How to win the competition for data professionals in 2022

datacamp

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Executive summary

Companies have access to more data than ever before, but it's only valuable if they are able to leverage it to make informed business decisions. That's why building a competitive data team has become imperative. Organizations with data teams are five times more likely to make decisions faster than the competition, and three times more likely to execute those decisions correctly **(Sisense)**.

> *35% of organizations anticipate having difficulty finding appropriate skill sets for data science roles*
>
> **- Quanthub**

DataCamp's mission has always centered around enabling organizations to thrive with data, from helping them **transform their skills** to, most recently, helping them hire job-ready data professionals. Having worked with 2,800+ global data-led organizations on data transformation programs, we know how difficult it is to find, hire, and retain data teams. Increasing demand for data skills, limited supply of talent, competition from FAANG, and the persistent challenge of retention have made hiring data professionals as complex as ever. Thankfully, there are opportunities to overcome these hurdles, including the advantages of remote work, employer branding, and upskilling.

DataCamp is the leader in data science education, and with the launch of our **DataCamp Recruit** platform, we're helping companies build leading data teams. This year, we hosted a recruiting summit, **Radar**, bringing together leaders in the space to discuss the future of data hiring. Based on insights from over 1,500 data-related job posts plus our annual Radar Summit, we'll be going over:

1 **The current state of recruiting for data roles**

2 **The five best practices for building data teams**

3 **How DataCamp can help you find, hire, and scale your data teams faster**

Why scaling your data team is important

With greater access to technology and advanced analytics, companies are now able to collect more data and make better-informed decisions. Having the necessary data team to extract insights is paramount for deriving value at scale. Here are some of the ways organizations are leveraging data for better business outcomes.

1 Effectively reaching customers

Data can be used to identify which marketing channels are effective, design personalized experiences, and **understand how customers feel**. Data science and analytics has made historically hard-to-quantify qualitative information measurable, and can be used to make informed decisions that result in better outcomes for businesses and their customers.

> **"When you focus on customer value and experience, you'll absolutely win."**
>
> **Bhavin Patel, Director of Analytics & Innovation, Johnson & Johnson**

2 Significantly improve process inefficiencies

Data science helps companies reduce costs and become more productive by revealing process inefficiencies and automating historically manual tasks. **Rolls-Royce, in partnership with DataCamp,** delivered a data upskilling program to increase data skills throughout the organization. With this training program, the Rolls-Royce's engineering teams could automate and speed up manual processes by a factor of 100—freeing them up to work on other more valuable initiatives.

> **"Through DataCamp our engineers gained valuable experience and learned how to automate multiple data handling processes that previously had to be completed manually."**
>
> **Akin Keskin, Chief of Design System, Rolls-Royce**

3 Innovate and accelerate value

Data science is used to innovate on existing processes and products to accelerate the value they provide to stakeholders. A prime example of this is how Johnson & Johnson leveraged data insights to develop the COVID-19 vaccine. On our podcast, **DataFramed**, the team's Senior Director for Data Science Curren Katz shared how data science allowed them to predict where future hotspots would be so they could plan clinical trials in those areas to get more valid data quickly, and subsequently deliver a vaccine to the public in record time.

> **"Data science can rise to the challenge and really solve big problems under pressure."**
>
> **Curren Katz, Senior Director for Data Science, Johnson & Johnson**

To gain these advantages, organizations need to know what data is important for their goals, be able to collect that data, and then interpret and communicate it to make impactful decisions. That's where data talent comes in.

The evolving landscape of hiring for data roles

Despite recent layoffs announced across the globe, demand for data skills remains high, and the **U.S. Bureau of Labor Statistics** estimates that there will be over 11.5 million data jobs by 2026 in the U.S alone.

Business leaders still see data as key to future-proofing their companies. **Nicola Morini Bianzino, CTO at EY**, asserts that individuals with data skills will continue to find opportunities, because they can take "companies to the next level."

We launched **DataCamp Recruit** in the United States early this year, and due to demand decided to expand to the United Kingdom, European Union, and Canada shortly after.

The growing demand for data roles is global.

However, the supply of data professionals is still catching up. Companies are continuing to ramp up their data talent, and in 2021 **Deloitte reported** that the "demand for data analytics professionals will likely outstrip the available talent for some time." To build data prowess quickly, companies need to recruit data professionals **and** upskill existing employees.

FORTUNE

Data Science job openings have increased by 480% since 2016

- Fortune

The three challenges to recruiting data professionals

The data industry has grown exponentially in the last decade, which means rich opportunities for those working within it and looking to land a data role. While there are major opportunities for data professionals right now, there are complex challenges in hiring them.

