

# Data Salary Benchmarking Report

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Technology



# Current Market Analysis

It's been a turbulent 2024 in Data, with issues around business value, non-standardisation and the growth of generative AI impacting the employment market.

However, the green shoots of recovery are showing, and we are busier in December than at most points through 2024 and the growth of AI doesn't really appear to be slowing down.

The key words of 2025 would be "Business Value", but there are plenty of companies out there who are embracing a data driven culture with significant positive returns. I think we will see more of a shift from an employers market to a candidates market over the course of the year.





# Salary Guide

Job Title	Mid Level	Senior Level
BI Developer	£40,000 - £45,000	£50,000 - £55,000
Data Analyst/BI Analyst	£35,000 - £45,000	£45,000 - £55,000
Database Administrator	£40,000 - £45,000	£50,000 - £60,000
Data Engineer	£50,000 - £60,000	£75,000 - £85,000
Data Scientist	£45,000 - £55,000	£55,000 - £65,000

\* London - add 10% \*