BRIT INSTITUTE

UK Data Analyst Salary Report 2026

Understand salary ranges, hiring signals and the practical capabilities employers expect from modern data analysts in the UK.

£28k
Official starter benchmark
National Careers Service

£65k+
Experienced benchmark
National Careers Service

97%
AI skills gap signal
UK AI Labour Market Survey

For beginners, graduates, career switchers and working professionals planning a practical route into UK data roles.

EXECUTIVE SUMMARY

The useful way to read salary data

This report connects salary benchmarks with the capabilities that move a candidate from basic reporting work into higher-value analytical work. For Brit Institute learners, the key message is simple: salary potential improves when technical skill, business understanding and portfolio evidence come together.

1. Salary has a wide spread

The official benchmark places Data Analyst/Statistician salaries from £28,000 at starter level to £65,000 at experienced level. Region, industry and role depth can move the range significantly.

2. The market is selective

ONS data shows UK vacancies were down year-on-year in early 2026. This makes proof of skill - SQL, dashboards, projects and communication - more important for entry-level candidates.

3. AI raises the bar

AI skills gaps are not only about building models. Data management, statistics, programming and practical AI awareness all strengthen the modern analyst profile.

"£28,000 Starter to £65,000 Experienced."

National Careers Service, Data analyst-statistician profile.

"The UK AI sector is facing a critical skills gap."

GOV.UK, AI Labour Market Survey 2025 executive summary.

"Total estimated vacancies were down by 54,000 (7.1%)."

Office for National Statistics, Vacancies and jobs in the UK: May 2026.

Brit Institute interpretation

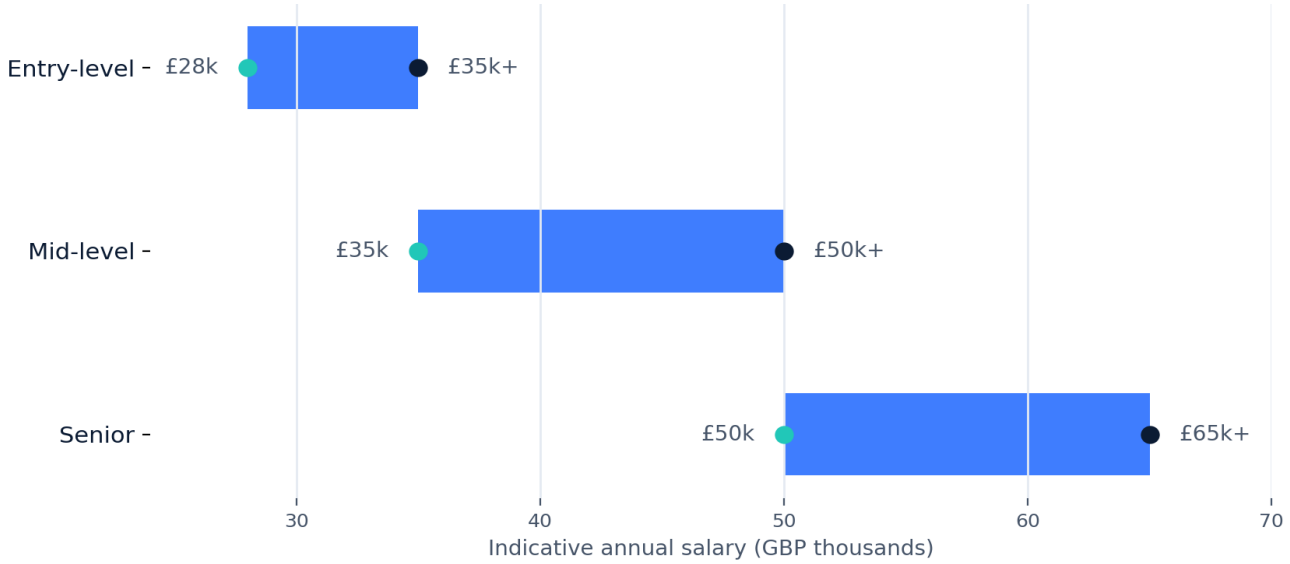
The opportunity is not just "learn a tool and get a job". The opportunity is to become a clear, practical analyst: someone who can clean data, query data, build dashboards, explain the business story and use AI responsibly to improve work.

SALARY RANGE BY LEVEL

What can a UK Data Analyst earn in 2026?

For learner guidance, the market can be divided into three practical stages. These stages are not rigid job titles; they represent the depth of responsibility employers usually expect as salary rises.

Typical Data Analyst Salary Progression in the UK



Source anchor: National Careers Service; level bands interpreted for learner guidance.

