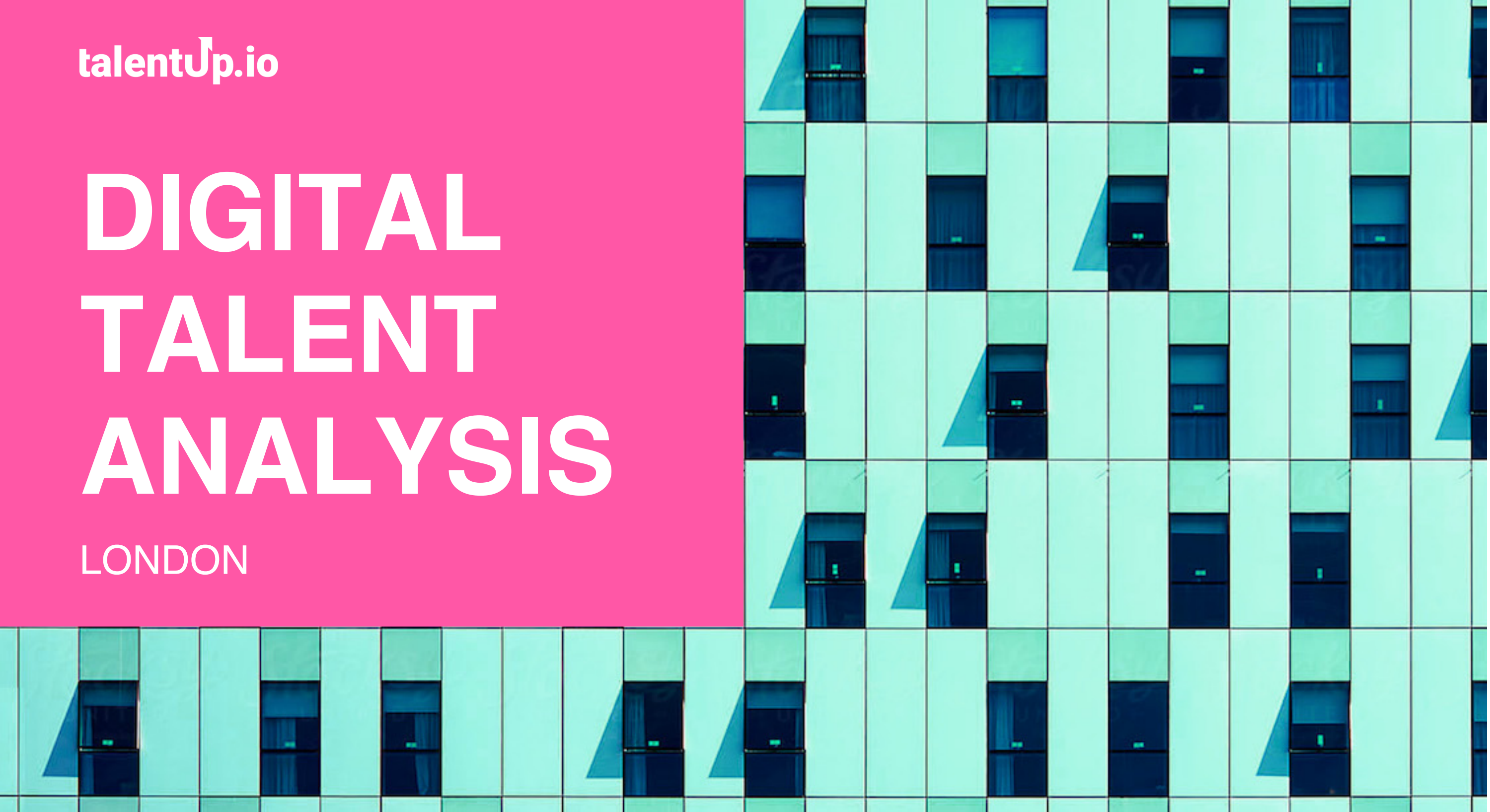


talentUp.io

DIGITAL TALENT ANALYSIS

LONDON



TALENT UP SOURCING S.L.

Address

Viladomat, 106
08015 Barcelona

www.talentup.io
hello@talentup.io

Report Issued: 14th June 2021
Version 2

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“ Compensation reflects how individuals are valued in an organization.

INTRODUCTION

In many companies, the process for compensation is considered political or arbitrary. Oftentimes it is seen as not fair. This has a huge impact on retention and turnover. Research has shown a direct link between perceptions of fairness and workforce well-being.

Effective compensation strategy can help organizations to attract, retain, and engage the workforce in alignment with the overall business strategy. There is a need for organizations to adjust and readjust their compensation strategies constantly. While other talent strategies have evolved, this part of the talent equation is lagging with most opting for the traditional route.

With advances in Big data & AI technologies, it is now possible to predict trends in the market. This is exactly what TalentUp is doing in the talent market.

The pay that employees receive for their time and effort are the foundation upon which other aspects of Total Rewards are built on. What works well elsewhere will not necessarily work as well within your company. Different rewards are of different values to different people. It's wiser to build your strategy looking for "best fit" for your organization rather than the best practices.



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LONDON**

CANDIDATES AND JOB OPENINGS
BENEFITS ANALYSIS
COMPANY ANALYSIS



HOW TO USE THIS REPORT

This section contains information on the definitions and methodology used throughout the report.

It defines and describes how the data has been collected, the survey methodology, profile characteristics, key statistical terms, and how salary information is represented and reported. It also offers guidance on access to various sources of data.

Reading this section carefully will encourage more meaningful and actionable use of the report. We strongly recommend all readers, even those who are familiar with such reports, read this section before proceeding to the next section.

METHODOLOGY OF THE SURVEY

Positions

Application Developer	Full Stack Developer
Backend Developer	Machine Learning Engineer
Business Analyst	Network Engineer
Business Intelligence Developer	Quality Assurance Engineer
Data Engineer	Quality Assurance Tester
Data Scientist	Scrum Master
Devops Engineer	User Experience Designer
Frontend Developer	

Location

London

Professionals analyzed: 1.8M

Job offers analyzed: 892.47K

Time span: from June 14, 2020 to June 14, 2021.

Multiple control steps have been taken to avoid duplication and to ensure salary information is correct and consistent.

Data Collection

Data was collected from employee profiles, employee publications and job offers. The main data sources include:

Social networks: LinkedIn, Xing, Angelist

Global job boards: Indeed, Stackoverflow, Monster, Angelist, Glassdoor.

Country-based job boards: Infojobs, cv.ee, cv.lv, cvonline.lt

Recruitment agencies websites: Hays, Robert Walters, Page Personnel.

Career websites: Careers at Deloitte

Other sources: Slack, public salary surveys, LinkedIn publications.

SENIORITY LEVELS

In the workplace, seniority level refers to the level of responsibility and rank an employee holds in the workplace, especially considering how long an employee has worked in a particular field or at a certain organization. Employers use seniority to categorize their employees by knowledge, skill and experience and help them assign projects and create well-rounded teams. Seniority level can have an impact on your pay, responsibilities, promotion opportunities, title and the roles you are eligible for.

Seniority is an important factor in the chain of command at an organization. The more seniority you have at a company, the more sway you are likely to have over business operations, even among peers who have the same role or title. People with more seniority have a nuanced understanding of how a company has operated historically and the standard procedures for carrying out different tasks. Employees with higher seniority provide training and mentorship for employees with a lower seniority level.

“
Junior
Mid
Senior
Lead
Principal

How is seniority level determined?

Depending on where you work, there can be a clear policy outlining how the seniority hierarchy works or it can be more of a general concept. Some companies have an organizational flowchart that indicates who has seniority over who in each department while others reevaluate employee seniority on a situational basis. Three main factors contribute to someone's seniority level: time, knowledge and experience. Employers can use a mix of these characteristics or choose to focus on a single one.

Each factor adds a different benefit for senior employees and their employers:

Time: Time is the standard way of determining someone's seniority. The longer someone has worked in their role at a company, the more they can offer an employer in terms of specific expertise about best practices within their position. Employees who have been at a company longer are usually given privileges over newer employees when it comes to promotions and other advantages. Working at a company long enough to develop seniority shows commitment and reliability.

Knowledge: Gaining more knowledge through formal education, professional development classes and certifications can contribute to someone's seniority. Higher education indicates more authority on a topic, which can be just as important as practical years of experience in the workforce. Employers can require employees to pass certain tests to officially be granted senior status at a business.

Experience: An employee's general experience outside of a specific workplace can also have an impact on their seniority. Someone with industry experience who recently switched to a new employer may be given a lead role and senior benefits ahead of an employee who has worked at the company for a few years but did not have experience beforehand. For example, long-term administrative assistants are extremely valuable to companies in that they have a deep understanding of the organization. In the broad perspective of a company, an administrative assistant who worked at a company in their role for 20 years could be one of the most senior employees. However, another employee would likely have seniority when it comes to making strategic financial decisions. Although the administrative assistant has the most experience with the company, they don't have seniority when it comes to that specific task.

STRUCTURE OF SALARY DATA

Data presentation

Multiple currency feeds were used to update daily currency exchange rates. For each salary entry, the value in EUR and USD (using current exchange rates), as well as the input currency, were stored in the database.

When calculating averages, we convert each group of salaries with a single common exchange rate, based on the most recent stable rates, to minimise cross-currency comparison errors. For example, in a group of 500 salary data points in USD, we would use the same exchange rate to convert all 500 data points from USD to EUR, instead of a different rate for each data point.

Salary data is presented in an aggregated format. The default statistical measure is: Median (50th percentile).

