

# **ADLIB**

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## **Data, Insight and Analytics Employment Guide 2022**



# Data, Insight and Analytics

## Employment - our take

Data is becoming more and more important to businesses, the move to becoming data driven is continuing at pace. 64% of data professionals feel their teams will grow this year, with only 21% of teams shrinking. This shows the continued appetite for data professionals by businesses of all sizes.

With the catalyst of COVID & lockdowns for digital transformation, businesses are, more than ever, looking to their data to make strategic decisions. Strong data underpins digital transformation programmes and this has become a major driver for investment in data teams across the commercial world.

The rise of the CDO role is also pushing forward data agendas and highlighting areas of need across businesses at the C-level, putting data on a par with marketing, technology & finance as key pillars for businesses. This has driven the growth of data teams, consultancies and agencies across industries as more and more businesses seek to build cloud-based data infrastructure to take advantage of all the benefits this brings.

Data monetization is another driver of growth, with more and more businesses understanding that their data can be an asset and when anonymised, can be sold to other businesses to support their growth.

As more and more businesses improve their data infrastructure, and therefore access to data, they're realising they have data quality & governance issues preventing them from getting value from this data. This has led to an increased demand for data governance, management & quality professionals across the UK to ensure that the investment businesses are making in data teams can be taken advantage of.

With better data available to companies, there is an ever-increasing demand for data employees across the board, especially in the data science & engineering spaces.

Remote working has increased in prevalence exponentially in the past 2 years, which has massively opened up the candidate pool for London based businesses. With the connectivity of London to most major cities, the drive for candidates to take remote London roles with occasional travel to the office (i.e. once per month) for a 20% increase in salary has risen significantly. Whilst this is a benefit to the companies that offer this, it has become an issue for companies who have a more rigid approach to remote working and has left them at a disadvantage when it comes to retaining and bringing in data talent.

The market has become ultra-competitive here in the South West with remote London roles becoming more and more common, candidates now have the choice to take higher salaries in place of working in local businesses.

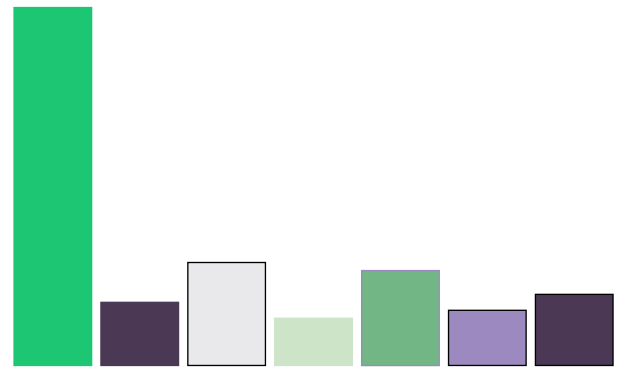
# Who provided the answers

## For some context

This guide is based on findings from an online survey placed during February 2022, combined with ADLIB's extensive internal data and knowledge gained from operating within the Data, Insight and Analytics sector. Some demographic data on survey respondents below.

Bristol / Bath / Somerset, 45%    London, 12%  
Wiltshire / Gloucestershire, 8%    South Coast, 6%  
Devon / Cornwall, 7%    Other, 9%  
South Wales, 13%

The majority of respondents were based in the Bristol/ Bath/ Somerset region (44.71%), with South Wales (12.94%) and London (11.76%) being the 2nd and 3rd most represented regions in the survey.

