

An aerial photograph of a city skyline, likely New York City, taken from a high vantage point. The image shows a dense cluster of skyscrapers and buildings, with the sun setting or rising in the background, creating a warm, golden glow over the city. The sky is a mix of orange, yellow, and blue. The overall tone is professional and sophisticated.

2018

Advanced Analytics Compensation Survey

Madison Wells Executive Recruiting and Directive Analytics | June 2019



Executive Summary

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Why

Madison Wells, an executive search agency, conducted a nationwide compensation study in the fields of market research and advanced analytics in partnership with Directive Analytics.

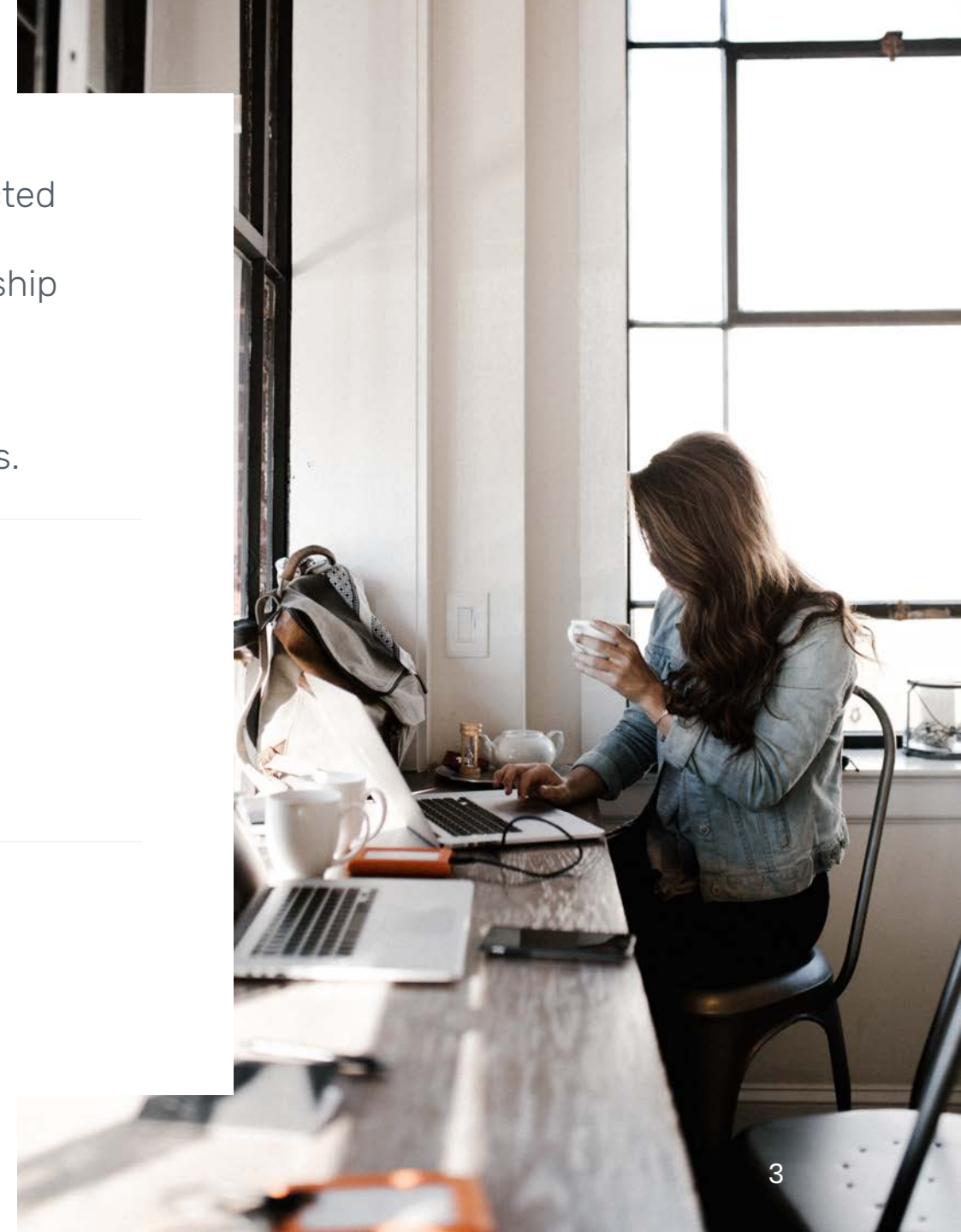
This report will provide market and competitive intelligence to both job seekers and hiring managers.

Who

Market Research Practitioners (n=510).
Advanced Analytics Executives (n=244).
Where appropriate, Hiring Manager data is reported to support or add context to the Job Seeker data.

How

Sample was sourced from Madison Wells' database. Madison Wells sent the survey invites.





Executive Summary

1. General Trend Observations
2. Salary Review

General Trend Observations

- Salaries in market research and advanced analytics start at around \$60K, far outpacing the US average starting salary of \$28K*.
 - Office location impacts salary grades, with those in the San Francisco area earning the highest salaries.
- Variable compensation is nearly universal at all levels, in the form of annual bonuses (most common), profit sharing, stock options, and/or commissions.
 - Of note, sign-on bonuses are relatively uncommon.
- Standard industry benefits packages include health insurance, 401ks, and at least 15 PTO days, roughly half offering paid parental leave.
- Employee turnover: Most respondents reporting that they do not stay at one company for more than 2 or 3 years. Few have climbed the ranks at their current company and instead have changed jobs to advance.
 - Increasing salary is the primary motivator to interview. Most expect an increase of 11%+ when looking for a new job.
- The industry financial outlook is positive with most reporting a steady or growing book of business, and/or raises and bonuses in 2019.
 - Hiring Managers report steady hiring particularly at the junior levels, but report that positions are getting increasingly difficult to fill in this market.



