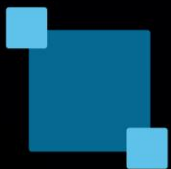# Interpro Talent Insights

Data Insights – Q4 2024

interpro

Data Talent Insights Report

At Interpro, we utilise LinkedIn Talent Insights to provide a comprehensive overview of the data talent landscape across Australia, with a focus on Victoria, New South Wales, and Queensland. This report presents the most current data, collected in Q4 of 2024, and offers valuable insights into:

- **Most In-Demand Skills**

- **Gender Diversity**

- **Hiring Demand**

- **Number of Job Openings**

- **Emerging Skills in the Sector**

- **Number of Professionals Open to Opportunities**

- **Contract Work Preferences**

Our national team of technology recruiters is dedicated to understanding the specific needs of data professionals. We collaborate closely with clients to define the technical expertise required for their projects and engage proactively with our extensive network to find the ideal candidates.

This report delivers crucial information on data salaries and the competitive hiring market, equipping you with the insights needed to navigate the sector effectively and make informed decisions.

Overview of Data Insights in AUSTRALIA

Gender Diversity
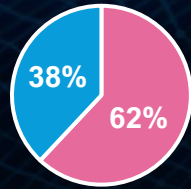
38%
62%

■ Male ■ Female

Hiring Demand

Hiring demand is **very high** for this talent, making it very challenging to recruit qualified candidates.

An average median tenure of **1.3 years**.

There are currently **963 LinkedIn job posts** seeking Data talent.

A **1% increase** in the number of professionals has occurred in the last 12 months across Australia.

In New South Wales, over **3,400** data professionals are open to new opportunities, with **1,300** considering contract roles.

Most In-Demand Skills

Skills	Professionals	% of total	Female	Male	Gender gap
Data Processing	13,790	44%	32%	68%	36%
SQL	13,396	43%	32%	68%	36%
Data Warehousing	12,573	40%	31%	69%	38%
Data Analysis	12,465	40%	36%	64%	28%
Data Modeling	12,096	39%	31%	69%	38%
Python	11,327	36%	30%	70%	40%
Dashboards	11,011	35%	34%	66%	32%
Extract, Transform, Load (ETL)	10,614	34%	31%	69%	38%
Visualisation	10,272	33%	34%	66%	32%

Growing Skills

Skills	% of 1 Year Growth
Data Validation	+116%
Data Models	+112%
Statistical Analysis	+92%
Exploratory Data Analysis	+82%
Visualisation	+74%
Data Pipelines	+72%
Azure Databricks	+70%
Microsoft Power Platform	+63%
Data Architecture	+60%

Overview of Data Insights in AUSTRALIA

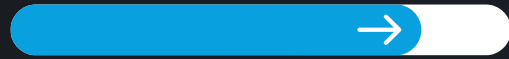| Skills	Number of Professionals	% of 1 Year Growth
IT Services and IT Consulting	3,391	-1%
Banking	2,912	+109%
Software Development	1,999	+20%
Government Administration	1,841	+5%
Higher Education	1,573	-3%
Hospitals and Healthcare	977	+38%
Utilities	906	+9%
Telecommunications	794	-2%
Financial Services	669	+2%

Overview of Data Insights in NEW SOUTH WALES

Gender Diversity
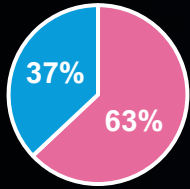
37%
63%

■ Male ■ Female

Hiring Demand

→

Hiring demand is **very high** for this talent, making it very challenging to recruit qualified candidates.

An average median tenure of **1.3 years**.

There are currently **34 LinkedIn job posts** seeking Data talent.

A **1% increase** in the number of professionals has occurred in the last 12 months across Australia.
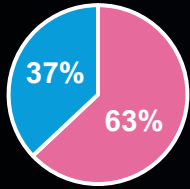
Most In-Demand Skills

Skills	Professionals	% of total	Female	Male	Gender gap
Data Processing	5,100	47%	34%	66%	32%
SQL	5,020	46%	33%	67%	34%
Data Warehousing	4,791	44%	32%	68%	36%
Data Presentation	4,528	41%	34%	66%	32%
Data Modeling	4,433	40%	32%	68%	36%
Data Analysis	4,396	40%	36%	64%	28%
Dashboards	4,235	39%	34%	66%	32%
Python	4,091	37%	31%	69%	38%
Extract, Transform, Load (ETL)	4,056	34%	31%	69%	38%

Growing Skills

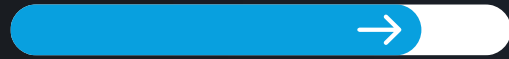| Skills	% of 1 Year Growth
Data Models	+136%
Data Validation	+117%
Visualisation	+97%
Data Pipelines	+81%
Exploratory Data Analysis	+76%
Statistical Analysis	+75%
Microsoft Power Automate	+71%
Azure Databricks	+69%
Microsoft Power Apps	+61%

Overview of Data Insights in VICTORIA

Gender Diversity

37%
63%

■ Male ■ Female

Hiring Demand

Hiring demand is **very high** for this talent, making it very challenging to recruit qualified candidates.

