BURTCH WORKS

AI & DATA SCIENCE COMPENSATION REPORT

2025 EDITION

Inc. 5000 — America's Fastest Growing Private Companies

SIA — Staffing Industry Analysts — 2025 Fastest Growing Staffing Firms

INTRODUCTION

ABOUT BURTCH WORKS

Burtch Works is a trusted U.S. based talent solutions partner at the intersection of data, analytics, and artificial intelligence with over 16+ years of experience helping organizations to build specialized teams that transform their business. We provide executive search, contract staffing, and managed services for the most in-demand technical areas for fortune 500 companies through start-up ventures. We are trusted advisors to our customers and career advocates for our talent deeply committed to our mission of building a world that works better for everyone.

Named to the Inc. 5000 list of America's Fastest-Growing Companies for the third consecutive year in a row, and recognized by Staffing Industry Analysts (SIA) as the 8th Fastest-Growing Staffing Firms! We are also honored to be a reliable source of information for the Wall Street Journal and many other prominent media venues.

Domain areas of expertise we provide

We design, build, and manage specialized talent programs across the full data, engineering, product, and AI lifecycle.

- **AI-Lab Build-Out** – Stand up a Center of Excellence in **weeks, not quarters**; first hires through scaled pods with governance and success metrics.
- **RLHF & Alignment** – Deploy human-in-the-loop trainers and evaluators to align models to **brand voice, safety, and compliance.**
- **Gen-AI Implementation** – Wire LLMs into **mission-critical workflows** (RAG, agents, copilots) and fine-tune for domain accuracy.
- **Data Science & Analytics** – Unlock **predictive insights** that drive revenue, efficiency, and risk reduction.
- **MLOps & Platform Engineering** – Keep models **reliable and cost-efficient** with CI/CD, monitoring, and scalable infrastructure (multi-cloud).

How we provide our solutions

- **Contract / Employer-of-Record (EOR)** – **Flex talent up or down** without adding FTE overhead; nationwide compliance and payroll.
- **Contract to Hire (C2H)** – Acquire top talent quickly on contract that can later convert full-time once funding is approved and the workload is stable.
- **Executive Search** – Hire full-time individual contributors and/or leaders in a contingency-fee-based model or in a retained search depending on the level and need.
- **Fractional Talent** – Leverage CxO caliber talent part-time or on an interim basis to deliver an assessment, execute critical work, or provide strategic oversight.
- **Managed Services** – Outcome-driven solutions delivered under a fixed Statement of Work, structured with defined milestones and corresponding payment schedules.

INTRODUCTION

ABOUT BURTCH WORKS

Where we specialize

Talent Solutions and Managed Services across **Data Science, Artificial Intelligence, Analytics, Machine Learning, Data Engineering, Cloud Engineering, Cybersecurity, Product, Technology, Market Research,** and **Marketing Analytics.** Our domain expertise, industry focus, national reach, and curated talent networks let us meet organizations **wherever they are in the AI transformation journey** — from first hire to scaling a team to providing a desired business outcomes.

How we're different

- **Specialization**: Trusted advisors with domain expertise and specific industry knowledge.
- **High Tech & High Touch**: Qualified talent through technical assessments and recruiting experts.
- **Proprietary Talent Community**: Unique access to 150k+ pre-vetted technical practitioners.
- **Research-driven insights**: Our annual **Burtch Works Reports** and market intelligence inform workforce planning, compensation, techniques to attract and retain top talent.
- **Employer of Record (EOA)**: Offering best-in-class benefits and 401k match to all consultants.
- **Transparency Tools**: A dynamic salary calculator leveraging the latest Salary Report data.

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AI & Data Science Hiring Landscape

FROM HYPE TO HANDS-ON

Gen-AI moves from pilots to production
Hiring shifts from "prompt roles" to **Applied LLM Engineers** who can integrate, monitor, and cost-optimize real workflows.

RLHF & alignment stay supply-constrained (+34% reqs vs +7% supply)
Scarcity drives premiums and pushes teams toward train-to-hire pipelines and selective offshore/nearshore augmentation.

AI Innovation Labs
Labs are evolving into **productization engines** — owning reference architectures, governance, and sprint pods that turn POCs into shipped, ROI-tracked features.

Toughest new-grad market in 10 years
Fewer research-track seats; entry roles skew to AI Operations or automation, making internships and portfolios the decisive hiring requirement.

IC-led hiring dominates
Firms favor high-leverage ICs who can ship PoCs rapidly.

Increased demand (but with more selective hiring)
AI-related job postings in the U.S. more than doubled from 66,000 to nearly 140,000 between January and April 2025. Despite the surge, economic uncertainty is prompting employers to be more selective.

Broader business value and cross-functional demand
AI and Data Science hiring is expanding beyond engineering into growth, marketing, sales, and customer success functions.

Key Takeaways

Q3/Q4 HIRING SURVEY

75%

of new hires are for **Data & Analytics** roles. Market Research, Engineering, and Cyber Security also reflect current enterprise priorities.

60%

of companies are **holding steady** with their current teams, indicating a conservative hiring posture, while nearly **20%** are downsizing.

68%

of new hires are for **full-time roles**, showing a commitment to long-term workforce development.

60%

of new hires are for **backfills**, suggesting internal attrition or restructuring.

Small-scale hiring

of 1-5 roles is the norm, with very few large hiring initiatives.

Technical skills

are the top priority, followed by critical thinking, both outranking cultural fit and industry familiarity.

AI Matures, Delivers Value

AI MOVES FROM EXPERIMENTS TO SCALABLE PLATFORMS

From pilots to platforms
Enterprises consolidate tools and standardize on an AI platform stack, shifting budgets from POCs to **repeatable, ROI-tracked features.**

Cost-to-value discipline
Token, context, and inference costs are now product KPIs. Teams adopt **distillation**, **caching, PEFT,** and **small/efficient models** to hit latency and unit-economics targets.

Role evolution
"Prompt engineer" titles fade into **Applied LLM Engineer, Retrieval Engineer,** and **AI Platform Engineer.** Demand rises for **RLHF/Alignment Ops** and **AI Evaluation/Safety Specialists**.

Multimodal & agents mature
Voice/vision inputs and **tool-using agents** leave labs for service, sales, and ops — measured on containment, CSAT, and cost per resolution.

Hybrid buy-build wins
Teams combine vendor services with **open-weights** and in-house fine-tuning for control, privacy, and portability.

Top use cases
Knowledge search/RAG, copilots for sales & service, analytics summarization, and **workflow automation.** Low-ROI "general chatbots" decline.

Big capital flow & infrastructure buildouts
Massive investments in data center infrastructure and workforce development. Private equity is fueling hyperscalers and co-locations to meet rising demand for AI compute as global data center spending could hit $3 trillion in 2029.

Geographical & regulatory shifts
The landmark "TAKE IT DOWN Act" criminalizes the publication of non-consensual intimate imagery (weather authentic or AI-generated). The One Big Beautiful Bill Act (BBB) allows companies to immediately deduct 100% of domestic R&D expenditures, including salaries, equipment, and related costs — a significant departure from the previous multi-year amortization requirement.

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Operational AI Dominates

COMPARISON TO 2024

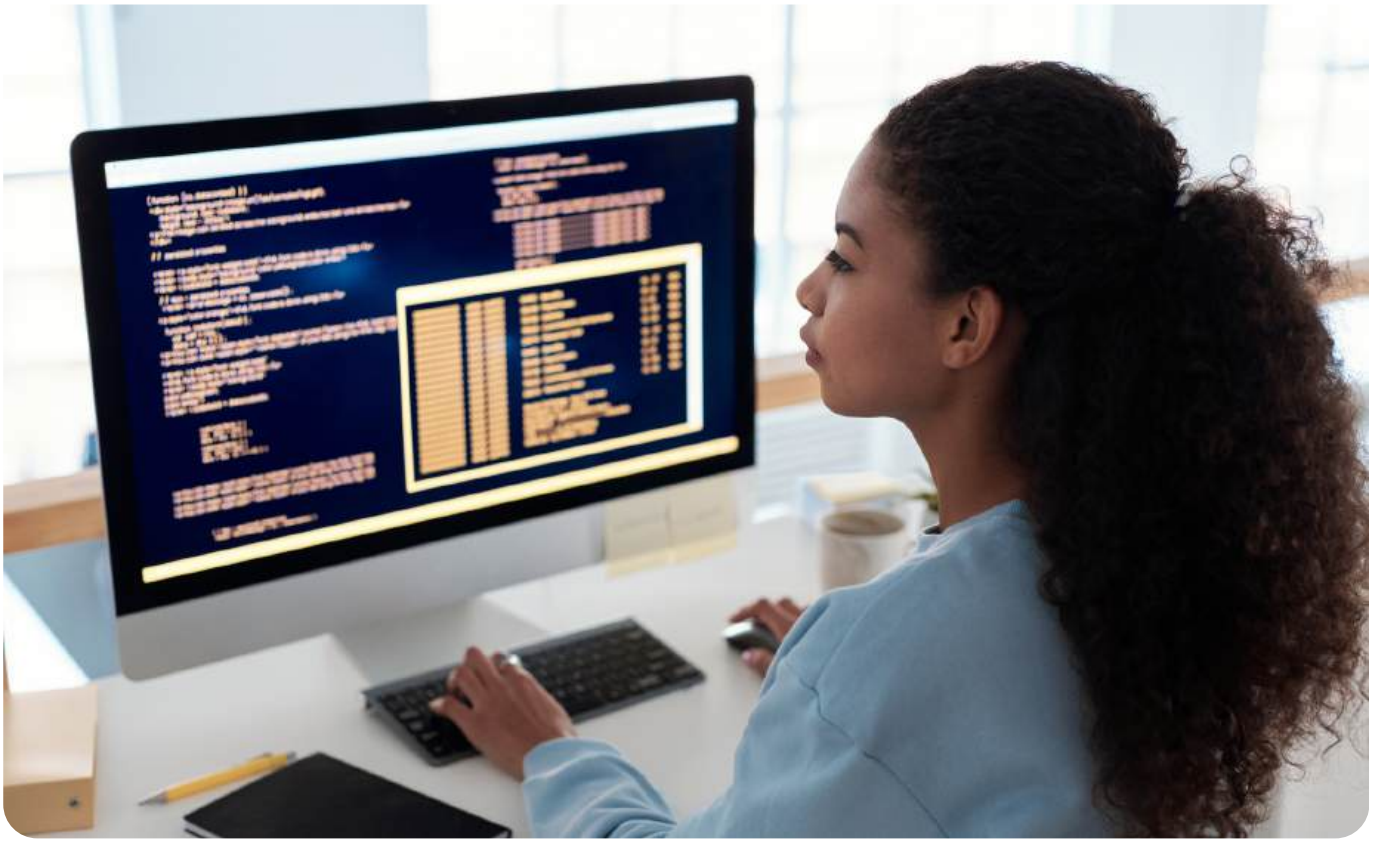
2025 is the year of **operational AI** — platformed, governed, cost-aware. Hiring concentrates on applied builders and ops-savvy leaders, while pay converges across DS and AI as organizations shift from exploration to scaled, measurable delivery.

Selective expansion: Teams grew modestly in 2025 (median roles **3 → 4**), still **IC-heavy pods** with lightweight management layers.

Leadership (MG) titles arrive faster: We found that ICs who have AI experience are getting promoted to MG titles two times faster than other technology fields.

Advance degrees turbo charge compensation trajectory: PHDs are still in high demand and warrant higher competition across IC and MG categories (still a good investment).

Companies are skipping tenure ladders: Tenure or years of experience is no longer as important of a requirement for promotional opportunities in AI and DS occupations.



SECTION 2

COMPENSATION CHANGES

JOB LEVEL SEGMENTATION

To examine how the compensation of Data Scientists and AI Professionals varies, Burtch Works used characteristics of their jobs (level, location of employee, industry) and demographic characteristics (gender, years of experience, residency status) to segment data scientists.

Burtch Works has developed the following job categories:

Individual Contributors

Level	Responsibility	Years of Experience
IC-1	Learning the job, hands-on analytics & modeling	0-3 years
IC-2	Hands-on, advanced problems, may help train analysts	4-8 years
IC-3	Analytics SMEs, mentors and trains analysts	9+ years

Managers

Level	Responsibility	Typical No. of Reports
MG-1	Tactical, leads a small team w/in a function, project execution responsibility	1-3 reports (direct or matrixed)
MG-2	Leads a function, moderately sized team, executes strategy	4-15 reports (direct or matrixed)
MG-3	Senior/executive management, determine strategy, large team	15+ reports (direct or matrixed)

ROLE CLASSIFICATION & SAMPLE

Burtch Works differentiates these groups by their **primary mission and deliverables**, not just data modality.