Salary review: REPORTED AVERAGE

LEVEL		MARKET RESEARCH CORPORATE + SUPPLIER	ADVANCED ANALYTICS	MARKET RESEARCH CORPORATE	MARKET RESEARCH SUPPLIER	MARKET RESEARCH HIRING MANAGER
Analyst/ Associate	Salary	\$76,000	\$94,000	\$86,600	\$66,800	\$61,500
	Bonus	\$5,800	\$7,400	\$10,800	\$4,100	\$6,100
Manager	Salary	\$100,100	\$103,800	\$113,300	\$83,300	\$93,200
	Bonus	\$12,600	\$13,400	\$17,700	\$5,700	\$9,500
Sr. Manager	Salary	\$123,600	\$131,900	\$136,700	\$95,600	\$110,300
	Bonus	\$19,200	\$26,300	\$22,300	\$8,500	\$13,100
Director	Salary	\$139,900	\$155,700	\$163,300	\$118,400	\$136,200
	Bonus	\$22,600	\$44,200	\$36,800	\$8,500	\$19,800
VP	Salary	\$152,000	\$185,200	\$191,200	\$143,400	\$187,500
	Bonus	\$27,600	\$37,800	\$48,800	\$27,500	\$24,000
SVP+	Salary	\$164,500	\$198,300	N/A	\$161,900	\$210,800
	Bonus	\$38,800	\$35,300	N/A	\$42,700	\$40,000

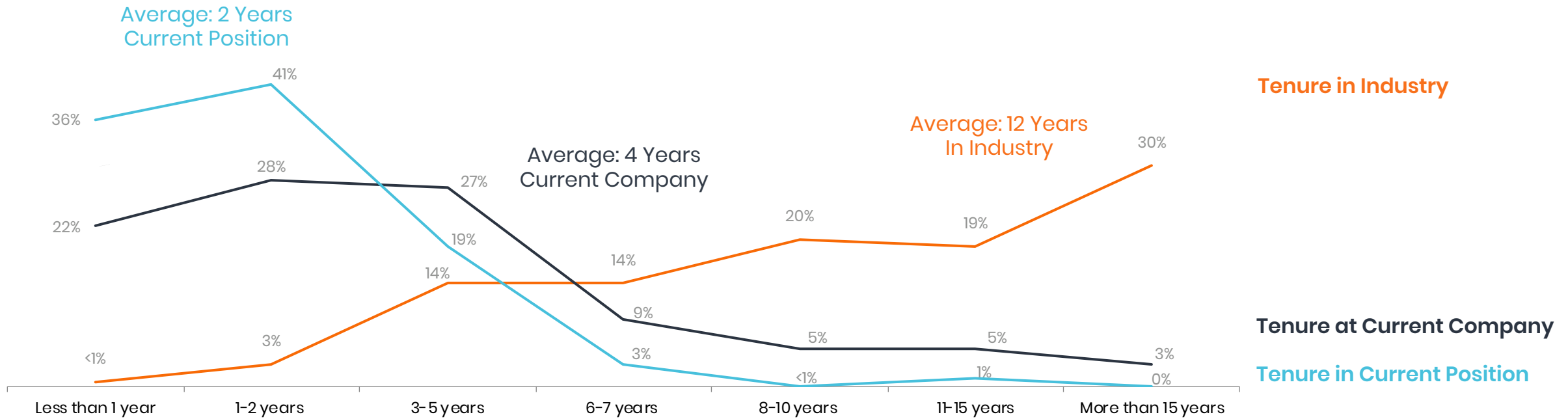


Advanced Analytics Executives

1. Job & Industry
2. Tenure Tenure By Level
3. Salary, Bonus, & Benefits Insights
4. Career Mapping

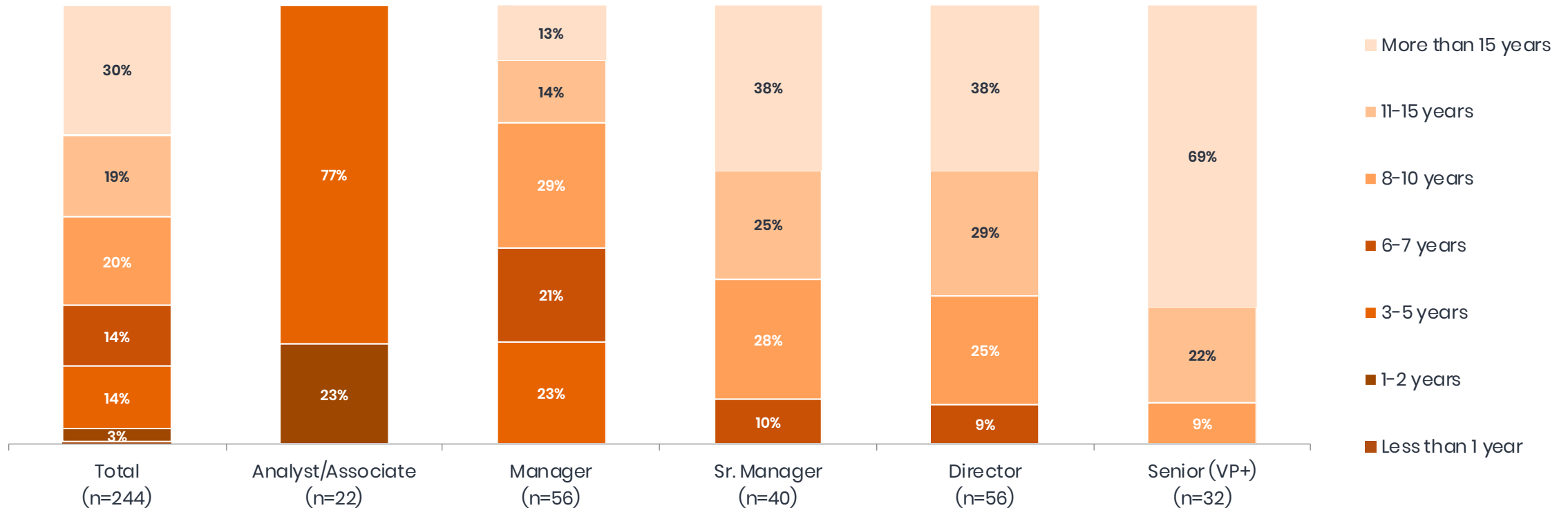
Job & Industry Tenure

These data science professionals have been in the industry for more than 10 years, but at their current company for less than half that time.



