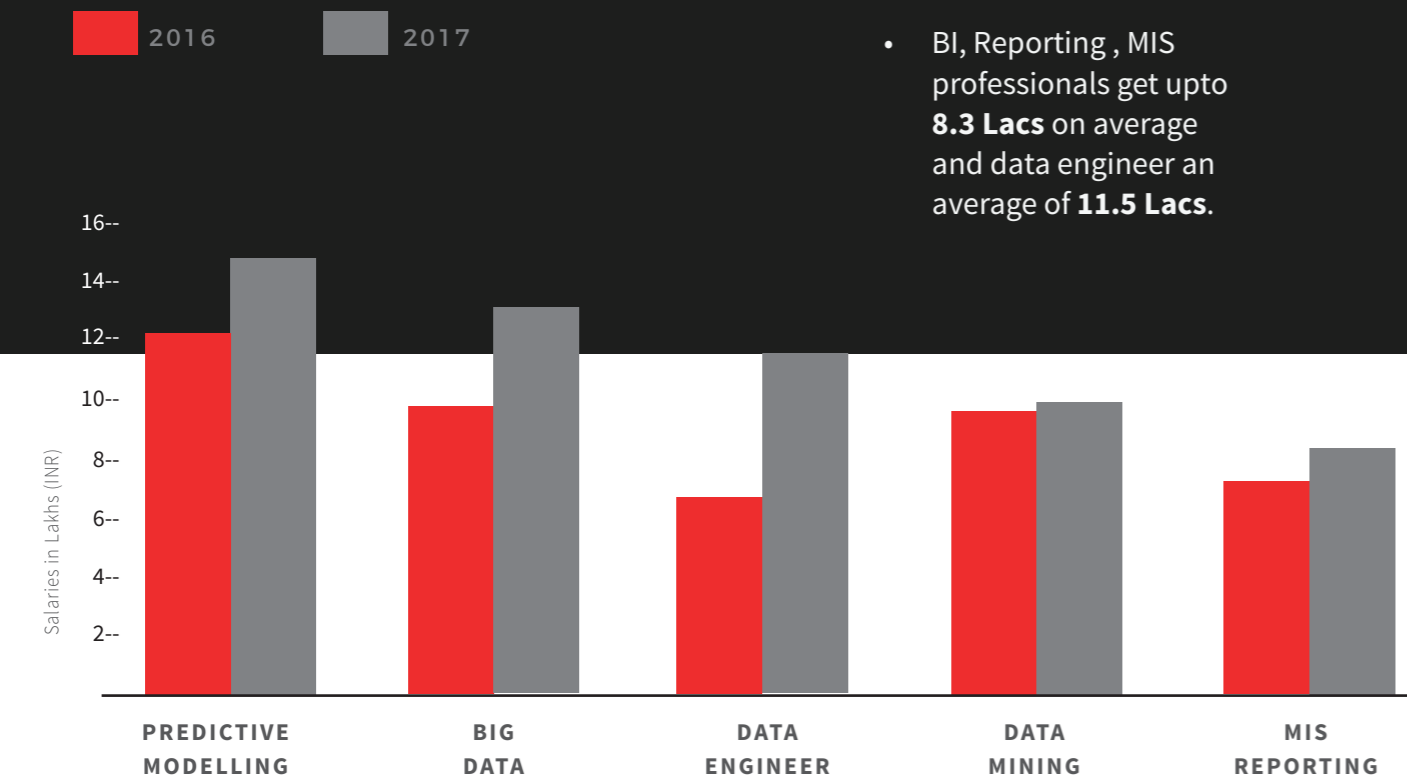
ANALYTICS PROFESSIONALS EARN BETWEEN 10-25 LACS ANNUALLY VS. 17% IN IT

SALARY TRENDS

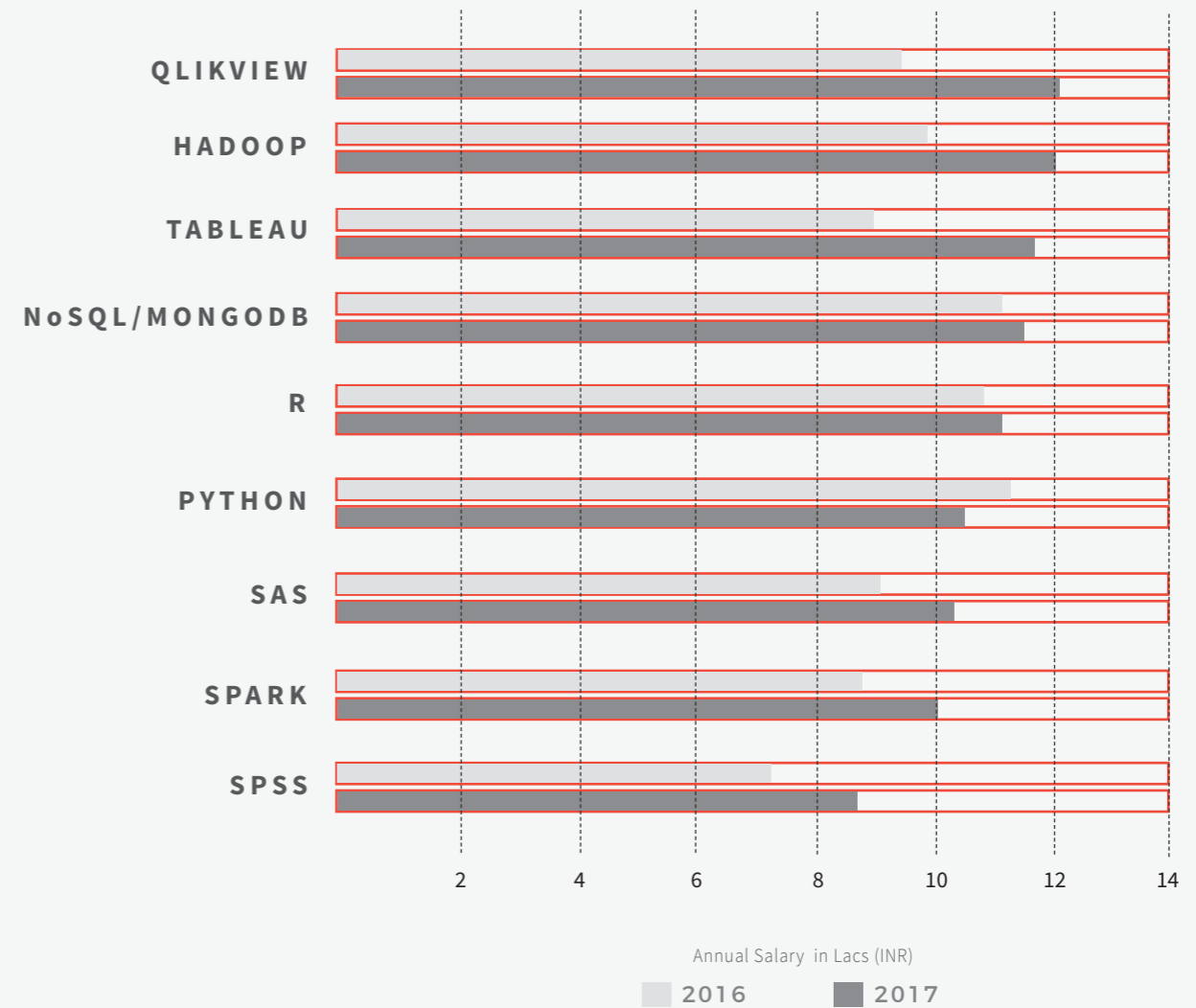
ACROSS TOOLS AND SKILLS



PREDICTIVE MODELING PROFESSIONALS ARE HIGHEST PAID



- Advanced analytics/ predictive modeling professionals are paid the highest salaries compared to their analytics peers i.e. **14.7 Lacs** on average.
- Big data professionals and data mining professionals get up to **13 Lacs** & **9.9 lacs** on average.
- BI, Reporting, MIS professionals get upto **8.3 Lacs** on average and data engineer an average of **11.5 Lacs**.



- Within Big data profiles:
 - Hadoop professionals command an average of **12 Lacs**. The salaries increased by around 21% from **9.9L** since a year ago.
 - Spark professionals command an average of **10.1 Lacs** with an increase of almost 15% from **8.8L** from a year ago.
- NoSql/ MongoDB professionals receive an average of **11.5 Lacs**, a slight increase from **11.1L** from the last year.
- Qlikview professionals command marginally higher than Tableau professionals in visualization skill jobs – **12.1 Lacs** vs **11.7 Lacs** on an average. Visualization tools salaries have increased around 28% since a year ago.
- Within Advanced Analytics profiles:
 - R programmers receive the highest average salaries this year in advanced analytics tools skillset – at **11.1L**. R have defeated SAS, SPSS and Python in terms of average salaries this year.
 - On an average, professionals get up to **10.3 Lacs** for SAS, vs **8.7 Lacs** for SPSS professionals. SAS salaries have increased by just 13% since a year ago.
 - Python gets a higher pay of **10.5 Lacs** compared to SAS and SPSS. Yet, Python is the only skill set for which the average salaries have decreased since a year ago – by almost 7%.

