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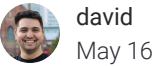
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Job Interviews

Facebook “Product Experience Analyst” – what is the interview like?



I’m interviewing for a Product Experience Analyst (“PXA”) role on the Facebook Ads team.

Here’s my interview schedule for the onsite:

- Execution (I’ve been told this is behavioral)
- Product interpretation
- Product sense
- Applied data
- Technical focus

I feel very comfortable with the technical/SQL parts of the interview, but less for “product sense” and “product interpretation” parts.

Sounds like product interpretation is focused on setting goals/picking the right metrics for products. Anybody know what “product sense” is?

Facebook Analyst Interview Preparation

Questions

1. What does the "product sense" interview consist of for PXAs? (Is it the same as the PM product sense interview? there's a lot of ressources online for that)
50 words minimum.
2. What does the "product interpretation" interview consist of for PXAs?



1 Answer

R

REOp02 Facebook
May 17

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1. What does the "product sense" interview consist of for PXAs? (Is it the same as the PM product sense interview? there's a lot of ressources online for that)

The purpose of the "product sense" interview is to determine if the candidate is a strong 'product-thinker'. First of all, you need to understand metrics, please read the medium post (<https://medium.com/@ms.mbalke/aarr-framework-metrics-that-let-your-startup-sound-like-a-pirate-ship-e91d4082994b>), get familiar with AARRR metrics. In addition, get familiar with life cycles of products. Think of some Facebook products and try to come up AARRR metrics for them. Another article I would recommend is <https://stellarpeers.com/blog/metrics-airbnb-experiences-feature/>. If you have time, read articles from <https://medium.com/stellarpeers>. The interview will be mostly open ended case studies, you need to break down the problems and ask the interviewer what is the goal of the product, and analyze from different angels.

2. What does the "product interpretation" interview consist of for PXAs?

The goal of this round is to identify the candidate's ability to take a poorly-defined problem and provide a coherent, systematic approach that takes into account the approach's strengths and weaknesses. This is similar to product sense interview and the links above will also help a lot. The key of this interview is to find a metrics to evaluate XXX. This requires you to understand the user of the product, the questions of the users, how the product will help users, and then further understand the goal of users, goal of the company. You need to find metrics to quantify these goals. During the interview, you need to clarify the scope and ambiguous terms, discuss with the interviewers, explain the problem, goal, and solutions step by step.

Find the answers you need by posting a project



+ Ask Questions