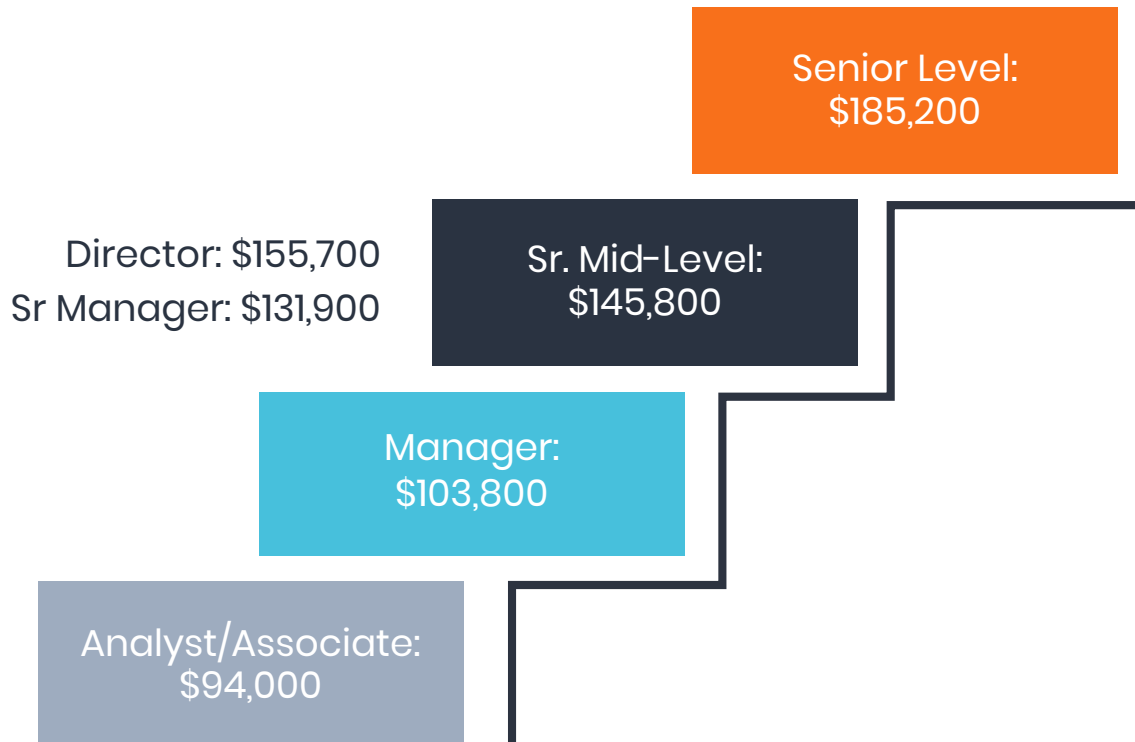
Years IN Advanced Analytics Industry

The majority of those surveyed in analytics have more than eight (8) years of experience.



Current Compensation: Average Base Salary

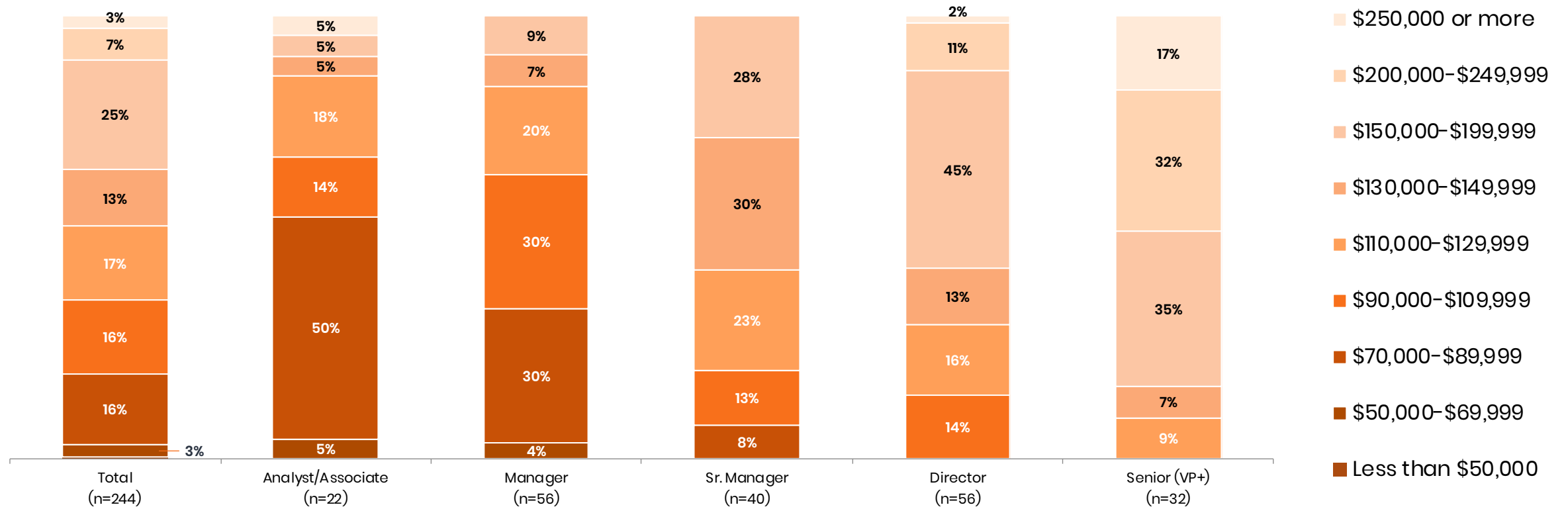
This analytic audience reports high salaries, averaging about \$20K more than Market Research Practitioners.



Overall Average:
\$132,200

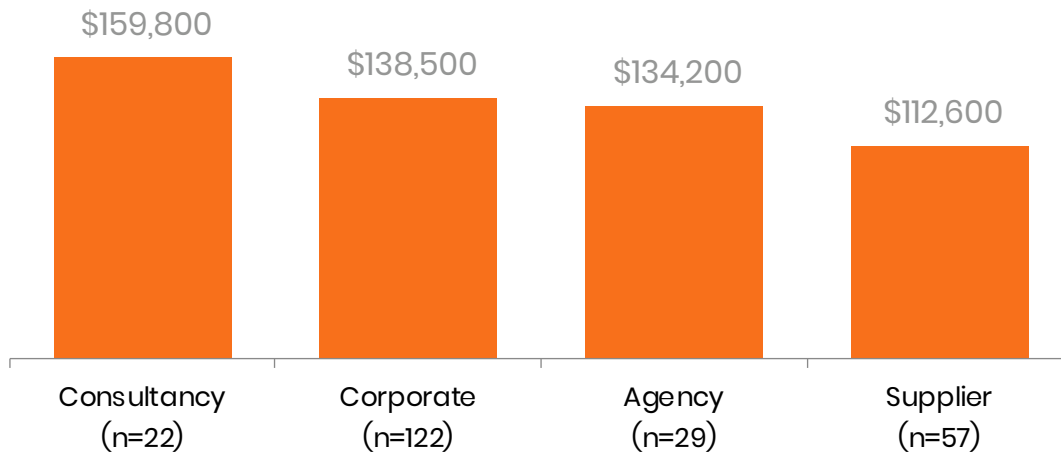
Current Compensation: Base Salary Distribution

- Once at the Manager level, six-figure salaries are the norm, with those at the Director level and above commanding \$150K or more.

