

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SALES ANALYST

1	Can you explain your experience with sales data analysis and reporting?	12345	
2	How do you stay updated on industry trends and market conditions that can impact sales?	12345	
3	Could you provide an example of a sales analysis project that positively influenced a company's performance?	12345	
4	What methods and tools do you use for forecasting sales trends and demand?	12345	
5	How do you collaborate with sales teams to enhance their performance based on data insights?	12345	
6	Can you share an experience where you identified areas for sales process improvement through data analysis?	12345	
7	What key performance indicators (KPIs) do you consider most valuable for evaluating sales performance, and why?	12345	
8	How do you ensure data accuracy and reliability in your sales analysis reports?	12345	
9	Describe your experience with creating sales dashboards and data visualization to communicate insights effectively.	12345	
10	How would you approach providing sales analysis to assist in market expansion and product development decisions?	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.