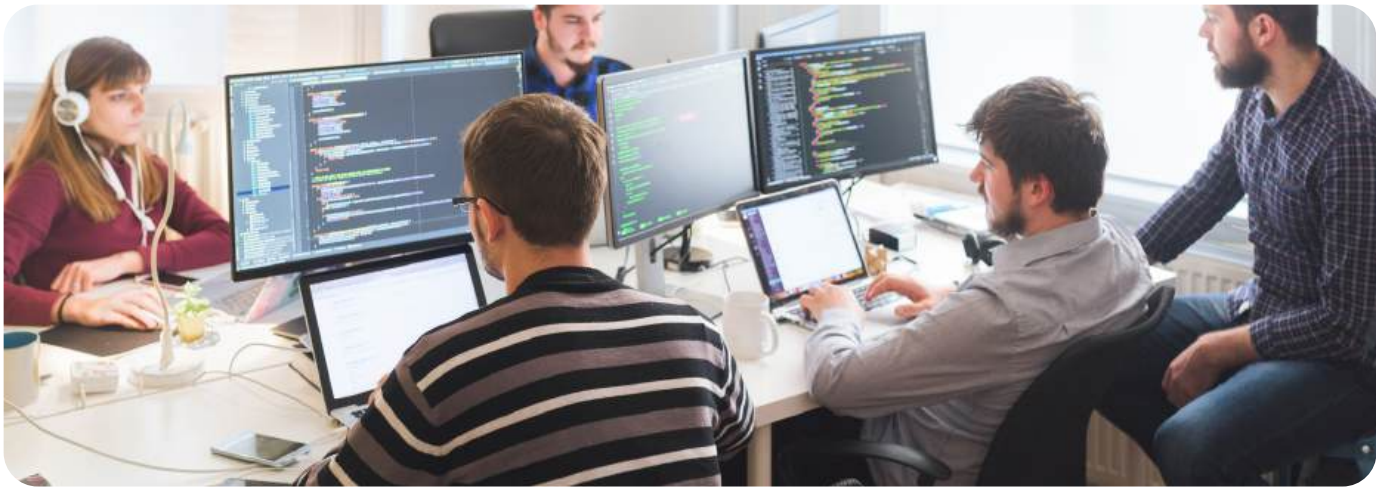
Data Scientists focus on driving decisions with statistical analysis and classical ML. They own experimentation and causal inference, forecasting, segmentation, and predictive modeling on business/operational data; their outputs are analyses, validated experiments, and models embedded in analytics/BI or batch/stream scoring.

AI Professionals design, build, and operate **ML/LLM-powered systems** that interact with users and workflows. They work across un/semi-structured and multimodal data; fine-tune and distill models; implement retrieval/grounding; orchestrate tools/agents; run RLHF & safety evaluations; and manage MLOps (serving, monitoring, cost/latency, governance).

Roles increasingly overlap; we classify each professional by what they primarily do day-to-day in their current job.

2025 Sample
724 Data Scientists and 162 AI Professionals (total **886**), based on a strict 12-month window and the same segmentation used in prior years.

Burtch Works has tracked Data Science and AI compensation for over a decade. The 2025 cycle (May 2024 – Aprril 2025; **724 Data Scientists** and **162 AI Professionals**) shows a market that's moved from experimentation to **operational AI** — and pay is adjusting to where the scarcest, most business-critical skills now sit.



IMPACTS OF AI IN 2025

Scarcity shifted from "model tinkering" to "production reliability."
Employers valued **Applied LLM Engineering, Retrieval/Data Quality, Evaluation & Safety,** and **Model Governance** — skills that make AI shippable, cost-efficient, and auditable at scale.

Credential mix moved up-market, especially in AI.
In the 2025 sample, **Master's-level** talent represents the clear majority in both cohorts (AI and DS), while **Bachelor's share shrank** — most notably in AI — tightening supply for production-ready IC-1/IC-2 roles.

WHAT THIS MEANS FOR 2025 COMPENSATION STRATEGY

Pay to win at the bottom of the ladder
Keep entry-level bands competitive (double-digit YoY gains) and pair them with strong mentorship and evaluation tooling to ramp fast.

Rebalance mid-level AI comp toward outcomes
With bases flattening, shift value to **bonus/equity tied to latency, reliability,** and **cost KPIs.**

Protect DS leadership bands
DS managers who can standardize governance, control spend, and scale analytics now clear a premium, so budget accordingly.

TEAM COMPOSITION & TALENT STRATEGY

AI-Lab Build-Out

Role families & representative titles

- Head of AI / Lab Director (Director/VP), AI Product Lead, Technical Program Manager (AI)
- AI Solutions Architect (LLM/RAG), Governance & Risk Lead (MRM), Data Sourcing Lead
- Evaluation/Safety Lead, Labeling/Ops Manager

What they do (2025)

- Stand up a reference architecture (data prep → retrieval → serving → eval) and an operating model (charter, intake, governance).
- Prioritize use cases, build the roadmap, staff pods, and own vendor/open-weights strategy.
- Institutionalize evaluation, safety, privacy, and spend controls from day one.

Must-have skills

- Translating business goals into AI roadmaps; RAG/agents patterns; platform thinking.
- Model risk management (MRM), policy, data lineage/consent; auditability.
- Org design & hiring: sequencing IC-heavy pods before adding management layers.

KPIs

- Time-to-first-POC / time-to-prod, adoption, governance pass-rates, cost per task / latency SLOs.

2025 market note

- CoE leaders with ops + governance chops command a premium; many orgs delay VP hires but will pay for a Director who can ship.

RLHF & Alignement

Role families & representative titles

- RLHF Trainer / Rater (Onshore/Nearshore), RLHF Ops Manager, Preference Model Engineer
- Safety/Policy Engineer, Red-Team Lead, Evaluation Engineer

What they do

- Design guidelines, collect preference data, train reward/preference models, and run DPO/ORPO pipelines.
- Operationalize safety: policy taxonomies, automated eval harnesses, and incident response.

Must-have skills

- Sampling/label quality control; reward modeling; safety eval (toxicity, bias, leakage).
- Tooling: label platforms, prompt/eval frameworks, LLM Guardrails, synthetic data generation.

KPIs

- Aligned-response rate, policy-violation rate, reward model accuracy, data throughput/cost.

2025 market note

- Supply-constrained domestically; teams blend onshore leads with nearshore scale to meet SLAs.

TEAM COMPOSITION & TALENT STRATEGY

Gen-AI Implementation (Applied LLM in production)

Role families & representative titles

- Applied LLM Engineer, Retrieval Engineer, Agent/Orchestration Engineer
- AI Solutions Architect (Apps), AI Product Engineer

What they do

- Ship user-facing copilots/agents and RAG apps; design tool-use/function-calling, memory, and guardrails.
- Optimize chunking, embeddings, rerankers, and grounding data quality.

Must-have skills

- Python/TypeScript; LangChain/LlamaIndex or equivalent; vector DBs; PEFT/LoRA; distillation.
- Evaluation & observability (quality, latency, cost per resolution); prompt hardening.

KPIs

- Containment %, CSAT, tasks/hour, $ per task/token, latency p95, A/B win-rate vs baselines.

2025 market note

- Hiring shifts from “prompt engineer” titles to Applied LLM / Retrieval / Agent roles; entry-level comp up, mid-level AI bases flat/down.

Data Science & Analytics

Role families & representative titles

- Product/Decision Data Scientist, Causal Inference Scientist, Forecasting/Time-Series Scientist
- Marketing/Revenue Analytics, Fraud & Risk, Experimentation Lead

What they do

- Drive decisions and measurable lift: experimentation, causal models, forecasting, pricing, segmentation.
- Partner with product/ops to productionize models into BI, batch/stream scoring, or features.

Must-have skills

- A/B and quasi-experimental design, uplift models, time-series, feature engineering, SQL/Python.
- Communicating impact; cost/benefit and instrumentation.

KPIs

- Incremental revenue/savings, test velocity, forecast error, adoption of DS outputs.

2025 market note

- DS leadership (MG-2/MG-3) re-priced up as orgs operationalize analytics and govern AI programs.

TEAM COMPOSITION & TALENT STRATEGY

MLOps & Platform Engineering

Role families & representative titles

- ML Platform Engineer, Model Reliability/SRE (AI), Data/Streaming Engineer
- Evaluation Platform Engineer, Model Governance Engineer

What they do

- Provide the paved-road: CI/CD for ML/LLM, feature stores, model registry, inference gateways.
- Production observability (quality, drift, latency, safety) and cost controls; multi-cloud portability.

Must-have skills

- Kubernetes, GPUs, Triton/Transformers inference, Ray; eval pipelines; policy & PII controls.
- Infra as code; telemetry & alerting; blue/green and canaries for models.

KPIs

- Deployment frequency, lead time, change-fail rate, MTTR; drift incidents; infra $ per request.

2025 market note

- “Buy the platform, build the fit” hybrid is standard — engineers who stitch vendor + open-weights are prized.

Chief Data Officer (CDO)

Role families & representative titles

- Chief Data Officer, Head of Data & Analytics, SVP Data Strategy, Chief Analytics Officer, Chief Data Analytics Officer, Chief AI Officer, Chief Strategy Officer

What they do

- Set enterprise-wide data strategy aligned to business goals, including governance, analytics, automation of low value actives, new role design and AI adoption.
- Drive data monetization initiatives, advanced analytics programs, and AI/ML integration into products, operations and business process.

Must-have skills

- Advanced analytics, AI/ML strategy, and business use case identification.
- Strong leadership and change management skills to shift organizational culture toward data fluency.

KPIs

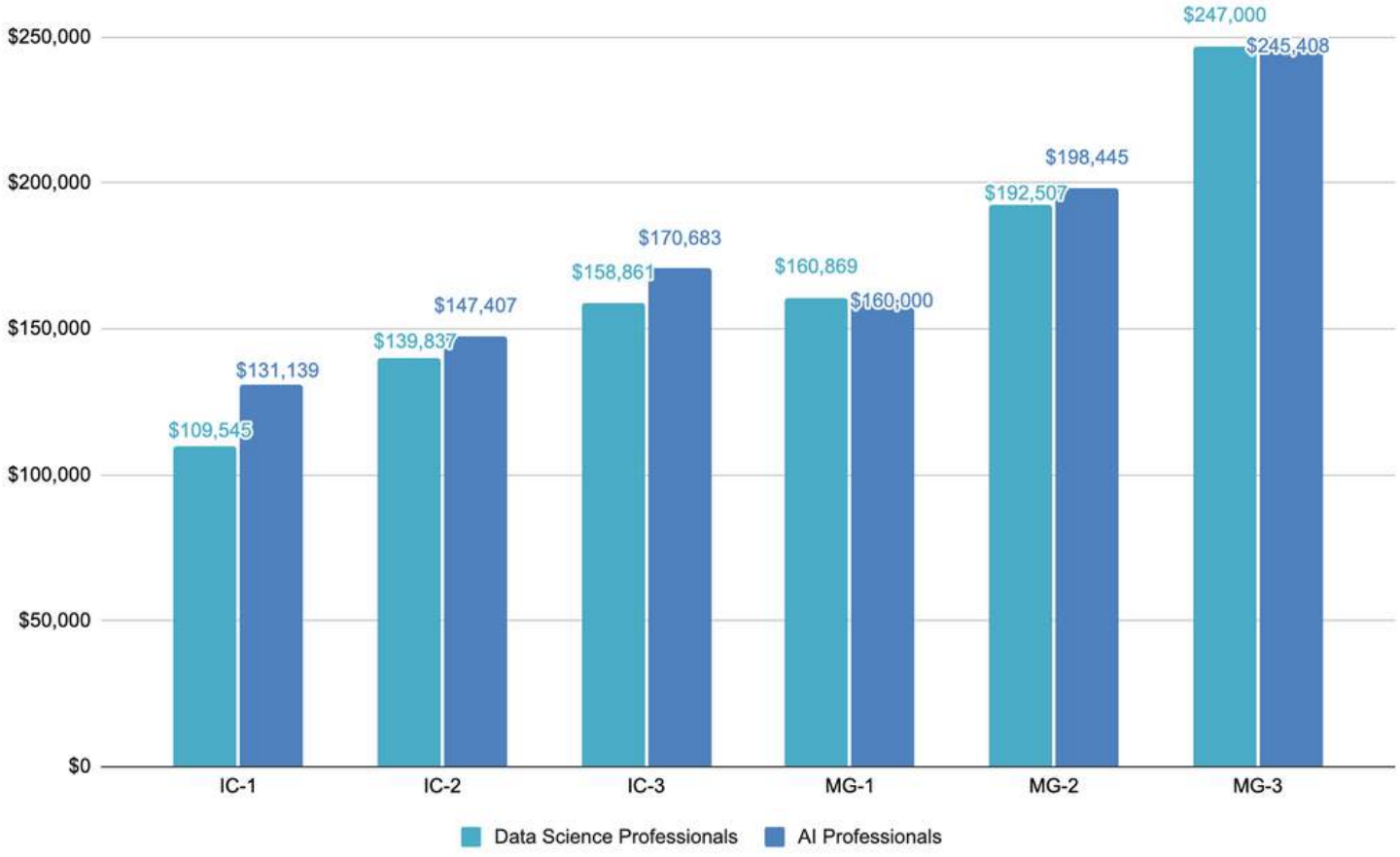
- Adoption rate of analytics/AI tools across the enterprise.
- ROI on data initiatives (cost savings, revenue growth, enterprise value creation).

2025 market note

- Role has evolved from governance-first to value-creation-focused, with increasing emphasis on AI enablement and strategy.
- High demand in regulated industries (financial services, healthcare, manufacturing) and PE-backed growth companies.