Salary data was obtained in several formats: hourly, monthly or yearly (all fixed pay). The salaries shown in this report are: Annual Salaries with Taxes Excluded.

They do not include:

- Allowances

- Guaranteed payments

- Variable Pay

- Long-term incentive payments

- Other forms of variable pay

Annual wages were calculated by multiplying monthly wages by 12, weekly wages by 52, daily wages by 5 x 52, and hourly wages by $W \times 52$, where W is the legal maximum (or practical maximum, if lower) work-week length in hours. In the case of London, the work-week length is $W = 40$.



REPORT

15 POSITIONS

01 LOCATION

LONDON

LONDON

CANDIDATES AND JOB OPENINGS

32,411

CANDIDATES

IT POSITIONS ANALYZED

40,649

JOB OFFERS

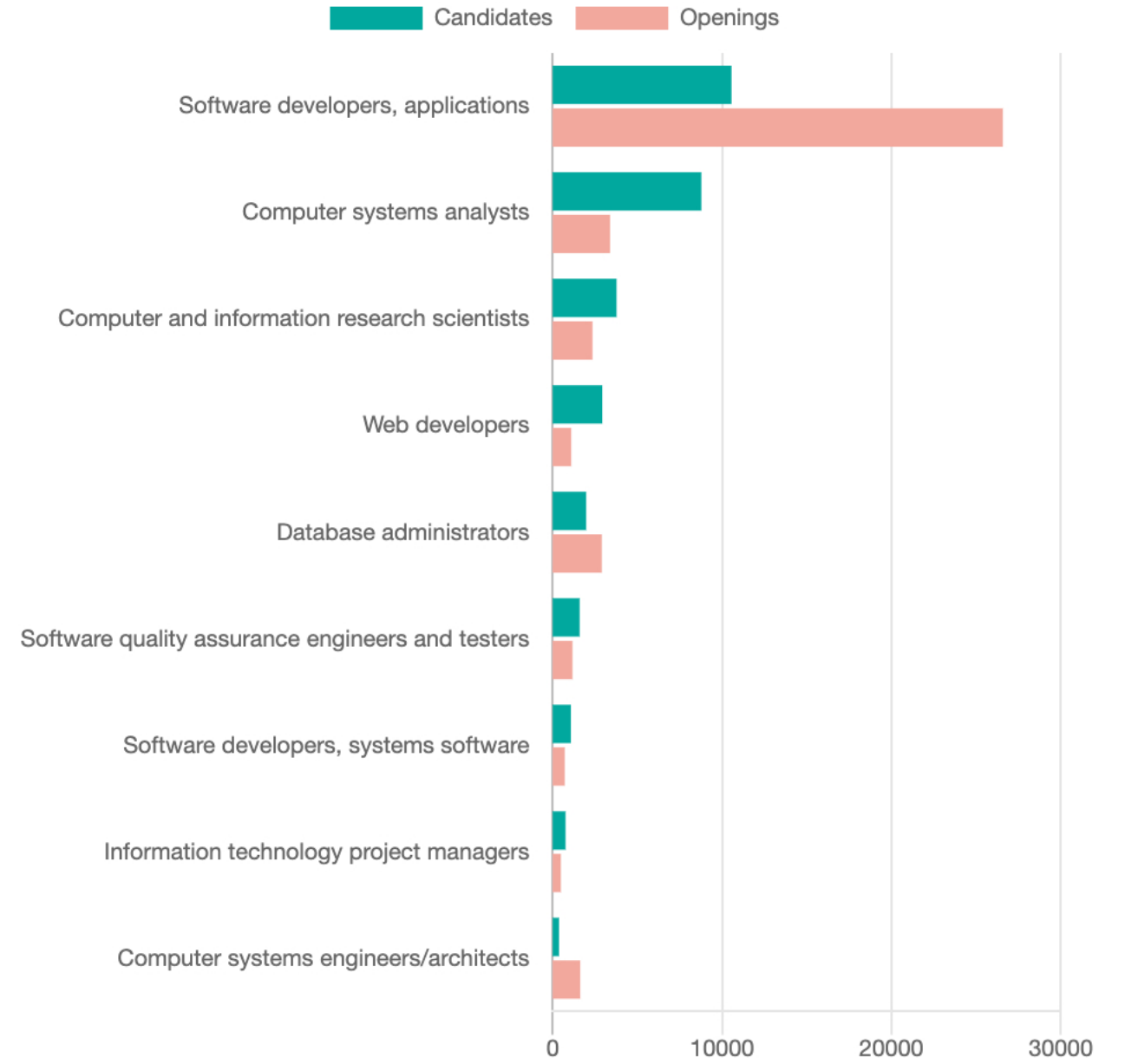
LAST 12 MONTHS



CANDIDATES AND JOB OPENINGS BY ROLE

Role	Candidates	Job openings	Ratio
Software developers, applications <small>Included: Frontend developer, Devops engineer, Full stack developer, Backend developer, Application developer, Business intelligence developer</small>	10,671 (3.78 %)	26,672 (65.62 %)	0.4
Computer systems analysts <small>Included: Business analyst</small>	8,834 (3.13 %)	3,411 (8.39 %)	2.59
Computer and information research scientists <small>Included: Data scientist</small>	3,999 (1.42 %)	2,430 (5.98 %)	1.65
Web developers <small>Included: User experience designer</small>	2,937 (1.04 %)	1,098 (2.7 %)	2.67
Database administrators <small>Included: Data engineer</small>	2,041 (0.72 %)	2,927 (7.2 %)	0.7
Software quality assurance engineers and testers <small>Included: Quality assurance engineer, Quality assurance tester</small>	1,623 (0.57 %)	1,182 (2.91 %)	1.37
Software developers, systems software <small>Included: Network engineer</small>	1,128 (0.4 %)	719 (1.77 %)	1.57
Information technology project managers <small>Included: Scrum master</small>	774 (0.27 %)	489 (1.2 %)	1.58
Computer systems engineers/architects <small>Included: Machine learning engineer</small>	404 (0.14 %)	1,721 (4.23 %)	0.23
Total	32,411 (100 %)	40,649 (100 %)	0.8