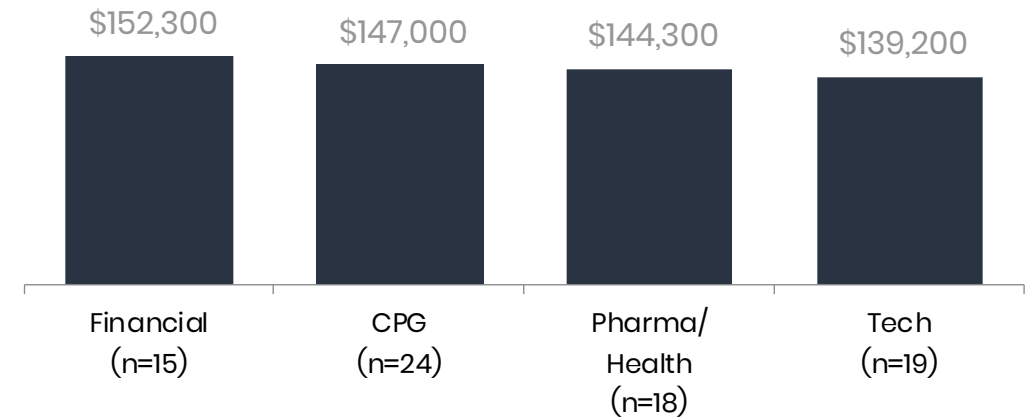


Current Compensation: Average Base Salary By Key Groups

Company Type

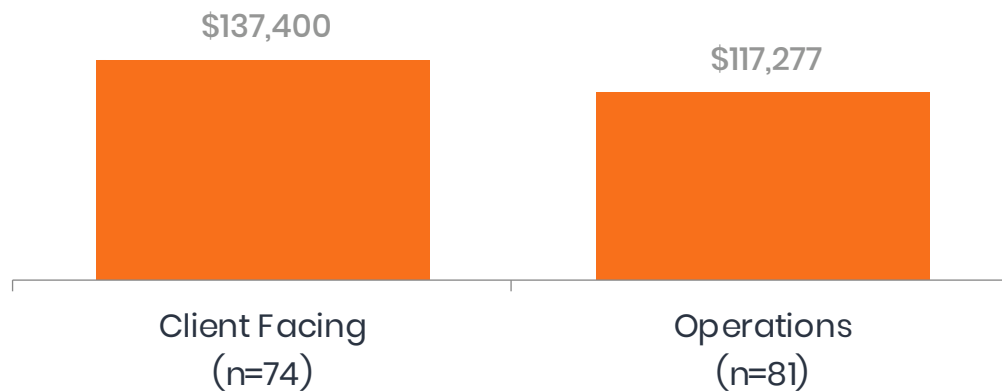


Corporate Industry

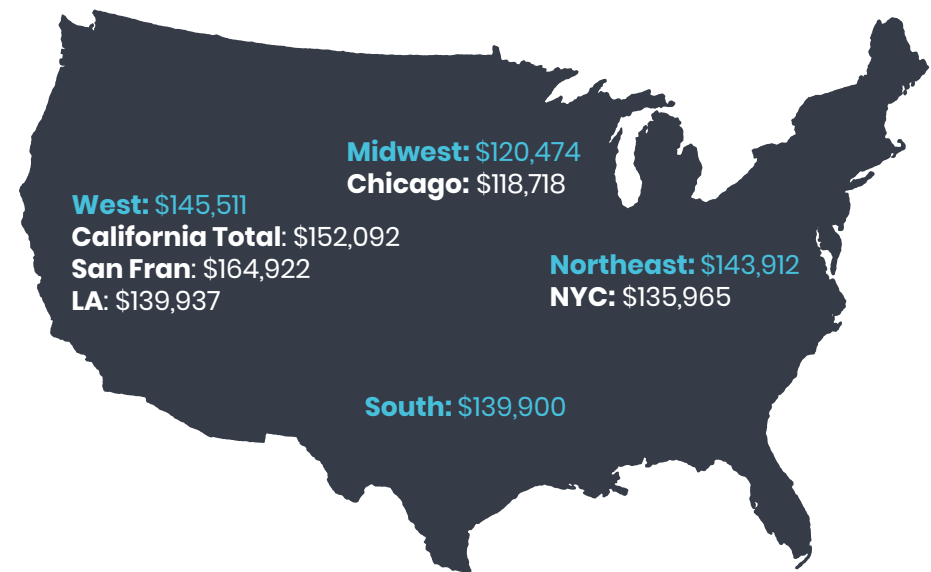


Current Compensation: Average Base Salary By Key Groups

Job Function



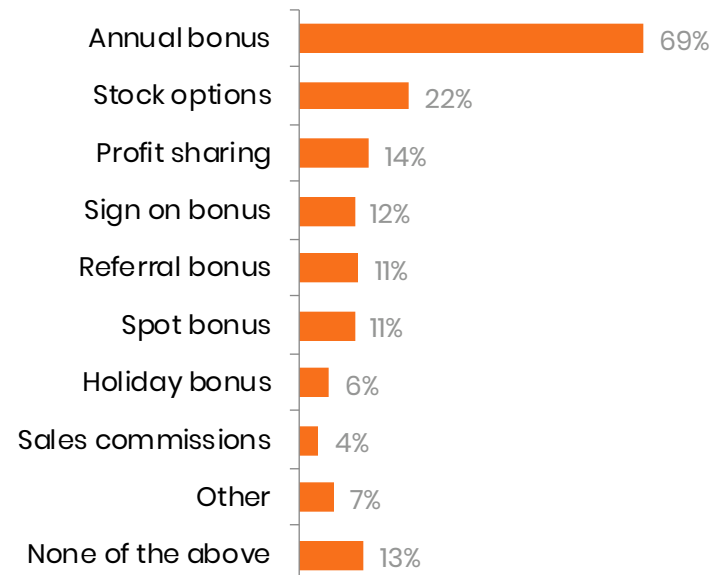
Location



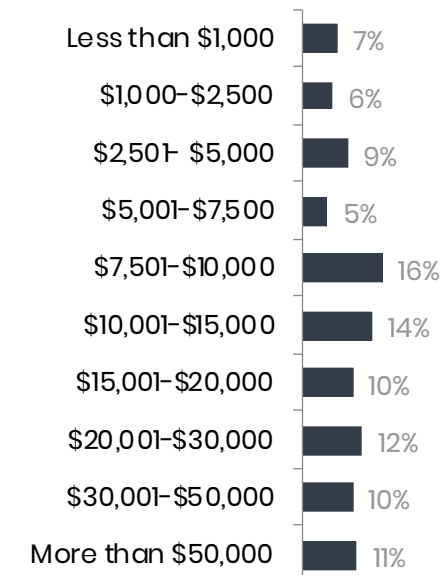
Bonus Compensation Received 2018

- The large majority (87%) received some type of additional compensation last year, resulting in an average of around \$26K of supplementary pay.

