

## Analytics professionals see 50% more hike: Report

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Analytics professionals in India see a hike of more than 50% from one level to another, higher than in most industries, according to the Indian Analytics Industry Salary Trend Report by [Great Lakes Institute of Management](#) in partnership with [Analytics India Magazine](#).

The average salaries for analytics professionals have seen a rise of 21% from last year, the study shows. It covered about 40,000 people across the country. ET takes a look at the key findings.

What explains the ever-increasing demand is that not only does it (the function) create cost-effective strategies for organisations, it also creates value information Prof Bappaditya Mukhopadhyay, programme director, PGPBA, Great Lakes Institute of Management, Gurgaon.

### Salary trends

Average salaries for analytics professionals up 21% vs year ago 14% of all analytics professionals get more than Rs 15 lakh per annum salary Almost 12% of entry-level professionals command more than Rs 6 lakh.

**Across cities**

Mumbai pays the highest salary to analytics professionals at an average of Rs 9.9 lakh per annum, marginally higher than Bengaluru at Rs 9.8 lakh.

**Across experience levels**

From analyst (0-3 years) to senior analyst (4-6 years), an analytics professional can expect an almost 75% average hike in the salary. From senior analyst to assistant manager (7-9 years), it is almost 57% .

**Across industries**

Ecommerce emerged as the highest paymaster, paying its analytics professionals an average salary of Rs 12.9 lakh per annum. The lowest paymasters were the media/advertising and pharma sectors with average salaries of Rs 5 lakh and Rs 8.1 lakh per annum, respectively.

Article can be read on -[http://articles.economictimes.indiatimes.com/2015-05-12/news/62082771\\_1\\_great-lakes-institute-analytics-professionals-analytics-india-magazine](http://articles.economictimes.indiatimes.com/2015-05-12/news/62082771_1_great-lakes-institute-analytics-professionals-analytics-india-magazine)