Ratio = Candidates / Job openings

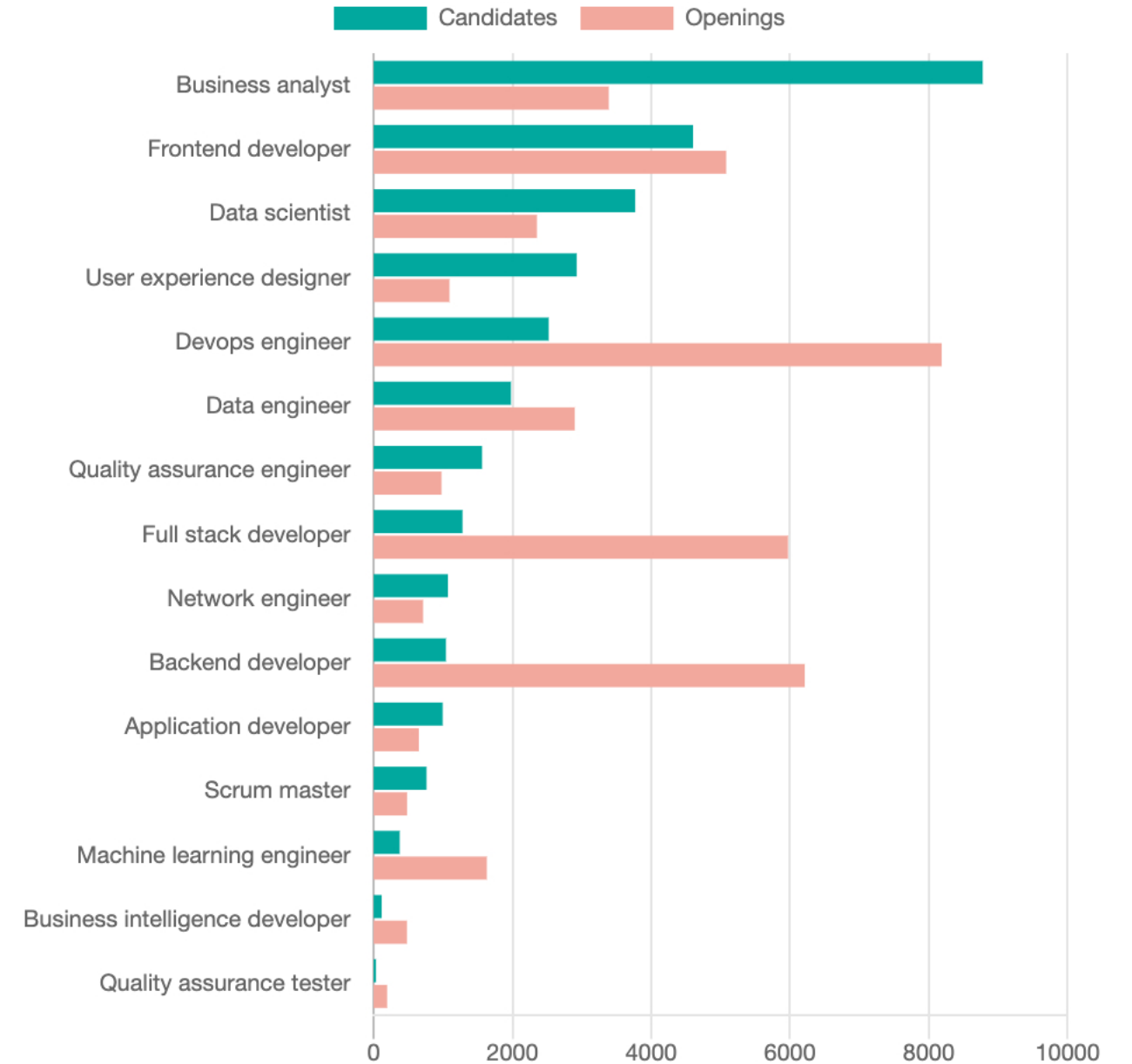


Candidates and job openings by role

CANDIDATES AND JOB OPENINGS BY POSITION

Position	Candidates	Job openings	Ratio
Business analyst	8,834 (3.13 %)	3,411 (8.39 %)	2.59
Frontend developer	4,622 (1.64 %)	5,093 (12.53 %)	0.91
Data scientist	3,999 (1.42 %)	2,430 (5.98 %)	1.65
User experience designer	2,937 (1.04 %)	1,098 (2.7 %)	2.67
Devops engineer	2,554 (0.9 %)	8,208 (20.19 %)	0.31
Data engineer	2,041 (0.72 %)	2,927 (7.2 %)	0.7
Quality assurance engineer	1,589 (0.56 %)	988 (2.43 %)	1.61
Full stack developer	1,312 (0.46 %)	5,985 (14.72 %)	0.22
Network engineer	1,128 (0.4 %)	719 (1.77 %)	1.57
Backend developer	1,062 (0.38 %)	6,243 (15.36 %)	0.17
Application developer	1,005 (0.36 %)	660 (1.62 %)	1.52
Scrum master	774 (0.27 %)	489 (1.2 %)	1.58
Machine learning engineer	404 (0.14 %)	1,721 (4.23 %)	0.23
Business intelligence developer	116 (0.04 %)	483 (1.19 %)	0.24
Quality assurance tester	34 (0.01 %)	194 (0.48 %)	0.18
Total	32,411 (100 %)	40,649 (100 %)	0.8

Ratio = Candidates / Job openings

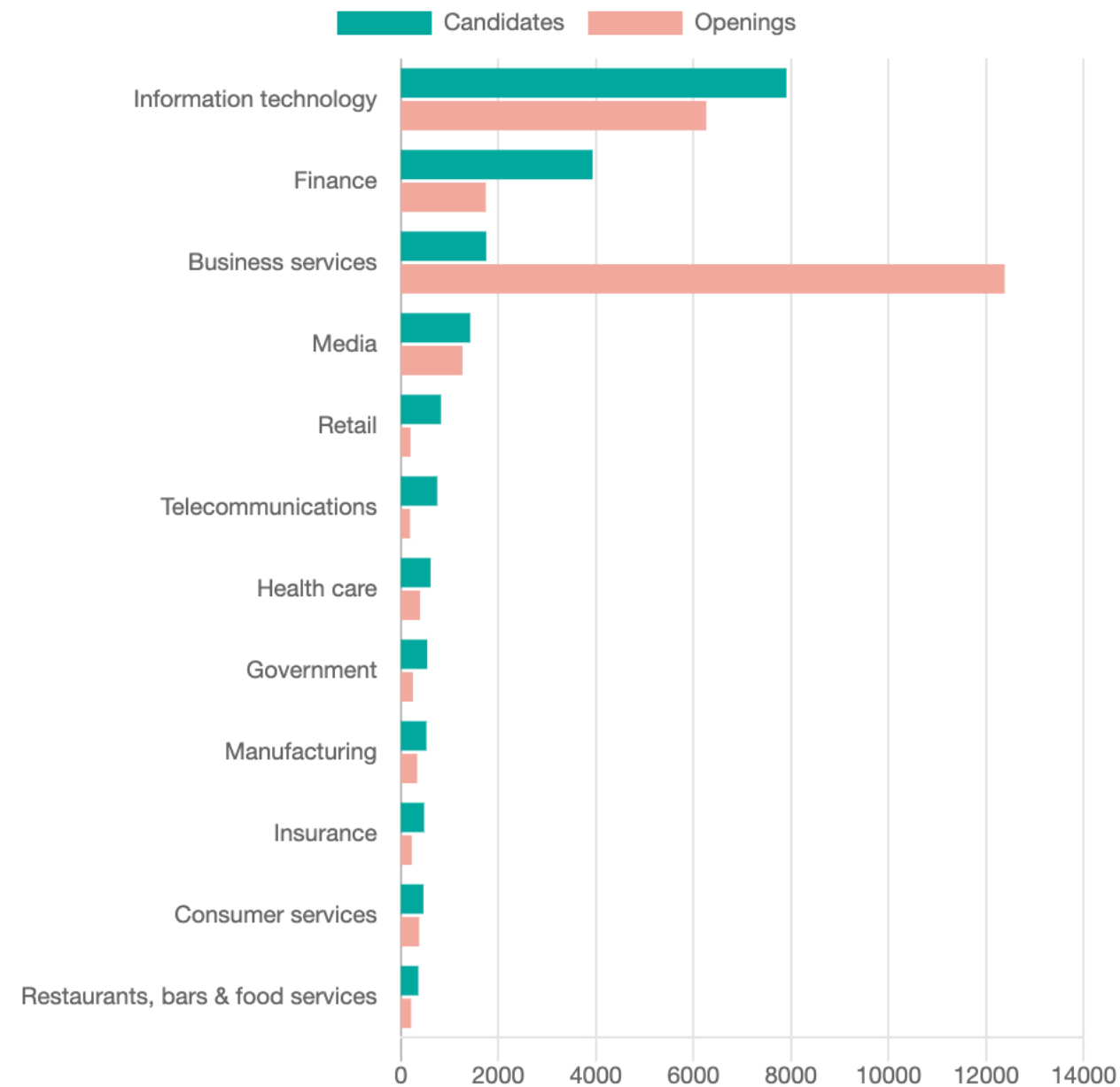


Candidates and job openings by position

CANDIDATES AND JOB OPENINGS BY SECTOR

Sector	Candidates	Job openings	Ratio
Information technology	8,298 (2.94 %)	6,464 (15.9 %)	1.28
Finance	3,973 (1.41 %)	1,777 (4.37 %)	2.24
Business services	1,764 (0.62 %)	12,387 (30.47 %)	0.14
Media	1,423 (0.5 %)	1,265 (3.11 %)	1.12
Retail	823 (0.29 %)	198 (0.49 %)	4.16
Telecommunications	748 (0.26 %)	189 (0.46 %)	3.96
Health care	641 (0.23 %)	408 (1.0 %)	1.57
Government	542 (0.19 %)	250 (0.62 %)	2.17
Manufacturing	527 (0.19 %)	335 (0.82 %)	1.57
Insurance	478 (0.17 %)	227 (0.56 %)	2.11
Consumer services	467 (0.17 %)	382 (0.94 %)	1.22
Restaurants, bars & food services	446 (0.16 %)	282 (0.69 %)	1.58