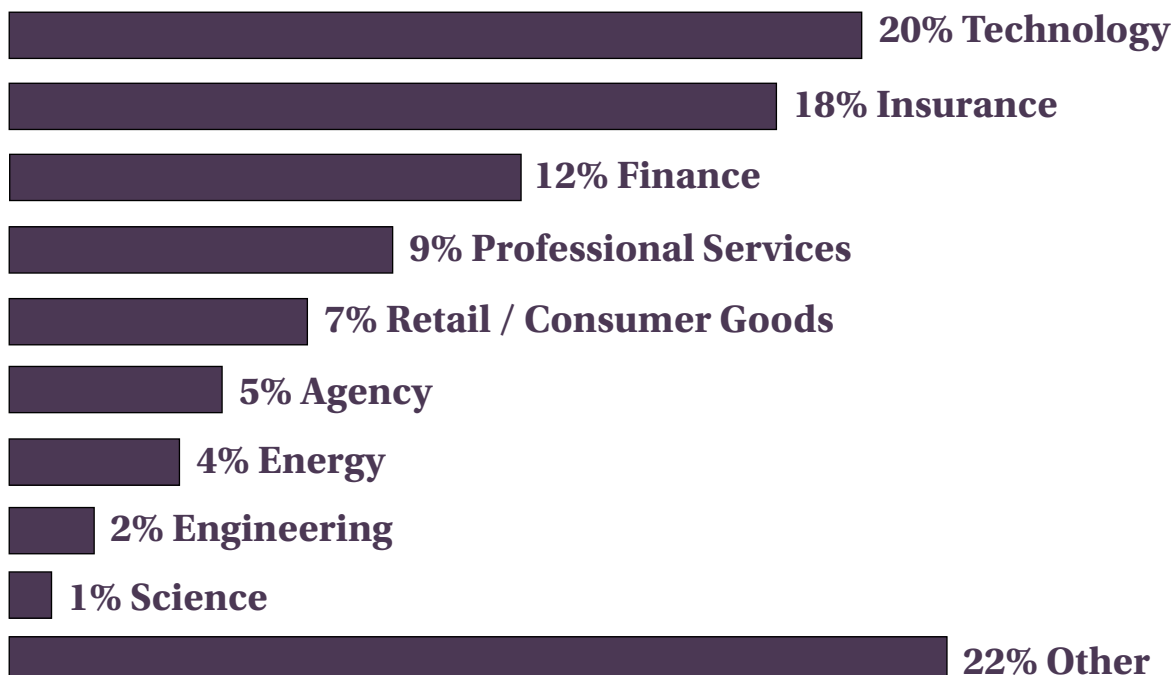


The experience level of our sample of respondents ranged from Junior level 0-1 years (52%), via Mid-weight 2-3 years (29%), Senior level 4-7 years (14%) through to Head of / Director level 8 years + (5%), with the majority (52%) on entry level.

## They are best described as working...



## Industry respondents work in...

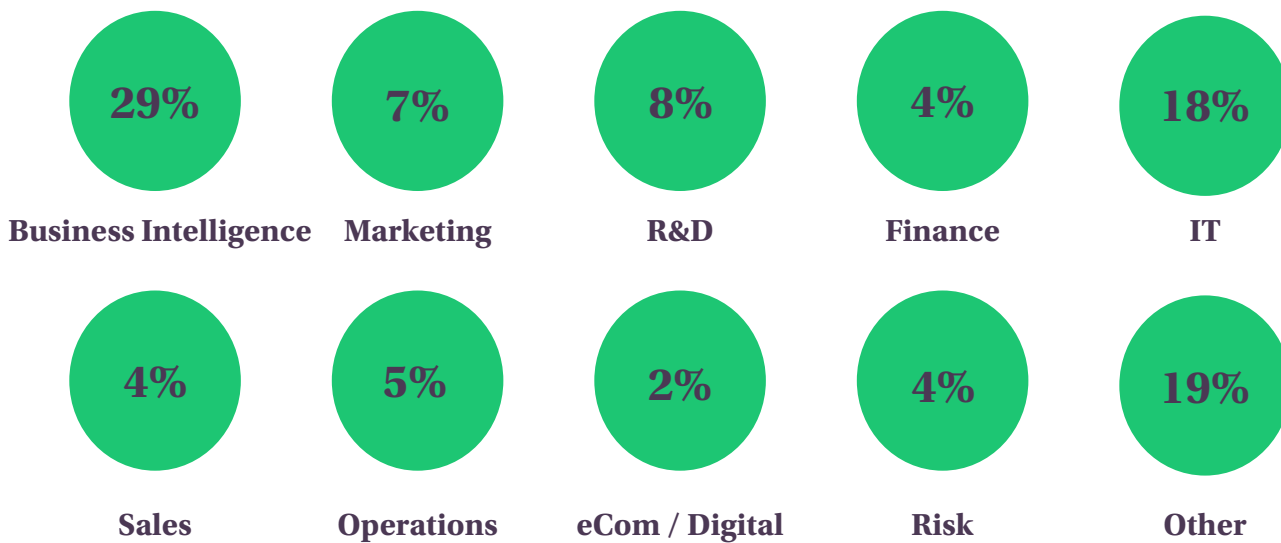


# Key findings and emerging trends

## Data, Insight and Analytics Employment

### Data, Insight and Analytics professionals sit within a whole range of departments.

We asked “**What department of your business do you sit in?**” Our data as well as survey respondents confirm that there is not one department the profession sits in by default, it’s a business specific decision. Whilst previously most analysts would sit in business intelligence, IT and finance, increasingly businesses are employing analysts across all departments to support data driven decision making.



