

**YOUR LOGO HERE**

**[INSERT PROGRAMME NAME]**

**CANDIDATE INTERVIEW GUIDE – DATA ANALYST**

**[INSERT DATE]**

**Let's Get To Work.**

This model is challenging but immensely rewarding. **You will be building a new ecosystem for talent in South Africa.**

## Entry-Level Data Analyst Interview Guide

### Purpose:

To evaluate both the **technical competency** and **cognitive reasoning** of candidates applying for an entry-level data analyst role.

### Part 1: Technical Questions

*(Assess data handling, analytical tools, and interpretation skills)*

#### 1. Data Fundamentals

- What is the difference between **structured** and **unstructured** data?
- Explain the concept of **data cleaning** and why it's important.
- What steps would you take to validate the accuracy of a dataset?

#### 2. Excel / Spreadsheet Skills

- Which Excel functions do you use most for analysis (e.g., **VLOOKUP**, **INDEX/MATCH**, **Pivot Tables**)?
- How would you detect and remove duplicates in Excel?
- Describe a time when you used Excel to summarise large amounts of data.

#### 3. Database & SQL

- What is a **primary key**?
- Write a simple SQL query to select all records from a table named Sales where Amount is greater than 5000.
- Explain the difference between **INNER JOIN** and **LEFT JOIN**.

#### 4. Data Visualisation & Tools

- What visualisation tools have you used (e.g., **Power BI**, **Tableau**, **Excel charts**)?
- How would you decide which chart type to use for a dataset?
- What makes a dashboard effective?

#### 5. Statistics & Interpretation

- Explain **mean**, **median**, and **mode** — when would each be more useful?
- What does a **correlation coefficient** tell you?
- How would you detect and handle **outliers** in a dataset?

## Part 2: Cognitive & Analytical Thinking Questions

*(Assess problem-solving, critical thinking, and business understanding)*

### 1. Analytical Reasoning

- If you notice a sudden drop in sales in a dataset, how would you investigate the cause?
- How would you explain a complex data trend to a non-technical stakeholder?
- Describe your approach to identifying patterns or insights in data.

### 2. Problem-Solving

- You find missing values in a key dataset — what steps would you take?
- How would you prioritise multiple data requests from different departments?
- Describe a time when your analysis led to a different business decision.

### 3. Adaptability & Learning

- Tell me about a new tool or concept you learned recently — how did you learn it?
- What do you do when faced with a dataset or problem you don't fully understand?
- How do you stay current with trends in data analytics?

### 4. Attention to Detail

- How do you ensure accuracy in your reports?
- Give an example of an error you caught that made a difference in a project.
- How do you verify that your visualisations are telling the right story?