



The

Burtch *Works*

Study

Salaries of Predictive Analytics Professionals

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Burtch Works Executive Recruiting

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Changes in Base Salaries

- For PAPs in all job categories, base salaries reported during the past year are greater than those summarized in last year’s study.
- Salaries of level 1 individual contributors increased the most. The median of salaries reported by these PAPs increased by 14%. For other job categories, the increase in median salary varied from less than 1% to 6%.
- Although the median base salary for level 3 individual contributors did not increase much (by only 0.2%), the 25th and 75th percentile salaries did increase, implying that the distribution of salaries for these PAPs did shift up.

Figure 1. Comparison of Predictive Analytics Professionals’ Median Base Salary by Job Category

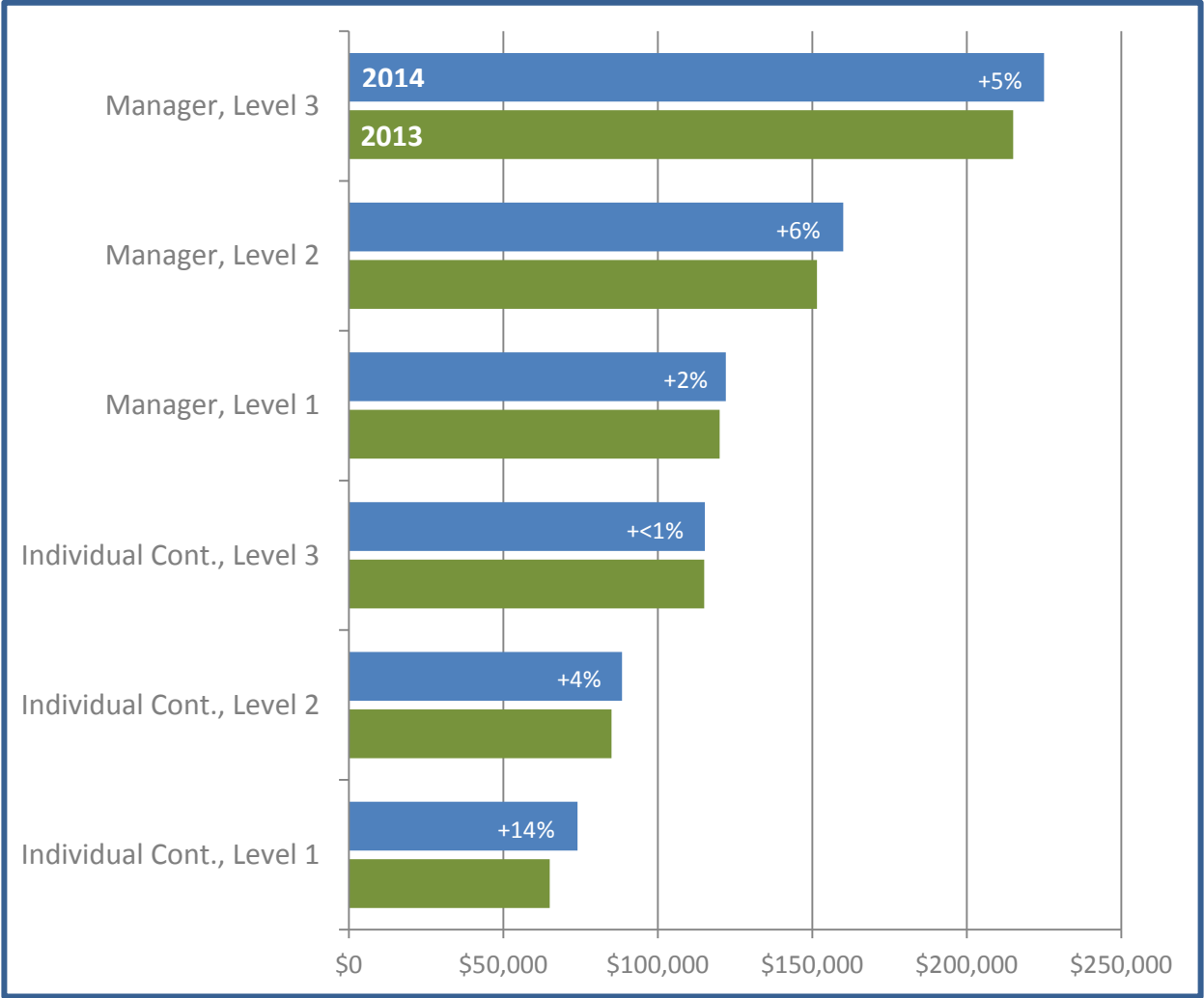


Figure 2. Change in Base Salaries of Individual Contributors by Job Level

Job Level	Year	25%	Median	75%
<i>Individual Contributor, Level 1</i>	2014	\$62,000	\$74,000	\$85,000
	2013	\$60,000	\$65,000	\$80,000
	Change	3%	14%	6%
<i>Individual Contributor, Level 2</i>	2014	\$72,500	\$88,400	\$100,000
	2013	\$70,500	\$85,000	\$95,000
	Change	3%	4%	5%
<i>Individual Contributor, Level 3</i>	2014	\$100,000	\$115,250	\$136,000
	2013	\$95,000	\$115,000	\$135,000
	Change	5%	<1%	1%

