

PRECISION
SOURCING

DATA Q3 MARKET TALENT REPORT

2021

OVERVIEW

Q3 is the quarter that we have seen the data market explode with hiring activity. This is great news for anyone in the data industry as opportunities are numerous and it shows that companies are investing heavily into this space. The market didn't take a significant dip in 2020, unlike other sectors, which means the bounce back the wider market has seen has been all growth, within data disciplines.

If you take one thing from this quarters report it needs to be this.

We are currently in a market that heavily favours good quality candidates. As opposed to last year when companies were in the driving seat, due to a high volume of candidates being on the market, we now see that top-quality talent has the pick of the litter.

To put some perspective on this we have seen an increase in open jobs of 46% from last quarter and a 22% increase in people moving roles. Open roles being significantly higher than people moving shows the difficulty in filling positions. This means companies need to be focused on these key aspects of people management:

- Heavily investing in retaining your current talent,
- Have a well set out and quick recruitment process so as to have the best chance of securing your candidate of choice,
- Understand completely your employee value proposition, you are competing against more companies than ever so if you cannot sell to a candidate you will not hire the best.

OVERVIEW CONTINUED

Too often at this time we still see companies not understanding that an interview process is a 2-way street, it is not the candidates sole responsibility to sell you but you must also be enticing candidates to join your business. There are a lot of fantastic companies hiring so in the kindest way possible you must ask yourselves, why are we special and is that enough?

The state of the market is seen clearly from the statistics below as we have seen a 7% increase in contracting rates, with contractors being able to demand a higher rate (up 19% since Q1). It is an extremely exciting time to be working within the data industry as more and more companies invest in this space.

22%

**Increase in
People Changing
Jobs vs Q2**

46%

**Increase in Jobs
VS Q2**

7%

**Percent Contract
Rates have
Increased by**

AT A GLANCE

Job Titles In Demand

Data Engineer

Data Scientist

Insights Analyst

Skills In Demand

Python

Cloud (AWS, Azure, GCP)

Power BI

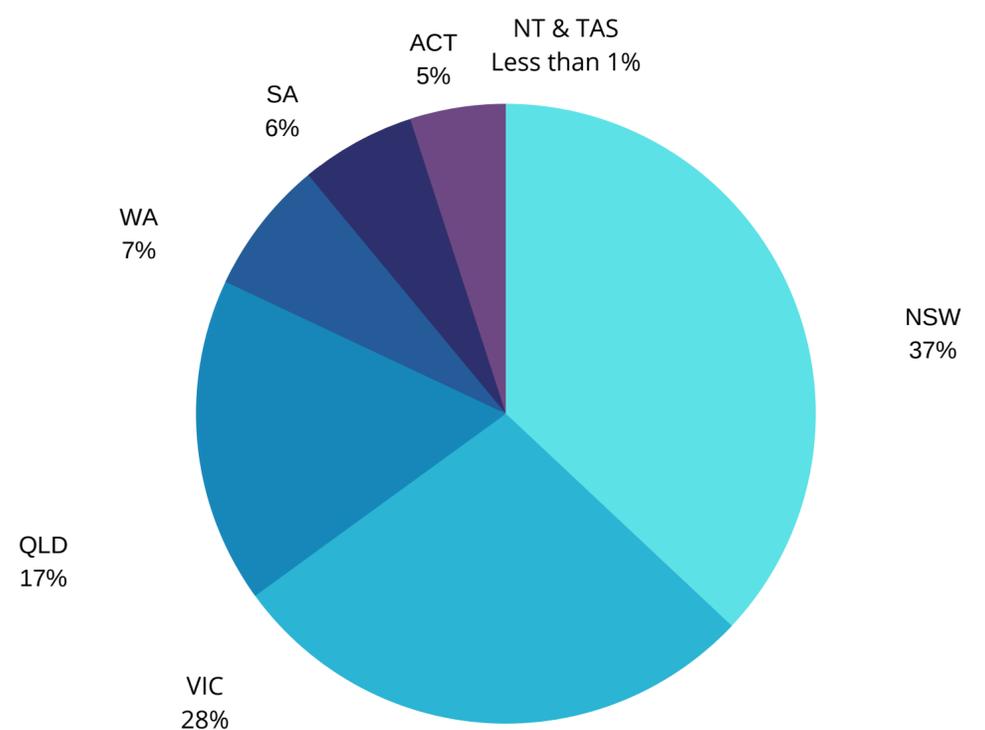
Top 3 Most Active Sectors

Finance

Retail

Consulting

Break Down of New Hires per State



Recruiter of the Quarter



Emily Nota
Data Analytics
Recruiter

Emily started her journey when she decided to move to Australia for a sales role at Lululemon. After finishing her Commerce degree, she jumped on the opportunity to embark on a working holiday for 2 months. The Northern Beaches of Sydney stole her heart and she never left. A year and a half later she went searching for a recruitment position in the CBD, after meeting Precision there were no questions. She is now part of the data analytics team here looking to propel her career!

EVENTS IN DATA SPACE

Last year knocked many events schedules for a loop but we are not returning to normal and Precision Sourcing is planning its first live event for May. We have a high volume of events coming up alongside our Talent Survey webinar which was just completed.

You can access the recording of the talent survey webinar [here](#).

On the 29th of April we are honoured to be partnering with the Retail Doctor Group to talk all things the future of retail – this event is a webinar and you can sign up [here](#).

Precision Sourcing is partnering with Accenture as they walk data professionals through some of the advanced projects they are working on, to showcase what is possible in today's world. This is a live event and you can find more information [here](#).

Many companies are on the journey or have been on the journey of building a centre of excellence for their growing data function. Some have failed, some are succeeding but it is a process with many paths to follow. Join WPPs Chief data scientist, Head of technology and Head of Martech in a panel discussion as they share their journey. More details to come on this event.

If the above events are of interest and you would like more information or you would like to participate in a future event please get in touch with data@precisionsourcing.com.au.