Ratio = Candidates / Job openings

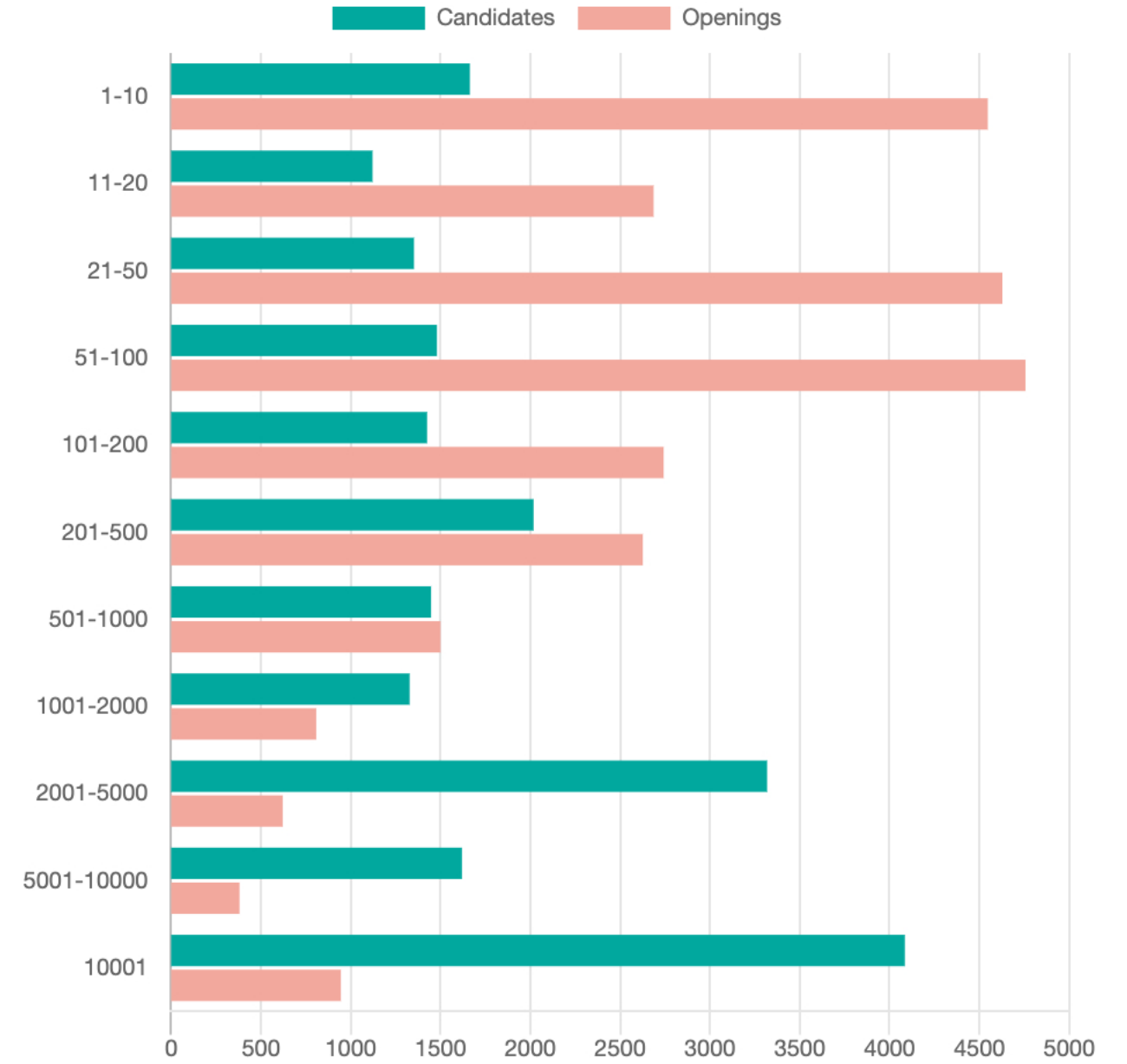


Candidates and job openings by sector

CANDIDATES AND JOB OPENINGS BY COMPANY SIZE

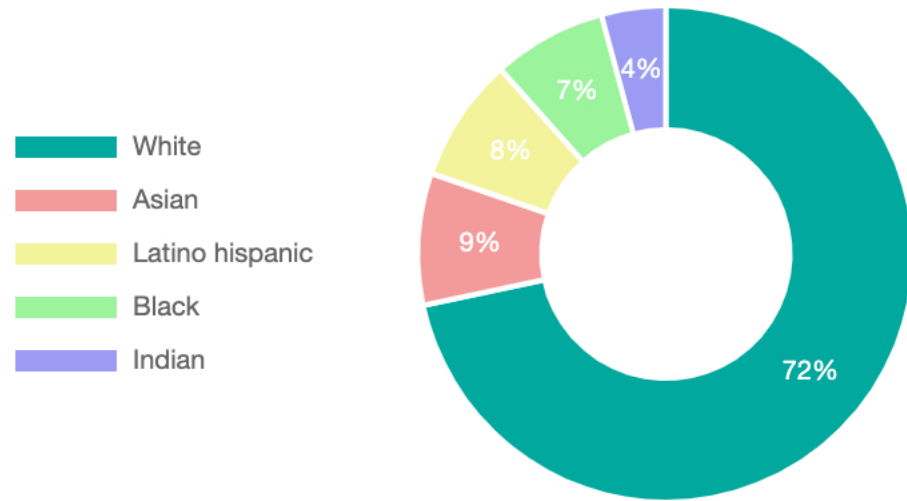
Company size	Candidates	Job openings	Ratio
1-10	1,664 (0.59 %)	4,548 (11.19 %)	0.37
11-20	1,123 (0.4 %)	2,686 (6.61 %)	0.42
21-50	1,360 (0.48 %)	4,628 (11.39 %)	0.29
51-100	1,484 (0.53 %)	4,761 (11.71 %)	0.31
101-200	1,427 (0.5 %)	2,757 (6.78 %)	0.52
201-500	2,072 (0.73 %)	2,672 (6.57 %)	0.78
501-1000	1,461 (0.52 %)	1,513 (3.72 %)	0.97
1001-2000	1,397 (0.49 %)	829 (2.04 %)	1.69
2001-5000	3,379 (1.2 %)	656 (1.61 %)	5.15
5001-10000	1,721 (0.61 %)	455 (1.12 %)	3.78
10001	4,231 (1.5 %)	995 (2.45 %)	4.25

Ratio = Candidates / Job openings



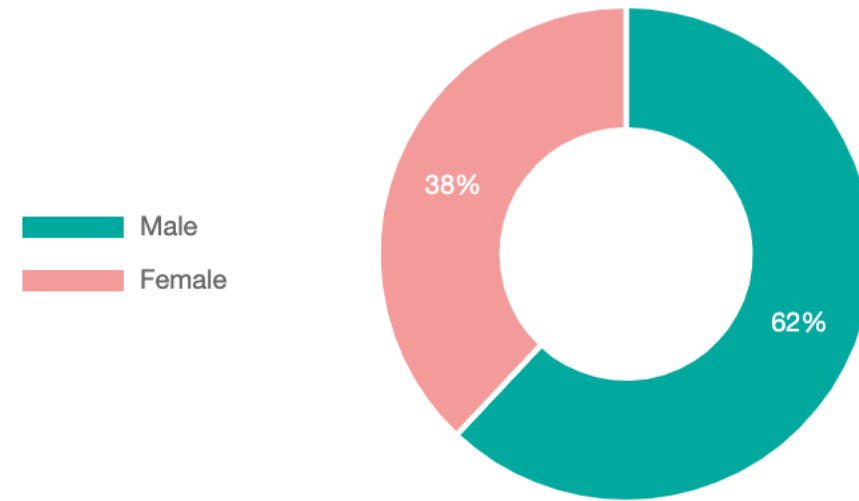
Candidates and job openings by company size

RACE



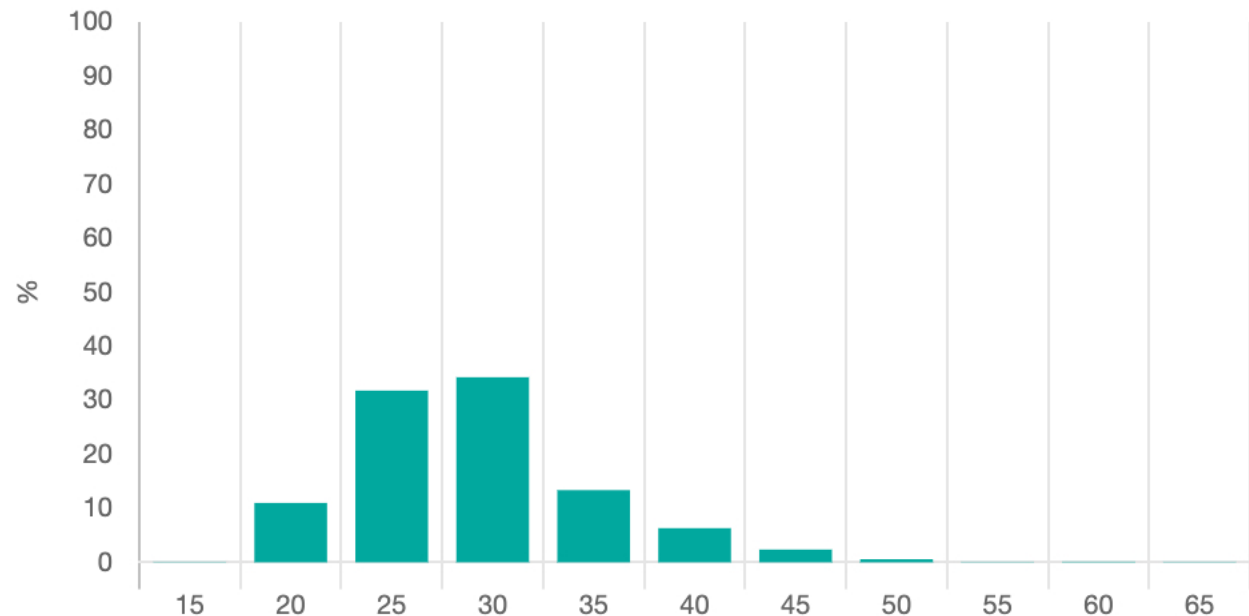
Percentage professionals by race

GENDER



Percentage of professionals by gender

AGE



Number of professionals by age

DIVERSITY BY POSITION

Position	Male	Female	Age (Avg)
Business analyst	61 %	39 %	30
Frontend developer	69 %	31 %	30
Data scientist	65 %	35 %	28
User experience designer	55 %	45 %	27
Devops engineer	74 %	26 %	30
Data engineer	74 %	26 %	32
Quality assurance engineer	60 %	40 %	29
Full stack developer	74 %	26 %	29
Network engineer	85 %	15 %	29
Backend developer	74 %	26 %	30
Application developer	59 %	41 %	28
Scrum master	60 %	40 %	32
Machine learning engineer	74 %	26 %	26
Business intelligence developer	68 %	32 %	32
Quality assurance tester	60 %	40 %	30

LONDON

BENEFITS ANALYSIS

Organizations offer benefits to retain employees and attract new talent. One of the main reasons for providing benefits is to reduce turnover, which in turn reduces associated costs. Employee turnover can cost employers 33% of an employee's annual salary. This is attributed to the cost of hiring a replacement. It is understandable why organizations would aim to keep their turnover rate low.

Additionally, companies save money by offering benefits. Different benefits are of different values to different people. By offering flexible benefit plans employees can gain maximum value without additional cost on the employer's part. It can also serve as a substitute for financial compensation. It adds value to the employee without additional costs for the employer. Most benefits are not taxed. Therefore, both company and employee can save on taxes. Given these facts, it's clear that benefits are an important element of the total compensation package. Here are some popular and common benefits from around the world.

Employee programs and services benefits: Typically, this includes providing free coffee, snacks & beverages, providing a break room or kitchenette. It can also be offering annual company outings or offering volunteering programs.

“Employee turnover can cost employers 33% of an employee's annual salary.”

Employee recognition programs: This is basically to reinforce value of the employee and showing appreciation for them. It is important to recognize both big and small achievements. Rewarding excellence, celebrating the service anniversary, rewards can be monetary or non-monetary awards.