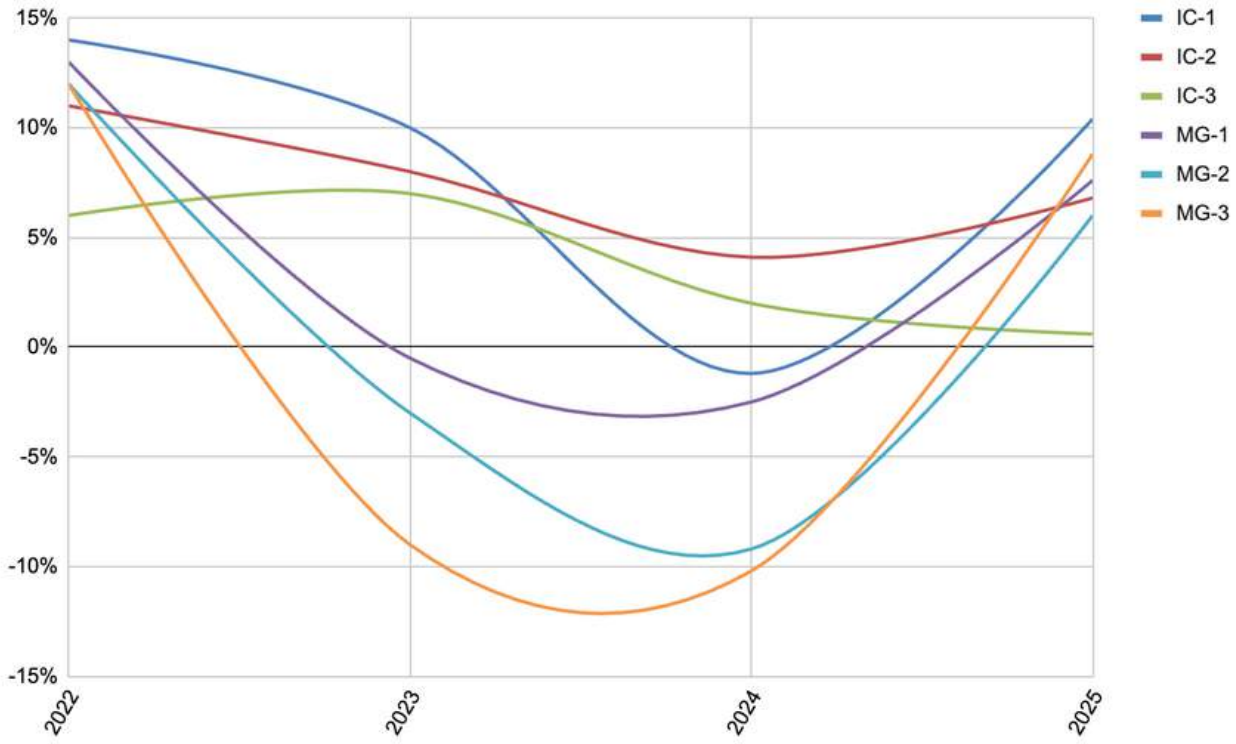
COMPENSATION CHANGES

AI & Data Science Comparison: 2025 Mean Base Salary

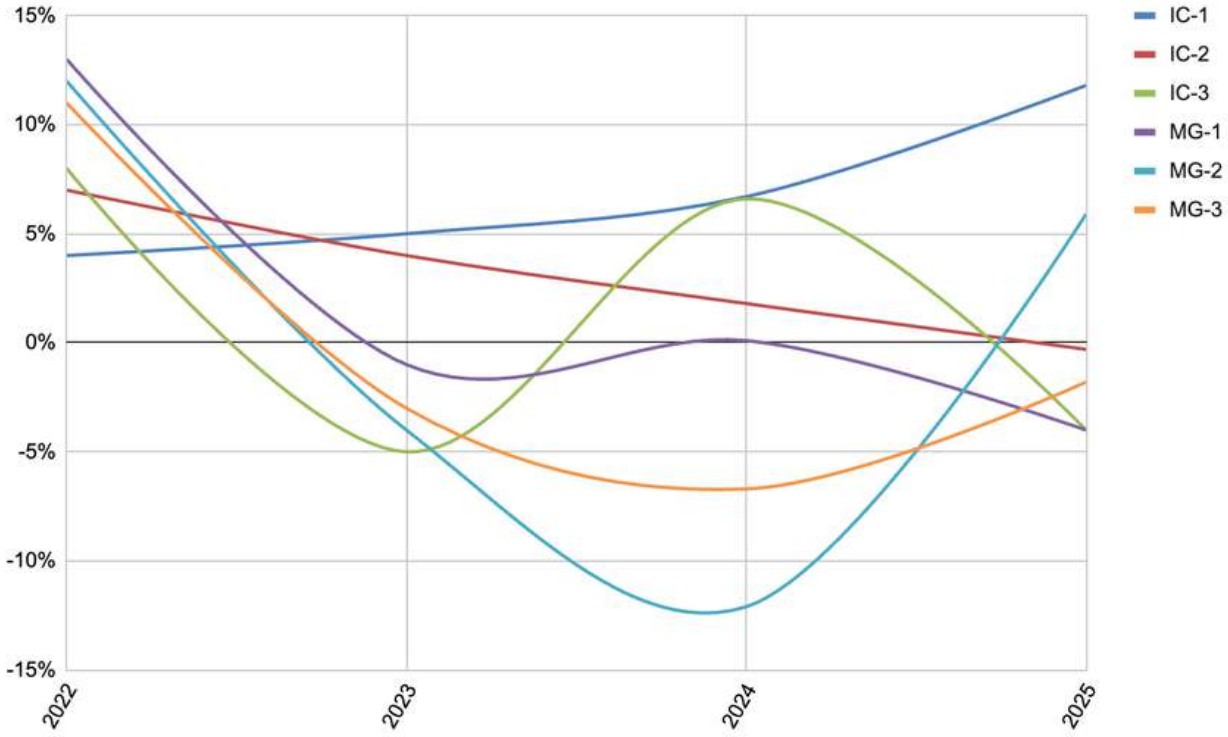


COMPENSATION CHANGES

Data Science Professionals - Mean Base Salary Changes Over Time

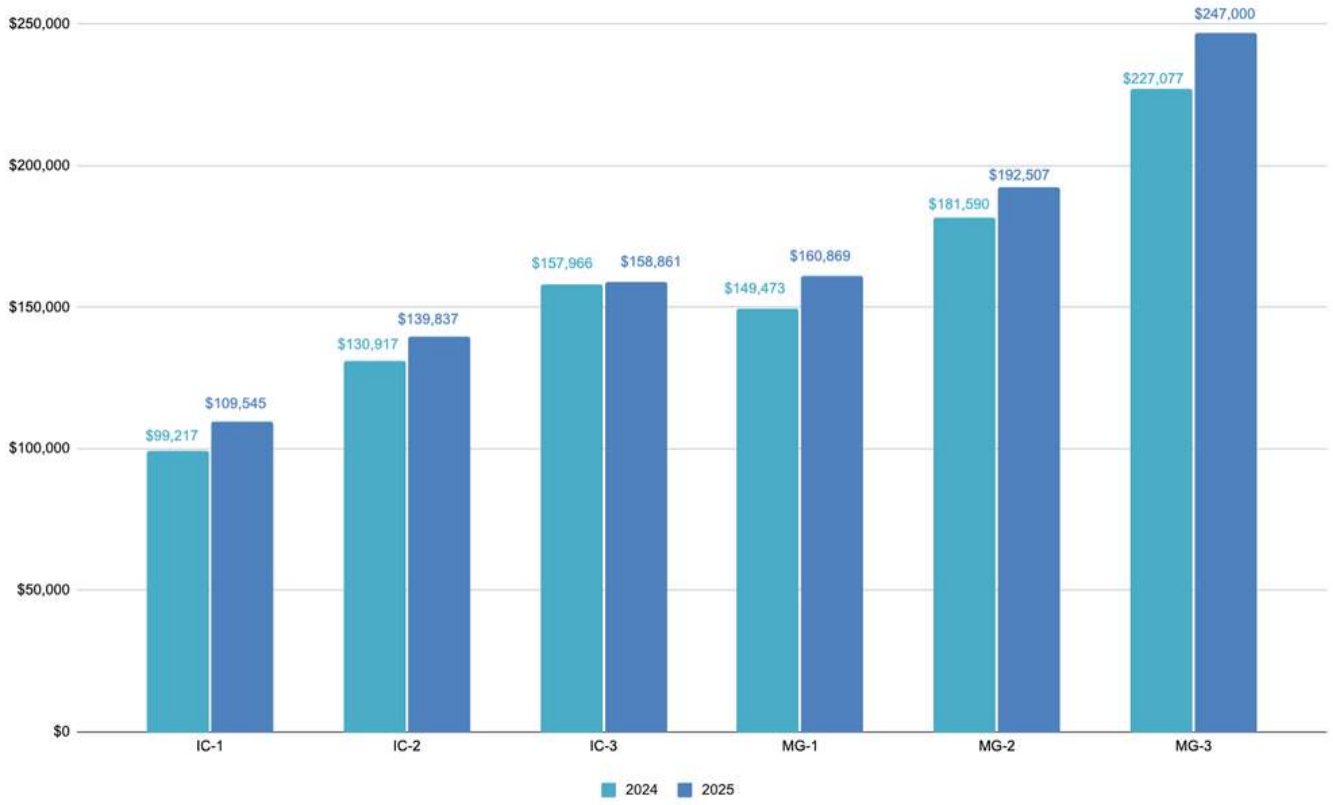


AI Professionals - Mean Base Salary Changes Over Time

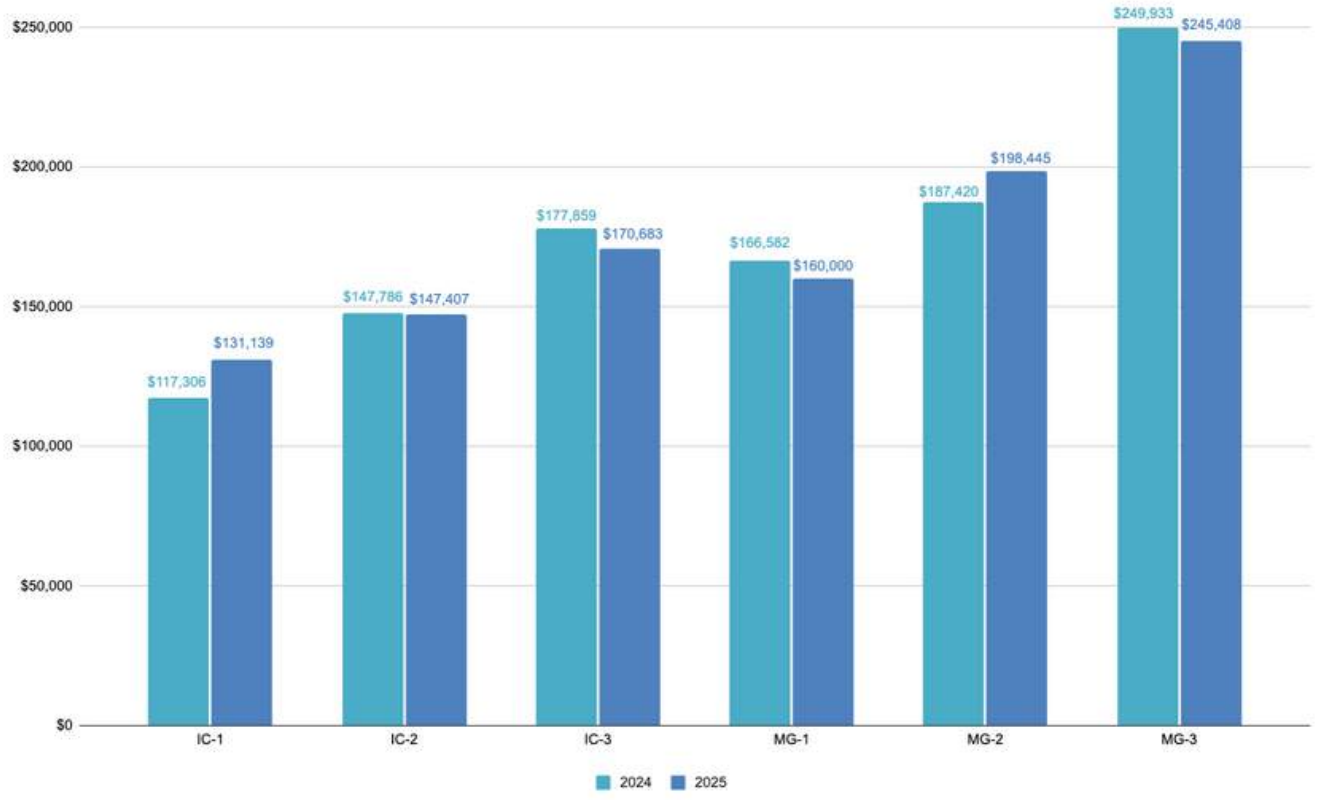


COMPENSATION CHANGES

Comparison of Data Science Mean Base Salaries: 2024 vs. 2025



Comparison of AI Professionals Mean Base Salaries: 2024 vs. 2025



COMPENSATION CHANGES: DATA SCIENCE SALARIES

- Broad, statistically significant base-pay gains at IC-1/2 and MG-1/2.
- Top-tier management up but short of making the 5% tolerance cut.

Job Level	Year	Mean
IC-1	2024	$99,217
	2025	$109,545
	Change	+10.4%
IC-2	2024	$130,917
	2025	$139,837
	Change	+6.8%
IC-3	2024	$157,966
	2025	$158,861
	Change	+.6%

Job Level	Year	Mean
MG-1	2024	$149,473
	2025	$160,869
	Change	+7.6%
MG-2	2024	$181,590
	2025	$192,507
	Change	+6.0%
MG-3	2024	$227,077
	2025	$247,000
	Change	+8.8%

COMPENSATION CHANGES: AI PROFESSIONALS SALARIES

- No significant changes with the 5% tolerance cut.
- IC-1 is up encouragingly, while mid/senior and manager moves are directionally mixed and fall short of convincing.

