



# Data Analytics

*A specialist sector spotlight*

***peoplebank***  
*Specialist Technology & Digital Recruitment*

# Insights from our Specialists



Rita Forsythe  
Recruitment Consultant



Daniel Harte  
Talent Manager

**Everything we do involves data now.** It's an ever-growing space that is becoming part of almost every sector. Each time we click or action anything online, more data is being generated, and because of this, more and more jobs are involving aspects of data analytics, making it an incredibly exciting industry space to be a part of.

## What is happening in data analytics?

Rather than IT teams inside businesses, we are starting to see data and technology professionals being merged into every aspect of business from IT, customer service, finance, marketing, and more. This creates a great opportunity for candidates who are interested in data, and for candidates with a range of different skills that can be transferred across a multitude of departments.

As we are still experiencing a candidate-short market, the movement in this space not only gives candidates the power to pick and choose the type of role they want but means hiring managers need to be more specific about what the role involves so candidates can get a full picture and decide to apply.

## Advice to Hiring Managers

With the rise in data and the need for data professionals in multiple facets of businesses, advice to businesses and hiring managers is to look for soft skills such as stakeholder relationship management, communication skills, and commercial understanding.

Platforms and programmes can be trained and learned with the help of colleagues and online, soft skills will help your business grow both in diversity and knowledge.

Another piece of advice is to know what your business needs before going out to market. With the breadth of data roles growing in business, making sure you know whether you need a data scientist or business analyst or something else entirely is key, as the skills and attributes needed to succeed in each role are vastly different. An exploratory discussion with a specialist technology recruiter is a good start to understand the different types of roles and skills needed.

## Candidate movement

There is always plenty of movement in the tech candidate space, but considering the growth in IT roles, this is even more prevalent in the IT sector. Roles in the data space are trending more towards permanent rather than contract work, being a sign that businesses want to hold on to great data candidates when they hire them rather than lose them to another contract after six months.

With an increase of use of data and analytics in business, especially relating to digital transformations, businesses are seeing some internal change happening. There is a rise in the need for insight analysts to come in and put into place proper measurement of specific data that the business at hand needs to be looking at to help make comprehensive business decisions.

There is also a shift for Data Analysts, from maintaining a specific database to now finding and analyzing data being already captured in the cloud. This is providing a space for businesses to focus heavily on digital transformations and growth in technology.

# Vacancy & Candidate Trends

## The IT market - Overview from Seek

When we aim to measure the nature of a market, due to its presence in the job seeker market, Seek is a great barometer of current turnover, need, retention, job growth, and candidate availability.

Job Ad Growth in the ICT sector on Seek shows us that in the past quarter ICT jobs have increased by 58.6% compared to last quarter. This is most likely due to the rise in digital transformation throughout businesses leading to more ICT opportunities, and a lack of migrant workers into the country due to Covid-19 regulations across the world.

Candidate availability is still at an all time low, as is a similar story in most sectors, putting strain on both hiring managers and recruitment teams alike.

One observation to note is the trend in number of jobs posted in ICT is beginning to drop for the first time since December 2021 (see graph below).

This may be due to the time of year and businesses wrapping up digital transformation projects, or it may be because more permanent candidates are securing roles and staying put in businesses. Jobs in general across Seek are still on the rise, leaving the ICT job sector as a place to watch.

### JOB AD GROWTH (VS 5 YEAR AVERAGE)

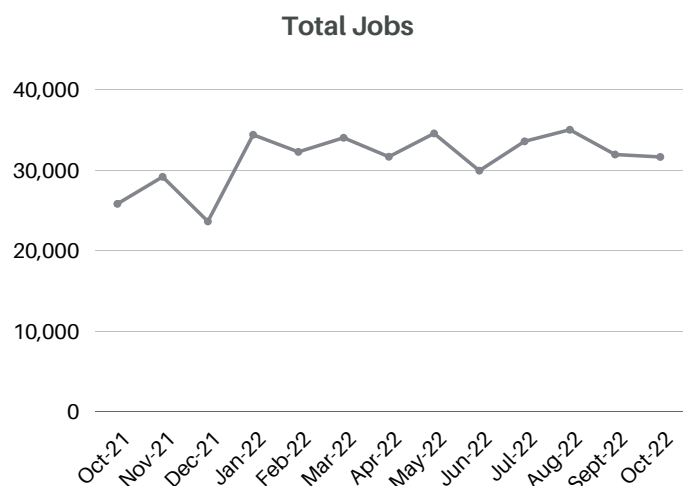
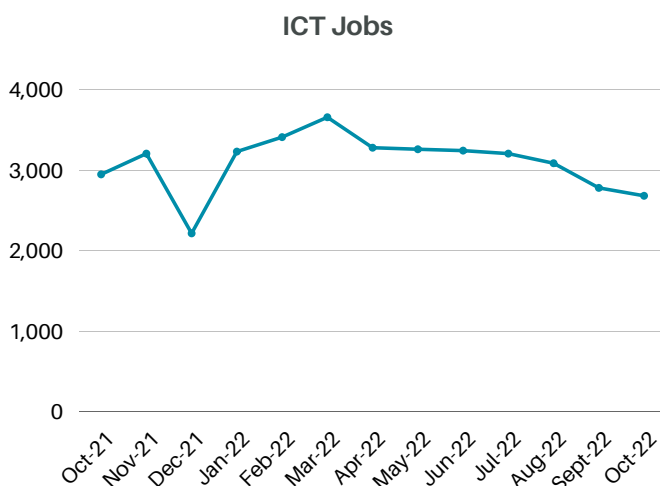