Compensation Received in 2018

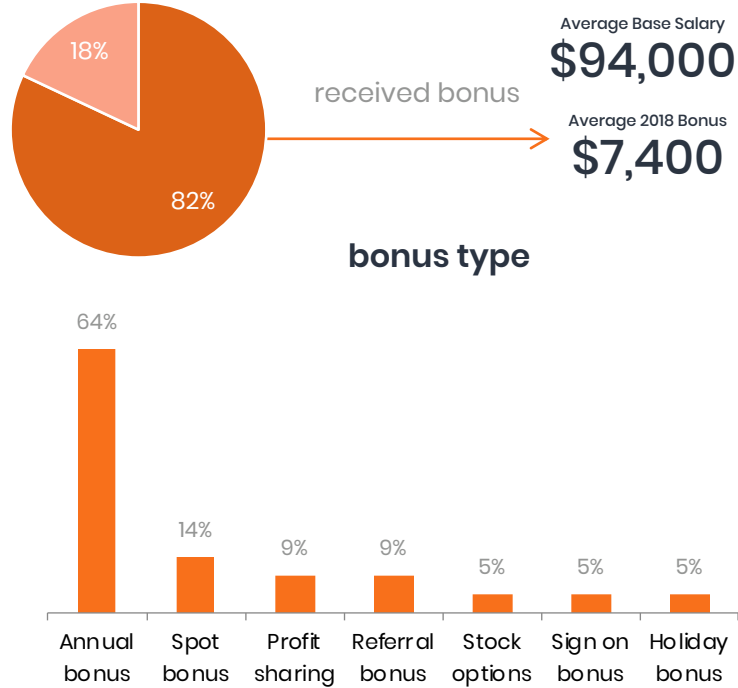


Additional Compensation Received in 2018

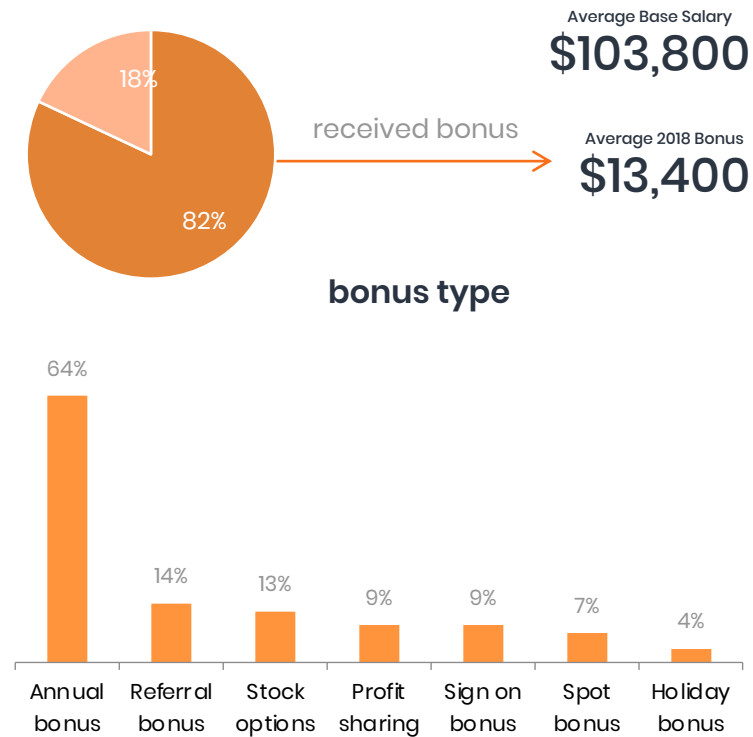


Total Compensation (Base + Bonuses) by Level

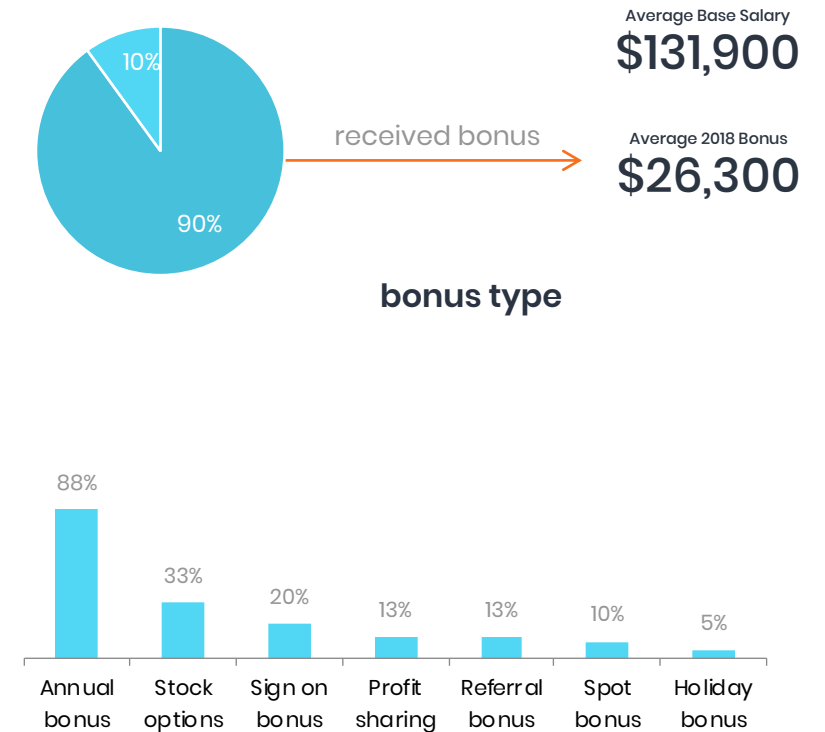
Associate / Analyst (n=22)



Manager (n=56)