Job Level	Year	Mean
IC-1	2024	$117,306
	2025	$131,139
	Change	+11.8%
IC-2	2024	$147,786
	2025	$147,407
	Change	-.3%
IC-3	2024	$177,859
	2025	$170,683
	Change	-4.0%

Job Level	Year	Mean
MG-1	2024	$166,582
	2025	$160,000
	Change	-4.0%
MG-2	2024	$187,420
	2025	$198,445
	Change	+5.9%
MG-3	2024	$249,933
	2025	$245,408
	Change	-1.8%

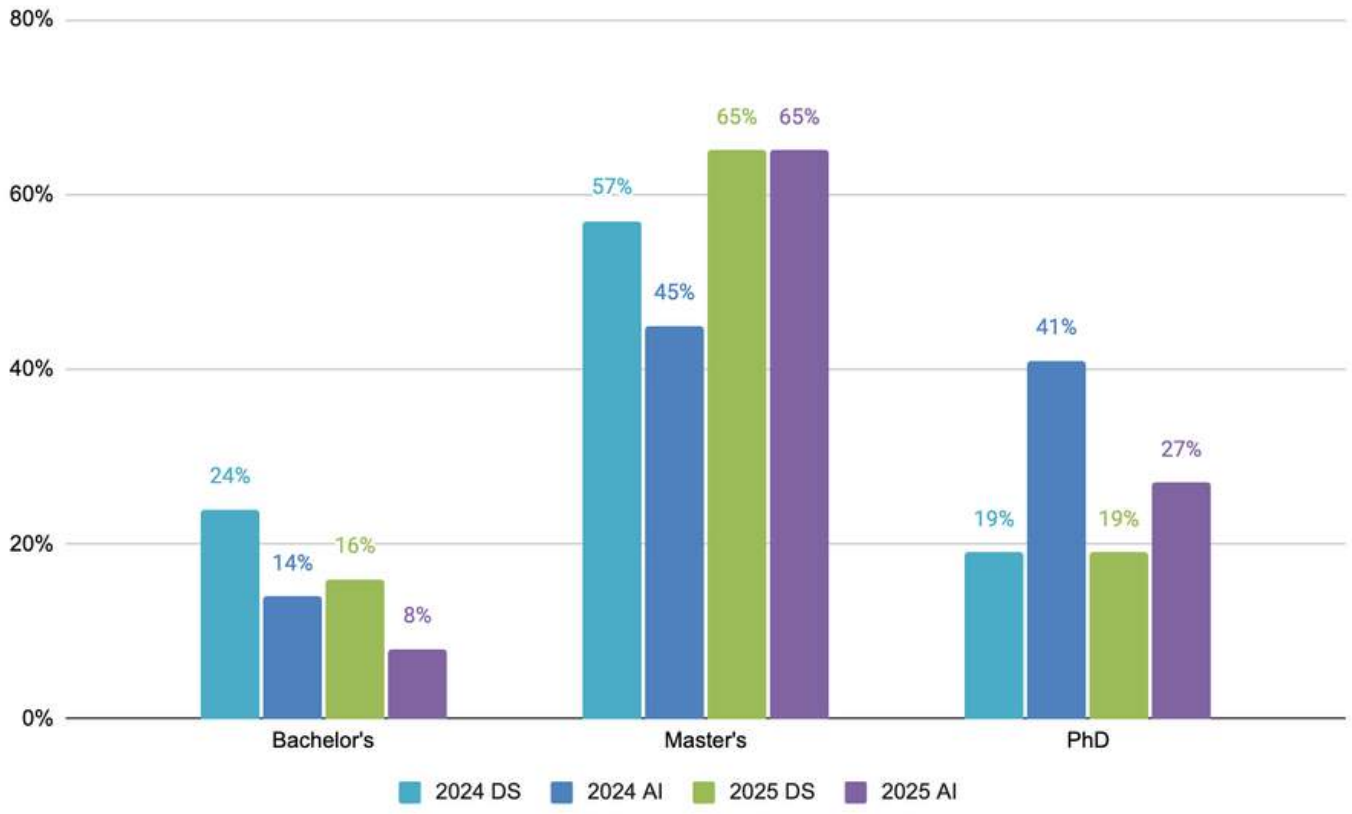
SECTION 3

DEMOGRAPHIC PROFILE

EDUCATION: COMPARISON OF DEGREE LEVEL

- **~91% of AI professionals hold a graduate degree (Master's or PhD) in 2025 vs ~86% in 2024.**
- **Master's now dominates:**
  - AI: Master's ≈ 64% in 2025 (up ~+19 pp YoY), overtaking PhD as the largest credential.
    - Master's has the sufficient expertise for using GenAI
  - Data Science: Master's ≈ 64% in 2025 (up ~+7 pp YoY).
- **Bachelor's share keeps shrinking:**
  - AI: ≈ 8% in 2025 (down from ~14%).
  - Data Science: ≈ 16% in 2025 (down from ~24%).
- **Implication**: Entry-level AI jobs increasingly demand a graduate credential or equivalent experience (bootcamps, high-profile open-source contributions). For DS roles, a Bachelor's remains viable, but the credential ceiling is rising.
- **Implication**: Unless you are working at the big labs or FAANG, a Master's degree is enough though a PHD degree may still be considered.

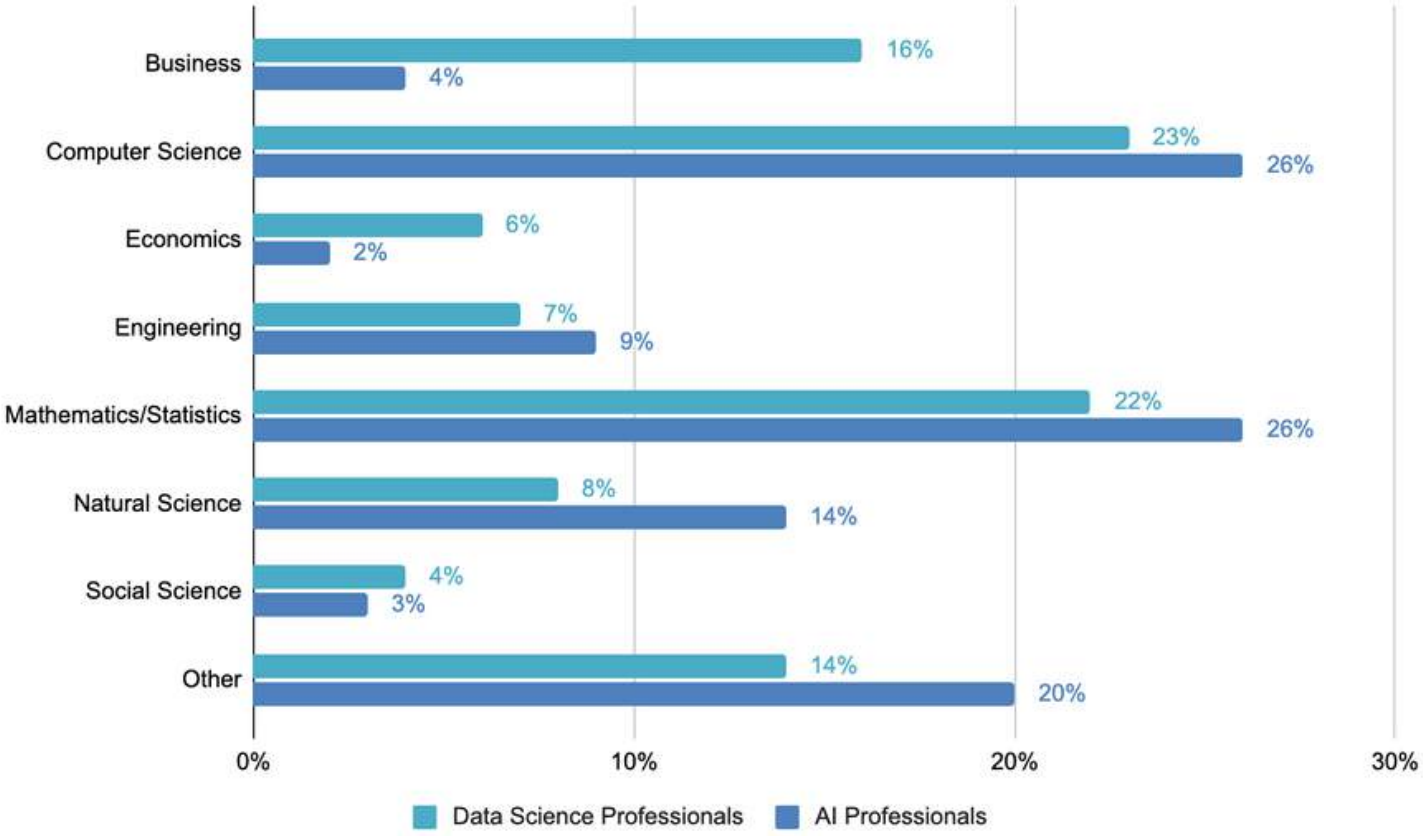
Comparison of Degree Level: Data Science vs AI (2024 vs 2025)



EDUCATION: COMPARISON OF AREA OF STUDY

(for highest degree earned)

Data Science Professionals vs. AI Professionals



EDUCATION: HIGHEST DEGREE BY JOB LEVEL

Data Science Professionals

Highest Degree	IC-1	IC-2	IC-3	MG-1	MG-2	MG-3
Bachelor's	19%	16%	12%	28%	15%	18%
Master's	65%	66%	65%	64%	63%	61%
PhD	15%	18%	23%	8%	22%	21%

AI Professionals

Highest Degree	IC-1	IC-2	IC-3	MG-1	MG-2	MG-3
Bachelor's	9%	4%	9%	0%	14%	8%
Master's	83%	78%	48%	50%	55%	69%
PhD	9%	15%	43%	50%	32%	23%

EDUCATION: SALARIES BY JOB LEVEL FOR DATA SCIENCE PROFESSIONALS

Job Level	Degree	25th	Mean	75th
IC-1	BS	$72,500	$94,643	$110,000
	MS	$88,750	$110,027	$130,000
	PhD	$127,500	$131,818	$137,500
IC-2	BS	$115,000	$136,994	$150,000
	MS	$120,000	$138,421	$150,000
	PhD	$130,000	$148,146	$160,000
IC-3	BS	$130,000	$150,888	$170,000
	MS	$140,000	$159,073	$177,500
	PhD	$150,000	$163,021	$180,000
MG-1	BS	$130,000	$151,045	$173,500
	MS	$150,000	$162,496	$180,000
	PhD	$175,000	$183,333	$200,000
MG-2	BS	$163,775	$190,156	$200,000
	MS	$170,100	$194,030	$206,500
	PhD	$172,550	$189,704	$200,000
MG-3	BS	$242,750	$263,833	$300,000
	MS	$200,000	$239,895	$250,000
	PhD	$200,000	$252,871	$293,750

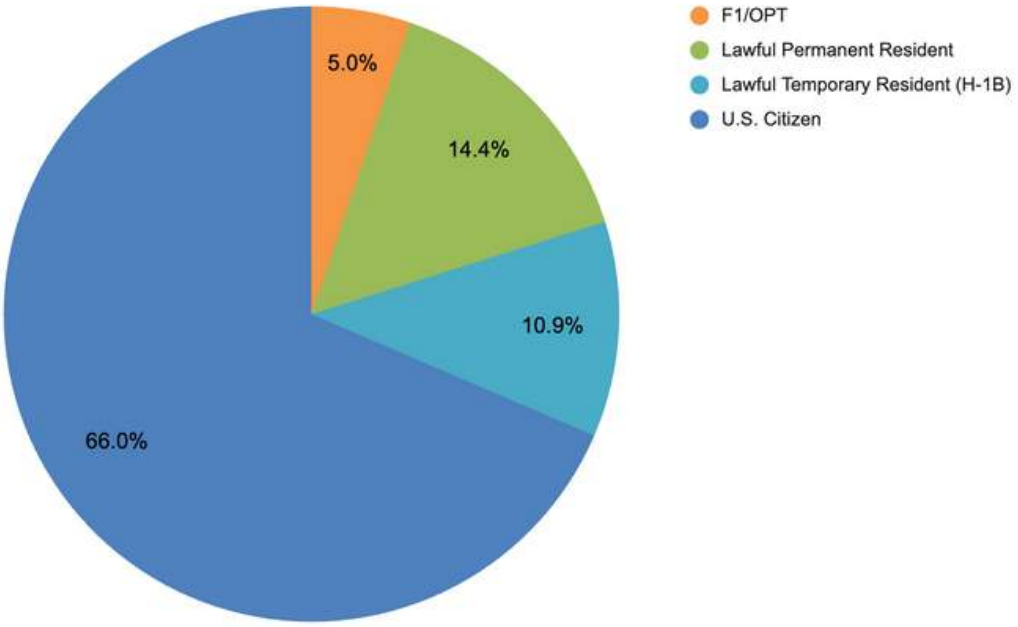
EDUCATION: SALARIES BY JOB LEVEL FOR AI PROFESSIONALS

Job Level	Degree	25th	Mean	75th
IC-1	BS	$146,250	$152,500	$158,750
	MS	$110,000	$130,063	$150,000
	PhD	$110,000	$120,000	$130,000
IC-2	BS	$110,000	$120,000	$130,000
	MS	$130,000	$149,736	$165,000
	PhD	$120,050	$145,743	$165,000
IC-3	BS	$140,000	$173,040	$185,000
	MS	$160,000	$165,623	$180,000
	PhD	$150,000	$175,891	$200,050
MG-1	MS	$142,500	$155,000	$167,500
	PhD	$147,500	$165,000	$182,500
MG-2	BS	$215,050	$223,367	$235,000
	MS	$177,525	$204,192	$212,500
	PhD	$170,000	$177,914	$180,050
MG-3	BS	$250,000	$250,000	$250,000
	MS	$200,000	$246,144	$275,000
	PhD	$225,000	$241,667	$272,500

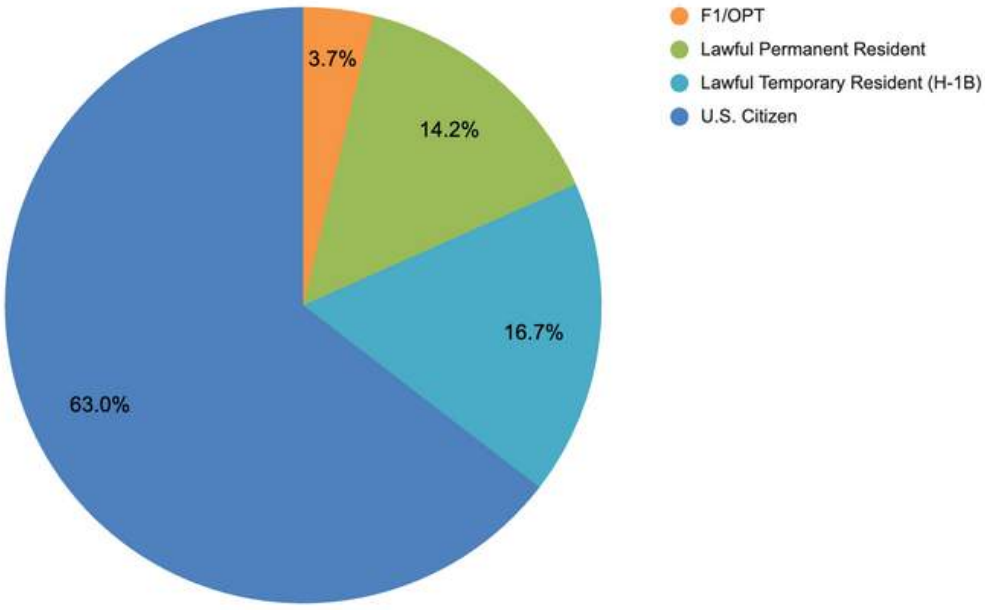
CANDIDATE RESIDENCY STATUS

Companies appear more willing to hire non-US citizens (F1/OPT, lawful permanent residents, and H-1B visa holders) for AI roles, compared to Data Science positions.