### Team growth and optimism for what’s ahead

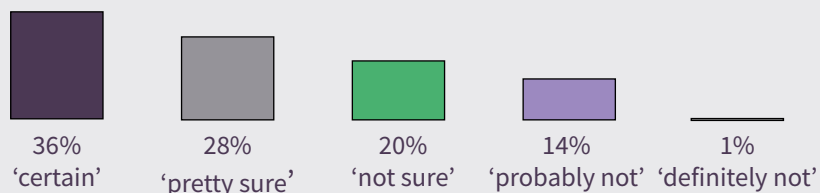
Data and insight teams tend to have not seen any shrinking in 2021 – with 79% stating that this was the case – the majority of respondents stated that their team had grown by 1- 5 people since they joined.

Optimism for growth ahead is looking encouraging with 64% of respondents either 100% sure or pretty sure that their team is set to grow over the coming 12 months. Specifically, 36% of respondents are ‘certain’ (100% optimistic). 28% are ‘pretty sure’ (80% optimistic). 20% are ‘not sure (might or might not, 50% optimistic). 14% are thinking ‘probably not’ (25% optimistic). 1% are ‘definite’ about the fact that ‘no team growth is ahead’.

#### “Has your team shrunk in 2021”



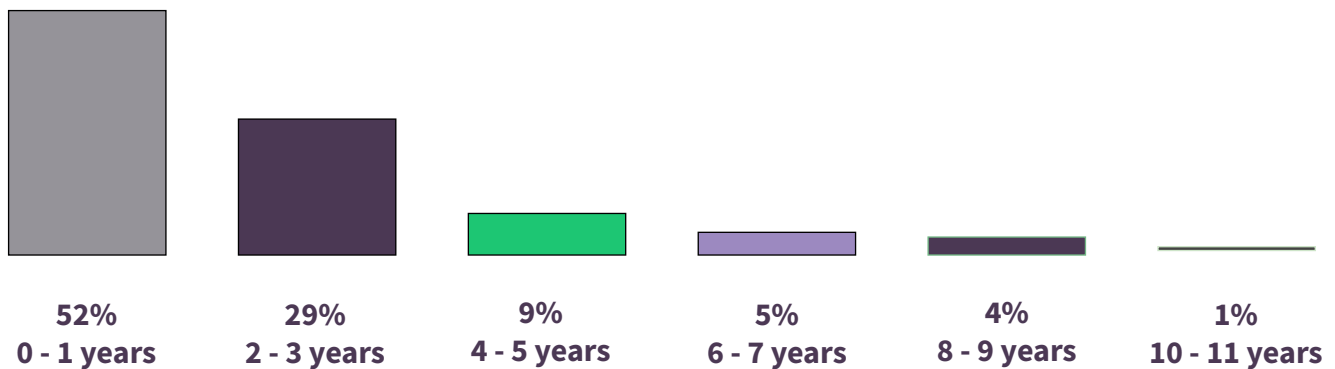
#### “How optimistic are you that your team will grow in the next 12 months?”



# Data, Insight and Analytics Employment Retention and engagement

## “How long have you been in your current role for?”

The results show that there has been a lot of hiring in this space and that the job market remains buoyant. 81% of the data professionals surveyed changed roles within the past 3 years. The most common reason cited for leaving a role was for an increase in salary, with 78% of respondents claiming this would be the biggest factor in their decision to move on. The second biggest factor in leaving a role was for ‘strong progression / L&D opportunities (46%)’ with the 3rd most important reason for leaving a role was for a ‘more senior title’ (41%).



## “Do you get paid a bonus?”

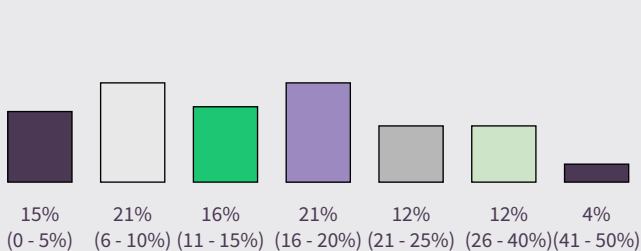
60% of data professionals surveyed receive a bonus in addition to their basic salary.

Our findings show that 63% of respondents would be looking for a salary increase of 6% – 20% when moving jobs, with the bulk of candidates looking for an increase of 11% – 15% (27%).