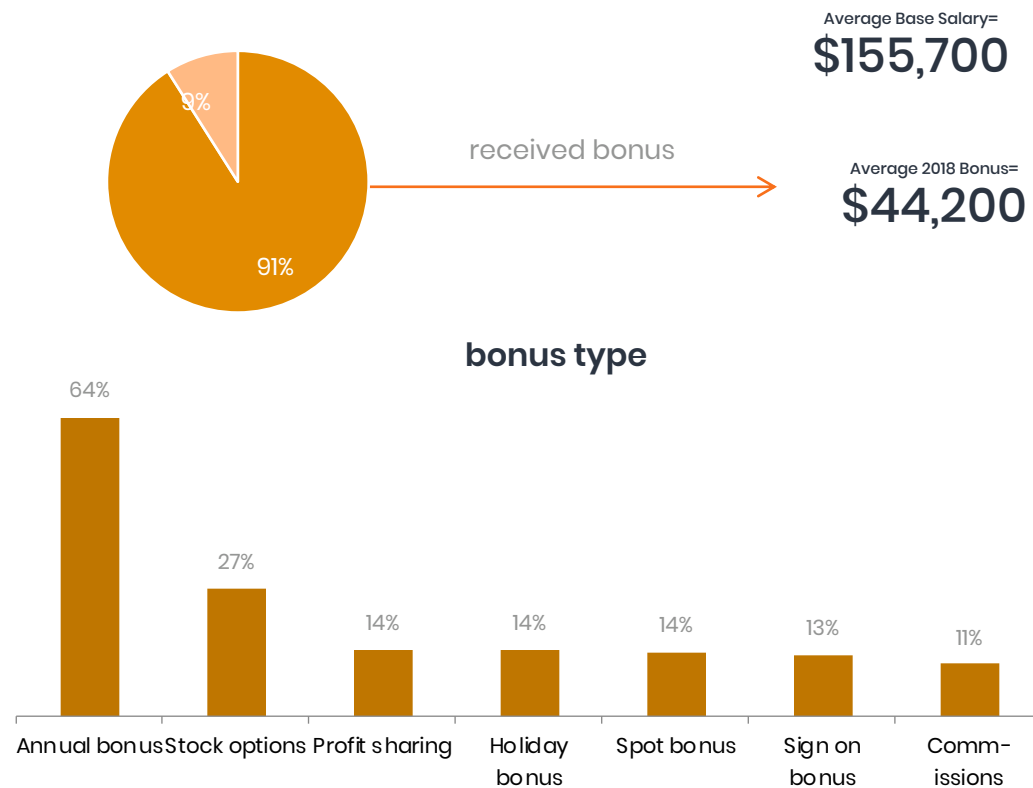


Sr. Manager (n=36)

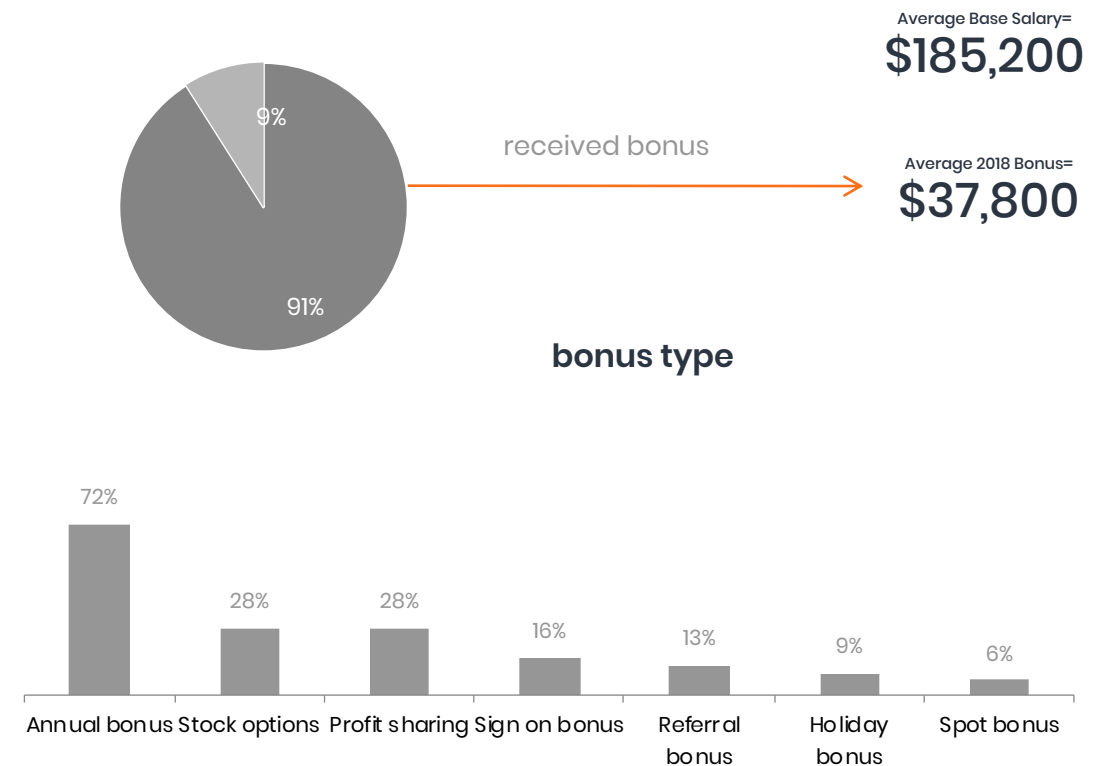


Total Compensation (Base + Bonuses) by Level

Director (n=56)

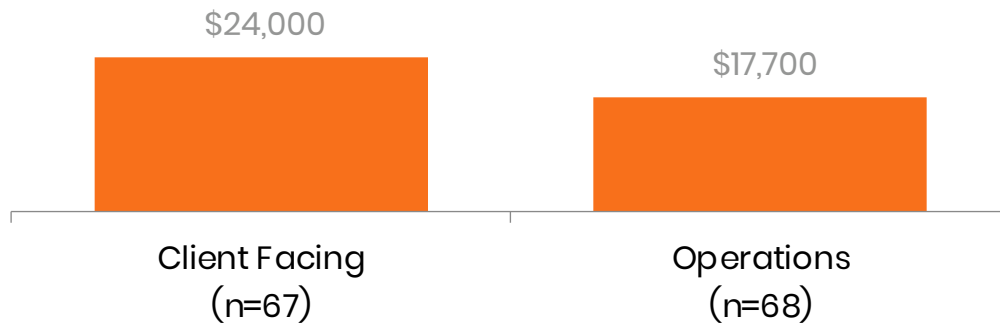


Senior (VP+) (n=29)



