

Analytics professionals see 50% more hike: Report

ET Bureau May 12, 2015



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