Day Rate Guide
South West

DATA, INSIGHT AND ANALYTICS

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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 DAY RATES WITHIN MARKETING & INSIGHT BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Campaign Analyst	£150 - £200	£250 - £350	£350 - £450	£450 - £550
Data Planner	£150 - £200	£250 - £350	£350 - £500	£500 - £600
Insight Analyst	£200 - £300	£350 - £450	£450 - £550	£550 - £650
Market Research	£150 - £250	£250 - £350	£350 - £450	£450 - £550
Pricing Analyst	£250 - £350	£350 - £450	£450 - £550	£550 - £650

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CONTRACT DAY RATES WITHIN DATA & TECHNOLOGY BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Big Data	£450	£550	£650	£800 - £900
Business Intelligence	£400 - £450	£500 - £550	£600	£700 - £750
Data Architecture	£500	£600	£700	£800
Data Governance	£450	£550	£600 - £650	£700 - £800
Data Warehousing	£400	£500 - £550	£600	£700
Database Administrator	£350 - £400	£450 - £500	£550	£650 - £700

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CONTRACT DAY RATES WITHIN DATA SCIENCE & DIGITAL ANALYTICS BENCHMARKS

Type of Role	Entry level	Midweight	Senior / Manager	Director
Data Scientist	£400 - £450	£550	£650 - £700	£800 - £900
CRO	£150 - £250	£300 - £450	£500 - £650	£650 - £750
Web Analytics	£200 - £300	£350 - £500	£500 - £650	£650 - £750
Implementation	£200 - £300	£350 - £500	£500 - £650	£650 - £750

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Technology

Data

Product

Engineering

Science

Sustainability

eCommerce

Marketing

Design

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