1 The demand for data talent outweighs the supply

According to LinkedIn, as of August 2022, there are over **900,000 open Data Analyst and Data Scientist jobs** in the U.S. alone. The supply of data professionals is still catching up to demand, which means competition for highly qualified candidates can be fierce. That's not to mention the larger demand for data skills throughout the wider labor economy, which the **U.S. Bureau of Labor Statistics** estimates will grow 28% by 2026.

2 Competition from FAANG

Meta (formerly Facebook), Apple, Amazon, Netflix, and Alphabet (formerly Google) are some of the top tech companies in the world (and the largest by market capital). Being digital natives, their data maturity makes them an attractive employer for would-be data scientists. Moreover, their funding affords them the ability to offer more roles with attractive salaries, pulling in top data professionals.

Despite this competition and the surplus number of roles available for data professionals overall, there have been bouts of tech layoffs and hiring freezes since early 2022. As a result, a staggeringly low **9% of tech workers** are feeling secure in their jobs right now. Such broad pessimism stands in contrast with a **still-hot labor market**, economists say. June layoffs remained just under 1% of the workforce, with laid-off candidates being "snapped up in weeks" during near record highs of hiring and quits.

3 Retaining data professionals is challenging

Hiring data professionals isn't the only problem—retaining them is also increasingly challenging. The end of 2020 and the beginning of 2021 ushered in the **Great Resignation**. With more job flexibility, a wide array of data roles available, and higher expectations out of work environments and company culture, many data practitioners opted to switch roles over the past two years. Moreover, recent spikes in inflation have put extra pressure on employers to retain their top data talent.

How your company can get ahead of the curve

To build better data teams by recruiting intentionally, expanding the hiring pool, and strategically positioning your organization.

Thankfully, it's not all bad news— despite current challenges, there are also plenty of opportunities for hiring and recruiting data professionals in 2022. With new ways to open up recruitment, differentiate from FAANG, and upskill staff, organizations can hire top talent, increase team diversity, and boost retention.

DataCamp Recruit connects organizations to top data talent. Looking at data from over 1,500 jobs posted on the platform, we've identified trends in the current data labor market. We also hosted **Radar**, an online job summit, where industry experts from organizations like Wayfair, Microsoft, CapitalOne, shared their advice for recruiting data talent. Here, we share insights from **DataCamp Recruit** and **Radar** to help you build your dream team.

Five ways your organization can win the competition for data professionals:

1. **Know what roles your team needs to hire for**

2. **Open yourself up to a whole new talent pool with remote work**

3. **Build a diverse data team to outperform peers**

4. **Showcase your culture and brand to outcompete FAANG for talent**

5. **Provide your data employees with growth opportunities**

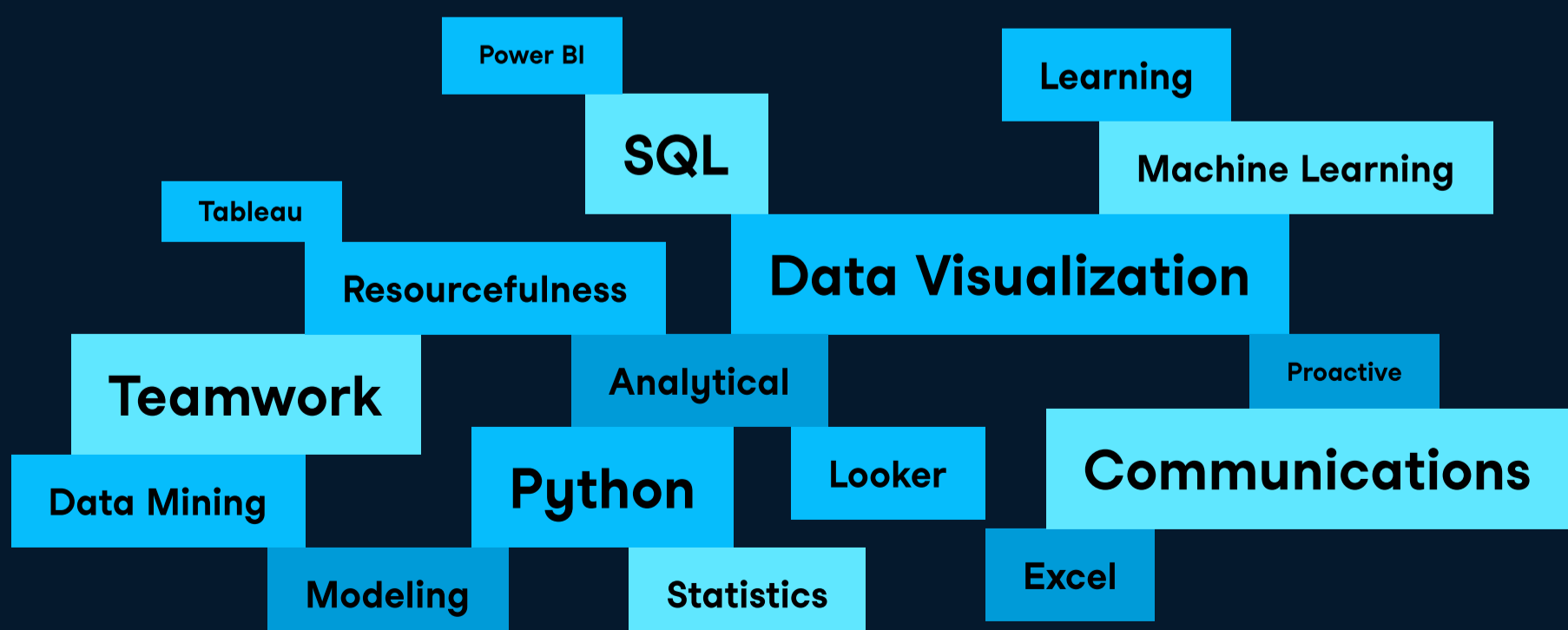# The five **best practices** for building data teams