Family-friendly working benefits: It includes services and financial support to assist employees with their families. Some examples are offering counseling support, lactation support services, childcare, and eldercare.

Financial benefits: Typically, employee referral bonuses, financial counseling, interest-free building loan. Insurances such as pet insurance, life insurance, and disability coverage. It can also include discount programs, student loan refinancing, and personal loan solutions.

Flexible working benefits: Proper work-life balance results in higher productivity and more engaged employees. Offering options such as work-from-home, flexible working hours, and compressed workweeks, encourage work-life balance.

Health-related benefits: It could be that the company provides full healthcare coverage or shares the costs of healthcare with employees.

Paid leave benefits: This may include paid vacation leave, holidays, sick leave, parental leave, and leave for personal reasons. Offering paid leave benefits helps reduce stress among employees and improves relationships.

Professional and career development benefits: This means providing employees with professional development opportunities. Offering professional memberships, mentoring programs, certification & recertification fees, professional license application & renewal fees are some typical examples.

Wellness benefits: Wellness programs, such as yoga and meditation, help employees manage work-related stress, a leading workplace health problem. It also reduces anxiety in employees. When people feel more physically energized, emotionally connected, mentally focused, stress-resilient, they are much more engaged and productive.

Some other common benefits are retirement savings and planning benefits, sabbatical, transportation assistance, technical assistance, etc.

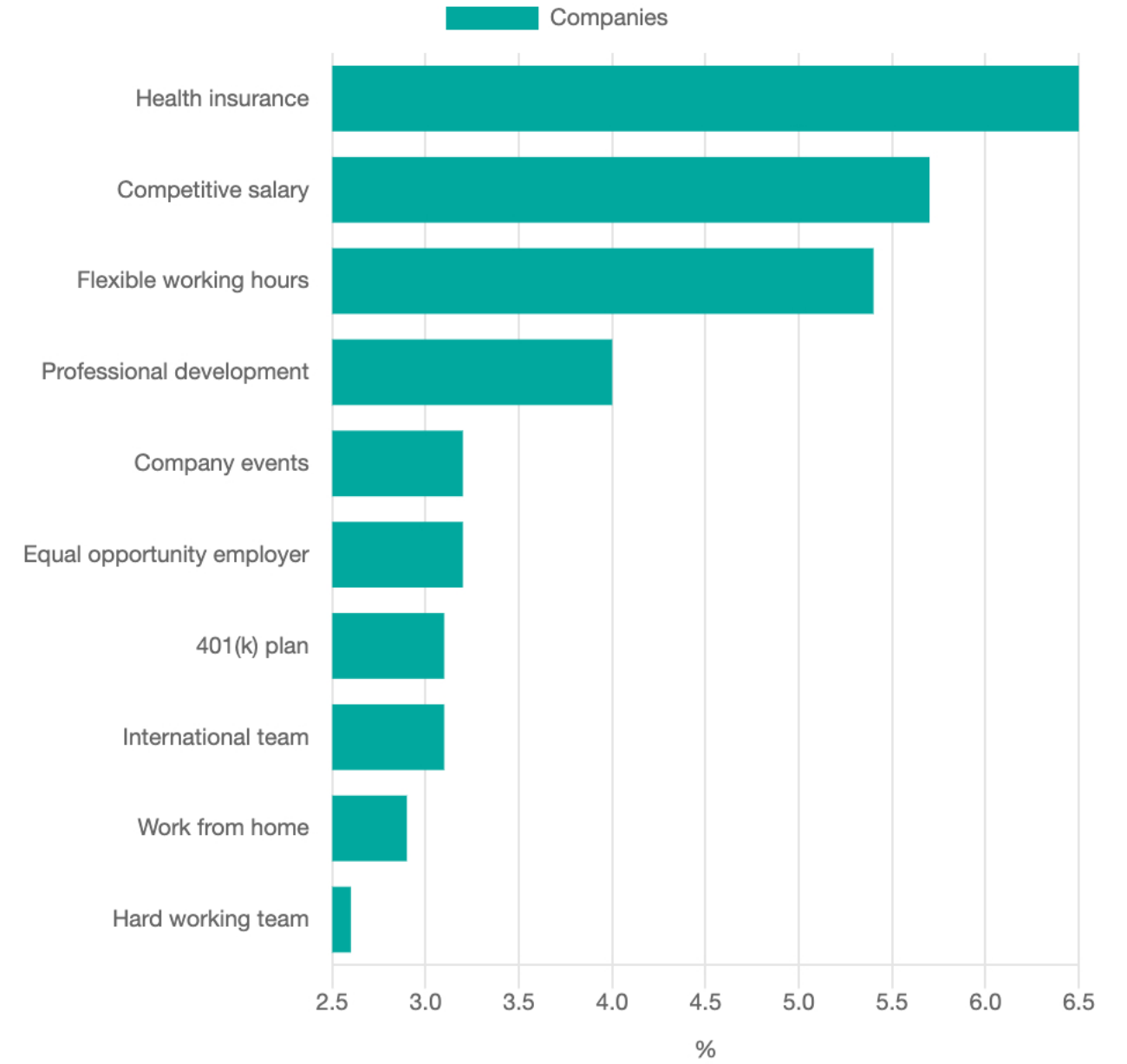
However, putting in a benefits program is not enough. Communicating to employees about the benefits available to them and their value is crucial. Tying benefits to the values and culture of the company is a great way to connect with employees. It can be a way to show employees commitment from the company's side to their wellbeing. How benefits are communicated can make a difference in whether a program is successful or not.

Identifying which benefits are the most important to the employees and understanding their satisfaction level concerning the current benefits is crucial. By assessing the importance and satisfaction with current benefits companies can make informed decisions and update their benefits program accordingly.

While larger companies can take advantage of economies of scale in providing benefits that many small or mid-sized companies lack, smaller companies can tout their startup environment, which offers more flexibility, autonomy, and higher impact. Oftentimes even with a very competitive salary, it is the right benefits package that makes the difference in winning a new talent or retaining an old employee.

BENEFITS

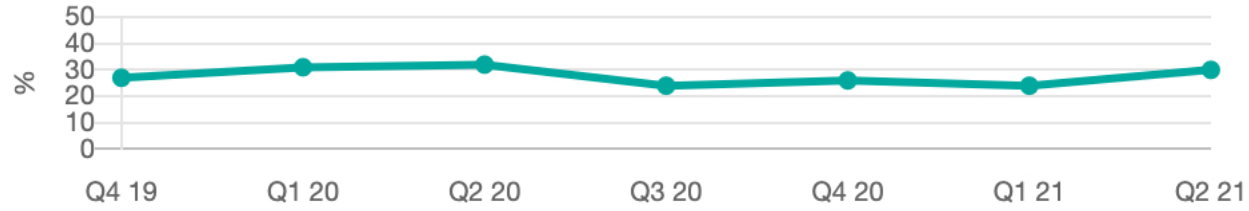
Benefits	# Other companies
Health insurance	6.5 %
Competitive salary	5.7 %
Flexible working hours	5.4 %
Professional development	4.0 %
Company events	3.2 %
Equal opportunity employer	3.2 %
401(k) plan	3.1 %
International team	3.1 %
Work from home	2.9 %
Hard working team	2.6 %



