

### Key Trends



Rise in demand and salaries for permanent Big Data professionals



Businesses required to streamline data practices for **GDPR legislation**

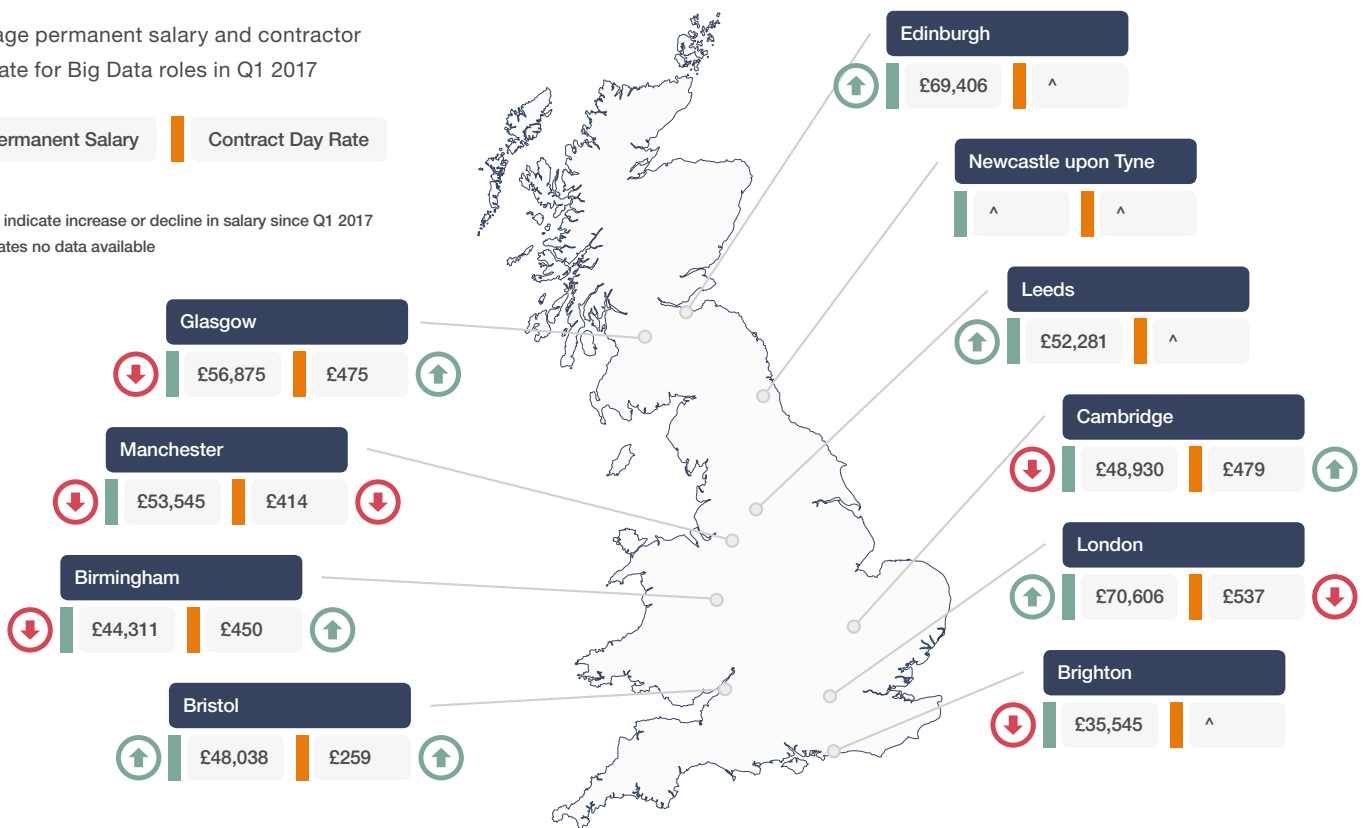


Recognised need to **invest in Big Data** to drive business value




### Salary watch




Average permanent salary and contractor day rate for Big Data roles in Q1 2017

█ Permanent Salary    █ Contract Day Rate  
 Arrows indicate increase or decline in salary since Q1 2017  
 ^ indicates no data available



### Growth Figures

-  Demand for permanent Big Data roles **increased by 51.8%** compared to Q1 2016 and by 24.6% on the previous quarter
-  Permanent Big Data salaries saw a sharp **year-on-year increase of 4%** across the ten Tech Cities
-  Average Big Data salaries (£67,399) and day rates (£528) were the **highest out of the five tech disciplines**

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