Additional Compensation: Average By Key Groups

Job Function



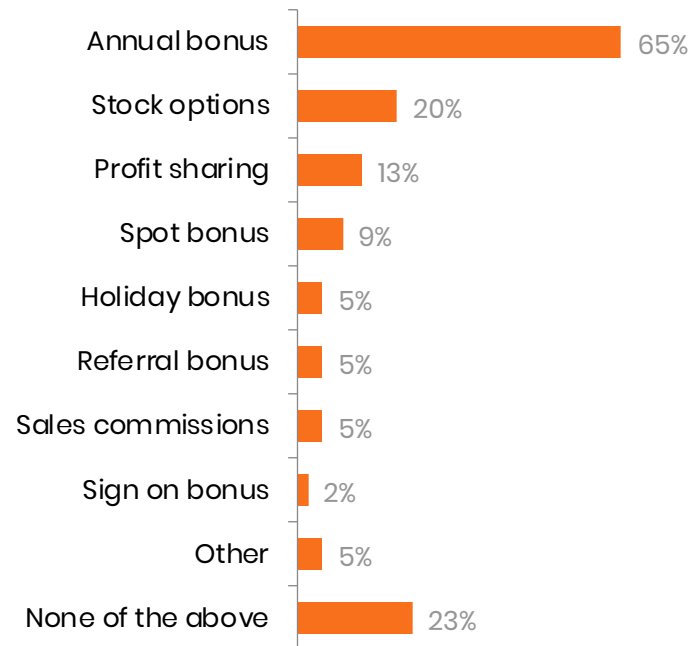
Location



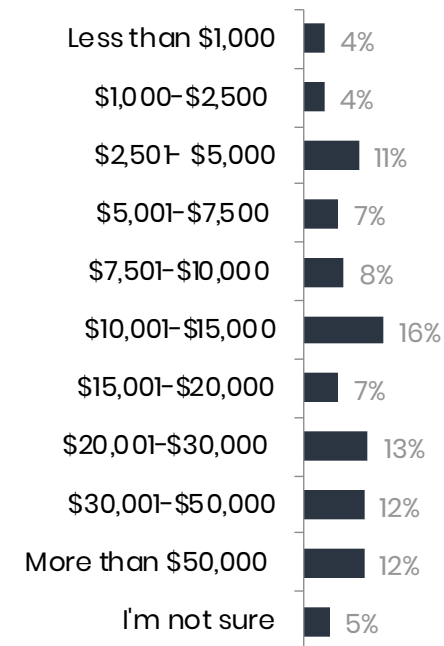
Additional Compensation Expect To Receive in 2019

Most expect to receive additional compensation (e.g., bonuses, stock options) in 2019 in excess of \$10K.

Compensation Expect To Receive in 2019



Amount Expect To Receive in 2019

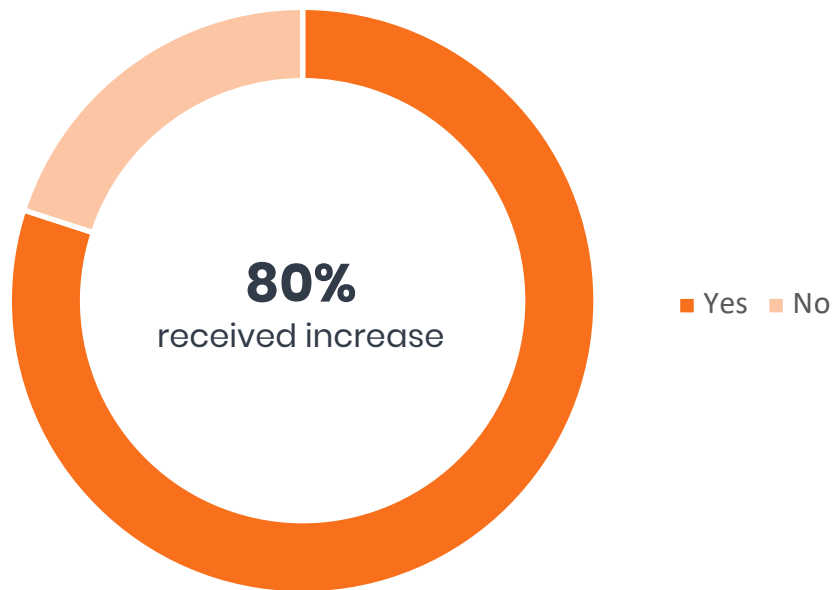


Average: \$21,400

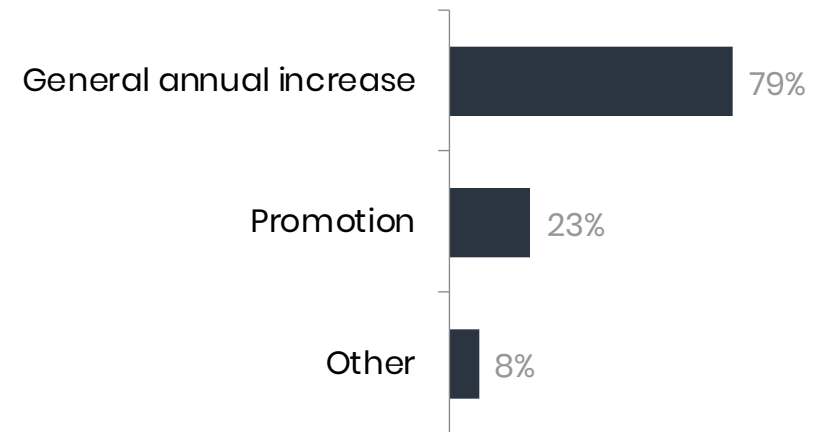
Salary Increases

Most received a salary increase in 2018 with general annual increases averaging around 4% and nearly all expect to receive an increase this year.

