

Salary Guide

DATA, INSIGHT AND ANALYTICS

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WHAT IS THE AVERAGE DATA, INSIGHT AND ANALYTICS SALARY?

We've outlined the average salaries and day rates typically received for Data, Insight and Analytics roles.

How do we benchmark salaries and rates?

The following is based on information collated through working in this industry day in, day out, client briefs taken and placements made by ADLIB in UK.

We stress the importance of context when making salary comparisons based on job title. In many cases, there is a significant variance between the bottom end and top end of salaries paid.

What to consider when assigning a salary to a role

It's important here to consider that businesses come in all shapes and sizes and that there are several factors that can influence one's salary, for example size of business and team, the Location, the size of account(s) or projects you may be working on, management responsibilities, the industry and specific skill sets.

All of which have an impact.

Experience in position

Permanent Roles	Location	1-2 years	3-5 years	5-8 years	8-10 years	10+ years
Customer Insight Analyst	South West	£30K - £37.5K	£40K - £50K	£50K - £65K	£60K - £75K	£60K - £75K
	Other regions	£30K - £37.5K	£40K - £50K	£50K - £65K	£60K - £75K	£60K - £75K
	London	£35K - £45K	£45K - £65K	£60K - £80K	£70K - £90K	£80K - £90K
Marketing Analyst	South West	£30K - £35K	£35K - £45K	£45K - £57.5K	£55K - £70K	£55K - £70K
	Other regions	£28K - £35K	£30K - £45K	£45K - £57.5K	£55K - £70K	£55K - £70K
	London	£35K - £45K	£45K - £65K	£60K - £80K	£70K - £90K	£80K - £90K
Digital Analyst	South West	£35K - £45K	£45K - £60K	£50K - £65K	£60K - £70K	£60K - £70K
	Other regions	£28K - £35K	£35K - £45K	£45K - £57.5K	£55K - £70K	£55K - £70K
	London	£40K - £50K	£45K - £65K	£60K - £80K	£65K - £85K	£65K - £85K
Customer Insight Manager	South West	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £110K
	Other regions	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £110K
	London	£60K - £70K	£70K - £80K	£80K - £95K	£90K - £110K	£90K - £110K
Marketing Analytics Manager	South West	£45K - £55K	£55K - £65K	£65K - £80K	£70K - £85K	£75K - £100K
	Other regions	£45K - £55K	£55K - £65K	£65K - £80K	£70K - £85K	£75K - £100K
	London	£55K - £65K	£65K - £75K	£75K - £90K	£85K - £100K	£90K - £100K
Digital Analytics Manager	South West	£55K - £65K	£65K - £75K	£70K - £80K	£80K	£80K
	Other regions	£50K - £60K	£60K - £70K	£65K - £75K	£75K - £80K	£80K
	London	£60K - £65K	£70K - £85K	£75K - £90K	£80K - £100K	£100K - £120K
Business Intelligence Analyst	South West	£30K - £37.5K	£40K - £50K	£50K - £60K	£60K - £75K	£60K - £75K
	Other regions	£30K - £37.5K	£40K - £50K	£50K - £65K	£60K - £75K	£60K - £75K
	London	£35K - £45K	£45K - £65K	£60K - £80K	£70K - £90K	£80K - £90K
Business Intelligence Manager	South West	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £110K
	Other regions	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £110K
	London	£60K - £70K	£70K - £80K	£80K - £95K	£90K - £110K	£90K - £110K
Head of Data & Analytics	South West	£75K - £90K	£85K - £100K	£90K - £120K	£90K - £120K	£90K - £120K
	Other regions	£65K - £85K	£80K - £95K	£90K - £120K	£90K - £120K	£90K - £120K
	London	£80K - £100K	£90K - £120K	£100K - £130K	£100K - £130K	£100K - £130K

DATA MANAGEMENT SALARY BENCHMARKS

Experience in position

Permanent Roles	Location	1-2 years	3-5 years	5-8 years	8-10 years	10+ years
Data Governance Manager	South West	£40K - £55K	£55K - £65K	£65K - £85K	£85K - £100K	£100K - £110K
	Other regions	£35K - £50K	£50K - £60K	£60K - £80K	£80K - £95K	£95K - £100K
	London	£45K - £60K	£60K - £75K	£75K - £90K	£90K - £110K	£110K - £130K
Data Quality Manager	South West	£30K - £37.5K	£40K - £50K	£50K - £60K	£60K - £75K	£60K - £75K
	Other regions	£30K - £37.5K	£40K - £50K	£50K - £65K	£60K - £75K	£60K - £75K
	London	£35K - £45K	£45K - £65K	£60K - £80K	£70K - £90K	£80K - £90K

DATA ARCHITECTURE, ENGINEERING & DEVELOPMENT SALARY BENCHMARKS

Experience in position

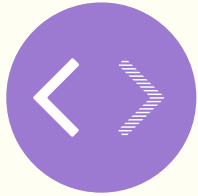
Permanent Roles	Location	1-2 years	3-5 years	5-8 years	8-10 years	10+ years
Cloud Data Engineer	South West	£30K - £45K	£45K - £75K	£70K - £90K	£80K - £100K+	£100K+
	Other regions	£25K - £40K	£40K - £70K	£70K - £90K	£80K - £100K+	£100K+
	London	£40K - £60K	£60K - £85K	£85K - £100K	£100K - £120K	£120K+
BI Developer	South West	£25K - £40K	£40K - £55K	£55K - £70K	£70K - £80K	£80K+
	Other regions	£25K - £40K	£40K - £55K	£55K - £70K	£70K - £80K	£80K+
	London	£30K - £45K	£45K - £65K	£65K - £80K	£80K - £100K	£100K+

DATA SCIENCE & MACHINE LEARNING SALARY BENCHMARKS

Experience in position

Permanent Roles	Location	Experience in position				
		1-2 years	3-5 years	5-8 years	8-10 years	10+ years
Data Scientist	South West	£35K - £45K	£45K - £60K	£60K - £80K	£80K - £100K	£100K+
	Other regions	£30K - £40K	£40K - £50K	£50K - £70K	£70K - £90K	£90K - £100K
	London	£40K - £50K	£50K - £70K	£70K - £100K	£80K - £120K	£120K+
Machine Learning Engineer (Computer Vision/NLP Specialist)	South West	£40K - £50K	£50K - £70K	£70K - £85K	£85K - £100K	£100K+
	Other regions	£35K - £45K	£45K - £65K	£65K - £75K	£75K - £90K	£90K - £100K
	London	£40K - £50K	£50K - £70K	£70K - £95K	£100K+	£120K+
Data Science Manager	South West	£70K - £80K	£80K - £100K	£100K+	£100K+	£100K+
	Other regions	£60K - £80K	£80K - £100K	£100K+	£100K+	£100K+
	London	£80K - £90K	£90K - £120K	£120K+	£120K+	£120K+
Head of Data Science	South West	£70K - £80K	£80K - £100K	£110K+	£120K+	£120K+
	Other regions	£60K - £80K	£80K - £100K	£100K+	£110K+	£120K+
	London	£80K - £90K	£90K - £120K	£120K+	£130K+	£130K+

CONTACT US



Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



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