SALARY TRENDS ACROSS CITIES

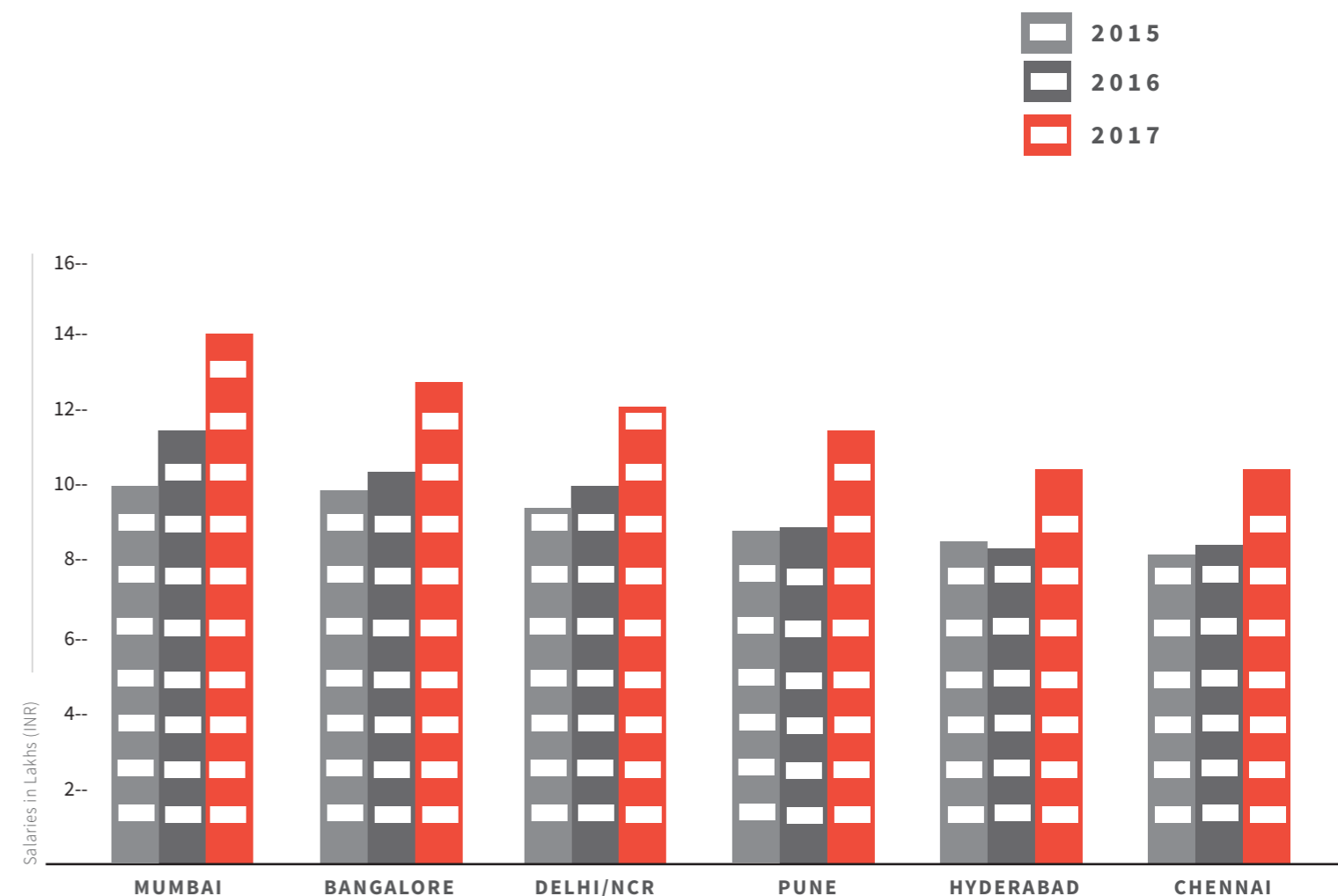
THIS REPRESENTS SALARY TREND ACROSS VARIOUS CITIES AND HOW IS VARIES WITH SKILLS ACROSS THE CITIES IN INDIA.

20%
AVERAGE INCREASE IN SALARIES ACROSS ALL CITIES

- Average salaries across all cities have increased by more than **20%** for analytics professionals this year.
- Pune saw the highest increase in analytics salaries by almost **30%** - from **8.8L** to **11.4L** this year.
- Mumbai retains its spot for highest salaries in Analytics at almost **14L** per annum - an increase of **22%** from a year ago.
- In the 0-6 Lacs bracket, Hyderabad dominates other cities with **42%** of analytics professionals earning below 6 Lacs followed closely by Pune at **39%**.
- Mumbai leads the pack in more than 15L salary bracket, with **28%** earning within this bracket, followed closely by Bangalore (**25%**) and Delhi/NCR(**22%**).