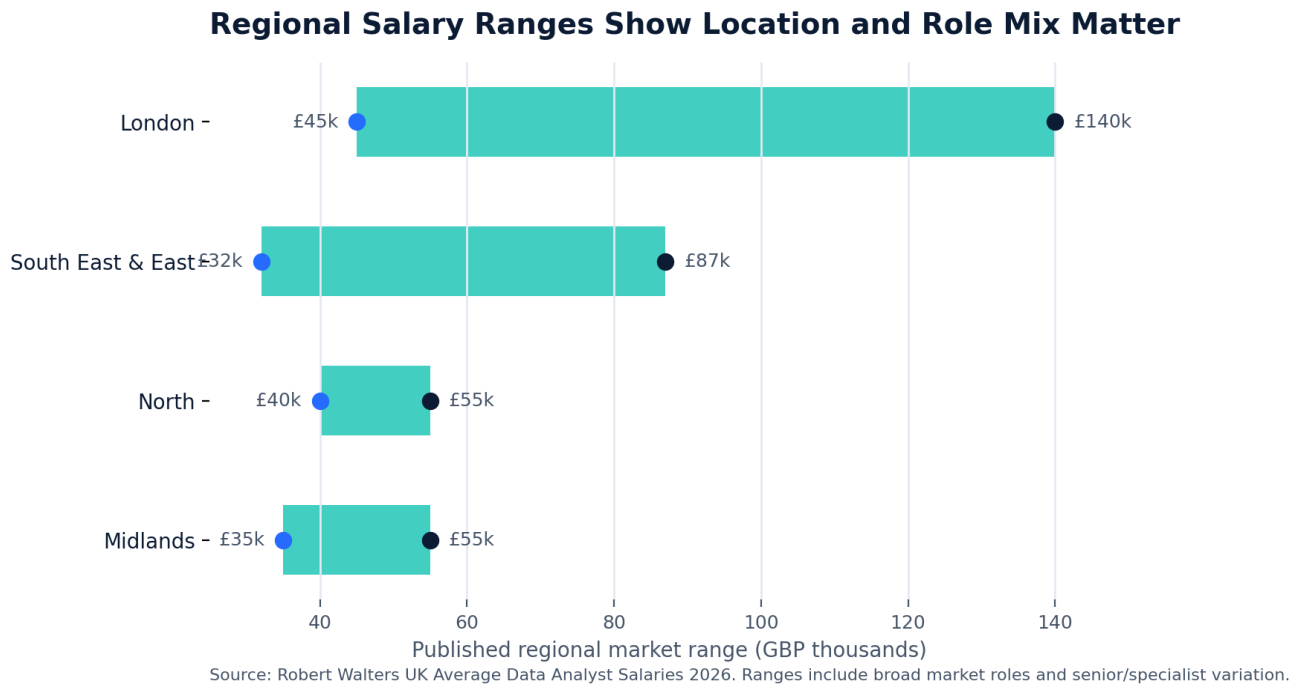
Level	Typical role focus	Expected capability	Salary signal
Entry-level	Reporting support, cleaning, Excel, basic dashboards	Can organise raw data, write basic SQL, build simple KPI reports and explain findings	£28k-£35k
Mid-level	Independent analysis and dashboard ownership	Can build reusable reports, handle larger datasets, write joins/aggregations and present business insight	£35k-£50k
Senior	Decision support, standards, stakeholder influence	Can define KPIs, lead analysis, improve data quality and guide business decisions	£50k-£65k+

Important: these ranges are indicative. A candidate with weak SQL, no portfolio and poor project explanation may struggle even at entry level; a candidate with strong business projects and communication can compete better.

LOCATION AND ROLE MIX

Why one Data Analyst title can show very different pay

Salary data becomes confusing because the same job title is used for very different roles. A basic reporting analyst, a product analytics specialist and a senior finance analytics lead may all appear under "Data Analyst" in salary datasets. This is why region and role mix matter.



Source: Robert Walters UK Average Data Analyst Salaries 2026. Ranges include broad market roles and senior/specialist variation.

> **"Salaries can vary widely based on the cost of living in a specific region."**
>
> Robert Walters, UK Average Data Analyst Salaries 2026.

What this means for learners

Do not read the highest regional range as an entry-level promise. Use it as a signal that higher-value roles usually combine stronger SQL, dashboards, stakeholder communication, industry context and sometimes Python, cloud or AI-adjacent skills.

WHAT MOVES SALARY

The salary levers employers actually reward

Most learners focus too much on tool names. Employers usually pay more when the analyst reduces business uncertainty, improves reporting quality or supports better decisions.

Technical depth

Excel is useful, but SQL, Power BI/Tableau, data modelling and Python basics create a stronger profile.

Business translation

A higher-value analyst explains what the numbers mean for revenue, cost, customers, risk or operations.

