**Business Analyst (BA) Profile**

**Statistics & Data Analysis**

**Interview Questions**

* Explain mean, median, and mode with business use cases.
* How do you handle missing or inconsistent data in Excel/SQL?
* Difference between correlation and causation.
* Explain regression analysis in simple terms.

**Related Questions**

* Hypothesis testing for business decisions (e.g., A/B testing for campaigns).
* Cohort analysis and its applications.
* Outlier detection and its impact on analysis.

**SQL & Databases**

**Interview Questions**

* Write a query to find the top 5 highest revenue-generating customers.
* Difference between INNER JOIN and LEFT JOIN.
* How do you use GROUP BY with aggregations?
* How would you fetch duplicate records from a table?

**Related Questions**

* Window functions (ROW\_NUMBER, RANK, DENSE\_RANK).
* Common Table Expressions (CTEs).
* Query optimization techniques.

**Excel & Visualization**

**Interview Questions**

* What are pivot tables and how do you use them?
* How would you create dashboards for sales performance?
* Explain VLOOKUP vs INDEX-MATCH.

**Related Questions**

* Power Query and Power Pivot in Excel.
* Data visualization best practices.
* When to use bar charts vs scatter plots vs heatmaps.

**Business & Domain Knowledge**

**Interview Questions**

* Explain a time when data analysis influenced a business decision.
* How do you measure the success of a product launch?
* What are KPIs? Give examples for marketing, finance, or operations.

**Related Questions**

* Market basket analysis.
* Customer segmentation techniques.
* Cost-benefit analysis in decision making.

**Programming (Optional for BA with Analytics Focus)**

**Interview Questions**

* Basics of Python for data cleaning.
* Using Pandas to handle missing data.
* Automating reports with scripts.

**Related Questions**

* SQL + Python integration for analytics.
* Exploratory Data Analysis (EDA) steps.

**Projects / Case Studies**

* Analyze sales data and recommend pricing strategies.
* Design a dashboard to track customer churn.
* How would you approach analyzing website traffic data?
* Case: A company wants to expand into a new region – what data would you collect and how would you analyze it?

**HR & Behavioral**

* Why Business Analysis as a career?
* Example of solving a business problem using data.
* How do you handle conflicting priorities from stakeholders?
* Example of working in a cross-functional team.

**Preparation Strategy**

1. **Core Data Skills**
   * Practice SQL queries daily (joins, window functions, aggregations).
   * Master Excel (pivot tables, formulas, dashboards).
2. **Business Statistics**
   * Revise regression, hypothesis testing, correlation vs causation.
   * Practice real-life business cases (A/B testing, churn prediction).
3. **Visualization Tools**
   * Learn Power BI/Tableau basics.
   * Build 2–3 dashboards using sample datasets (sales, customer, HR).
4. **Domain Knowledge**
   * Read case studies in finance, marketing, operations.
   * Understand KPIs relevant to BA roles.
5. **Projects**
   * Prepare at least 2 end-to-end business case analyses.
   * Be ready to present findings with charts & KPIs.
6. **HR & Behavioral**
   * Prepare STAR method answers (Situation, Task, Action, Result).
   * Focus on communication skills and storytelling with data.