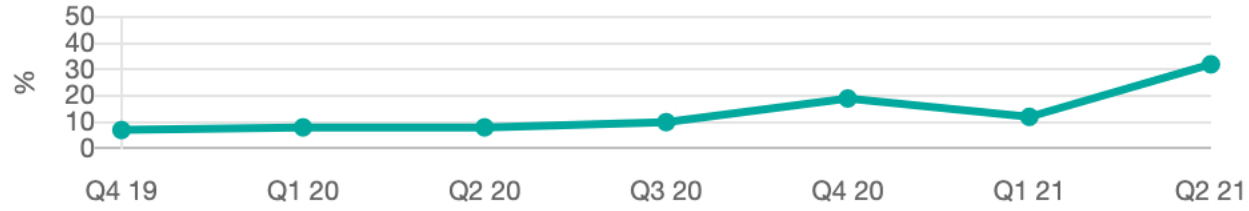
Most popular benefits offered in London

BENEFITS OVER TIME

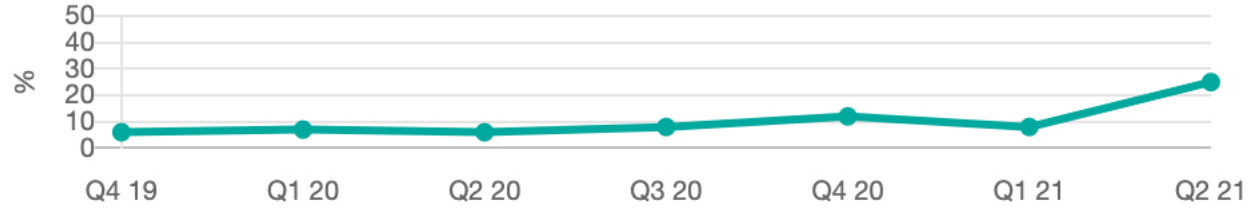
Health Insurance



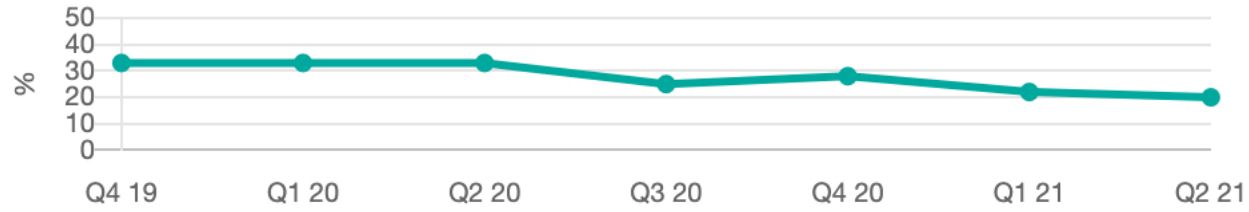
Competitive Salary



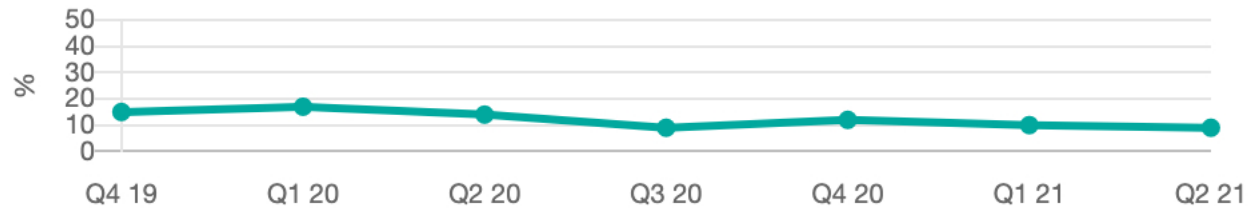
Flexible Working Hours



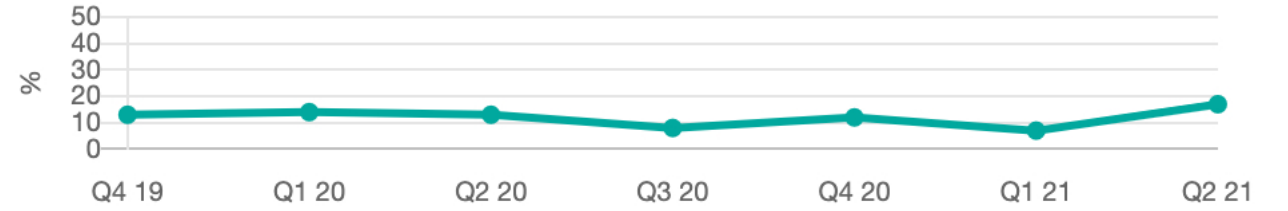
Professional Development



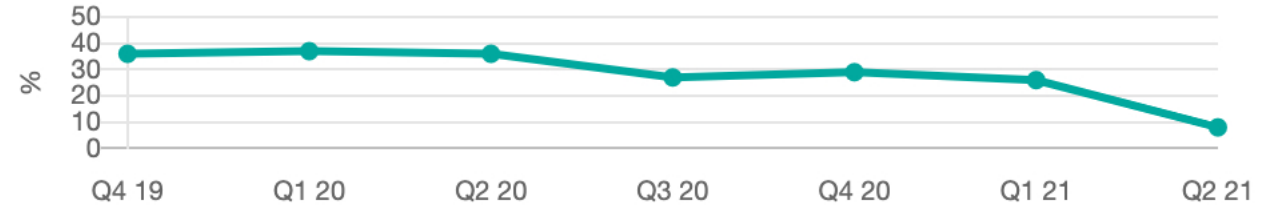
Company Events



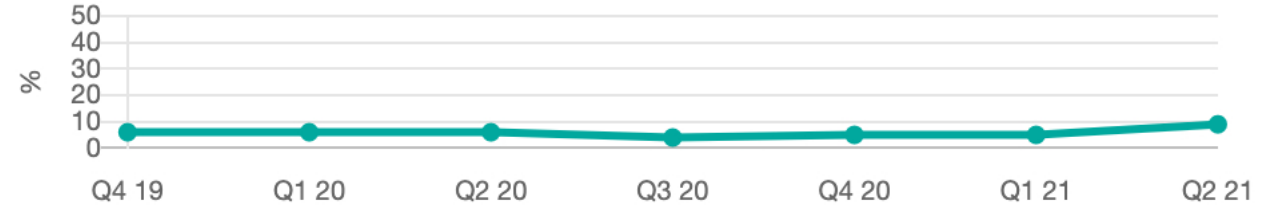
Equal Opportunity Employer



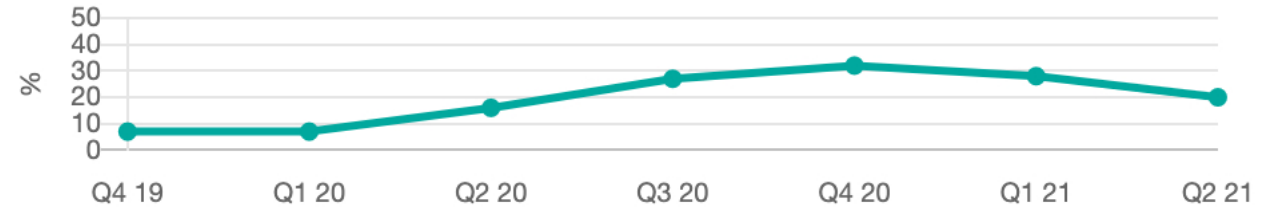
401(K) Plan



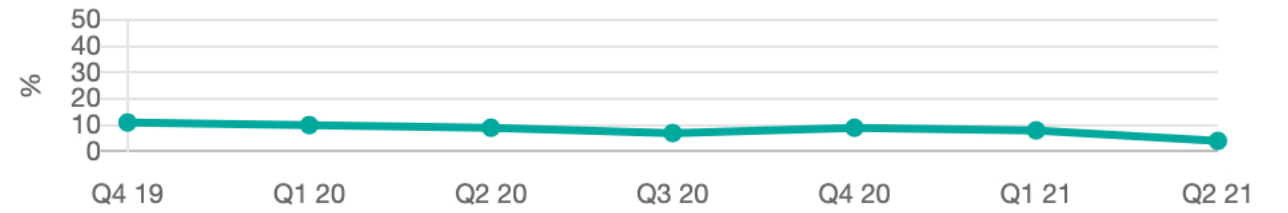
International Team



Work From Home




Hard Working Team



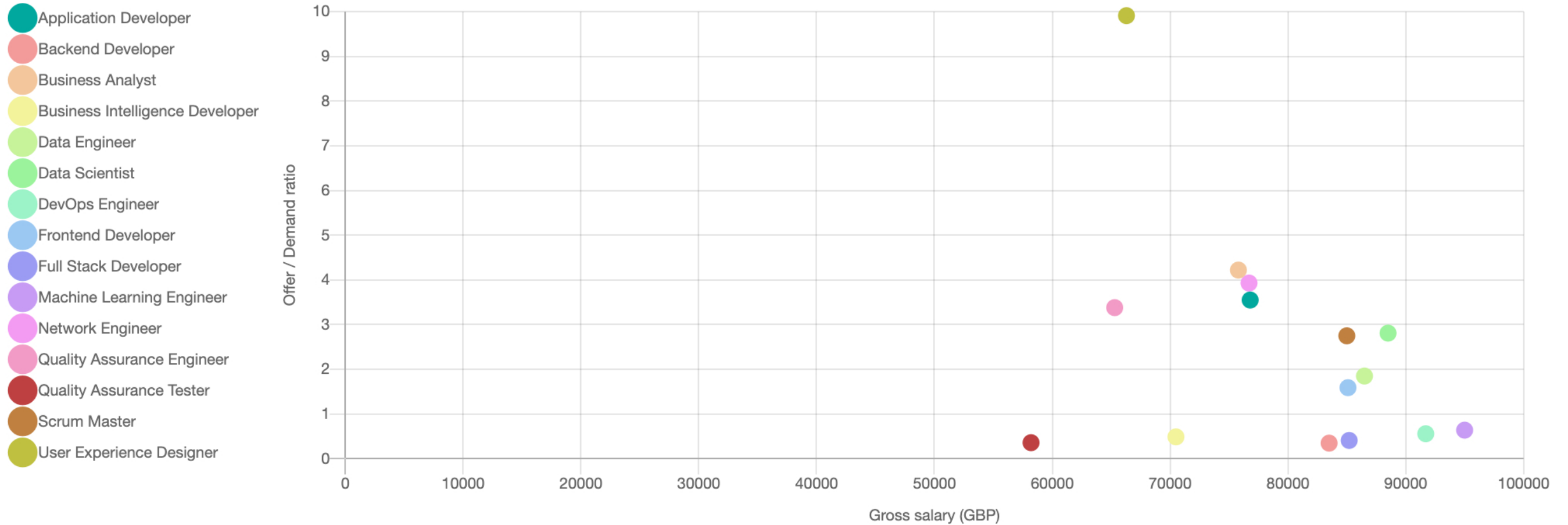
SALARIES. OVERVIEW

Position	25th percentile	50th percentile	75th percentile	90th percentile
Application Developer	68300	76800	80500	86900
Backend Developer	79700	83500	88900	90000
Business Analyst	75200	75800	77000	77700
Business Intelligence Developer	69500	70500	84700	87100
Data Engineer	86400	86500	91000	95800
Data Scientist	82800	88500	91900	93200
DevOps Engineer	90900	91700	97300	106200
Frontend Developer	76000	85100	90200	92000
Full Stack Developer	81400	85200	88800	89700
Machine Learning Engineer	86100	95000	99000	100300
Network Engineer	66900	76700	86900	97000
Quality Assurance Engineer	61100	65300	66200	66300
Quality Assurance Tester	52500	58200	64600	66900
Scrum Master	81000	85000	90000	92300
User Experience Designer	60300	66300	82400	83500

Salaries for senior professionals, 5 years experience (GBP)

Lower salary  Higher salary

SALARIES. OFFER AND DEMAND RATIO



Comparison between salaries (5 years experience) and offer/ demand ratio (GBP).