1

Know what roles your team needs to hire for

As demand for data grows, there are more types of data professionals with unique skill-sets. Universally, data professionals need to be problem solvers with strong technical backgrounds. Across all jobs posted on **DataCamp Recruit**, the most in-demand skills are **SQL, Python, and Excel**. For data science roles, having an education in statistics is also a common requirement. For data analyst roles, including those in marketing or operations, SQL and Excel are the more commonly requested technical skills.

Looking at data from the top twenty performing jobs on DataCamp Recruit (out of thousands posted), we get a more interesting picture of the modern data professional. Data scientists and analysts alike are asked to **use data to tell stories and create visualizations** that can be understood by various stakeholders. They are not just expected to work independently, but to work collaboratively across teams to translate numerous datasets into insights. Finally, the top jobs on DataCamp Recruit are seeking candidates who are willing and eager to learn — the data industry is still evolving, and professionals want to work at companies that support continuous learning.

Before posting for a data role, understand the **Anatomy of a Data Team** to make the right hire for your organization — our infographic outlines what is expected of the 8 most common data roles, what tech skills are typically required, average starting salary ranges within the United States, and more. When you start recruiting, go to where the data professionals are, and be prepared to speak their language. Know what is expected of different roles, and ask insightful questions about their experiences and technical skills. **DataCamp Recruit** offers access to a network of data professionals who are ready to solve complex problems on day one.

Common skills in the top job posts on DataCamp Recruit for applications and views

The five best practices for building data teams

2   Open yourself up to a whole new talent pool with remote work

We've seen a rise in remote or hybrid work since the beginning of the COVID-19 pandemic, which has expanded the applicant pool and **increased diversity in hiring**. As shared at **Radar** by Director of Engineering at Datadog, Wouter De Bie, and Senior VP & Head of Lawrence Harvey New York, Mariano Allegra, remote work is a great opportunity to open up the hiring pool to more high-quality talent. If remote hiring is new for your organization, confirm if there are any legal implications of hiring outside of where your company is located, and be upfront with applicants if they will need to work on particular schedules to align across time zones. There are a number of platforms that exist today which can help you scale your teams remotely, including **Remote**, **Deel**, **Justworks**, and more.

Flexibility to work from home has become an essential benefit for attracting candidates, and the **improved work/life balance helps with employee retention**. A key example of how remote hybrid working models can impact retention comes from Apple, which saw its Director of Machine Learning, Ian Goodfellow, **leave the organization** over its return to office policy. Forward thinking, data-mature organizations such as **Airbnb, Spotify, and LinkedIn** have embraced full remote models in the hopes of improving hiring and retention.

Of course, not everything can be done effectively through a video call. Identify which activities are vital for your team to do in person (such as training or social events to build team rapport), and carve out time and budget to host these events at a convenient location. When planned in this way, these meetings can be more purposeful and impactful.

"With the talent market right now, if you're constricted to local, you're going to need to adapt in order to secure the best talent on the market."

