

Tech in Retail & eCommerce

Dice Tech Job Report: Special Edition

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Key Trends

Partnerships with tech companies help retailers appease customer demands for quick delivery and “Buy Now, Pay Later” options.

Augmented reality is the industry’s response to consumers’ desire to try before they buy, and though consumer adoption has been slow, brands continue to invest in AR technology.

Shrinking margins have created pressure to accelerate digital transformation.

Resources

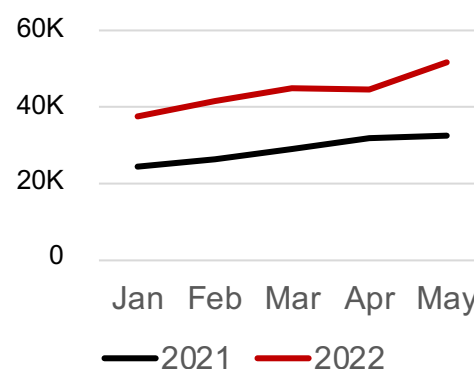


Check out Dice’s [Employer Resource Center](#) for eBooks, webinars and more on tech hiring.

The pressure is on retail businesses whose digital transformation initiatives are either new or moving slowly, as the pandemic only accelerated changes in consumer behavior. To become a digital player, organizations must build and strengthen tech foundations, and hire the talent to support them.

U.S. Tech Job Postings in Retail

There was a short-lived flattening of demand between March and April with talk of inflation, recession and a possible bear market, but demand for tech talent in retail was back up in May.



Top Occupations

Rank	Occupation
1	Software Development Engineer
2	Software Engineer
3	Software Development Manager
4	Geek Squad Consultation Agent
5	Data Scientist
6	Business Analyst
7	Geek Squad Advanced Repair Agent
8	Business Intelligence Engineer
9	Systems Engineer
10	Mobile Expert

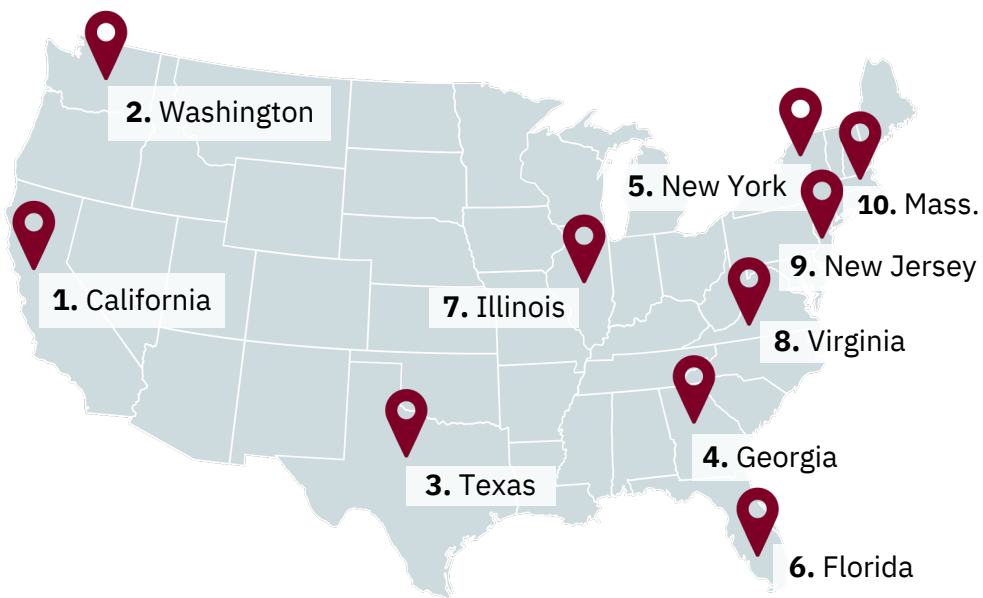
The need for websites, apps and other digital shopping experiences that require expert technical knowledge is driving demand for Software Development Engineers and Software Engineers. Mobile Experts also made the list, as mobile-first shopping experiences have almost become table stakes in the competition for customers.

Data Scientists and Business Analysts are in-demand tech occupations for their contributions to identifying efficiencies, streamlining processes and forecasting.

Top States

Washington placed second on the list of states hiring the most retail-related technologists, for an obvious reason: It's the home of Amazon, which needs thousands of technologists to help run its operations. As more Americans have turned to online shipping, Amazon has grown considerably, swelling the state's technologist numbers.

Retail and eCommerce companies in California, Texas, Georgia and other states are likewise hungry for the kind of advanced tech talent that can help make retail operations more efficient and "smarter."



Top Tech Skills

Rank	Skill
1	Computer Science
2	Software Development
3	Agile Methodology
4	SQL
5	Java
6	Python
7	Amazon Web Services (AWS)
8	Software Engineering
9	Automation
10	JavaScript

Retail and eCommerce companies face a bewildering array of front- and back-end challenges. They must build effective customer-facing apps and websites, plus manage and analyze huge amounts of data to make their businesses more cost- and time-efficient. That translates into hunger for technologists who've mastered SQL, Java, Python, AWS and the principles of software engineering.

As with manufacturing, there's also an intense focus on automation, which retail and e-commerce companies need in order to scale while keeping costs to a minimum.

Top Employers

Unsurprisingly, Amazon continues to demand tech talent, far outpacing all other employers on this list. The Home Depot, which started the year needing more technologists than Best Buy and Walmart, slowed its hiring after January, moving the home improvement retailer down the list.

Advance Auto Parts, especially with its [investment in hybrid and electric vehicles](#), and AutoZone with its successful [improvement of fast deliveries and online customer interactions](#), show signs of continuing to innovate in a market that's expected to [surpass \\$140 billion by 2027](#).

Rank	Company
1	Amazon
2	Best Buy
3	Walmart
4	CVS Health
5	The Home Depot
6	Exelon
7	Advance Auto Parts
8	AutoZone
9	Target
10	Chewy

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