58.6%

### CANDIDATE AVAILABILITY (VS 5 YEAR AVERAGE)



## SEEK TOTAL JOBS VS ICT JOBS (OCT '21 - OCT '22)



# Salary & Category Trends

## The IT market - Seek statistics

Salaries in the Business Analyst space have had some flexibility, often depending on projects and existing team structures.

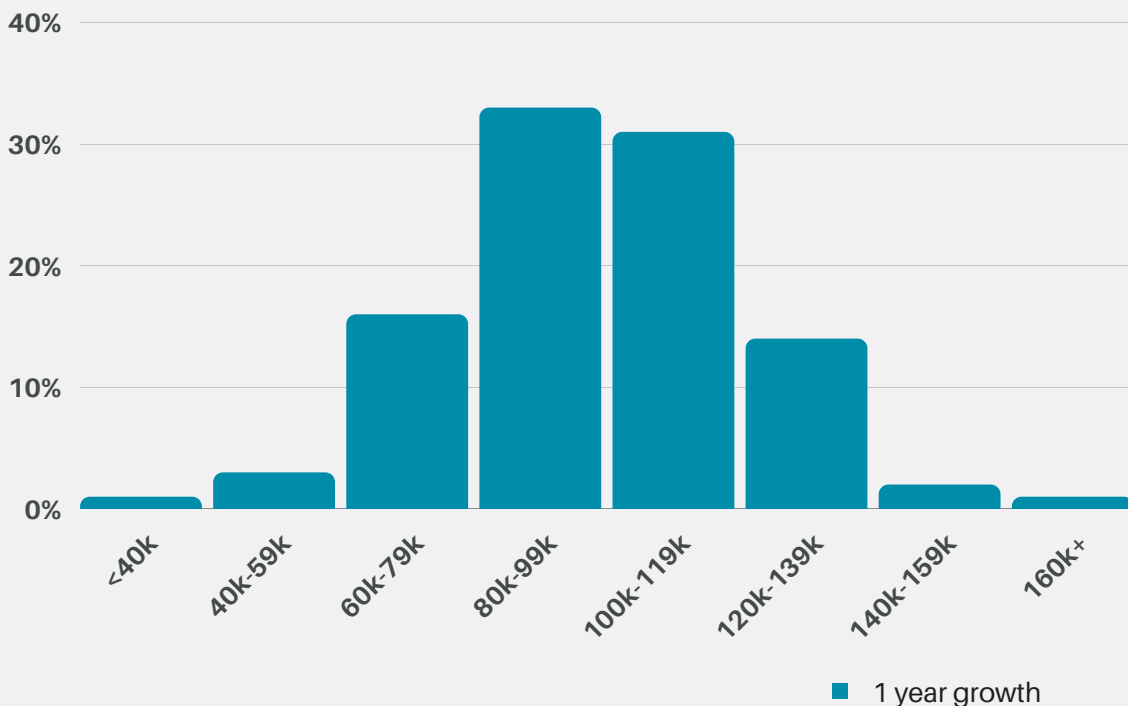
The graph below illustrates the last 12 months' worth of advertised salaries from Seek showing the majority of roles are offering between \$80k-\$119k per annum. As a hiring manager, if you can offer a great candidate above \$119k, then you can be happy you're giving them a competitive market offer.

New Zealand site [careers.govt.nz](https://careers.govt.nz) states that an average salary for a Data Analyst sits between \$80-\$130K per annum, and for a Data Scientist is between \$100-\$160K per annum.

This difference in role and salary bracket emphasizes our commentary above about making sure you know the type of role you are hiring for so that you can get the right candidate and offer them a competitive rate.

Factors to consider in terms of salary are also inflation, cost of living in the area the candidate lives, and availability of top talent. To secure the best candidates, consider offering an above-market rate, as this will result in the candidate feeling valued and more likely to stay in the role.