- Mariano Allegra, SVP, Head of Lawrence Harvey NY   **LAWRENCE HARVEY**

The five **best practices** for building data teams

3   Build a diverse data team to outperform peers

Studies show that diverse and inclusive teams are **60% more likely to outperform their peers in decision-making**, and are **more innovative** overall. Build a top-performing team by hiring intentionally for diversity and opening up the talent pool to more candidates. Remote work is one factor that has been shown to help increase diversity. Other best practices include:

- Standardizing hiring processes with clear and objective criteria
- Employing a rubric to assess candidates fairly
- Using neutral language in job descriptions
- Evaluating resumes blind
- Creating salary bands for each position

At **Radar**, Meena Iyer, Senior Director, Enterprise Analysts and Data at Tailored Brands recommended involving a diverse set of people in the hiring process to mitigate biases by getting a range of perspectives on the hire's capabilities and fit. Another way to reduce bias is to look at concrete examples of candidates' skill sets. **DataCamp Recruit** comes with the ability to anonymize candidate profiles, allowing hiring managers to remove implicit biases from the recruitment process.

DATA SCIENTIST PROFESSIONAL
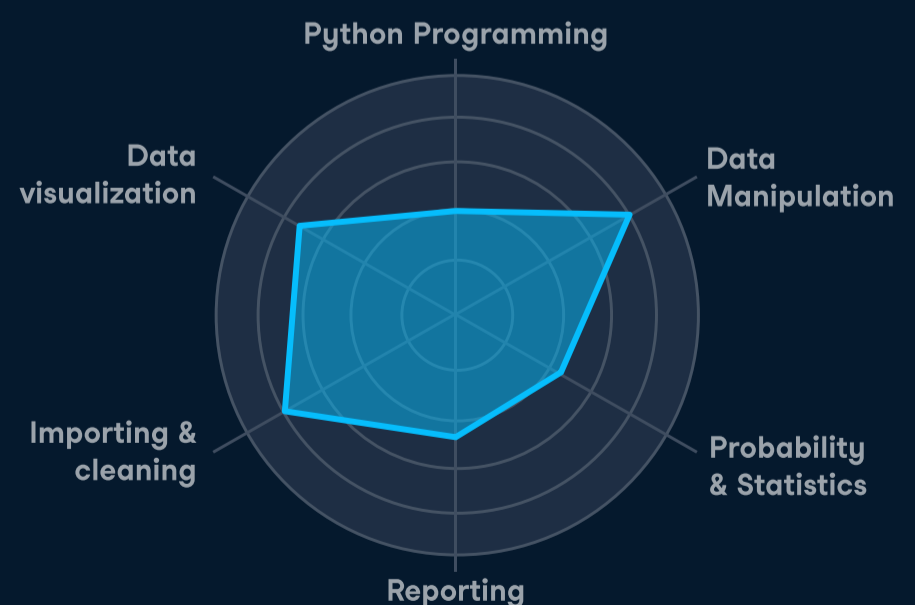NEW YORK   REMOTE $89.000
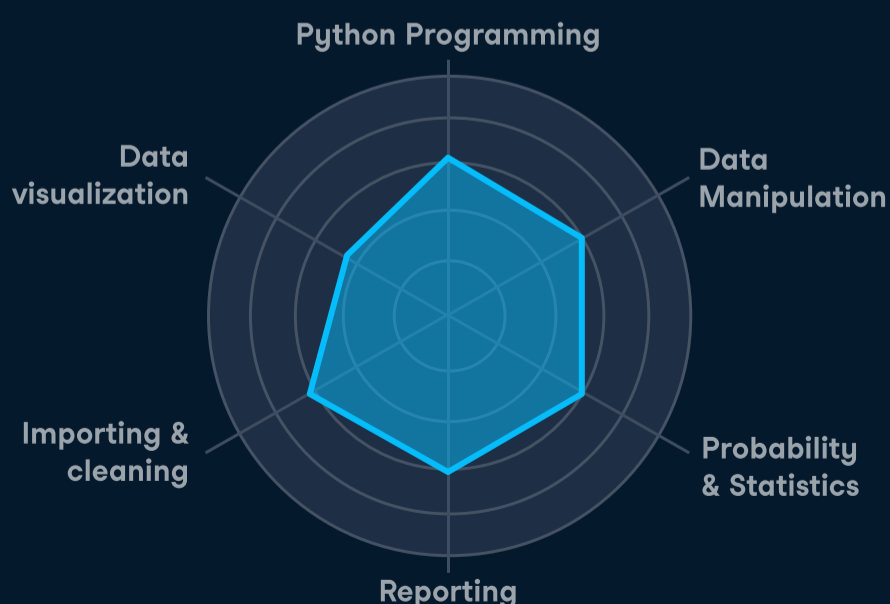
DATA ANALYST ASSOCIATE
LONDON   REMOTE   £50.000

