

Day Rate Guide
South West

DATA, INSIGHT AND ANALYTICS

ADLIB

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Corporation

WHAT IS THE AVERAGE DATA, INSIGHT AND ANALYTICS DAY RATE?

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

How do we benchmark salaries and day 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 the South West.

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 rate 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.

CONTRACT RATES WITHIN MARKETING & INSIGHT BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Campaign Analyst	£100 - £125 per day	£125 - £250 per day	£250 - £350 per day	£350+ per day
Data Planner	Up to £100 per day	£100 - £250 per day	£250 - £400 per day	£400+ per day
Insight Analyst	Up to £200 per day	£200 - £350 per day	£360 - £500 per day	£500+ per day
Market Research	Up to £150 per day	£150 - £300 per day	£300 - £350 per day	£350+ per day
Pricing Analyst	£175 - £250 per day	£250 - £350 per day	£350 - £450 per day	£450+ per day

CONTRACT RATES WITHIN DATA & TECHNOLOGY BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Big Data	£400 per day	£540 per day	£650 per day	£800 per day
Business Intelligence	£400 per day	£500 per day	£600 per day	£700 per day
Data Architecture	£450 per day	£575 per day	£670 per day	£750 per day
Data Governance	£400 per day	£500 per day	£600 per day	£700 per day
Data Warehousing	£350 per day	£500 per day	£600 per day	£700 per day
Database Administrator	£300 per day	£450 per day	£550 per day	£650 per day

CONTRACT RATES WITHIN DATA SCIENCE & DIGITAL ANALYTICS BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Data Scientist	£400 per day	£550 per day	£650 per day	£800 per day
CRO	Up to £175 per day	£175 - £450 per day	£450 - £600 per day	£600+ per day
Web Analytics	Up to £200 per day	£200 - £500 per day	£500 - £650 per day	£650+ per day
Implementation	Up to £225 per day	£225 - £475 per day	£475 - £600 per day	£600+ per day

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Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

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