

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKET ANALYST

1	What is your background in market research?	12345	
2	What experience do you have working with market research?	12345	
3	How do you manage large amounts of data and identify significant insights?	12345	
4	Tell me about a time when you had to forecast market trends.	12345	
5	What do you think are the most important skills for a Market Analyst to possess?	12345	
6	Have you ever worked with data analysis software such as Excel or SPSS?	12345	
7	Do you have any experience working with financial analysis?	12345	
8	Have you ever identified gaps in the market and proposed strategies to address them?	12345	
9	Describe an instance when you had to think out of the box to solve a problem.	12345	
10	How do you keep up with changes in the market and industry trends?	12345	
11	What criteria do you use when evaluating potential markets for new products or services?	12345	
12	In what ways have you used market research techniques to help make informed decisions for businesses?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	

CRITERIA	SCORE (1-5)	NOTES
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.