Portfolio proof

Projects show whether a learner can move from raw data to insight. This is especially important for career switchers.

Stakeholder confidence

Analysts grow faster when managers trust their ability to ask better questions and communicate clearly.

Industry context

Finance, healthcare, retail and tech datasets have different risks, metrics and expectations.

AI-aware workflow

AI does not replace the foundation. It improves research, documentation, automation and analysis speed when used responsibly.

> **"translate the data into what that means for the business."**
>
> Robert Walters, Data Analyst salary trends and outlook.

Brit Institute learner takeaway

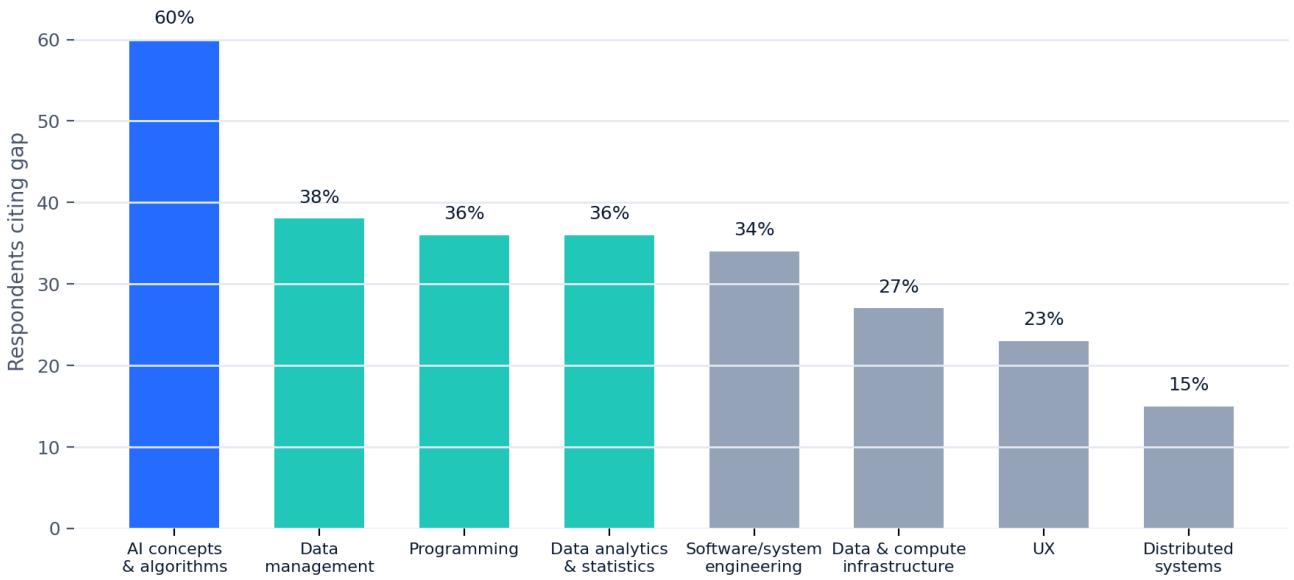
Aim to become the candidate who can say: "I cleaned the data, built the dashboard, identified the business problem, found the pattern, and explained the decision the organisation can consider."

AI AND SKILLS SIGNALS

Why AI makes data skills more important, not less

AI is changing analyst work. Basic manual tasks are easier to automate, but employers still need people who understand data quality, business meaning, analysis logic and responsible use of tools. This is why data management, programming and statistics remain important even in AI-enabled workplaces.

AI Labour Market Skills Gaps Related to Data Work



Source: UK AI Labour Market Survey 2025 report, DSIT/Gardiner & Theobald; 2025 technical skills gaps.

> **"97% of respondents identified at least one skills gap in the AI labour market."**
>
> AI Labour Market Survey 2025 report, DSIT/Gardiner & Theobald.

Skill gap signal	What it means for a Data Analyst learner
Data management gap	Learn cleaning, validation, data quality checks and documentation. Bad data weakens every dashboard and AI workflow.
Programming gap	SQL is the priority for analysts; Python becomes valuable for automation, cleaning and repeatable analysis.
Data analytics/statistics gap	Employers value candidates who understand trends, outliers, distributions, KPIs and evidence-based conclusions.
AI concepts gap	Learn practical AI awareness: prompt design, limitations, privacy, verification and workflow automation.

PORTFOLIO STRATEGY

Certificates help. Portfolio evidence differentiates.

In a selective job market, a learner needs more than a list of tools. A strong portfolio gives employers something concrete to assess: business context, data cleaning steps, dashboard design, SQL logic and the candidate’s ability to explain the outcome.

Portfolio evidence: what a candidate should show

A certificate says you completed learning. A portfolio proves you can solve problems.