An average median tenure of **1.4 years.**

There are currently **19 LinkedIn job posts** seeking Data talent.

A **2% increase** in the number of professionals has occurred in the last 12 months across Australia.
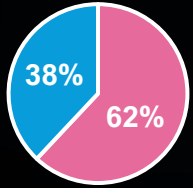
Most In-Demand Skills

Skills	Professionals	% of total	Female	Male	Gender gap
Data Processing	5,110	49%	32%	68%	36%
SQL	4,951	48%	33%	67%	34%
Data Warehousing	4,678	45%	32%	68%	34%
Data Modelling	4,486	43%	31%	69%	38%
Data Presentation	4,479	43%	32%	68%	36%
Data Analysis	4,413	43%	35%	65%	30%
Python	4,318	42%	31%	69%	38%
Dashboards	4,045	39%	34%	66%	32%
Extract, Transform, Load (ETL)	3,969	38%	31%	69%	38%

Growing Skills

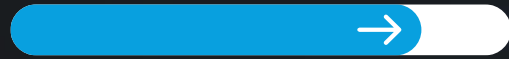| Skills	% of 1 Year Growth
Data Validation	+116%
Data Models	+113%
Statistical Analysis	+94%
Azure Databricks	+75%
Exploratory Data Analysis	+70%
Data Pipelines	+64%
Microsoft Power Automate	+63%
Visualisation	+59%
Data Architecture	+54%

Overview of Data Insights in QUEENSLAND

Gender Diversity

38%
62%

■ Male ■ Female

Hiring Demand

Hiring demand is **very high** for this talent, making it very challenging to recruit qualified candidates.

An average median tenure of **1.3 years.**

There are currently **3 LinkedIn job posts** seeking Data talent.

A **2% increase** in the number of professionals has occurred in the last 12 months across Australia.

Most In-Demand Skills

Skills	Professionals	% of total	Female	Male	Gender gap
Data Processing	51,443	40%	30%	70%	40%
Data Presentation	1,378	38%	32%	68%	34%
Data Analysis	1,375	38%	36%	64%	28%
SQL	1,335	37%	28%	72%	44%
Data Modeling	1,271	35%	29%	71%	42%
Data Warehousing	1,259	35%	27%	73%	46%
Dashboards	1,120	31%	31%	69%	38%
Python	1,089	30%	26%	74%	48%
Data Architecture	1,060	29%	26%	74%	48%

Growing Skills

Skills	% of 1 Year Growth
Data Reporting	+179%
Data Lakes	+172%
Microsoft Power Platform	+150%
ETL Testing	+120%
Statistical Analysis	+104%
Visualisation	+104%
Data Presentation	+100%
Data Architecture	+100%
Exploratory Data Analysis	+96%

Data Talent Summary

- Australia's data talent landscape reveals a significant gender gap, with 62% of professionals being male and 38% female, particularly in technical roles like Python and Data Warehousing. Hiring demand remains high, with 963 active job postings and a 1% increase in the number of professionals over the past year. However, the average tenure is only 1.3 years, indicating a high turnover rate in the sector.

- Key skills in demand include Data Processing, SQL, Data Warehousing, Data Analysis, Python, and ETL. Emerging skills such as Data Validation (+116%), Data Models (+112%), and Statistical Analysis (+92%) are seeing substantial growth. Technologies like Azure Databricks (+70%) and Microsoft Power Platform (+63%) are also gaining prominence across the market.

- In New South Wales, there are 34 active job posts, with skills in Data Processing, SQL, and Data Warehousing leading the demand. The gender gap reflects national figures, with men dominating technical roles. Victoria has 19 active posts, showing a 2% increase in the number of professionals and growing demand for skills like Data Validation and Azure Databricks. Queensland follows general national trends, although specific insights are less detailed.

- Overall, the data market remains competitive, with challenges in talent retention and a growing focus on emerging skills. Organisations aiming for success will need to address gender diversity, retain key talent, and focus on developing expertise in rapidly growing areas.

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