Salary Guide

DATA, INSIGHT AND ANALYTICS

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WHAT IS THE AVERAGE DATA, INSIGHT AND ANALYTICS SALARY?

This guide outlines the typical base salaries paid to Data, Insight and Analytics professionals across the UK in 2026. These figures represent base salary only. In most cases, total compensation will also include a bonus and broader benefits package.

How do we benchmark salaries?

Our salary data is based on real world insight: roles we recruit for every day, briefs taken directly from clients, and placements made across the UK. Salary benchmarking should always be viewed in context; Job titles vary widely between organisations, and there can be a significant gap between the lower and upper end of each range depending on the specific responsibilities, required skill sets, business size, industry and working patterns offered.

This guide should be used as a reference point rather than a fixed rule. It works best alongside your internal benchmarking, market research, location considerations and any individual business requirements.

What should businesses consider when assigning a salary to a role?

We always assume that everyone has their own process; no two companies are the same, and several factors can influence salary expectations. These include business size, team structure, internal benchmarking, seniority level, project or account scale, industry, management responsibilities, and niche technical skills.

Most roles in the data space also include a wider package beyond base salary, typically incorporating bonuses, pension, medical and dental cover, holiday allowance and other benefits. However, this varies by industry. For example, charities, non profits, tech for good organisations and smaller agencies may work within tighter budgets or offer different trade offs. All of these elements influence the final salary package.

INSIGHT, ANALYTICS & BI SALARY BENCHMARKS

		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 - £35K	£40K - £55K	£50K - £65K	£60K - £80K	£80K+
	Other regions	£30K - £35K	£40K - £55K	£45K - £60K	£55K - £70K	£70K - £85K
	London	£32K - £40K	£40K - £55K	£55K - £70K	£65K - £80K	£85K - £110K
Marketing Analyst	South West	£30K - £35K	£35K - £50K	£50K - £65K	£55K - £70K	£60K - £70K+
	Other regions	£30K - £35K	£35K - £50K	£50K - £65K	£55K - £70K	£60K - £70K+
	London	£35K - £45K	£45K - £65K	£60K - £80K	£70K - £90K	£80K+
Digital Analyst	South West	£35K - £45K	£45K - £60K	£50K - £65K	£60K - £80K	£65K - £80K+
	Other regions	£30K - £35K	£35K - £45K	£45K - £58K	£55K - £70K	£55K - £70K+
	London	£40K - £50K	£45K - £65K	£60K - £80K	£65K - £85K	£65K - £85K
Customer Insight Manager	South West	£55K - £60K	£60K - £70K	£65K - £85K	£75K - £90K	£80K - £100K
	Other regions	£55K - £60K	£60K - £70K	£65K - £85K	£75K - £90K	£80K - £100K
	London	£60K - £70K	£70K - £80K	£80K - £95K	£85K - £100K	£90K - £110K
Marketing Analytics Manager	South West	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £100K
	Other regions	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £100K
	London	£60K - £70K	£70K - £80K	£80K - £95K	£90K - £100K	£90K - £110K
Digital Analytics Manager	South West	£55K - £60K	£60K - £70K	£70K - £85K	£80K+	£80K+
	Other regions	£50K - £60K	£60K - £70K	£65K - £75K	£75K - £80K	£80K+
	London	£60K - £70K	£70K - £80K	£75K - £90K	£80K - £100K	£100K - £120K
Business Intelligence Analyst	South West	£30K - £38K	£40K - £55K	£50K - £65K	£60K - £70K	£60K - £75K
	Other regions	£30K - £38K	£40K - £50K	£50K - £60K	£60K - £70K	£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 - £100K
	Other regions	£50K - £60K	£60K - £70K	£70K - £85K	£75K - £90K	£80K - £100K
	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

Permanent Roles	Location	Experience in position				
		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

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DATA ARCHITECTURE, ENGINEERING & DEVELOPMENT SALARY BENCHMARKS

Permanent Roles	Location	Experience in position				
		1-2 years	3-5 years	5-8 years	8-10 years	10+ years
Cloud Data Engineer	South West	£30K - £45K	£45K - £70K	£70K - £90K	£80K - £110K+	£100K - £120K
	Other regions	£30K - £40K	£40K - £70K	£70K - £90K	£80K - £110K+	£90K - £110K
	London	£40K - £55K	£60K - £85K	£85K - £100K	£100K - £120K	£120K - £140K
BI Developer	South West	£30K - £35K	£35K - £50K	£50K - £60K	£60K - £70K	£65K - £75K
	Other regions	£30K - £35K	£35K - £50K	£50K - £60K	£60K - £70K	£65K - £75K
	London	£30K - £40K	£40K - £55K	£55K - £70K	£65K - £75K	£70K - £80K

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DATA SCIENCE & MACHINE LEARNING SALARY BENCHMARKS

		Experience in position				
Permanent Roles	Location	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	£110K - £130K
	Other regions	£30K - £40K	£40K - £55K	£55K - £75K	£75K - £95K	£95K - £120K
	London	£55K - £65K	£70K - £90K	£100K - £130K	£110K - £140K	£140K+
Machine Learning Engineer (Computer Vision/NLP Specialist)	South West	£40K - £50K	£55K - £75K	£75K - £95K	£95K - £120K	£130K+
	Other regions	£35K - £45K	£50K - £70K	£70K - £85K	£85K - £110K	£110K - £130K
	London	£55K - £70K	£80K - £110K	£110K - £140K	£130K - £160K	£160K+
Data Science Manager	South West	Our banding has been edited slightly for these roles as managers in these roles would begin at minimum of 5+ years' experience in a role similar to the above, and transition into these positions.		£80K - £100K	£100K - £120K	£120K - £140K+
	Other regions			£75K - £100K	£100K - £120K	£120K - £140K+
	London			£100K - £130K	£130K - £150K	£150K - £170K+
Head of Data Science	South West	Our banding has been edited slightly for these roles as managers in these roles would begin at minimum of 5+ years' experience in a role similar to the above, and transition into these positions				£120K - £150K+
	Other regions					£120K - £150K+
	London					£140K - £180K+

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