When the offer/demand ratio for a role is high it means that there is a significant number of professionals in the market compared to their demand. If it tends to 0, it means talent is in short supply and so it will be difficult to find professionals.

The relation between offer/demand ratio & salaries tells us which roles are really competitive due to limited talent availability and which roles have simply inflated salaries.

The X axis shows salaries and on the Y axis offer/demand ratio. The best paid positions are the ones on the extreme right.

This information can help you decide for which roles you really have to offer competitive salaries.

LONDON

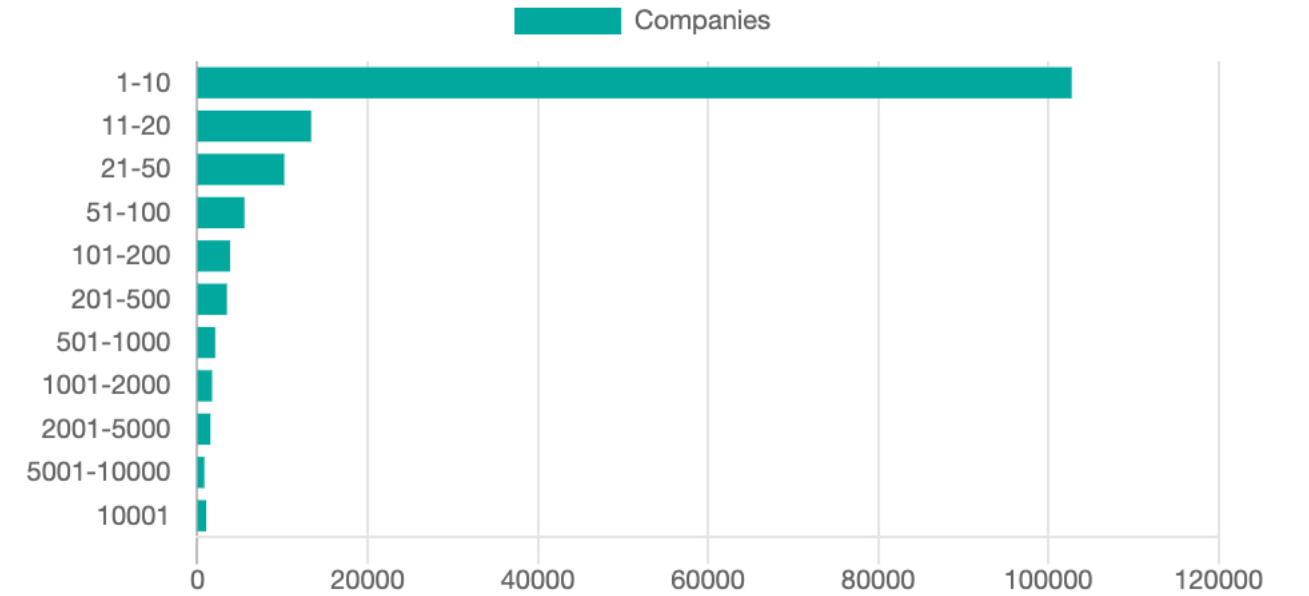
COMPANY ANALYSIS

152,084
COMPANIES ANALYZED

6,144
FUNDED COMPANIES

COMPANIES BY SIZE

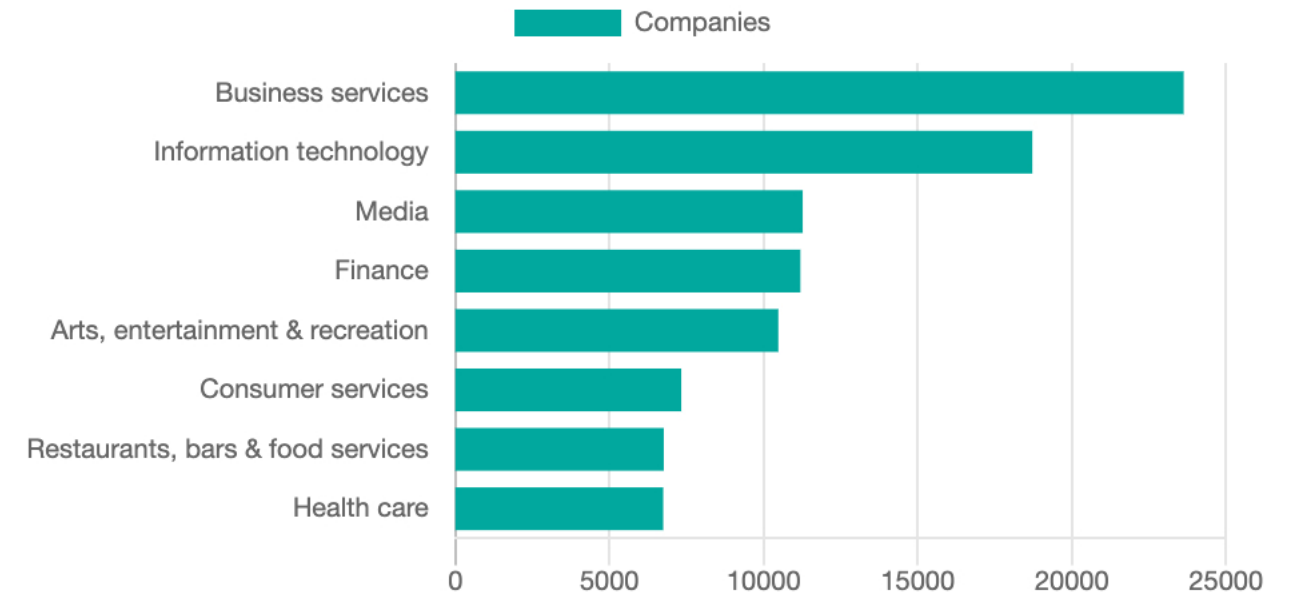
Company size	# Companies
1-10	102752
11-20	13369
21-50	10207
51-100	5529
101-200	3837
201-500	3479
501-1000	2105
1001-2000	1742
2001-5000	1539
5001-10000	827
10001	1048



Number of companies by size

COMPANIES BY SECTOR

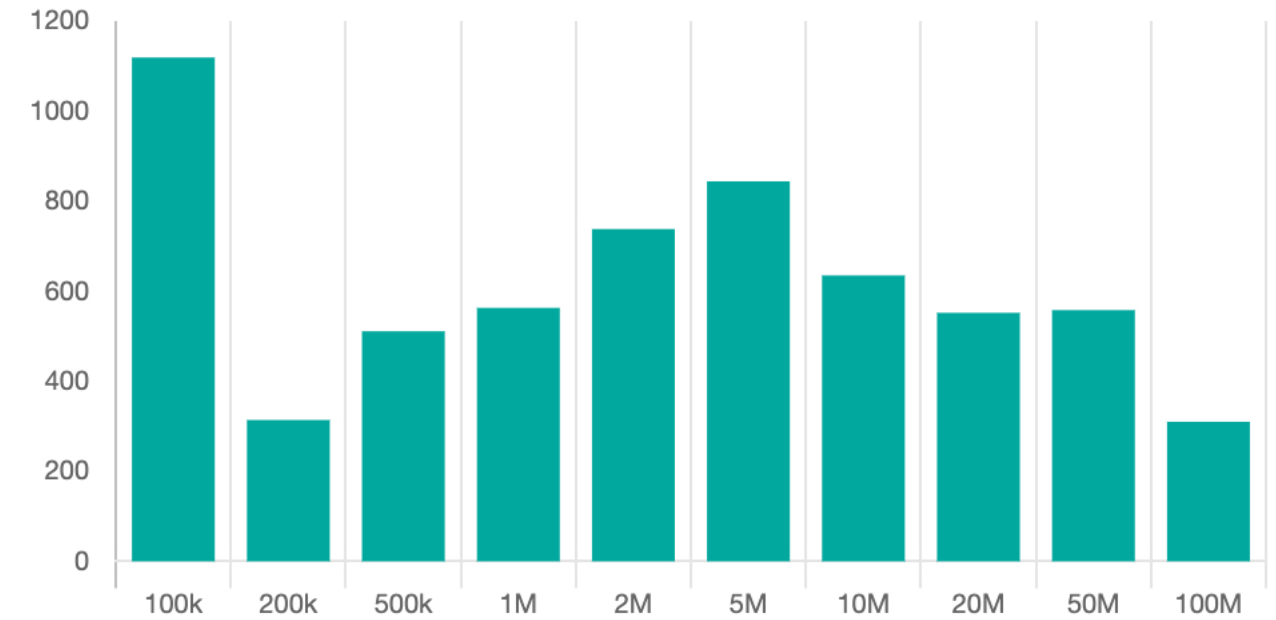
Sector	# Companies
Business services	23632
Information technology	18785
Media	11271
Finance	11203
Arts, entertainment & recreation	10480
Consumer services	7332
Restaurants, bars & food services	6765
Health care	6747



