Big Data: the new oil

Analytics refines this new oil to power the Digital Economy

**The Salary Premium for Experienced Big Data Professionals in 2014**

- **31%** Premium on average IT salary
- **104%** Premium on UK median salary (all jobs)

**Average UK big data salary, esp. London area**

- £55,000

**UK Median salary**

- £27,000

**Average IT salary**

- £42,000

**Premium on UK median salary (all jobs)**

- 104%

**Premium on average IT salary**

- 31%

**Big Data Job Opportunities to 2020**

- **6,400** UK organisations with 100 staff or more will have implemented Big Data Analytics by 2020

**Big Data Analyst Skills**

A unique skill set is required to make the most of the opportunity offered by Big Data Analytics

**Big Data Jobs: Demand Increase Across the UK**

- National rise: **41%**
  - Scotland: 86%
  - Northern Ireland: 115%
  - Wales: 227%
  - West Midlands: 167%
  - London: 39%
  - South West: 44%
  - North East: -39%

**Big Data Skills Recruitment**

Big data recruiters say it is difficult to find people with the required skills and experience - i.e., it is not all firms, just those recruiting Big Data staff

- **57%** 2013
- **77%** 2014
- **20%** Increase in a difficult year

**Through Research**

The 2014 SAS-Tech Partnership study represents the largest study of the uptake of Big Data Analytics ever undertaken in the UK

**In Partnership**

To solve the skills gap, Government, Academia and Business are working together to develop STEM programmes in schools, Trailblazer apprenticeships, university programmes and in-job training

Get the SAS/Tech Partnership report: [sas.com/UK/report](http://sas.com/UK/report)