Figure 3. Change in Base Salaries of Managers by Job Level

Job Level	Year	25%	Median	75%
<i>Manager, Level 1</i>	2014	\$110,000	\$122,000	\$142,000
	2013	\$104,000	\$120,000	\$135,000
	Change	6%	2%	5%
<i>Manager, Level 2</i>	2014	\$136,500	\$160,000	\$185,000
	2013	\$135,000	\$151,500	\$175,000
	Change	1%	6%	6%
<i>Manager, Level 3</i>	2014	\$197,500	\$225,000	\$256,500
	2013	\$190,000	\$215,000	\$250,000
	Change	4%	5%	3%

Changes in Bonuses

- The proportion of PAPs eligible for a bonus increased significantly for four of six job categories. The proportion of PAPs eligible for a bonus declined slightly in the other two categories.
- Across job levels, nearly 90% or more of managers are now eligible for a bonus.
- For five of six job categories, the median bonus received increased.
- The largest percentage increase, 19%, occurred for level 1 individual contributors, for whom the increase in median base salary was also the largest, suggesting that employers are keenly aware that these junior PAPs have many job opportunities.
- The largest increase in dollars received occurred for the most senior managers – the median bonus received increased by over \$7,000.

Figure 4. Change in Bonuses of Individual Contributors by Job Level

Job Level	Year	Percent Eligible	Median Received
<i>Individual Contributor, Level 1</i>	2014	60.9%	\$7,500
	2013	54.9%	\$6,300
	Change	-	19%
<i>Individual Contributor, Level 2</i>	2014	67.2%	\$9,600
	2013	69.3%	\$8,840
	Change	-	9%
<i>Individual Contributor, Level 3</i>	2014	80.4%	\$15,750
	2013	70.2%	\$15,425
	Change	-	2%

Figure 5. Change in Bonuses of Managers by Job Level

Job Level	Year	Percent Eligible	Median Received
<i>Manager, Level 1</i>	2014	91.1%	\$19,200
	2013	80.5%	\$18,000
	Change	-	7%
<i>Manager, Level 2</i>	2014	89.6%	\$30,625
	2013	83.8%	\$32,000
	Change	-	-4%
<i>Manager, Level 3</i>	2014	92.1%	\$69,875
	2013	94.2%	\$62,750
	Change	-	11%

How Changes in Compensation Were Measured

In the summer of 2013, Burtch Works published *The Burtch Works Study: Salaries for Big Data Professionals, July 2013*, which provided demographic and compensation data for predictive analytics professionals (who, in that study, were called Big Data professionals). The information was derived from demographic and compensation data provided by 2,845 PAPs during interviews conducted over the 30 months ending with April 2013. During the year ending with April 2014, the staff at Burtch Works interviewed 1,586 PAPs, many of whom were among those interviewed during the preceding 30 months, and asked them to describe their current compensation (see Appendix A for more information about the sample).

A comparison of the compensation data obtained over the past year to the compensation data summarized in the 2013 study shows that base salaries, eligibility for bonuses, and bonuses received have generally increased, and these increases have been significant for some job categories. Because the compensation data for the 2013 study were obtained over a period of 30 months, which is typical of compensation studies, and not just over a year, the changes in compensation reported here cannot be described as changes that occurred over only a year. Nevertheless, the trend is clear: compensation of predictive analytics professionals is on the rise.



[Click here](#) to download the entire Burtch Works Study

ABOUT BURTCH WORKS

Burtch Works is a specialized recruiting firm dedicated to placing quantitative talent in analytics jobs nationwide. Our recruiters have decades of experience recruiting for their specialties, and have developed a wide network of highly qualified professionals in a variety of quantitative disciplines. They've also developed relationships with hundreds of hiring managers and human resources professionals at firms ranging from growing startups to Fortune 50 corporations.

We closely follow talent movement and hiring trends, and have developed the groundbreaking *Burtch Works Studies* as comprehensive industry reports on demographics and compensation within our fields of specialty. Linda Burtch, our Founder and Managing Director, has over 30 years' experience in quantitative recruiting, and has been interviewed for her insights on the hiring market by The Wall Street Journal, CNBC, Forbes.com, The Chicago Tribune, Fox News, and InformationWeek.

Whether you're planning your next career move or looking to hire analytics personnel for your team, let's chat about what we can do for you!

CONTACT US

Looking to hire quantitative or marketing research talent for your organization? Email clients@burtchworks.com. Planning your career and want to know what open positions might match your experience? Email your resume to candidates@burtchworks.com to get started. For general information, please call 847-440-8555, or email info@burtchworks.com.