Number of companies by sector

FUNDING

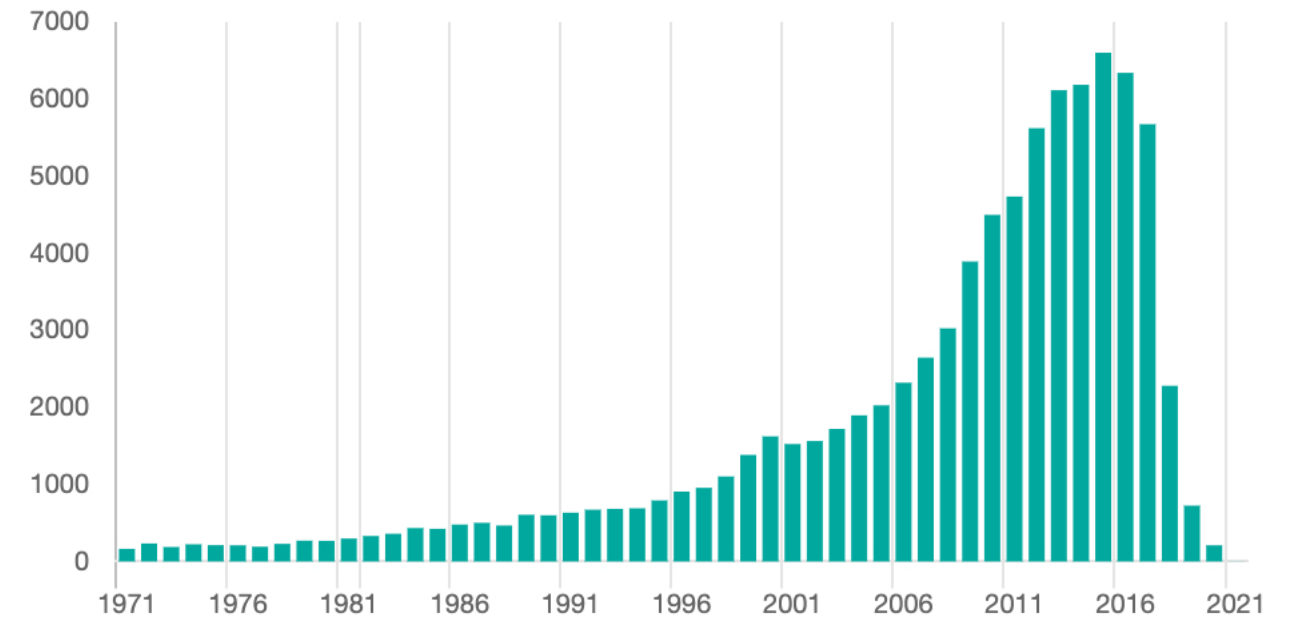
Total funds (GBP)	# Companies
100k-199k	1119
200k-499k	314
500k-999k	511
1M-1.99M	563
2M-4.99M	738
5M-9.99M	844
10M-19.99M	635
20M-49.99M	552
50M-99.99M	558
+100M	310



Number of companies by funding amount

FOUNDING YEAR

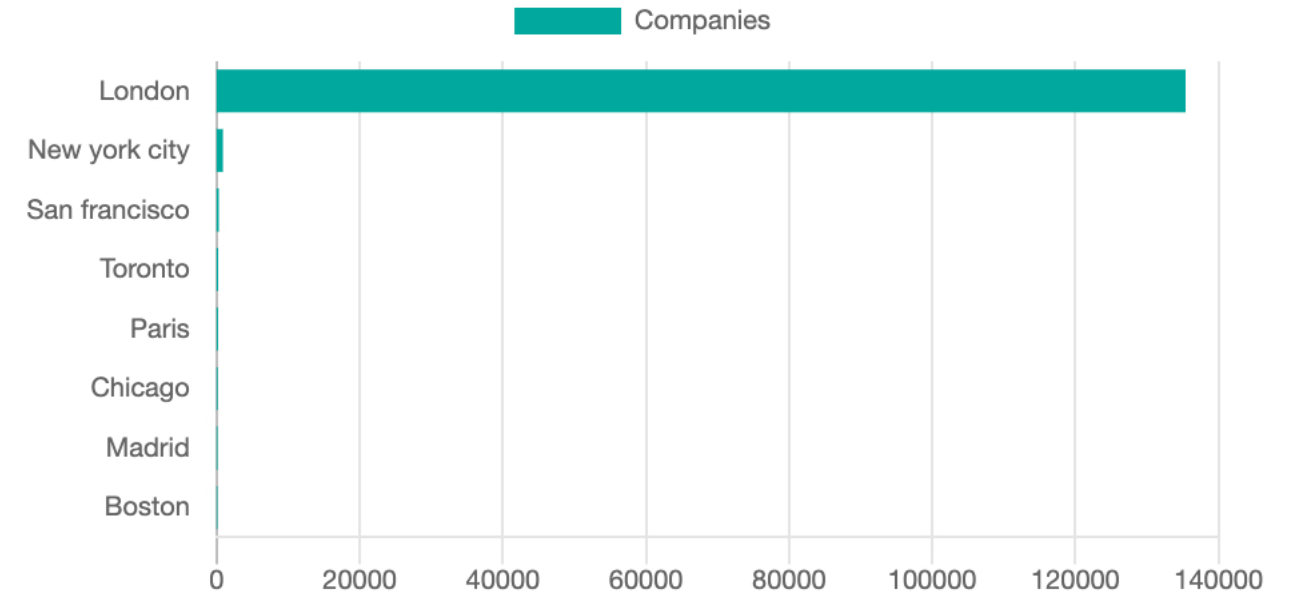
Year	# Companies
1970-1975	1022
1975-1980	1171
1980-1985	1849
1985-1990	2654
1990-1995	3471
1995-2000	5979
2000-2005	8744
2005-2010	16404
2010-2015	29292
2015-2020	15231



Number of companies by year founded

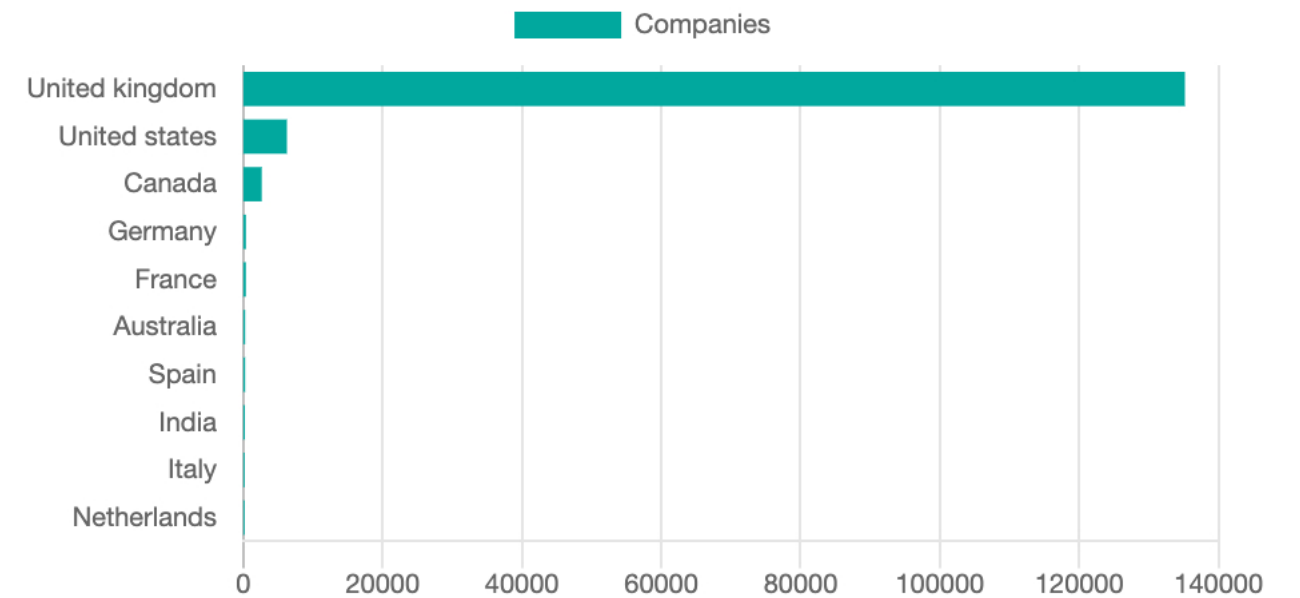
HEADQUARTERS

City	# Companies
London	135420
New york city	894
San francisco	330
Toronto	228
Paris	203
Chicago	164
Madrid	138
Boston	127



Number of companies by headquarters (city)

Country	# Companies
United kingdom	135194
United states	6307
Canada	2645
Germany	369
France	362
Australia	257
Spain	255
India	225
Italy	186
Netherlands	183



Number of companies by headquarters (country)



ABOUT TALENT UP

TalentUp offers data-driven insights into the talent market to help companies drive effective recruitment and retention strategies.

With TalentUp talent market data, companies can tailor their human resource strategies to discover

exceptional talent, detect market opportunities and present better job offers.

240M

PROFESSIONALS

7M

COMPANIES

46M

JOB OFFERS

12M

SALARIES



USE CASES

TalentUp uses proprietary Big Data and AI technology to analyse millions of companies and professionals on social networks and websites. Our talent market data offers business

leaders and HR professionals deep insights into the talent market, and offer guidance on what it takes to recruit the right candidate.

**NEW OFFICE
LOCATION**

**COMPETITION
ANALYSIS**

**SALARY
BENCHMARKING**

**GLOBAL
RECRUITING**



ADVANTAGES

SEGMENTATION

Analyse salaries for a particular set of companies or industries.

SPECIFIC PROFILES

Analyse new roles or very specific profiles.

COMPETITION ANALYSIS

Get a precise picture of your competitors in specific locations.

CANDIDATES AND JOB OPENINGS

Link salaries with the offer and demand of these professionals.

FAST DELIVERY

Get your report in less than two weeks.

NO CUSTOMER DATA NEEDED

TalentUp does not ask for your internal salary data.

talentUp.io