Data Science Professionals Residency Status Breakdown



AI Professionals Residency Status Breakdown



SALARIES BY REGION: DATA SCIENCE PROFESSIONALS

Level	Region	Base Salary		
		25%	Mean	75%
IC-1	Midwest	$110,325	$126,950	$150,000
	Mountain	$87,500	$109,255	$130,000
	Northeast	$73,750	$96,042	$112,500
	Southeast	$93,750	$104,167	$117,500
	West Coast	$115,000	$125,714	$140,000
IC-2	Midwest	$120,000	$135,825	$150,000
	Mountain	$110,000	$128,614	$142,500
	Northeast	$130,000	$147,611	$160,000
	Southeast	$130,000	$140,065	$156,000
	West Coast	$128,000	$145,058	$160,000
IC-3	Midwest	$140,000	$155,958	$170,000
	Mountain	$130,000	$146,290	$160,000
	Northeast	$145,200	$161,225	$180,000
	Southeast	$137,550	$156,997	$178,000
	West Coast	$160,000	$172,669	$191,250

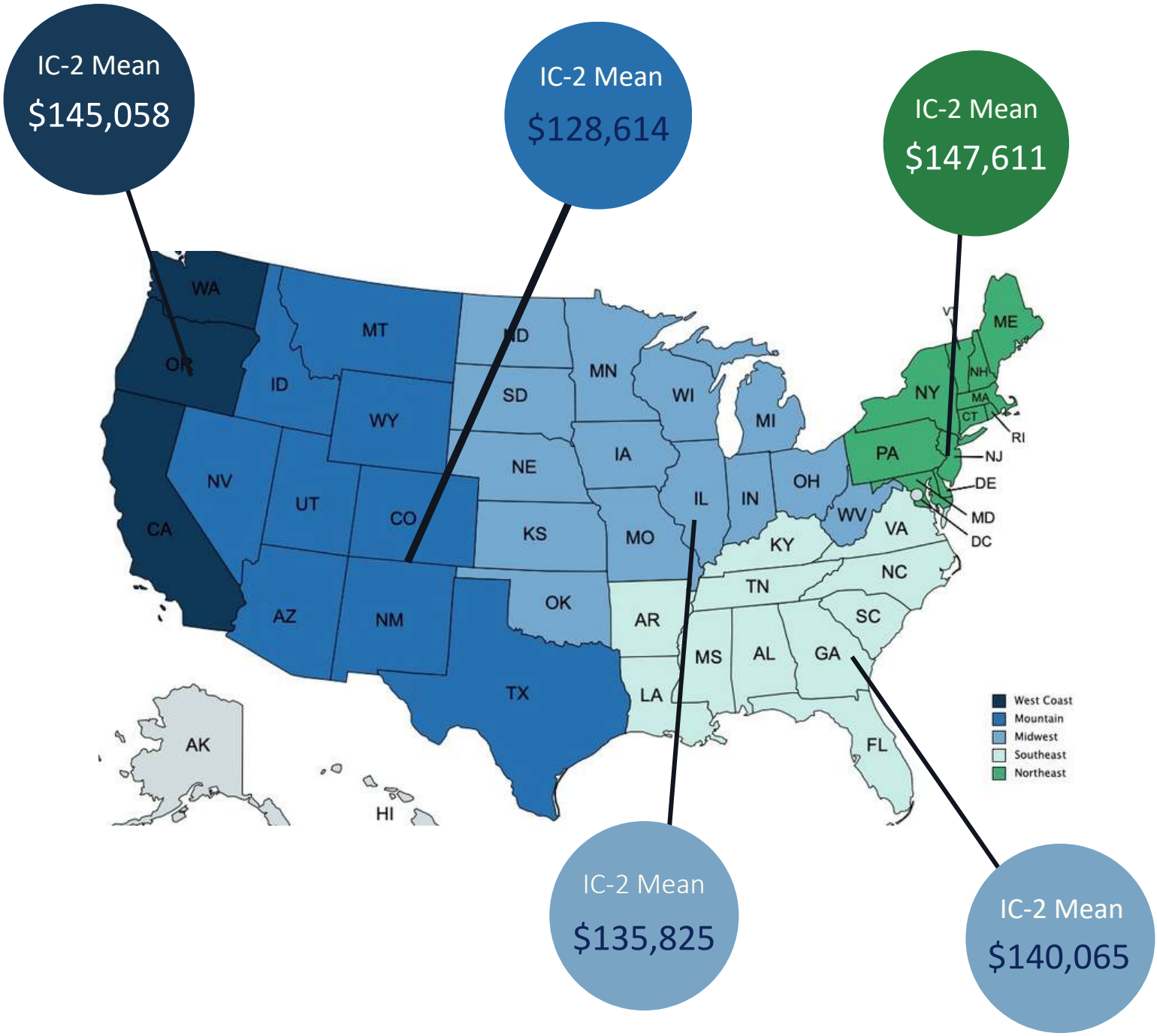
Level	Region	Base Salary		
		25%	Mean	75%
MG-1	Midwest	$145,000	$157,546	$175,000
	Mountain	$161,250	$172,533	$186,250
	Northeast	$133,500	$153,538	$180,000
	Southeast	$156,000	$164,025	$190,400
	West Coast	$147,500	$162,525	$170,075
MG-2	Midwest	$162,625	$189,863	$200,000
	Mountain	$175,000	$199,052	$210,000
	Northeast	$170,100	$191,232	$200,000
	Southeast	$165,000	$174,864	$180,000
	West Coast	$180,100	$208,682	$240,050
MG-3	Midwest	$192,500	$221,773	$257,500
	Mountain	$225,000	$269,340	$300,000
	Northeast	$200,000	$258,000	$275,000
	Southeast	$200,000	$223,010	$250,000
	West Coast	$200,075	$254,400	$252,500

SALARIES BY REGION: AI PROFESSIONALS

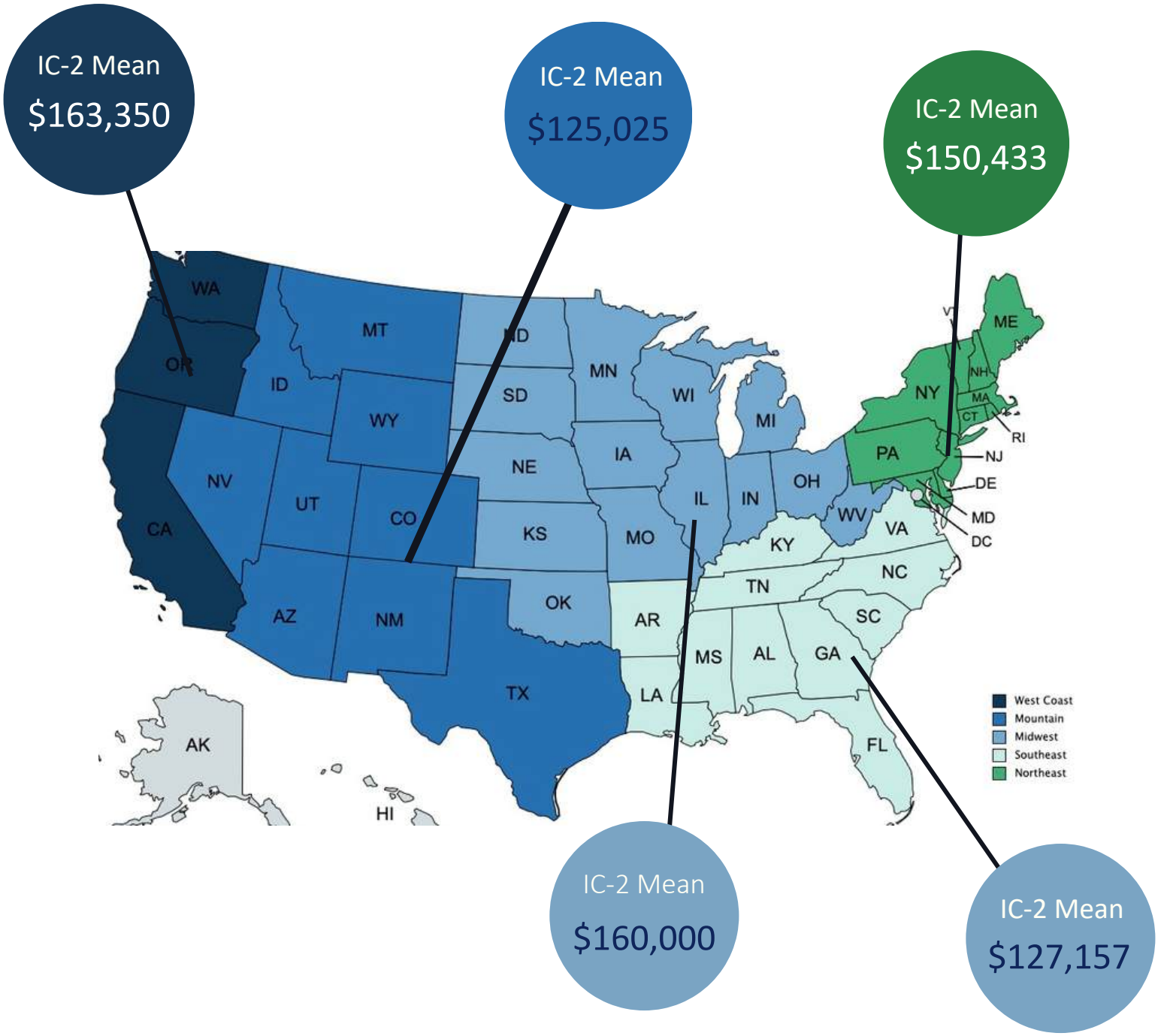
Level	Region	Base Salary		
		25%	Mean	75%
IC-1	Midwest	$200,000	$200,000	$200,000
	Mountain	$100,000	$113,000	$130,000
	Northeast	$112,500	$127,229	$147,500
	Southeast	$132,500	$135,000	$137,500
IC-2	Midwest	$145,000	$160,000	$160,000
	Mountain	$115,075	$125,025	$134,000
	Northeast	$130,000	$150,433	$165,000
	Southeast	$115,050	$127,157	$140,000
	West Coast	$142,500	$163,350	$192,500
IC-3	Midwest	$140,000	$157,554	$175,000
	Mountain	$135,000	$148,383	$157,575
	Northeast	$160,075	$176,367	$200,000
	Southeast	$160,200	$192,040	$220,000
	West Coast	$172,500	$180,900	$180,200

Level	Region	Base Salary		
		25%	Mean	75%
MG-1	Midwest	$130,000	$130,000	$130,000
	Northeast	$180,000	$180,000	$180,000
	West Coast	$200,000	$200,000	$200,000
MG-2	Midwest	$177,550	$184,438	$181,325
	Mountain	$177,525	$185,050	$192,575
	Northeast	$170,000	$192,244	$200,000
	Southeast	$250,000	$250,000	$250,000
	West Coast	$255,000	$270,000	$285,000
MG-3	Midwest	$275,000	$275,000	$275,000
	Mountain	$187,725	$205,075	$212,500
	Northeast	$290,000	$310,000	$330,000
	Southeast	$190,000	$190,000	$190,000
	West Coast	$246,250	$252,500	$256,250

