

2015 TABLEAU MARKET REPORT

**Every 38 minutes we place an
IT specialist into a new position**



“2015 MARKS THE THIRD CONSECUTIVE YEAR THAT TABLEAU HOLDS THE MARKET LEADER POSITION IN GARTNER’S MAGIC” QUADRANT FOR BI & ANALYTICS”

Market Overview

Current Status of the Market

With the release of Tableau 9.0 in April of this year and 9.1 following in September, Tableau users have been able to gain access to more dynamic features, greater LOD (level of detail) being just one. This, along with the ease of use, is continuing to progress forth Tableau’s growing user base.

2015 also marks the third consecutive year that Tableau holds the market leader position in Gartner’s Magic Quadrant for BI & Analytics Platforms significantly above both Microsoft and Qlik. Tableau was ranked #1 in ‘ability to execute’ and leader in ‘completeness in vision’.

Tableau’s highest stock price (DATA) was recorded this year, trading at \$128.74 per share July, 22 of this year.

As of May 2015, Tableau has grown to 2,400 employees in within a recent Forbes’ publication, Tableau’s projected revenue from customer will grow from its current \$11,700 to \$17,000 by 2021.

Industry Analysis

According to the IDC (International Data Corporation), the business analytics market generated \$37.7 billion worldwide and is expected to grow to around \$59.2 billion in 2018 translating to a 9.4% compounded annual growth rate for the forecasted period.

According to Gartner.com, the BI and analytics platform is currently undergoing a fundamental shift. During the past ten years, BI platform investments have predominantly been in IT-led consolidation and standardization projects for large scale systems of record reporting. These have tended to be highly governed and centralized, where IT-authored production reports were pushed out to inform a broad array of information consumers and analysts. Now, a wider range of business users are demanding access to interactive styles of analysis and insights from advanced analytics, without requiring them to have IT or data science skills. As demand from business users for pervasive access to data discovery capabilities grows, IT wants to deliver on this requirement without sacrificing governance.



Market Overview

Candidates

While there are over 23,000 customer accounts and growing, there are typically anywhere from 42-68 unique candidates on the market at any given time within the United States.

There is a ratio of 1 candidate to 10 jobs in the US, effectively making Tableau a niche space.

While SQL Server development has a large presence within the IT industry, specifically within BI, Tableau specialization is significantly harder to find. Though there is a growing trend across all IT fields has been the increased presence of offshore resources for cost effectiveness, the Tableau niche has not been impacted as heavily as other industries, as development is still preferred to be conducted in house.

What candidates are looking for



Compensation

While there are many factors that impact a candidate's preference in opportunity, compensation is most certainly a constant variable. Since Tableau is a specialized and niche market, consultants expect to be compensated accordingly, as the current demand is far greater than supply.



Remote Work

In the last year, remote work has grown exponentially in popularity. Due to the nature of the IT industry, independent consultants are more inclined to seek remote work than to entertain relocation. The ratio of candidates unwilling to relocate vs. those willing is 6 to 1. However, due to the large number of candidates being on H1B visas, relocation is often feasible.



Career potential/projects

For many Tableau consultants, a large factor in their decision making process is the project itself. For independent consultants, career progression is measured by project experience, so exciting projects that utilize the latest Tableau technology are of preference. Project duration is also something that candidates consider when measuring opportunities, as a longer project duration will take precedence over that of one for six months or less.

Industry Average rates

Bill rates	
Developer	\$100 - 150
Architect	\$140 - 190
Certified Trainer	\$150 - 180
Business Analyst	\$90 - 120

Salaries	
Developer	\$120k
Architect	\$150k
Business Analyst	\$95k
Manager / Trainer	\$170k

Market Overview

Top 10 cities that hire



Additional resources

If you're currently implementing Tableau, upgrading to the most recent version or conducting migrations, the Computer Futures Tableau consulting team can assist you in finding top level talent for any of your projects. The Computer Futures Tableau consulting team can also assist in finding top level certified developers and trainers to either conduct training sessions, build out your CoE or create dashboards and reporting. Whereas most IT recruiters will work as generalists, Computer Futures focuses on niche areas in IT to offer more than just strong resumes to our clients. We add value in that our service provides the best quality candidates available on the market. Each candidate is thoroughly screened and vetted prior to being presented forth to any prospective opportunity.

To discuss the market in more detail, discuss your current needs, explore your future plans, or even find Tableau use cases, please contact Farah S Salman.

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Sources used:

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