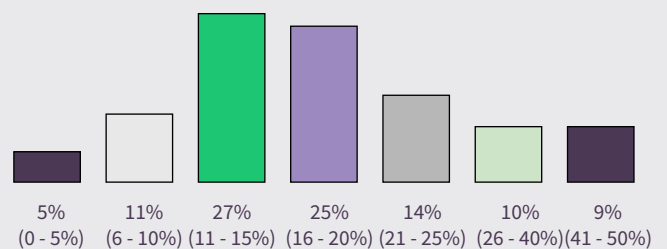
However, when looking at what salary increase is typically achieved, the reality looks different compared to this expectation. 21% only got a 6% - 10% raise through their most recent career move.

As we can see by the data here, candidates are expecting larger uplifts on salary for their next move. This is in line with market expectations as we observe the market has shifted to becoming completely candidate driven. Candidates are aware that they can ask for bigger jumps when they move at the moment, compared to last year/previous year.

**What salary increase have you looked for when you made your last career move?**



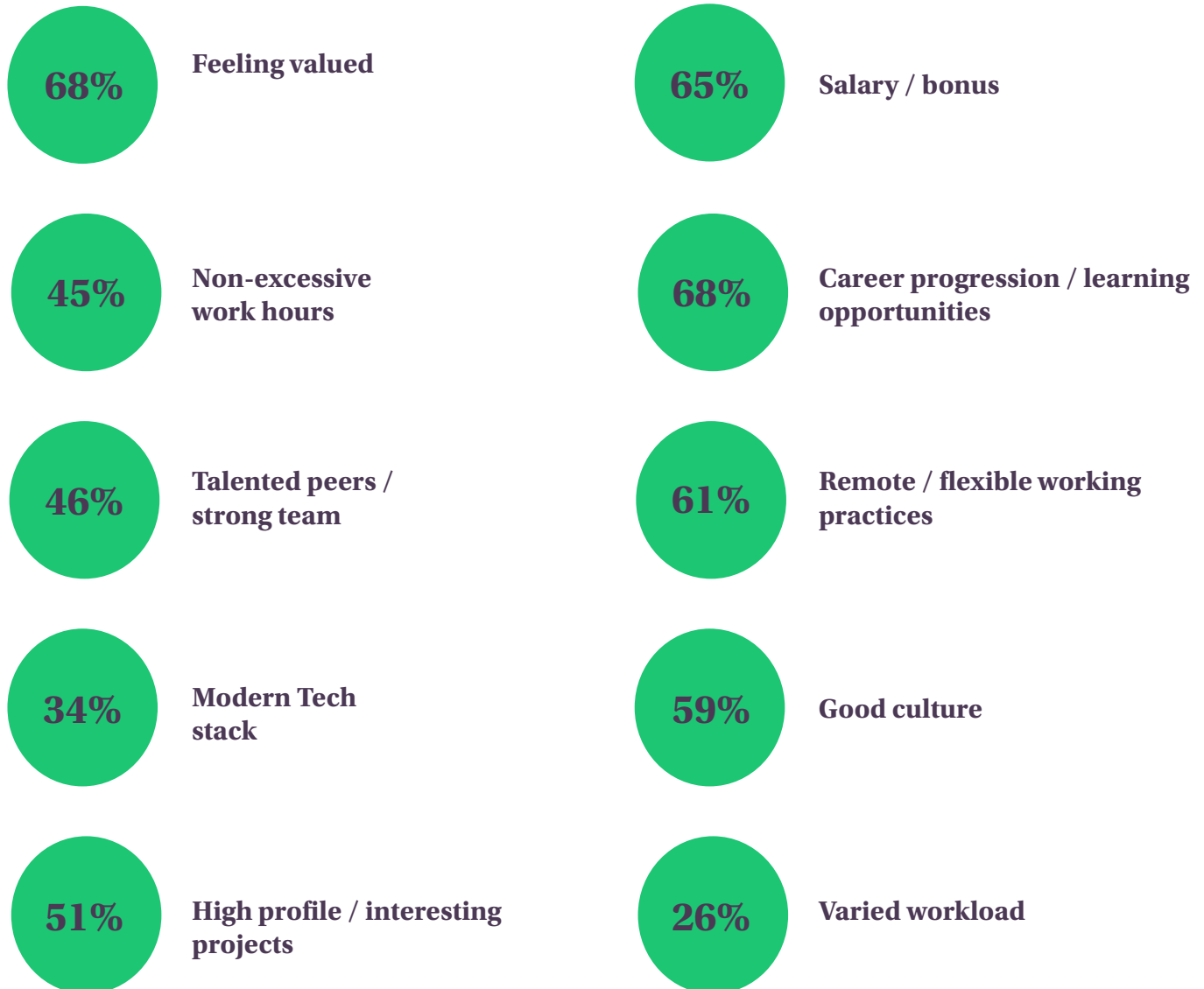
**What salary increase would you seek if you were to consider moving on?**