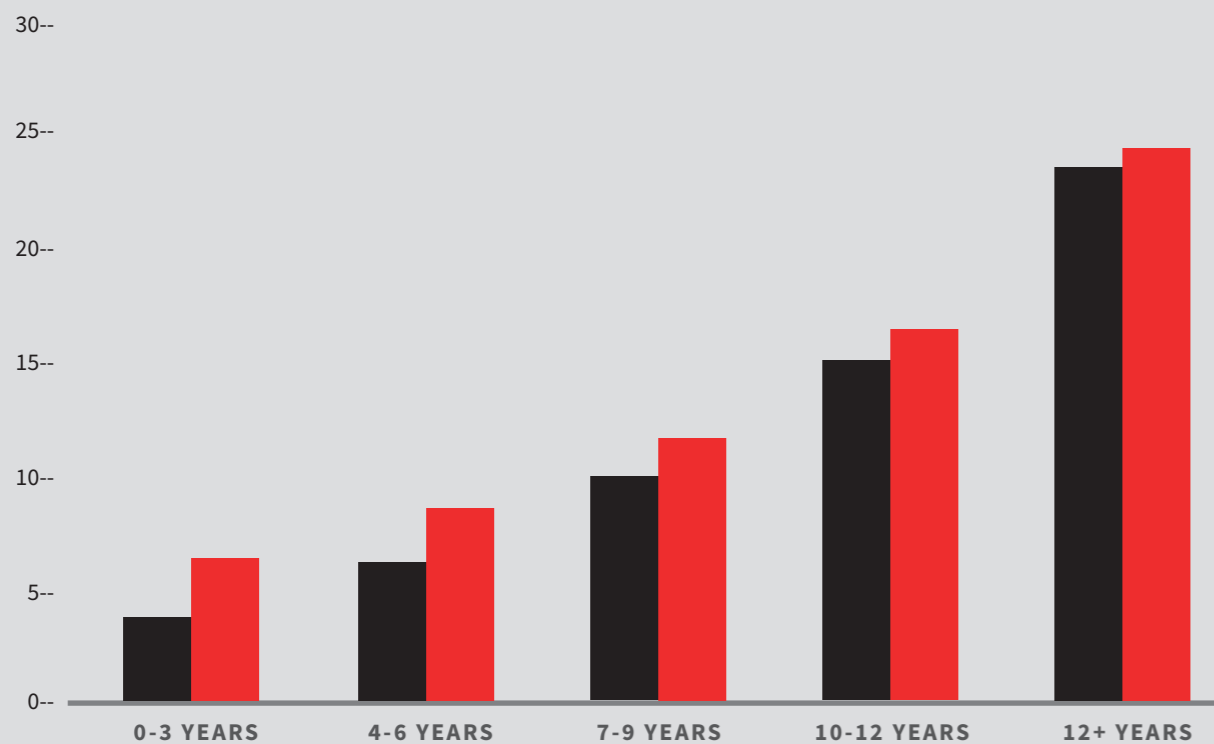
MUMBAI
PAYS BEST ACROSS ALL SKILLS



SALARY TRENDS

ACROSS EXPERIENCE LEVEL

THIS BRINGS SALARY TREND ACROSS YEARS OF EXPERIENCE IN ANALYTICS INDUSTRY.



2016
 2017

▶ 61%
JUMP IN SALARY
 IN THE EXPERIENCE BRACKET OF
0-3 YEARS

- Analytics salaries saw the biggest jump at the entry level (0-3Yrs experience) last year. There was almost a **61%** jump in salaries in this experience bracket – from **4.1L** to **6.6L** average.
- At entry level, almost **76%** of analytics professionals are under the **0-6 Lacs** salary bracket.
- For other experience brackets, the salary increases have been relatively lower, especially at higher experience bracket – at **12+** years experience, the salary rises in analytics have just been **4%** last year.
- A transition to senior analytics leaders, with more than 12 years of experience, can lead to almost **50%** increase in salaries.



