Business Analyst

# **Slot: 1**

# **Procedure**

1. Online Test.
2. In-person Interview.

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# Karan Raj Bagri

In the **first round**, we started by discussing my project and what I had been working on. Then, we moved on to the **case study**, which focused on an ad campaign on Google. The campaign involved displaying ads for vehicles available at dealerships that Capital One had partnered with, with the goal of selling loans. I was first asked what metrics I would consider to evaluate the success of the campaign. Then, I was asked which position on the page I would choose, given a certain budget, considering factors like cost per view and conversion rate. There were several follow-up questions about this problem, with a strong focus on clearly articulating my thought process, identifying the important factors, and performing quick calculations. This round lasted around 30 to 40 minutes.

In the **second round**, there was another **case study**, this time about selling term insurance policies. We were provided with data related to the insurance policies as well as the probability of death for individuals within the next year. The task was to figure out the highest probability of death we could allow while still ensuring the policies would be profitable. The customers were divided into four groups based on specific characteristics, and we had to decide which groups to target for selling the policies. Again, being clear about the thought process and performing quick calculations were essential. This round lasted approximately 15 to 20 minutes.

The **third round** was more of a **discussion** about the company, its processes, what I could expect from the role, and whether I was ready for it.

The fourth and final round was a typical **HR** round. I was asked questions about myself, including my biggest achievements, things I regretted, and challenges I had faced, the failures I had, etc. Being straightforward seemed to be the right approach in this round.