

Table 1**Analytics U.S. Position on LinkedIn***

Area of Analytics	Entry or Associate**	All Levels
All Analytics Position Ads	31,501	131,878
Social Media Analytics	9,842	31,125
Marketing Analytics	7,546	31,160
Healthcare Analytics	7,438	25,279
Financial Analytics	6,083	30,594
HR/Talent Analytics	5,773	17,241
Media Analytics	4,212	13,502
Pricing Analytics	3,153	7,129
Retail Analytics	2,960	11,848
Digital Analytics	2,859	17,153
Fraud Analytics	2,621	20,519
Supply Chain Analytics	1,031	6,761
Credit Analytics	831	9,079

*Data captured at 10:10 a.m. on August 1, 2015

**Associate level generally requires 3-5 years of experience or an MBA or other advance degree