STRINGFEST ANALYTICS

Building your data academy: Assessing candidate skills

QUANTIFYING CANDIDATE SKILLS

Self-rating

- *"Rate your Excel skills on a scale of 1 to 5."*

- Easy to collect
- Fun to analyze
- Hard to design in a way that tells much!

Time estimates

- *"Approximately how many hours a week do you spend cleaning and preparing data for analysis and reporting?"*

- Time is money!
- Do your analysts even have time to analyze?
- Good baseline for ROI

Skill assessments

- *"Which tab on the home ribbon allows you to create a PivotTable?" A. Data B. Insert C. View D. Home*

- More specific than a 1-5 self-rating
- Stripped of context, these knowledge checks can become meaningless

Skill assessments

- A promising alternative assessment:

- *"Which of these best describe how easily you could perform a left outer join in Power Query?*
    - *A. I wouldn't know where to start*
    - *B. I could struggle through with trial and error and lots of web searching*
    - *C. I could do it quickly with little to no use of external help"*

QUALIFYING CANDIDATE SKILLS

Experiences

- *"What systems do you pull your data from and to what extent do they interface?"*

- What are the pain points?
- What do your candidates know and not know about how to fix them?

Emotions

- *"What excites you with working about data? What frustrates you?"*

- What are the pain points?
- What do your candidates know and not know about how to fix them?

Goals

- *"What excites you with working about data? What frustrates you?"*

- Don't discount intrinsic motivation!
- What specifically do your candidates want to learn more about?

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LET'S TALK

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