

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKET RESEARCH ANALYST

1	What experience do you have as a market research analyst?	12345	
2	Describe your process for conducting market research.	12345	
3	How would you go about analyzing data to make informed decisions?	12345	
4	What kind of tools and software do you use in market research analysis?	12345	
5	How proficient are you with statistical software such as SPSS or Stata?	12345	
6	Can you explain how to identify the target audience for a product launch campaign?	12345	
7	What methods do you use to evaluate the success of a marketing strategy?	12345	
8	How do you keep up with industry trends and market insights?	12345	
9	Describe your experience in managing customer surveys.	12345	
10	Have you ever conducted competitor analysis for any organization? If yes, how did the results influence their strategies?	12345	
11	Are you familiar with data mining techniques?	12345	
12	What have you done to increase customer satisfaction and loyalty?	12345	
13	What strategies do you use for forecasting market trends and opportunities?	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?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.