SALARIES BY REGION: DATA SCIENCE IC-2 MEAN

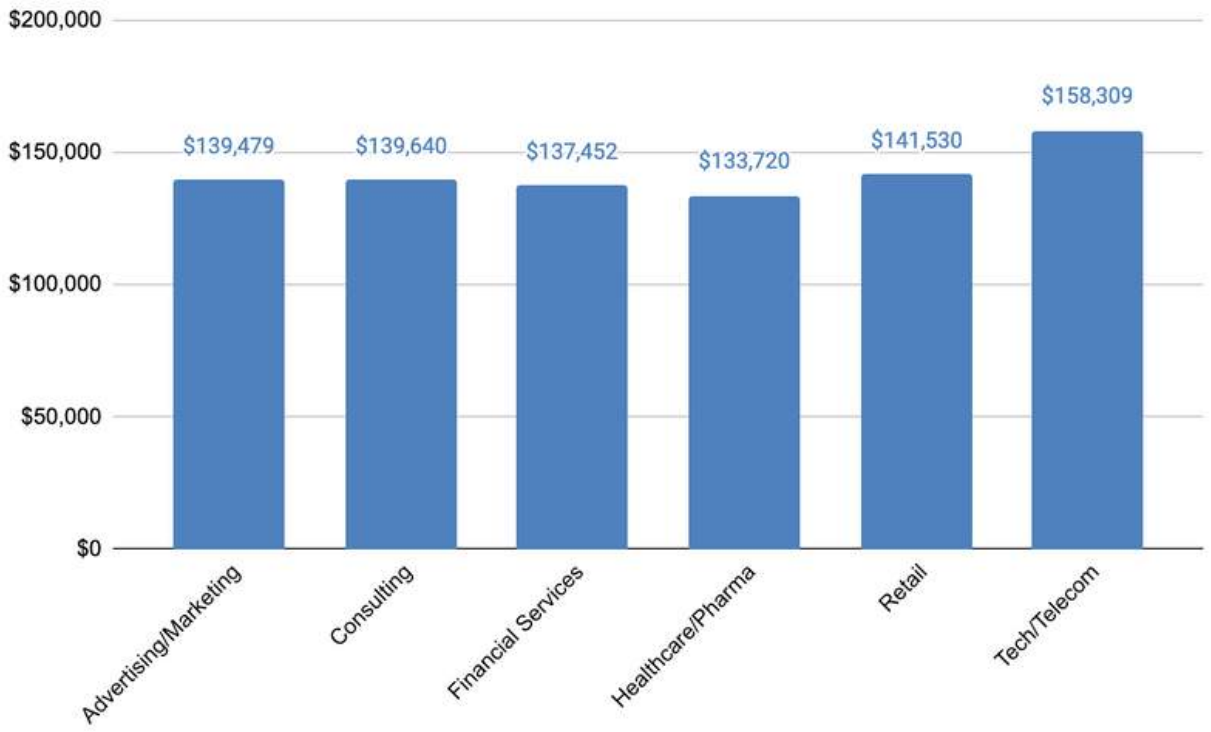


SALARIES BY REGION: AI PROFESSIONALS IC-2 MEAN

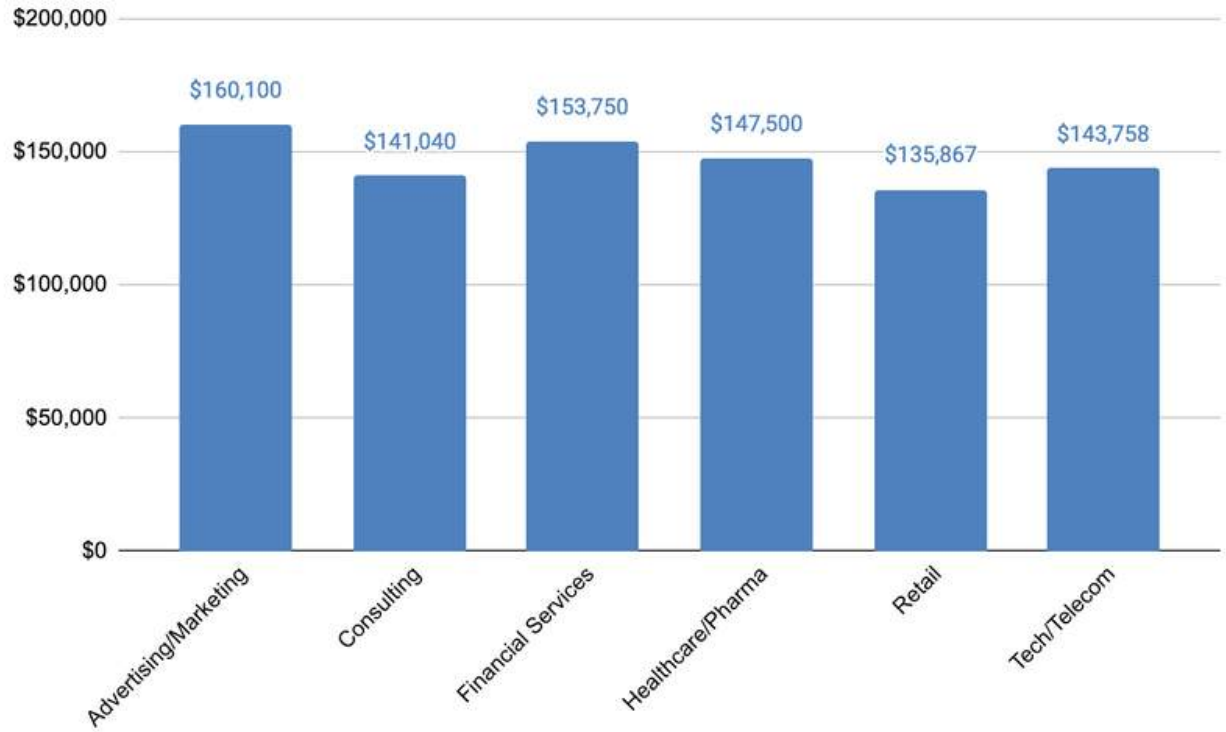


INDUSTRY BREAKDOWN

Comparison of Data Science IC-2 Mean Base Salaries Across Industries



Comparison of AI Professionals IC-2 Mean Base Salaries Across Industries



INDUSTRY BREAKDOWN: DATA SCIENCE PROFESSIONALS

Level	Industry	Base Salary		
		25%	Mean	75%
IC-1	Advertising/Marketing	$85,000	$106,275	$123,825
	Consulting	$80,050	$104,479	$125,000
	Financial Services	$90,000	$111,000	$125,000
	Healthcare/Pharma	$100,000	$123,846	$135,000
	Retail	$95,000	$113,367	$125,050
	Tech/Telecom	$77,500	$108,125	$125,000
IC-2	Advertising/Marketing	$112,500	$139,479	$162,500
	Consulting	$122,500	$139,640	$150,000
	Financial Services	$120,000	$137,452	$150,000
	Healthcare/Pharma	$120,000	$133,720	$150,000
	Retail	$125,000	$141,530	$160,000
	Tech/Telecom	$132,500	$158,309	$180,000
IC-3	Advertising/Marketing	$145,200	$152,556	$160,075
	Consulting	$130,000	$156,071	$177,500
	Financial Services	$140,000	$149,635	$163,775
	Healthcare/Pharma	$130,000	$156,250	$175,000
	Retail	$160,000	$178,820	$200,000
	Tech/Telecom	$155,000	$165,776	$180,000

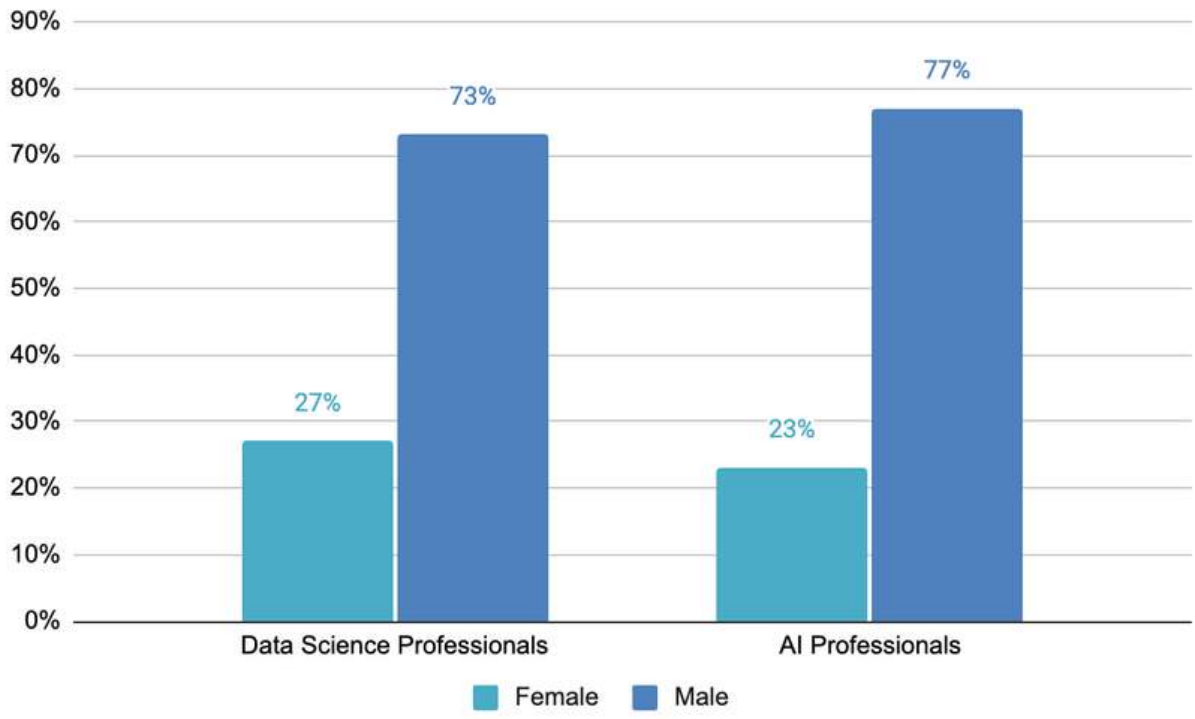
Level	Industry	Base Salary		
		25%	Mean	75%
MG-1	Advertising/Marketing	$138,000	$155,175	$172,800
	Consulting	$145,000	$150,000	$155,000
	Financial Services	$155,025	$160,025	$165,000
	Healthcare/Pharma	$143,000	$162,571	$186,000
	Retail	$157,600	$172,171	$182,500
	Tech/Telecom	$155,000	$169,240	$191,000
MG-2	Advertising/Marketing	$172,500	$181,614	$198,750
	Consulting	$185,000	$216,818	$230,000
	Financial Services	$165,000	$179,837	$195,500
	Healthcare/Pharma	$172,575	$189,936	$200,000
	Retail	$161,325	$192,528	$217,500
	Tech/Telecom	$170,050	$183,673	$190,050
MG-3	Advertising/Marketing	$220,500	$276,571	$287,500
	Consulting	$300,000	$316,667	$325,000
	Financial Services	$237,500	$237,500	$250,000
	Healthcare/Pharma	$210,000	$253,750	$286,250
	Retail	$200,000	$220,618	$250,000
	Tech/Telecom	$200,000	$257,507	$267,500

INDUSTRY BREAKDOWN: AI PROFESSIONALS

Level	Industry	Base Salary		
		25%	Mean	75%
IC-1	Advertising/Marketing	$132,500	$135,000	$137,500
	Consulting	$125,000	$139,167	$146,250
	Healthcare/Pharma	$127,500	$130,025	$132,575
	Retail	$120,000	$130,000	$140,000
	Tech/Telecom	$100,025	$124,350	$162,750
IC-2	Advertising/Marketing	$160,100	$160,100	$160,100
	Consulting	$150,000	$141,040	$165,000
	Financial Services	$140,000	$153,750	$163,750
	Healthcare/Pharma	$130,000	$147,500	$156,250
	Retail	$120,100	$135,867	$147,500
	Tech/Telecom	$126,025	$143,758	$160,000
IC-3	Advertising/Marketing	$157,625	$165,150	$172,675
	Consulting	$140,000	$163,544	$180,200
	Financial Services	$163,775	$186,275	$190,000
	Healthcare/Pharma	$180,000	$196,667	$205,000
	Retail	$190,000	$190,000	$190,000
	Tech/Telecom	$155,100	$186,230	$221,500

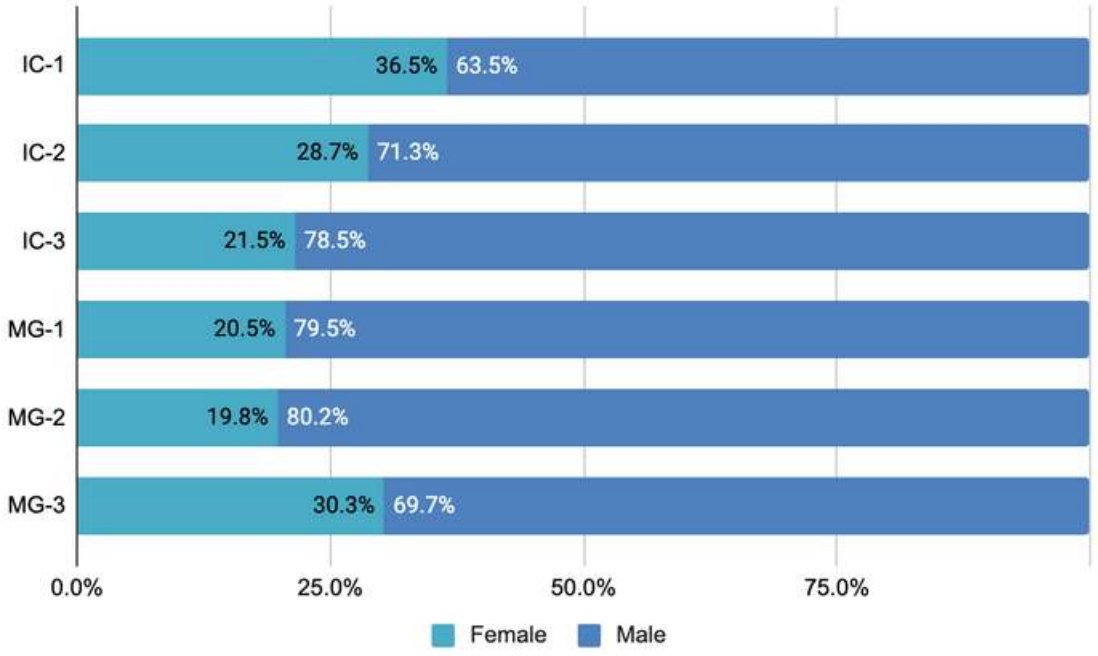
Level	Industry	Base Salary		
		25%	Mean	75%
MG-1	Healthcare/Pharma	$130,000	$130,000	$130,000
	Tech/Telecom	$185,000	$190,000	$195,000
MG-2	Advertising/Marketing	$240,000	$240,000	$240,000
	Consulting	$180,000	$180,000	$180,000
	Financial Services	$170,100	$173,400	$175,100
	Healthcare/Pharma	$185,075	$190,050	$195,025
	Retail	$181,250	$182,500	$183,750
	Tech/Telecom	$170,050	$205,033	$227,55(
MG-3	Consulting	$250,000	$250,000	$250,000
	Financial Services	$290,000	$310,000	$330,000
	Retail	$180,000	$180,000	$180,000
	Tech/Telecom	$208,750	$237,550	$268,750