Received Salary Increase In 2018

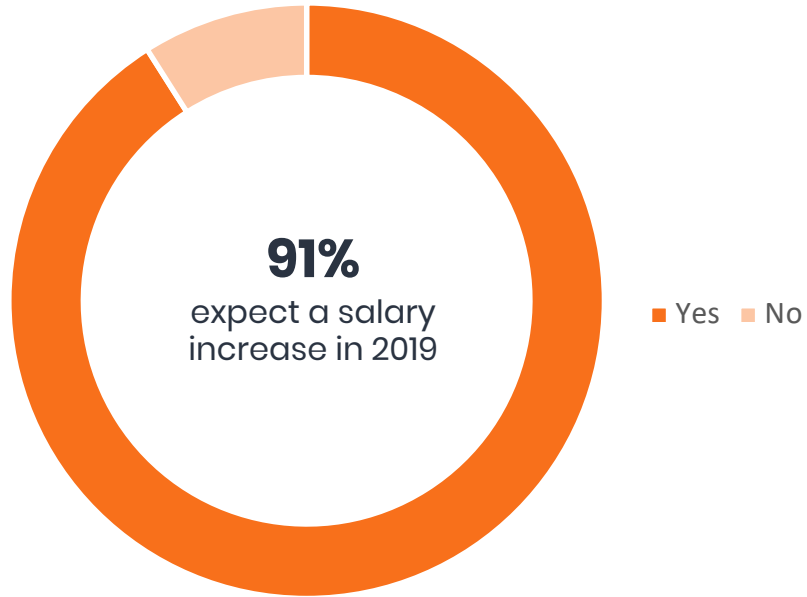


Type of Increase Received



Standard Increase Average: 4%

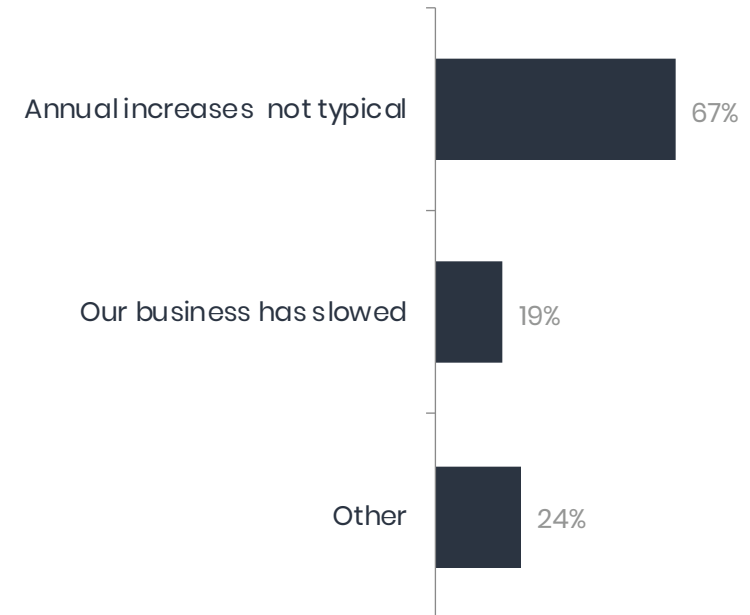
Looking Ahead to 2019



At the senior level, **84%** expect an increase this year.

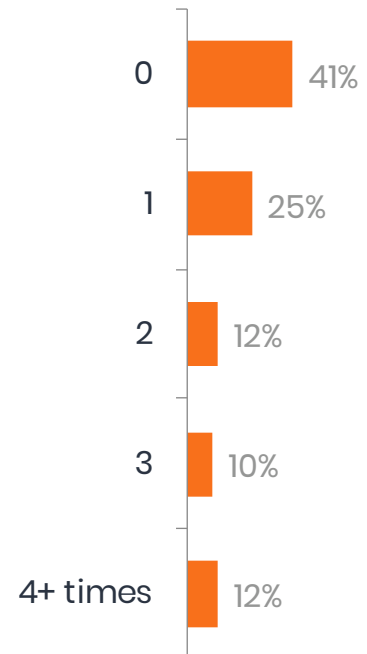
Overall, expectations are for an average **4%** increase.

Why Increase Not Expected



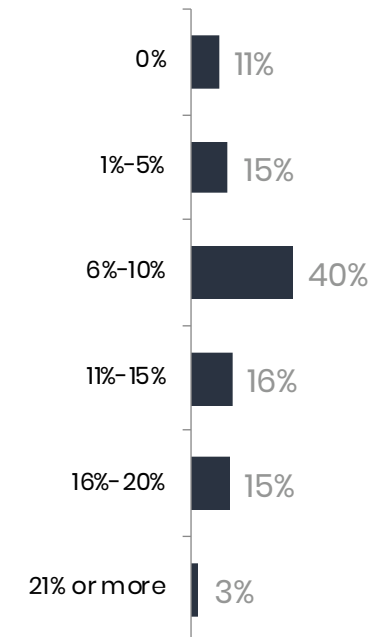
Promotions

**Number of Times Been Promoted
At Current Company**



Average: One

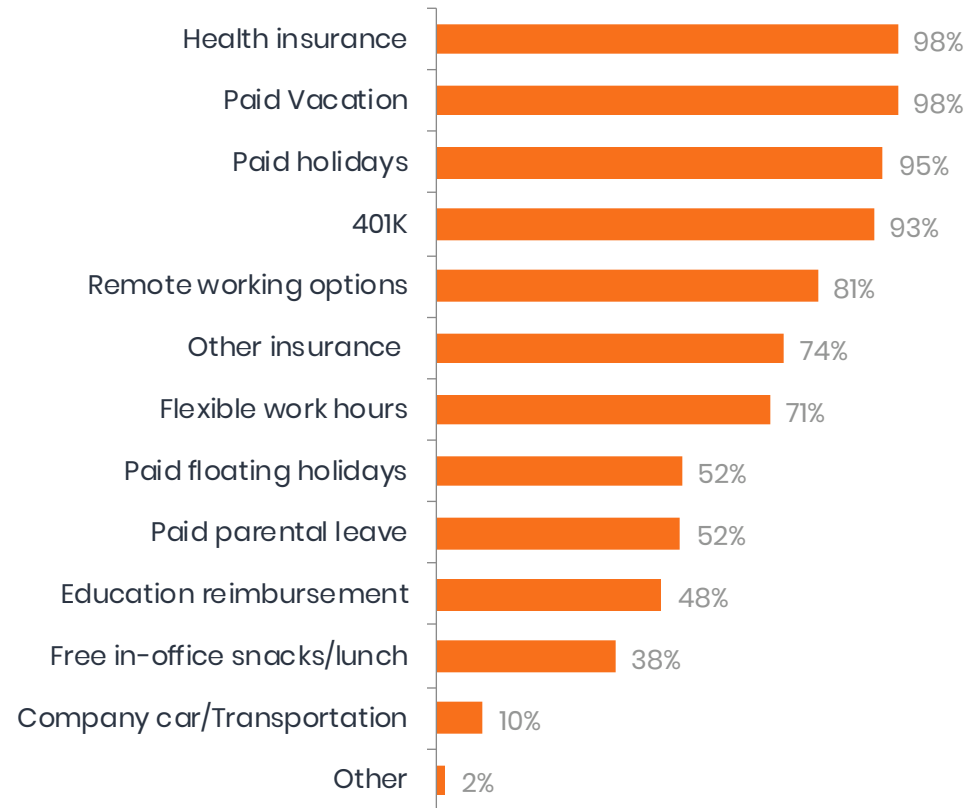
**Salary Increase With
Promotion***



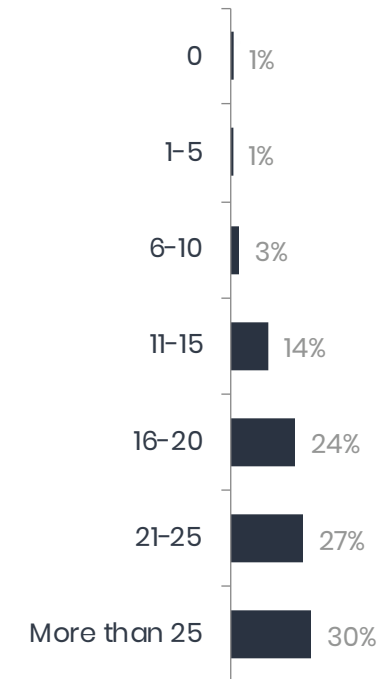
Average: 11%

Benefits and PTO

Current Benefits



PTO Days Allotted Per Year



Average: 23 Days

Job Switching In Next Year

- Roughly half of the analytics professionals surveyed say they are at least moderately likely to look for a new job requiring a significant jump in salary of at least 11%.

Why Looking?



What salary increase percentage required to move jobs?