The five best practices for building data teams

4 Showcase your culture and brand to outcompete FAANG for talent

While the tech industry is slowing down on hiring data talent, this offers an opportunity for non-FAANG organizations in other industries to recruit highly-qualified data professionals by doubling down on their employer branding. By differentiating themselves from big tech companies they will be able to attract top data talent. Being able to add a well-known brand to your CV is enticing, but for data professionals, the opportunity to learn and work on complex problems is just as valuable.

Every step of the hiring flow should introduce the candidate to your company. From over 1,500 job postings on **DataCamp Recruit** we found the following best practices from jobs that received the most applications:

Put the emplyee first

Frame employee responsibilities in terms of how they will contribute to your mission to show their work will drive real impact.

Sell your culture

Emphasize your values and illustrate what it is like to work on your team with clear examples of projects.

Show a clear growth plan

Define priorities and have a clear understanding of where new hires will be in 1 month, 6 months, and even 1 year. Plans will change depending on the individual, but having a roadmap in the job description demonstrates you are intending to nurture this person's professional development.

Be transparent

Include performance metrics, benefits, and salary bands to tangibly demonstrate what your organization cares about. On **DataCamp Recruit**, jobs that include salaries receive over 2X more applications on average than jobs that do not include salaries.

Throughout the interview process, include employees from different professional backgrounds and teams. For the candidate, it will help them to get a more well-rounded understanding of the company and the role.

The five best practices for building data teams

5   Provide your data employees with growth opportunities

A driving motivator for candidates is professional development — in a **McKinsey study**, 41% of survey respondents cited "lack of career advancement and development" as a top reason for quitting their jobs. Providing employees with clear growth paths and new challenges can both attract and retain top talent.

Learning opportunities

At larger companies, it's likely data professionals will be more specialized or siloed, whereas on smaller teams there is potential to work on a greater variety of projects. Even with increased competition for new candidates, upskilling and reskilling current staff can help backfill necessary data roles, boost retention, and focus the data team's workload on strategic projects instead of ad-hoc reporting tasks. Moreover, providing a suite of personalized learning paths for data talent can go hand in hand with developing career pathways that further attract data talent. Share the range of projects candidates will work on and how they will be able to learn, even across competencies, to differentiate your team from other firms. **DataCamp offers courses and projects** to help employees upskill in data, whether or not they are in a technical role.

Impactful work

Small to medium-sized organizations offer the opportunity to take on more responsibility faster, especially for junior candidates. Showcase any employees who have been able to grow within your organization, as well as examples of how your team drives real-world impact. At our recruiting summit, **Radar**, HR leaders from leading organizations such as Kaizen Gaming, Wayfair, and Microsoft highlighted the importance of showcasing impact and emphasizing a sense of belonging to recruiting top talent. Show the outcomes of the data team's work, how the projects this candidate will work on contribute to the mission, and how they will learn from and be supported by the larger team.

Complex problems to solve

One reason why FAANG is competitive is because they are widely known to have robust data that can be leveraged to derive significant insights. But they aren't the only organizations with complex problems to solve. Provide case studies and examples that show your team has exciting challenges that will allow data professionals to flex their skills.

Takeaways

There's been a shift in the business world, where data is now fundamental to gaining a competitive advantage. But increased demand and mobility means that recruiting data talent is as challenging as ever.

In the new era of recruiting for data talent, organizations need to:

1   **Know what roles (and skills) to hire for**

2   **Open themselves up to a whole new talent pool with remote work**

3   **Build diverse data teams to outperform peers**

4   **Showcase their cultures and brands to outcompete FAANG for talent**

5   **Provide data employees with growth opportunities**

How DataCamp Recruit can help you build a world-class data team

DataCamp Recruit gives you access to job-ready data professionals, helping you to find the right hire faster. No more endless scrolling through platforms like LinkedIn — you can effectively find and filter professionals with the precise set of skills, experience, and backgrounds that you need to hire for.

DataCamp Recruit allows you to:

- Access a network of certified data talent, from the leader in data science education and **#1 global certification program**

- Hire with confidence, by getting clear insights into a candidate's skills

- Match with candidates and skill sets that you need to hire for

For more information visit our website and book a complimentary personalized walkthrough today!

Get started with DataCamp Recruit for free