# 09-12 J Crew Prep Call: Data Analyst (Marketing Analytics) - SQL/Snowflake/Power BI, Speed-to-Insight, Executive Storytelling

###### 2025-09-12 11:03:02

\*\*00:00:00 Patrick W. \*\*  
with you. Sequel is the main thing he's looking for, getting someone advanced in that. So, obviously he likes your background and jumped to interview you pretty quickly. I'll give you some insight here. We had someone who was placed in this position. I placed him back in, I think it was November. We thought he was doing a good job. We connected with.

\*\*00:00:30 Patrick W. \*\*  
you. When did we talk to him? On Wednesday, Brandon? Tuesday or Wednesday? Yeah. And he said that his time commitment and deliverability of projects was not there. He would drag his feet in terms of when they give him a requirement, he would take his sweet time in. doing the work itself and when he would finally be at the point to present it it wasn't up to par.

\*\*00:01:06 Patrick W. \*\*  
with uh you know what what they were expecting um especially with the amount of time that it took him, um yeah so that being said you know the time commitment speed to insights um attention to detail that's all gonna be what he's looking for and certainly something i would emphasize in the uh or when you speak with him on monday um he's not looking for you know a data scientist he's.

\*\*00:01:38 Patrick W. \*\*  
looking for someone who has um you know a strong foundation of uh sql snowflake power bi he touched on python r so it's a pretty straightforward data analyst position with a focus on you know, and marketing analytics so is that all in line with what you're looking for in terms of a new position and what you want yeah I was telling Brandon that's.

**00:02:11 Brandon A.**  
pretty much like what I was doing for for Trulieve I was kind of doing a little bit of everything and then the main the main function was conveying those more complex or technical insights or stories to non-technical stakeholders or just leadership like C-level executives and I would get like you know ad hoc requests and like expected to get done the same day so the time constraint thing is pretty yeah I've got that down pat yeah all right.

\*\*00:02:41 Patrick W. \*\*  
cool so in retail where where was your last position so I was remote but.

**00:02:48 Brandon A.**  
they're based in Florida but I was over Arizona and then Florida and Ohio yeah, yeah.

\*\*00:02:56 Patrick W. \*\*  
all right so in, Obviously, with J.Crew being a leader in clothing retail, their busy season, it's going to kick off, I'd say, mid-November and last until mid-January. So you're going to have this three, four-month period where you're going to be busy and you're going to be preparing for the holiday season, preparing for Black Friday, Cyber Monday, and leading into the new year.

\*\*00:03:35 Patrick W. \*\*  
So if everything goes well, and of course, if this is a position you can see yourself doing after speaking with you and who is going to get more inspiration. So you're going to have this three, four-month period where you're going to be busy and you're going to be preparing for the holiday season, preparing for Black Friday, Cyber Monday, and leading into the new year. some of the work from the consultant that is departing. So, you know, you could be working on a project.

\*\*00:04:08 Patrick W. \*\*  
that they're already in the middle of or leading a project that they're already in the middle of, if that makes sense.

**00:04:13 Brandon A.**  
Yeah, I've done it before. It's my last role. I did the same thing.

\*\*00:04:17 Patrick W. \*\*  
All right. Awesome. June's pretty straightforward. He's a nice guy. You know, he's going to tell you how it is. He's not going to beat around the bush in terms of what he wants, what he's looking for. If your answer is wrong, I think he's going to tell you on the spot. And, you know, he might give you an opportunity to correct yourself. What's, in terms of your job search, where else are you interviewing.

**00:04:47 Brandon A.**  
Yeah, so I'm not in, like, final stages, but I've been interviewing with Google, maybe Federal Credit Union, and then there's another famed company. I think it... Okay. It's Facebook, Amazon, Apple, or, yeah, for the rest. But, yeah, they're all just very initial to mid-state. You know, like, they all have, like, five or six interviews.

\*\*00:05:16 Patrick W. \*\*  
Yeah, yeah, especially with companies of that size.

**00:05:20 Brandon A.**  
Yeah, yeah.

\*\*00:05:23 Patrick W. \*\*  
Do you have any questions for us right now.

**00:05:26 Brandon A.**  
Yeah, how big is the current team, you know.

\*\*00:05:30 Patrick W. \*\*  
So, they have, if I recall, it's about, I think it's eight to ten. So, it consists of data analysts, June's a data scientist, they have a couple of data engineers, and then they all report, including Yoon, they all report to, his name's Nikhil. He's the head of the digital analytics team. team, I guess. I don't know what his exact title is. It might be head of digital modernization.