Project type	What the project proves
Sales KPI dashboard	Can track revenue, trend, product, region and performance metrics.
HR analytics report	Can analyse attrition, salary bands, departments and workforce patterns.
SQL case study	Can join tables, group data, filter correctly and answer business questions.
Python cleaning workflow	Can automate repetitive cleaning and prepare data reproducibly.
AI automation use case	Can use modern tools responsibly to reduce manual work and improve reporting speed.

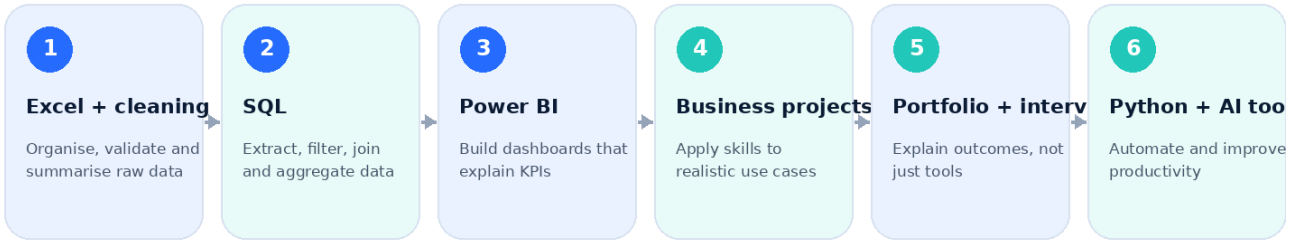
PRACTICAL ROADMAP

Recommended learning path for beginners and career switchers

The most common mistake is trying to learn Excel, SQL, Python, machine learning and AI all at once. A stronger approach is layered: become useful with data first, then increase technical depth.

Beginner to job-ready: the practical sequence

Do not learn everything at once. Build employability in layers.



Phase	Focus	Outcome
Weeks 1-4	Excel, cleaning, pivots, charts and KPI thinking	Can prepare and summarise messy business data.
Weeks 5-8	SQL and dashboard fundamentals	Can extract data and create basic reporting views.
Weeks 9-12	Power BI/Tableau and business case projects	Can build and explain dashboard insights.
Weeks 13-16	Portfolio polish, interview preparation and LinkedIn/CV	Can present work as a job-ready candidate.
After foundation	Python, automation and AI tools	Can automate workflows and move towards higher-value roles.

Book a free career guidance call and map your current level to the right learning path.

EVIDENCE AND REPORT QUOTES

Evidence behind the salary report

The figures and market signals in this report are based on recognised UK career, labour-market and salary sources. Salary ranges are presented as indicative benchmarks, while skills and portfolio guidance explain what helps learners compete more confidently.

Report insight	Evidence point	Source
Official salary benchmark	£28,000 starter to £65,000 experienced for Data Analyst/Statistician roles.	National Careers Service - Data analyst-statistician
Analytical work creates service value	Data analyst-statisticians collect data, identify trends, create forecasting models and help organisations improve services.	National Careers Service - Data analyst-statistician
The wider UK job market is selective	Total estimated vacancies were down by 54,000, or 7.1%, in February to April 2026 compared with the same period a year earlier.	Office for National Statistics - May 2026
AI skills gaps remain significant	97% of respondents identified at least one skills gap in the AI labour market.	AI Labour Market Survey 2025 report
Business communication increases analyst value	Higher-value analysts translate data into business meaning, not just dashboards or technical outputs.	Robert Walters - Data Analyst salary outlook 2026

Report position

Brit Institute positions this report as career guidance for learners exploring data roles in the UK. It combines salary evidence, employer expectations, project guidance and a practical learning pathway so that readers understand both the opportunity and the preparation required.

SOURCES AND DISCLAIMER

Sources

Source	Reference
National Careers Service	Data analyst-statistician profile. Salary: £28,000 starter to £65,000 experienced. URL: https://nationalcareers.service.gov.uk/job-profiles/data-analyst-statistician
GOV.UK / DSIT	AI Labour Market Survey 2025 report and executive summary, published 28 January 2026. URL: https://www.gov.uk/government/publications/ai-labour-market-survey-2025-report
Office for National Statistics	Vacancies and jobs in the UK: May 2026. URL: https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/jobsandvacanciesintheuk/may2026
Robert Walters	UK Average Data Analyst Salaries 2026. URL: https://www.robertwalters.co.uk/our-services/salary-survey/data-analyst-salaries.html

Disclaimer

This report is designed for education and career guidance. Salary ranges are indicative and may vary by location, employer, role scope, seniority, industry, work authorisation, experience, portfolio quality and interview performance. No salary range in this report is a guaranteed outcome.

Start with clarity: Explore the Brit Institute Data Analytics Programme or book a free counselling call.