GENDER BREAKDOWN: DATA SCIENCE & AI

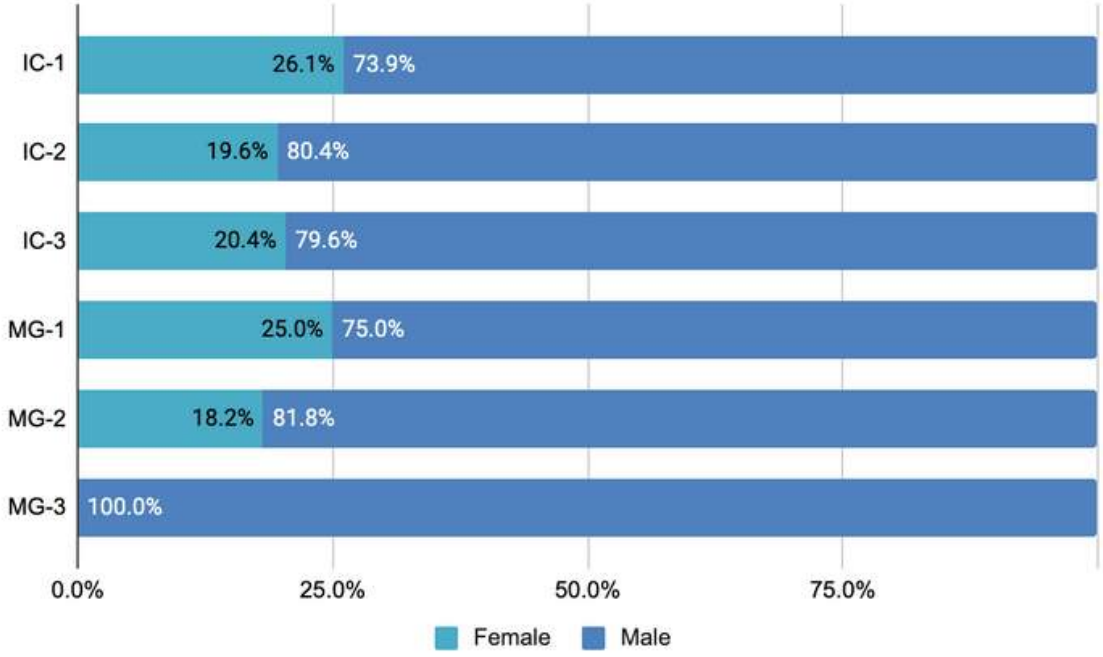


DISTRIBUTION OF DATA SCIENTISTS & AI PROFESSIONALS BY GENDER AND JOB LEVEL

Data Scientist Distribution by Gender and Job Level

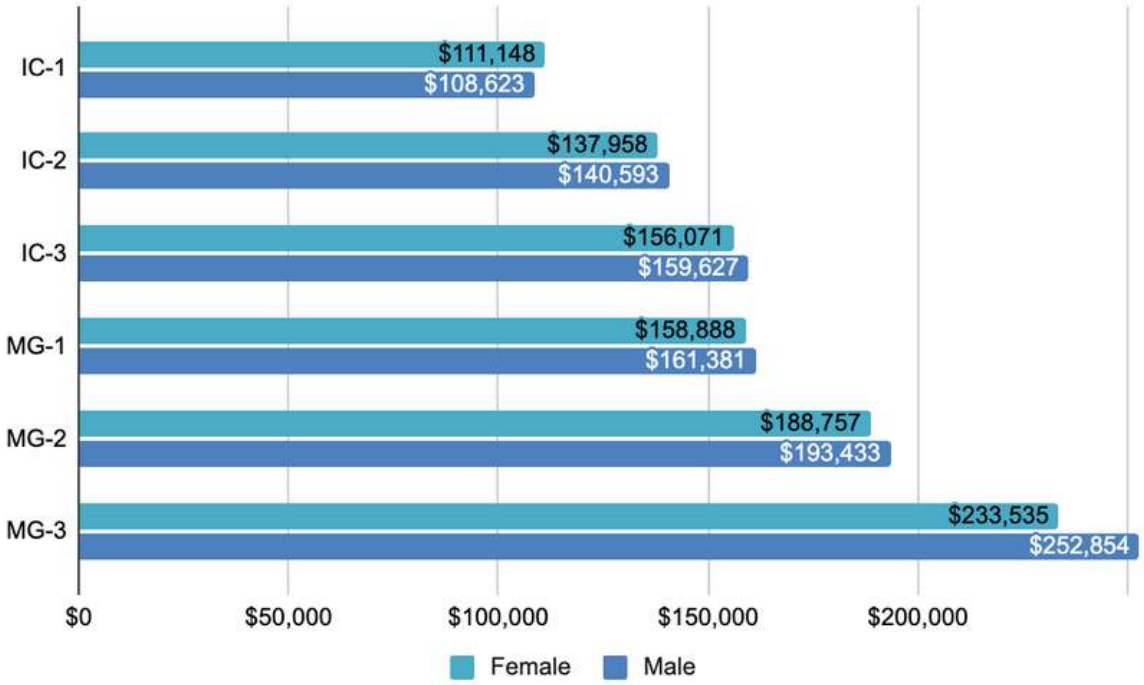


AI Professional Distribution by Gender and Job Level

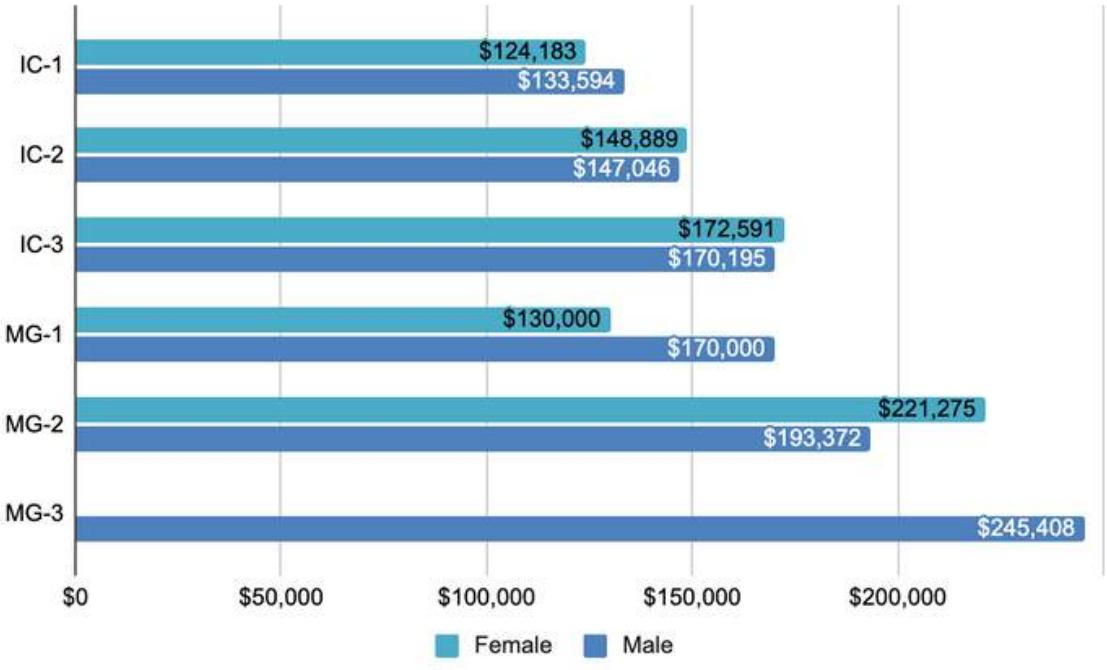


COMPARISON OF MEAN BASE SALARIES BY GENDER

Comparison by Gender of Data Science Mean Base Salaries

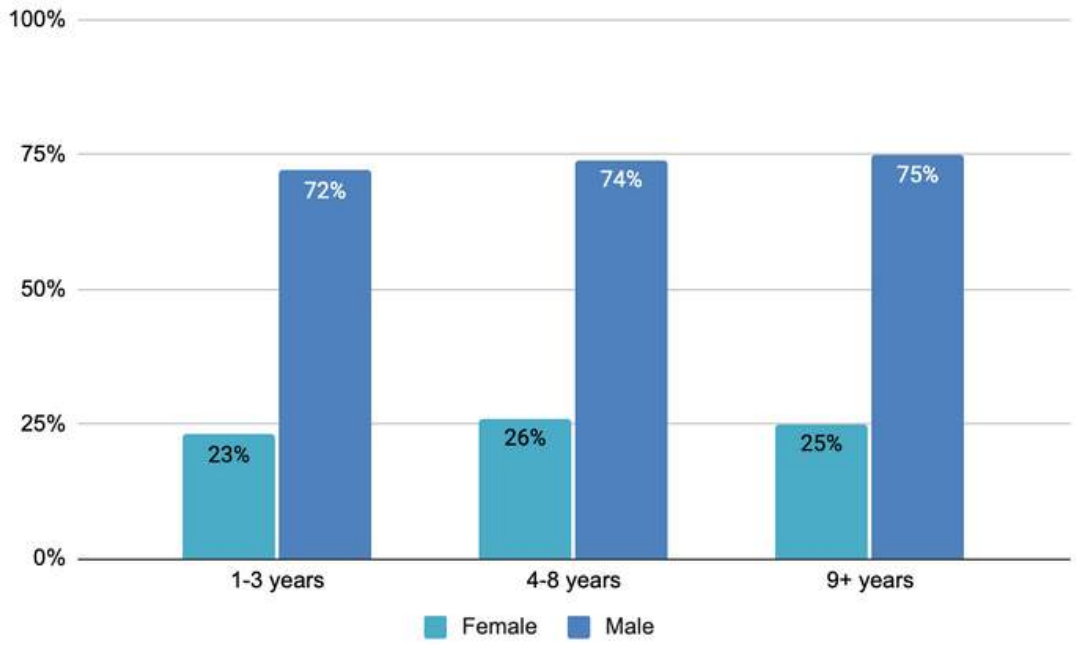


Comparison by Gender of AI Professionals Mean Base Salaries

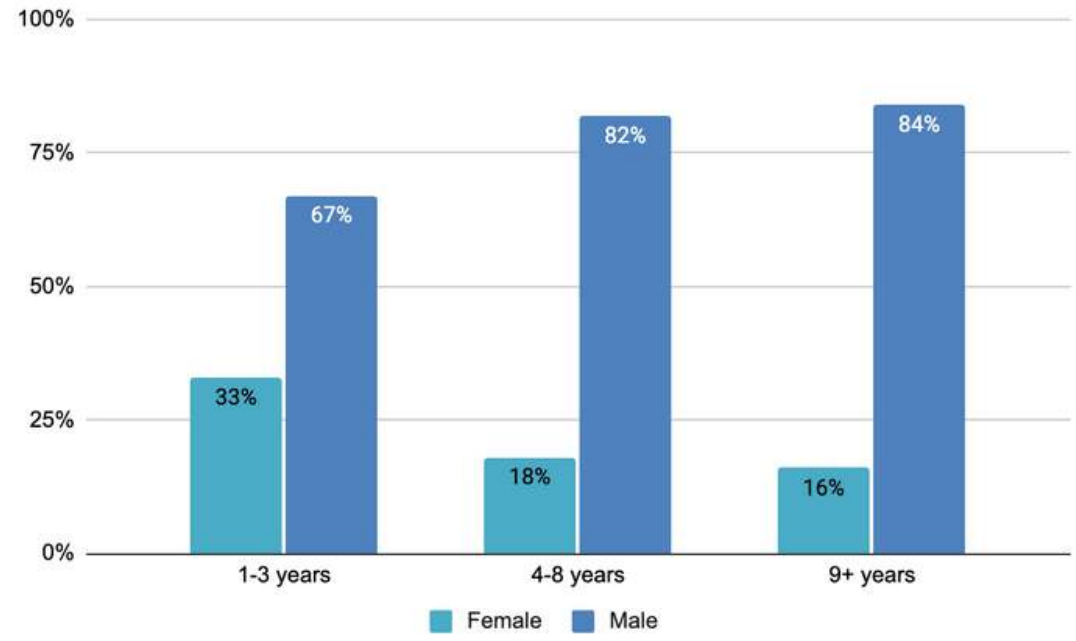


COMPARISON OF GENDER BY YEARS OF EXPERIENCE

Data Science Professionals: Comparison of Gender by Experience

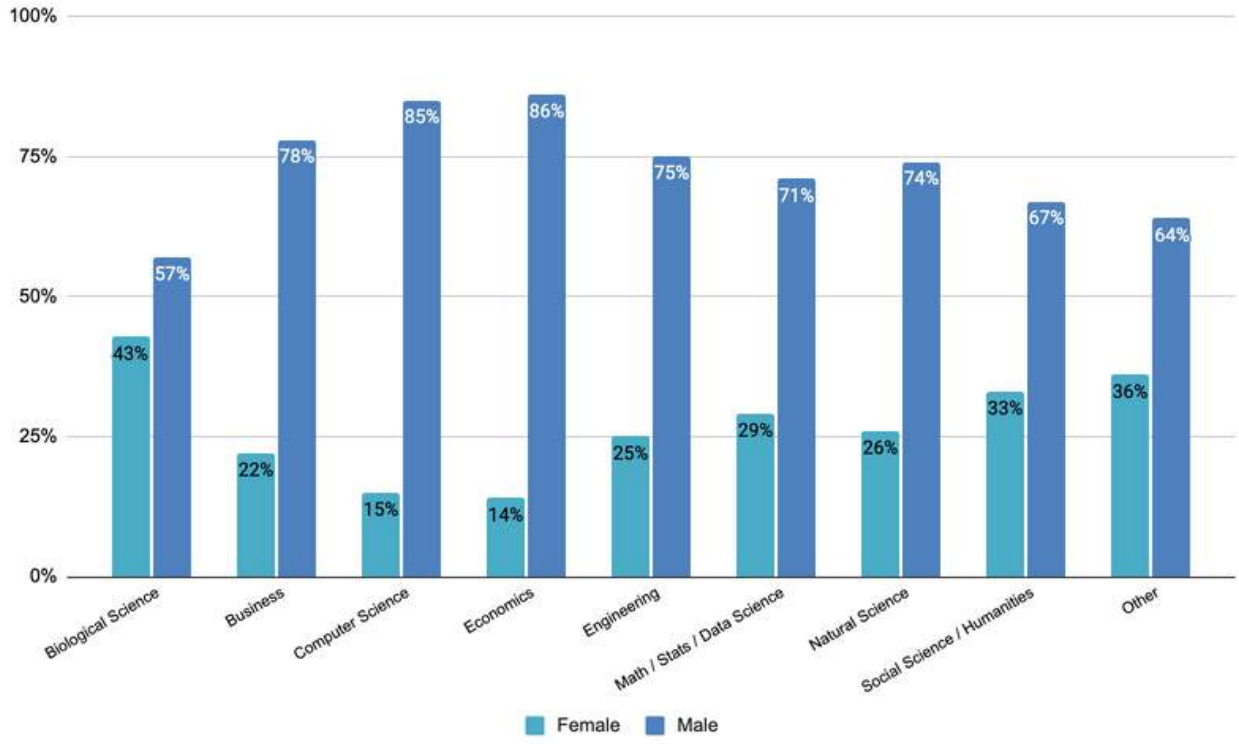


AI Professionals: Comparison of Gender by Experience

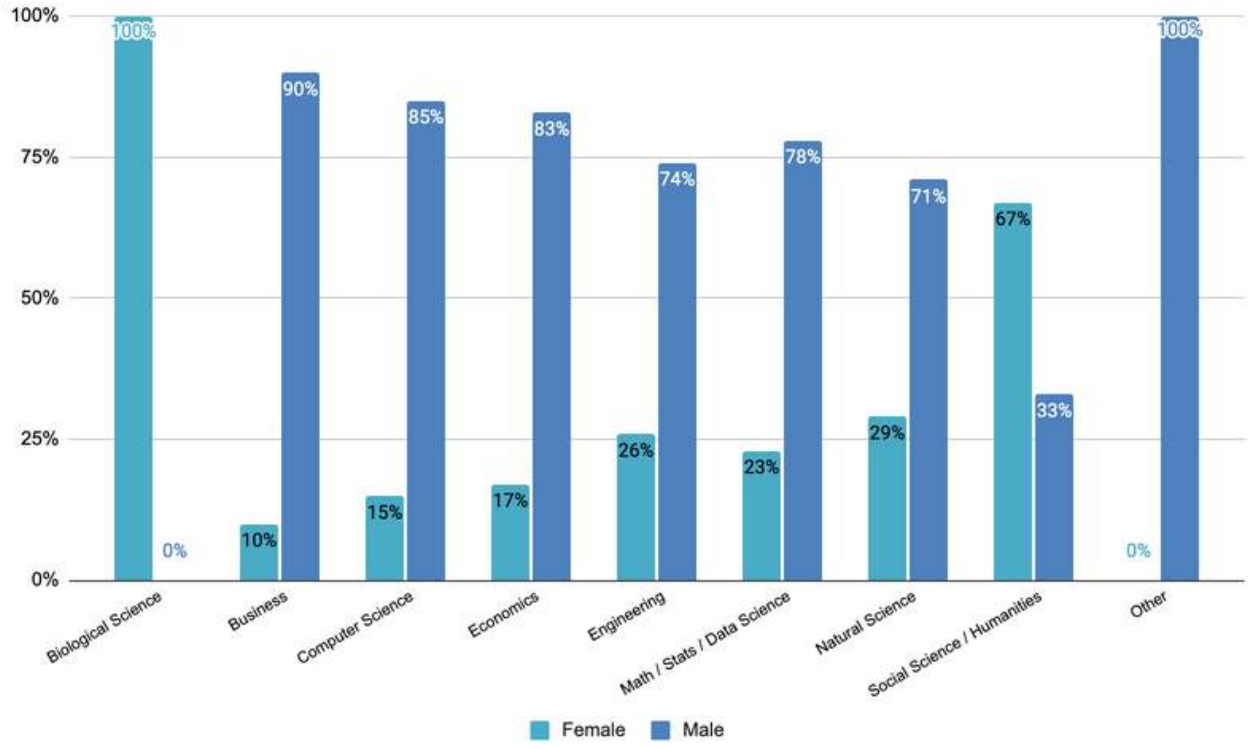


COMPARISON OF GENDER BY AREA OF STUDY

Data Science Professionals: Comparison of Gender by Area of Study



AI Professionals: Comparison of Gender by Area of Study



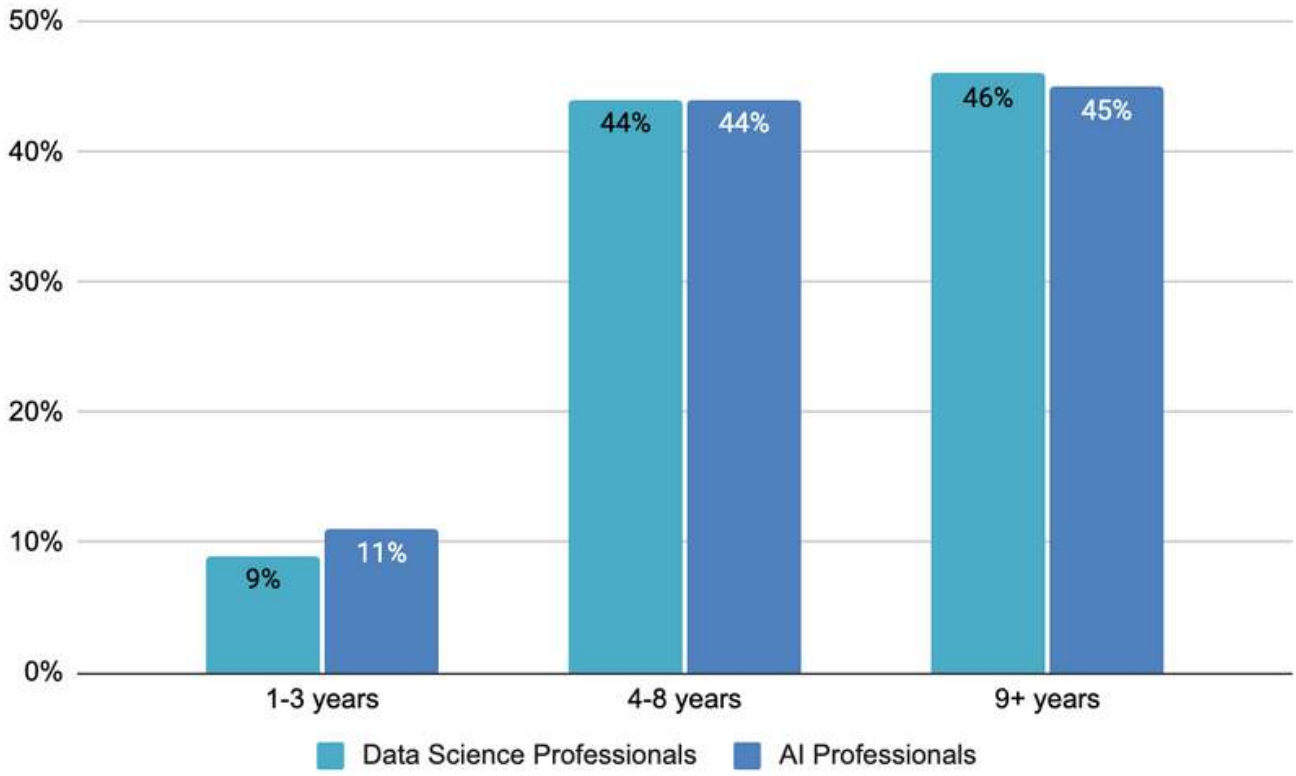
COMPARISON OF GENDER BY EDUCATION LEVEL

Data Science Professionals: Comparison of Gender by Education

AI Professionals: Comparison of Gender by Education

YEARS OF EXPERIENCE

Distribution of Data Science and AI Professionals by Years of Experience



SECTION 4

APPENDICES

4.1 Report Objective & Methodology

This report is a follow-up to last year's report: The Burtch Works Report: Salaries of Data Scientists and AI Professionals, which was published in August 2024. Its goals are to show (1) current compensation of Analytics Professionals and Data Scientists and how it varies, and (2) how their compensation has changed since last year's report. By continuing to interview large numbers of Analytics Professionals and Data Scientists annually, Burtch Works can show both short-term and long-term trends in the demographic attributes of quantitative professionals and their compensation. Additionally, analyzing AI Professionals (previously referred to as Analytics Professionals) and Data Scientists side-by-side highlights the distinctions between the groups that affect salary.

4.2 How Changes in Compensation Were Measured

For the 2025 report, all figures are presented using a strict 12-month year-over-year methodology. The 2024 figures shown in this report have been restated to align with this same methodology. Only the revised 2024 numbers are included here; no addendum, technical supplement, or side-by-side comparison with the originally published 2024 figures will be issued.

4.3 Why Burtch Works Reports Are Unique

The Burtch Works Reports: Salaries of Data Scientists & Artificial Intelligence (AI) Professionals contain highly anticipated salary and demographic data for Data Scientists and other AI Professionals, and are unique because:

- **Burtch Works' reports focus solely on Data Scientists and AI Professionals –** The report samples include only professionals who are currently Data Scientists or AI professionals, and exclude professions that other salary reports may include, such as business intelligence, information technology, and consumer insights.

- **Burtch Works' reports distinguish between Data Scientists and other AI Professionals –** The report separates AI Professionals (who typically work with unstructured or streaming data) from other Data Scientists because of their more specialized skillset. By comparing the two groups, the report shows how this distinction affects salary.