\*\*00:06:06 Patrick W. \*\*  
or something like that. It sounds like it's different for every company. Yeah. Yeah. So they all report to him. Okay. So I think it's about, I think it's about 10. He's going to go over the team structure, what it looks like, what the expectations would be from day one, as you saw on the agenda that he sent you. So pretty, pretty straightforward.

**00:06:35 Brandon A.**  
Anything else that we can clear up for you here? Yeah, this might be in the invite. I didn't read the entire thing. Is it going to be kind of like a mix of like a technical interview and behavioral.

\*\*00:06:47 Patrick W. \*\*  
kind of like all in one, right? Yeah. Yeah. So it's going to be, obviously he'll introduce himself, I don't have in front of me, but he's going to be alive. Yeah, I emailed it over.

**00:07:01 Brandon A.**  
Yeah, it's probably in my email.

\*\*00:07:03 Brad C. \*\*  
Yeah, I'm trying to think, I'll pull it up here.

\*\*00:07:07 Patrick W. \*\*  
You sent it yesterday, let me see.

\*\*00:07:09 Brad C. \*\*  
Yeah, so intro, 35 minutes, I'll share the overview of the role with the team and our team and our company, then a SQL exercise, 15 minutes, do a live SQL session with three common business questions. You'll be asked to write queries based on, or based on provided tables and scenarios.

**00:07:30 Brandon A.**  
Okay.

\*\*00:07:31 Brad C. \*\*  
And then business case, 20 minutes, I'll present a real project question we've tackled to understand how you would approach it, the business problem, and translate it into data insights, for the stakeholders, and then Q&A.

**00:07:45 Brandon A.**  
Okay, cool. Yeah, I'll come with some good questions and then obviously I'll, you know, practice a bit. But yeah, I think I'm good to go.

\*\*00:07:54 Patrick W. \*\*  
I have some notes, because I placed a couple people on his team. Over the past year and a half or so, so I'll send you some notes that I can dig up that we have on file in terms of, you know, some of the SQL questions that you might ask, and I can send those over to Brad, who can share them with you, or I can send them to you directly. But, you know, just so you have an idea of what you might ask, but I think this position is a good fit. I like your background. You know, it seems in line with what you've been doing previously and what you're looking for. So, you know, we're pulling for the best here.

**00:08:42 Brandon A.**  
Yeah, I appreciate that. Cool.

\*\*00:08:45 Patrick W. \*\*  
Where do you currently live.

**00:08:47 Brandon A.**  
I'm in Atlanta, Georgia.

\*\*00:08:49 Patrick W. \*\*  
Okay.

**00:08:49 Brandon A.**  
I know, Brad, you're in Pittsburgh, right? Are you guys both.

\*\*00:08:53 Brad C. \*\*  
I'm closer to Philly.

**00:08:55 Brandon A.**  
Philly, that's right.

\*\*00:08:56 Patrick W. \*\*  
Yeah, I'm in Newport, Rhode Island.

**00:08:58 Brandon A.**  
Oh, okay. Nice. Are you guys kind of, like, based all over the East Coast.

\*\*00:09:04 Patrick W. \*\*  
Our headquarters are in Newport. Brad and then a couple others work remote. We have someone down in Austin. I have a couple local people who work remote. Previously, we had some people in, we had another person in Philly. I can't recall where else, but, yeah, we're kind of all over. Cool. We work at Northeast for the most part.

**00:09:34 Brandon A.**  
Yeah. Well, I'm sure I'll have more questions. I'll probably annoy the shit out of Brad over the weekend. But, yeah, I think I'm good to go. Yeah, thanks for all the materials. I just took a glance at them, so I appreciate it.

\*\*00:09:51 Patrick W. \*\*  
I'll shoot you a text so you have my cell phone. You know, you can text me at any time, call me whenever. If I don't answer, I'll get right back. to you but I'll send you those those notes that I can dig up and we'll go.

**00:10:08 Brandon A.**  
from there awesome cool thanks guys sounds like a plan.

\*\*00:10:12 Brad C. \*\*  
yeah just stupid things like make sure you like just like you are now and I was.

**00:10:20 Brandon A.**  
thinking like in person interview is that I think it might be I have to have to look yeah after we're on my day trying to read it all right thanks guys have a good weekend I'll see you guys