# Data, Insight and Analytics Employment Retention and engagement

## Key factors in retaining talent

We asked “In your opinion, what are the most important factors in retaining talent within your team?” Employees were asked to select **all** areas which they considered important to them. The 10 most important factors in retaining talent within data and analytics teams were named as:



Whilst salary ranks highly when looking at what is important, it's telling that it isn't the highest.

From the data here and from what we see on the market, feeling valued, career progression and learning new skills are the most important things to keep your data professionals happy.

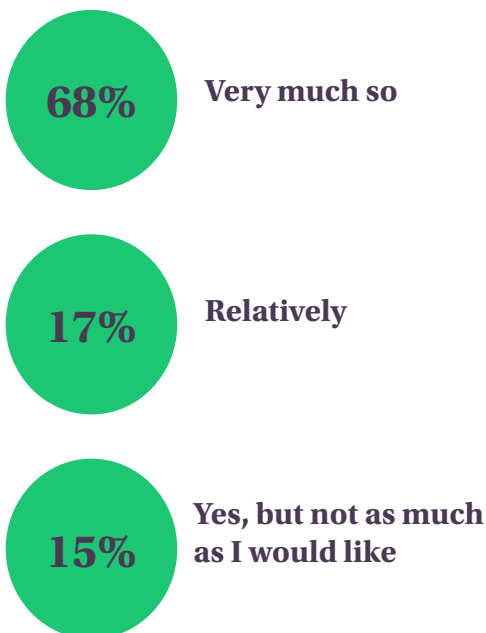
Close to the top 3 is also remote / flexible working practices. From working with a wide range of data professionals, we find that most want to work from home at least 2 days per week so they can get stuck into their analysis or development work.

# The importance of Data, Insight and Analytics

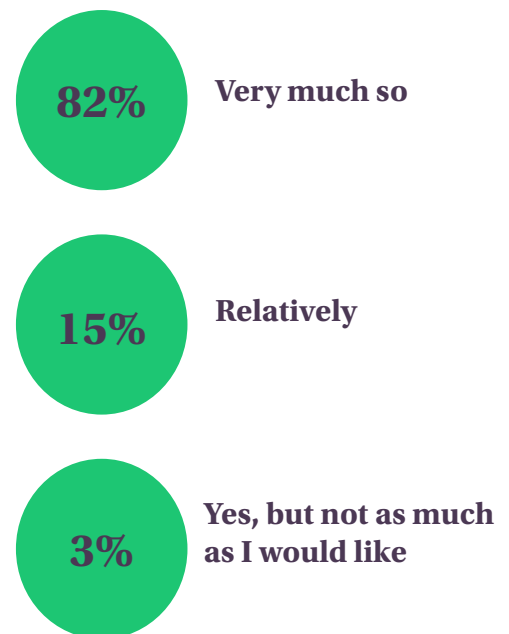
## “How do you feel the data maturity is in your business?”

69% of respondents describe the businesses they work for as moderately data-driven, with 35% stating the data maturity is ‘average’ and 34% feeling it’s ‘somewhat’ mature. Only 8% consider their business is ‘fully data-driven’, 18% ‘very mature’ with the remaining 4% describing data maturity as ‘non-existent’.

## “Do you feel like data, insight and analytics is becoming more important to your business?”



## “Do you feel like data, insight and analytics is becoming more important to the modern world?”



The growing importance of data to a business and to the modern world is evident based on the survey results collected from data professionals. With this in mind we asked ‘At what stage do you feel a business should consider data in their technology roadmap?’. An overwhelming 90% of responses agreed it should be considered early ‘from day one’ (75%) or ‘within’ the first year (15%). Only 10% thought ‘data should be considered in a technology roadmap’ between 1-3 years.

## “What do you see as the biggest barrier in your business becoming data-driven?”

The most common response is ‘nothing, our business is very data-driven’ (39%) , followed by ‘lack of understanding at C level’ (30%) and ‘cost’ (27%). ‘Lack of talent in organisation’ however had 24% of respondents feel this is a barrier in their business in becoming data-driven.