- **Burtch Works obtains this data by interviewing Data Scientists and AI Professionals –** Instead of relying on data provided by human resources departments or from a self-reported online survey, Burtch Works interviews every professional individually. An important advantage of the interview process is that Burtch Works recruiters can obtain information about these quantitative professionals that is not usually provided by human resources departments that may affect their compensation, such as education and residency status. Additionally, because of their nuanced understanding of the profession, recruiters can obtain corrections or clarifications when information provided does not seem credible.

- **Burtch Works' salary reports show how compensation varies by job level, region, industry, gender, and education –** The sample size is large enough to show compensation data, collected over the past year, at a granular level. Further long-term trends are illuminated with each consecutive report.

4.4 2025 Role & Title Glossary

What you'll see more of in 2025

- AI Product Manager (Platforms): Owns AI roadmaps, evaluation scorecards, and ROI; interfaces with Legal/Security.
- Data Contracts/Lineage Owner: Ensures data quality and provenance for retrieval; reduces drift and hallucinations cost.
- Evaluation & Safety Specialist: Builds automated eval harnesses and red-teaming programs; partners with MRM.
- AI Platform Engineer (Security/Governance): Implements policy enforcement, secrets/GPU quotas, auditability.
- Retrieval/Data Quality Lead: Owns chunking strategies, embeddings/rerankers, and content governance.

AI-Lab Build-Out (Center of Excellence)

Role families & titles

- Head of AI / Lab Director (Dir/VP), AI Product Lead, AI Technical Program Manager
- AI Solutions Architect (LLM/RAG), Governance & Risk Lead (MRM), Data Sourcing Lead
- Evaluation/Safety Lead, Labeling/Ops Manager

What they do (2025)

- Stand up the reference architecture (data prep → retrieval → serving → eval) and the operating model (charters, intake, risk & policy).
- Own use-case roadmaps, staffing of IC-heavy pods, and the buy-build strategy across vendors and open weights.
- Institutionalize evaluation harnesses, safety, privacy/consent, and cost controls from day one.

RLHF & Alignment Operations

Role families & titles

- RLHF Trainer/Rater (onshore/nearshore), RLHF Ops Manager, Preference-Model Engineer, Safety/Policy Engineer, Red-Team Lead, Evaluation Engineer.

What they do

- Design guidelines, collect preference data, and run DPO/ORPO pipelines; maintain policy taxonomies and automated eval.
- Build alignment and safety into production with measurable guardrails and incident response.

Gen-AI Implementation (Applied LLM in Production)

Role families & titles

- Applied LLM Engineer, Retrieval Engineer, Agent/Orchestration Engineer, AI Solutions Architect (Apps), AI Product Engineer.

What they do

- Ship copilots/agents and RAG applications; design tool-use/function-calling, memory, and guardrails.
- Optimize chunking, embeddings, rerankers, and grounding data quality; instrument quality/latency/cost and A/B tests.

Data Science & Analytics

Role families & titles

- Product/Decision Data Scientist, Causal Inference Scientist, Forecasting/Time-Series Scientist, Marketing/Revenue Analytics, Fraud & Risk, Experimentation Lead.

What they do

- Drive decisions via experimentation, causal models, forecasting, segmentation, and predictive scoring in BI/batch/stream pipelines.
- Translate analysis into measurable lift with product & ops partners.

MLOps & Platform Engineering

Role families & titles

- ML Platform Engineer, Model Reliability/SRE (AI), Data/Streaming Engineer, Evaluation Platform Engineer, Model Governance Engineer.

What they do

- Provide the paved road: CI/CD for ML/LLM, feature stores, registries, inference gateways, and multi-cloud portability.
- Production observability (quality, drift, latency, safety) and cost controls.

Your trusted source for Data Science and AI professionals' talent solutions, managed services, research and industry insights.