

Zoca is Active! @Jakeer Hussain

@Chandrima @Shubham Kumar @Sagar Wadhwani Need LMA for the below requirement

Round Details: Telephonic Discussion 1

Date & Time: 15th September, 12pm-1pm

Role: Product Operations Associate

Company Name: Zoca

Candidate Details : Suraj Kumar, Syed Shakir Sayeed, Jatin Kumar Rana, Rohit Patil, Dinesh Halder, Jagadish Dhage

Requirements:

Must-Have Skills: Strong knowledge of Excel and SQL

Good communication skills

Strong analytical and problem-solving skills

No. of Vacancies: 2

Experience Required: 0-2 years

Educational Background: Any

Job Location: Bangalore

CTC Offered: 4 to 7LPA

Interview Process: 1 screening and 2 technical rounds

JD : <https://www.linkedin.com/jobs/view/4297847079/>

About the role

A **Product Operations Associate** is typically responsible for supporting the operational aspects of a product's lifecycle within an organization. They play a crucial role in ensuring the smooth coordination between product management, engineering, and other departments like marketing and customer support. Here's a breakdown of their key responsibilities:

Key Responsibilities:

1. **Product Data Analysis:** Analyzing product performance data, user feedback, and market trends to provide actionable insights for product improvements.
2. **Process Optimization:** Streamlining internal workflows and processes related to product development, from ideation to launch.
3. **Cross-functional Collaboration:** Working closely with cross-functional teams (Product, Engineering, Marketing, Sales) to ensure the product is meeting business goals and customer needs.
4. **Product Launch Support:** Assisting in the execution of product launches, including preparing documentation, coordinating with stakeholders, and ensuring all tasks are completed on time.
5. **Customer Feedback Loop:** Collecting, organizing, and interpreting customer feedback to help refine product features and strategies.

6. **Reporting:** Creating and maintaining product performance reports and dashboards for senior management and other stakeholders.
7. **Quality Assurance:** Ensuring the product meets quality standards and specifications through testing and collaboration with product teams.

Skills Needed:

- **Analytical Skills:** Ability to analyze data and extract meaningful insights.
- **Communication:** Strong interpersonal skills to collaborate with various teams.
- **Project Management:** Familiarity with managing multiple tasks and meeting deadlines.
- **Problem-Solving:** Ability to identify and address operational challenges efficiently.
- **Technical Knowledge:** Familiarity with product management tools, data analysis platforms, and sometimes even coding basics (depending on the company).

Ideal Candidates:

- **Background:** Typically, candidates for this role have a background in product management, operations, or business analysis.
- **Tools & Technologies:** Knowledge of tools like Jira, Asana, Excel, and data visualization platforms such as Tableau or Power BI.

Telephonic Discussion (max 20mins)

Pivot tables	▼	LOOKUP VLOOKUP	▼	Freeze Panes	▼
Relative Cell Referencing Absolute Cell ...	▼	What are macros?	▼	What are spreadsheets?	▼
What is data validation?	▼	What is ribbon?	▼	Sumif And Sumifs Functions	▼
What are wildcards in Excel?	▼	What is a cell address?	▼	What is a cell in Excel?	▼
Conditional formatting	▼	Countif And Countifs Functions	▼	Create A Drop-down List In Excel	▼
Protect Workbooks	▼	What is a slicer in Excel?	▼	What is the FILTER function?	▼
What is the IF function?	▼	Explain charts in Excel	▼	How Index-match Is Better Than Vlookup	▼
How would you Format a cell?	▼	INDEX MATCH	▼	What Are Slicers And Timeline Controls	▼

Introduction → Prepare what you have to discuss in this

Projects → Excel projects, SQL project → revise it → prepare and fix what you need to do in that

Basic Excel → Sumif, sumifs, Countif, Countifs, Maxif, Maxifs, VLOOKUP, XLookup, sort and filter, conditional formatting, macros, vba

SQL

Core SQL Concepts:

- **Basic SQL Commands:** SELECT, FROM, WHERE, ORDER BY, GROUP BY, HAVING.
- **Data Manipulation Language (DML):** INSERT, UPDATE, DELETE.
- **Data Definition Language (DDL):** CREATE TABLE, ALTER TABLE, DROP TABLE.
- **Data Types:** Understanding common SQL data types like INT, VARCHAR, DATE.
- **Constraints:** PRIMARY KEY, FOREIGN KEY, UNIQUE, NOT NULL, CHECK.
- **Joins:** INNER JOIN, LEFT JOIN, RIGHT JOIN, FULL OUTER JOIN, SELF JOIN, CROSS JOIN.
- **Aggregate Functions:** COUNT, SUM, AVG, MIN, MAX.
- **Subqueries and Common Table Expressions (CTEs):** Writing nested queries and using WITH clauses for complex logic.
- **Set Operators:** UNION, UNION ALL, INTERSECT, EXCEPT (or MINUS).
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Advanced SQL Topics:

- **Window Functions:** ROW_NUMBER(), RANK(), DENSE_RANK(), NTILE(), LAG(), LEAD(), SUM() OVER(), AVG() OVER().

- **Indexes:** Understanding clustered and non-clustered indexes, their purpose, and how they impact query performance.
- **Views and Stored Procedures/Functions:** Creating and utilizing these for modularity and reusability.
- **Triggers:** Implementing automated actions based on database events.
- **Transactions and ACID Properties:** Understanding atomicity, consistency, isolation, and durability.
- **Normalization and Denormalization:** Database design principles and when to apply them.
- **Query Optimization:** Techniques for improving query performance, including using EXPLAIN or similar tools.
- **Handling NULL Values:** Functions like COALESCE or IS NULL.
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Practical Application:

- **Writing Complex Queries:** Solving real-world business problems using a combination of the above concepts.
- **Debugging SQL Queries:** Identifying and resolving issues in queries.
- **Performance Tuning:** Analyzing and optimizing slow-running queries.
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Key Differences:

- **DELETE vs. TRUNCATE vs. DROP:** Understanding the distinctions and appropriate use cases.
- **SQL vs. NoSQL:** Basic understanding of the differences between relational and non-relational databases.
- **WHERE vs. HAVING:** Differentiating their usage with GROUP BY.

Additional Read

1. <https://www.analyticsvidhya.com/blog/2021/11/a-comprehensive-guide-to-microsoft-excel-for-data-analysis/>

2. <https://www.analyticsvidhya.com/blog/2024/01/comprehensive-guide-to-excel-interview-questions/>
3. <https://www.analyticsvidhya.com/blog/2022/01/learning-sql-from-basics-to-advance/>
4. https://docs.google.com/document/d/13eOcZ1skt_x4J-78Y91JYdQd6Qb2cCFtkBVo3KO5x0o/edit?usp=sharing