**Interview Date/Time: Monday 9/15/25 @ 1:30 PM EST (45 minutes)**

**Company: J.Crew**

**Interviewer: Yun Zhang, Senior Manager, Data Science and Analytics**

**Interviewer LinkedIn**: [**https://www.linkedin.com/in/yunzhang910628/**](https://www.linkedin.com/in/yunzhang910628/)

**Job Notes/Description:**

* The priority will be strong SQL skills, time commitment, and speed to insights. Another strength Devon brought was her strong presentation and communication skills, which impressed our stakeholders. For her backfill, I’d also prioritize someone with experience presenting data analytics work to mid to senior level business stakeholders, ideally with strong communication skills.

**Role Title: Consumer and Marketing Data Analyst**

* + Analyze customer data to identify trends, patterns, and opportunities for business growth.
  + Collaborate with marketing, sales, and product teams to design and evaluate marketing strategies and campaigns.
  + Strong SQL coding skills, preferably in Snowflake and quick to develop understanding of database structure and meaning of business metrics.
  + Apply robust statistical techniques to business performance data from various sources to present clear insights answering critical questions.
  + Speed to insights is a key requirement for this position. Previous experience supporting business requests with a speedy turnaround is appreciated.
  + Utilize data visualization and dashboard tools (PowerPoint, PowerBI) to present findings in a clear and actionable manner.
  + Well-developed analytical skills and muscle for data validation before presenting insights to stakeholders and building reproducible analysis.
  + Preferably has skills of statistical programming languages like Python and R, also familiarity with coding in notebook environments like Jupyter notebook, Hex is desirable.
  + Preferably has background in retail or other B2C industry working in business analytics team. Experience working deep in CRM and customer data is a big plus.
  + Continuously improve data environment by identifying and applying process improvements that result in higher quality data and more impactful analyses.
  + Partner with data engineering to advise on developing and persisting data models in the warehouse for easier reproduction of key analysis.
  + Stay abreast of industry trends and advances in technology that may benefit our business.

**Recruiter shared the following about me to the hiring manager**:

Brandon, accomplished data analytics professional with over 8 years of experience in business intelligence, workflow automation, and advanced analytics. He possesses a strong skill set in Python, SQL, Power BI, Google Analytics, AWS, and advanced AI and machine learning techniques.  Brandon has a proven track record of delivering reliable, data-driven insights that enable strategic decision-making and drive operational improvements. His expertise in leading cross-functional teams allows him to effectively align data strategies with organizational goals, enhancing efficiency and supporting scalable growth.

He completed his assignment and is available to interview and begin work with short notice.

Hi Brandon,  
Thanks again for taking the time to chat with Brad and me. Below are some notes from previous interviews we held for a similar role on Yun’s team. Please let us know if you have any questions or if anything needs clarification.

**Interview questions/exercises from past interviews**

* **SQL/Live Coding:**
  + Yun provided a table and asked the candidate to write code live, while explaining their logic.
  + Asked the candidate to write 2 queries and followed up with logic-based questions.
  + Example exercises included:
    - Pulling total year-to-date sales.
    - Counting total and unique customers who transacted at J. Crew in the past year.
    - Calculating the % of those customers who shopped at J. Crew first.
    - Comparing total customers across Factory vs. Regular (distinct counts).
  + In some cases, SQL questions were given in the Teams chat, where the candidate had to explain verbally how they would build the queries (not live coding).
* **Case/Scenario Questions:**
  + “If year-over-year sales are down, how would you address that with your supervisor?”
  + Yun created sample tables and random scenarios to test problem-solving.
  + Marketing test-and-learn scenario: “If a marketer wants to design a test to measure the number of emails sent to clients (with 3 client types), how would you approach designing the test?”

**Previous Candidate Feedback**

* Candidate showed strong business acumen from fashion retail experience but:
  + Made mistakes and was too slow in delivering SQL results.
  + Took a more qualitative than quantitative approach in the case interview.
* Another candidate:
  + Did not perform well in SQL testing.
  + Seemed unfamiliar with marketing analytics and the test-and-learn framework.

**Key Qualities We’re Seeking**

* **Speed & Accuracy in Insights:** Ability to write SQL queries that quickly and accurately deliver data insights.
* **Marketing & Loyalty Analytics Experience:** Preferably within the retail industry.
* **Power BI Proficiency:** Strong skills would be a major plus.

**Interview Teams Link:**  
**Microsoft Teams Meeting URL**: [**Join the meeting now**](https://teams.microsoft.com/l/meetup-join/19%3ameeting_Y2RkODUyODUtYTFlNi00MTBlLThjZDYtZGZiYTEzNjk0ZWNi%40thread.v2/0?context=%7b%22Tid%22%3a%2238198efb-32ba-4583-8d0c-20b614b3a01e%22%2c%22Oid%22%3a%22e3138019-542e-4e0a-8bce-8f58d6511507%22%7d)

Meeting ID: 219 483 890 500

Passcode: zh7AZ2CP  
**Interview Structure (From the Interviewer):**

Looking forward to meeting you and discussing the role! Here’s a rough agenda for our conversation:

* **Intro (3–5 min):**I’ll share an overview of the role, our team, and the company.
* **SQL Exercise (~15 min):** We’ll do a live SQL session with 3 common business questions. You’ll be asked to write queries based on provided tables and scenarios.
* **Business Case (~20 min):** I’ll present a real project question we’ve tackled to understand how you approach a business problem and translate it into data insights for stakeholders.
* **Q&A (5 min):** Time for your questions at the end.