SALARY TRENDS

ACROSS COMPANY TYPE

20%

HIKE THAT BOUTIQUE ANALYTICS FIRM SAW FROM LAST YEAR

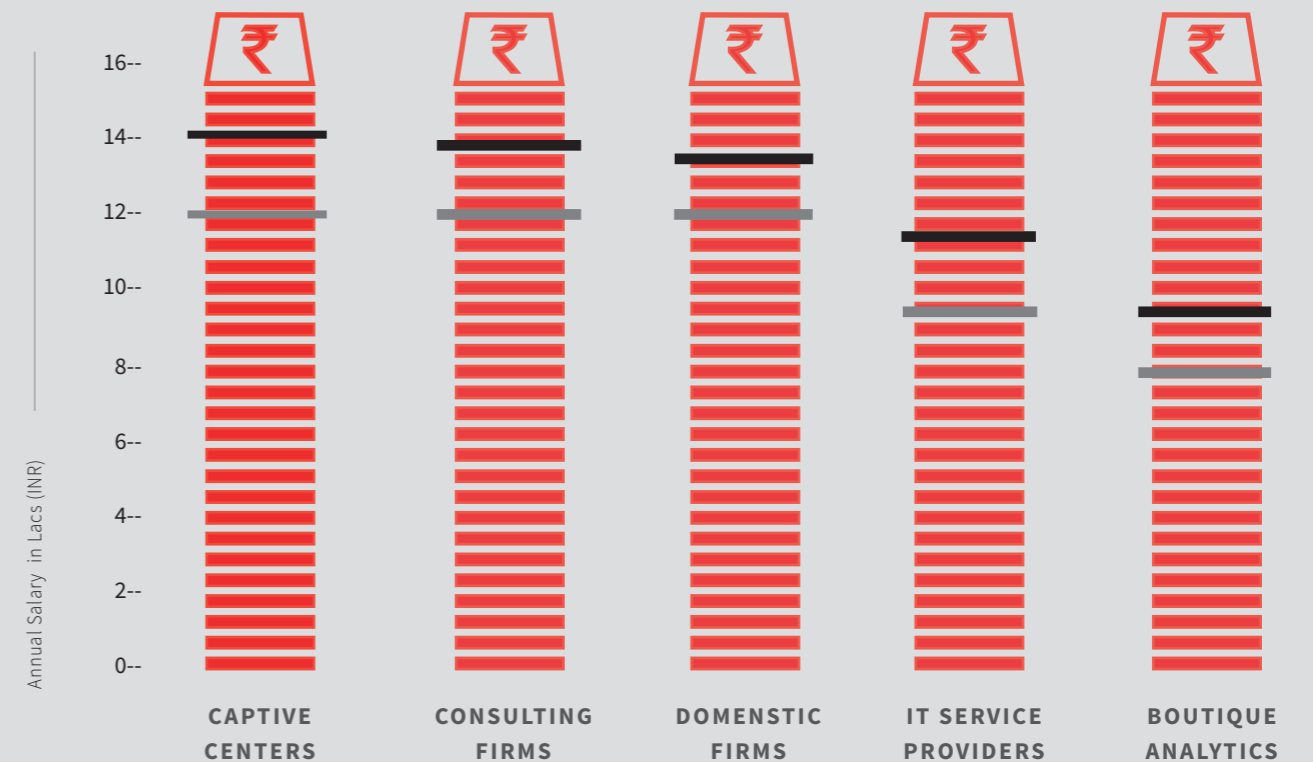
CAPTIVE ANALYTICS CENTERS

highest salary providers in analytics




- This year, Captive Analytics centers tend to be highest salary providers in analytics, at an average of **14.1L**.
- They were followed by Consulting firms at **13.9L** and Domestic firms at **13.6L** analytics salaries on average.
- However, Boutique analytics firms continue to pay the lowest - an average of **9.5L**, albeit a *20% hike* from last year of **7.9 Lacs**.
- Large IT service providers pay **11.4 Lacs** in analytics, an increase of 20% from **9.5L**.
- Domestic Indian firms have been the slowest in increasing the analytics salaries last year. They currently pay an average of **13.6L**, an increase of just 13% to their analytics/ data science teams.

— 2017
— 2016



CONCLUSION



From large enterprises, captive analytics businesses, boutique analytics or consulting firms, the demand for quality data analysts is met with a lucrative pay. With data analytics driving all the component of an industry, the companies are open to offer more than decent pays to these rare breed of professionals. The compensations have seen a positive trajectory and have gone north in where skills are backed by experience. If you ar trying to break into this field, now is the best time, especially when data analytics professionals snap 30% higher salaries than IT professionals in India

And like previous year, Hadoop, R, Spark and Python remain the most sought after tools by the employers, with a better pay package to those with advanced analytics/predictive modeling skills compared to data mining and BI tools.

Overall, the study, a great analytics find is a nudge in the right direction and will fuel hopes of making a career in analytics domain.

FOR MORE INFORMATION, CONTACT

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