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# Data, Insight and Analytics Employment

## Impact of COVID-19

Interestingly, 69% of the respondents previously said their business was moderately or somewhat data driven. This leads us to believe they feel their company is already on the journey to becoming data-driven, and there is no barrier from that angle.

Almost a third of respondents feel that 'lack of understanding at C level prevents businesses from becoming data driven' compared to the responses from previous questions showing that over 90% feel 'businesses should be data driven from day 1'. Over 80% feel that 'Data & Analytics is becoming more important to the modern world' and over 65% say that it's 'becoming more important to their businesses'. This suggests that some C-suites and businesses are failing to see the importance of becoming a data driven business.

### Impact of COVID-19

Post-pandemic working patterns have shown an increase in remote working with the survey results showing 76% of respondents working remotely 4-5 days a week with 63% of those spending 5 days remote. 13% currently work 4 days a week remotely with 9% on 3 days, 7% on 2 days and another 7% 0-1 days per week.

A follow up question was asked that 'in an ideal world, how many days would you want to work remotely per week?'. The response was that 32% preferred 5 days per week but 33% would rather only be remote working 4 days a week. Although the reality is that the majority of data professionals are currently working remotely 5 days a week, there is a noticeable preference to reduce that to 4 days. As much as 17% would also ideally only work remotely 3 days a week with 11% wanting 2 days and 7% 0-1 day per week.

We then asked "How do you think your business has handled moving to full remote working during the pandemic?". Our results show respondents tend to feel that their business has handled the shift to remote working in a largely positive manner with 41% saying it was handled 'excellently' and 38% thinking it was handled 'well'. Only 17% responded 'somewhat well' and even less answered 'badly' (4%).

When asked to provide thoughts on 'what could they have done better?' the consensus was that communication and technical issues were the things that could have been handled better.

### "Were you on furlough in 2021"





# Summary

## Guidance for companies looking to hire data professionals

With the data talent market being as competitive as it has ever been, more and more companies are investing in data technology professionals, the demand for hiring has outpaced supply significantly. The impacts of both Brexit and “The Great Resignation” have put constraints on the number of available candidates in this space. To combat this, staff retention must play a large role in maintaining growth of these teams. First and foremost, ensuring that key data staff feel valued, have clear development opportunities through new skills or increased responsibilities is key. Understanding how your staff want to work and giving them the freedom to work remotely as much as they want to, can have a huge impact on whether they stay or move on.

In terms of bringing on new staff, there are a few key factors to have in mind. Looking at the main motivations for retention can influence how you position roles to candidates in the interview process. The importance of accommodating candidate wishes when it comes to remote working and highlighting training, development & progression opportunities at this stage is important to be able to sell the opportunity well to the candidate. Candidates are also incredibly focused on the opportunity, culture and everything that makes a job great.

We are also seeing the candidate experience during the interview, offer and onboarding process being paramount for companies to get right. We are experiencing the largest number of candidates dropping out of interview processes due to the time it takes to feedback on CVs, time in between interviews and being offered less than they were looking for. It's really important that interview processes & availability are in place prior to the start of searching for candidates, so as to make the process as efficient and smooth as possible. We are seeing candidates in up to 5-10 processes simultaneously, with the companies who are able to offer quicker and at the right salary level being more successful in securing the candidates they want. Ensuring interaction with the best people, has never been more important, candidates need to be sold to and given great people to meet when interviewing. Word of mouth has a big impact on today's environment, with many companies looking for candidates and not understanding why they cannot hire, it is vital to ensure every single candidate has a good experience, even if they are not the right one for you.

Further opportunities exist at the junior end of the spectrum, there are more and more candidates who are studying data science, business information systems, analytics and big data at BSc and MSc level. This represents a great opportunity for companies to take on juniors and graduates and provide them with their first role in this space. With a strong training plan in place, these candidates can be massively valuable and if managed well can prove to be loyal staff, appreciative of the opportunity to get their first role in this space. Similarly, there are numerous companies offering training to upskill staff to be able to address the shortage, as well as hundreds of very good value online courses that can help you upskill existing staff.

If you would like to set up a conversation with the Data, Insight & Analytics team about the talent market, challenges hiring, salary benchmarking or to work with us to help support the growth of your data functions, please do get in touch with Alex Cosgrove, Head of Data, Insight & Analytics on [alex@adlib-recruitment.co.uk](mailto:alex@adlib-recruitment.co.uk) or call 0117 926 9530 and ask to speak with Alex or one of the Data, Insight & Analytics team.