### SALARY DISTRIBUTION - 12 MONTHS

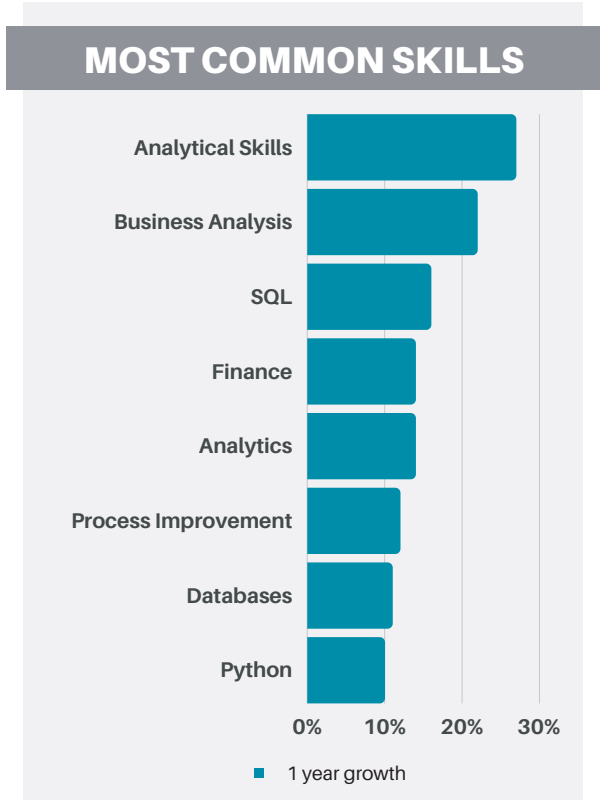



# Skills, Tenure & Attrition Trends


## The IT market - LinkedIn statistics

LinkedIn Talent Insights can provide an interesting look into candidate retention and attrition. In the Data Analytics industry, it shows that 22.5% of candidates have changed jobs, and employees are typically staying in roles for just shy of 1.5 years.

In terms of skills, the most common skills in data professionals are analytical and business analysis, followed by SQL. Fastest growing skills on the other hand, are showing customer experience, Power BI, and process improvement. Comparing these lists shows that although most candidates in the sector have analytical and coding skills, the majority of candidates are upskilling themselves in customer facing and data analytics skills such as customer experience and power BI, supporting the trend mentioned in the commentary above that there are more IT and data professionals working throughout businesses as a whole, not only in the IT department, and that the skillsets of Data professionals is becoming broader to encompass not only IT and digital skills, but customer service and process improvement.

**Changed Jobs**  
22.5%



**Median Tenure**  
1.3 years



# About Peoplebank

*Local experience, global support.*

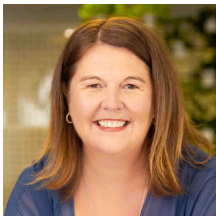
Peoplebank New Zealand is the New Zealand based arm of the global Peoplebank Group. Supported globally throughout Asia Pacific, we are passionate about ethical recruitment, helping businesses grow, and coaching candidates towards their perfect next career step.

We are specialists, not generalists, and our consultants have been recruiting in New Zealand for over 70+ years collectively. By focusing on specialist areas throughout the technology and digital sector, we are experts at candidate care and helping kiwi businesses thrive by matching top talent with top businesses.

In this candidate-short market, our networks are our difference. The team are excited to continue to deliver project and technology recruitment to New Zealand clients and candidates.

## Peoplebank Specialists

Auckland - Level 8, Aon Centre, 29 Customer Street West, Auckland CBD



**Clare O'Sullivan**  
Consulting Manager  
021 425 273  
clare@peoplebank.co.nz



**Eloise Gantuangco**  
Principal Consultant  
021 145 7433  
eloise@peoplebank.co.nz



**Neelam Lata**  
Talent Manager  
020 4112 6764  
neelam@peoplebank.co.nz

Wellington - Level 5, 3 Hunter Street, Wellington Central



**Mat Domney**  
General Manager - Wellington  
027 551 9599  
mat@peoplebank.co.nz



**Rita Forsythe**  
Consultant  
027 243 4430  
rita@peoplebank.co.nz



**Jordan Gibson**  
Consultant  
027 279 7838  
jordan@peoplebank.co.nz



**Rachel Hamilton**  
Talent Manager  
020 4091 6227  
rachel@peoplebank.co.nz



**Michelle Bisset**  
Talent Manager  
022 061 7491  
michelle@peoplebank.co.nz

Christchurch - 22 Papanui Road, Merivale, Christchurch



**Paul O'Donovan**  
Manager - Technology  
027 704 8094  
paul@peoplebank.co.nz



**Daniel Harte**  
Talent Manager  
022 493 5857  
daniel@peoplebank.co.nz



**Nardeen Bessada-Georgy**  
Talent Manager  
021 109 1447  
nardeen@peoplebank.co.nz