
Market Research Analyst interview questions and answers

This **Market Research Analyst** interview profile brings together a snapshot of what to look for in candidates with a balanced sample of suitable interview questions. Feel free to modify these research and marketing analytics interview questions for your own purposes.

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Market Research Analyst Interview Questions

Before you begin the interview stage, you'll want to make sure that your candidates have the right essential qualifications. For the [Market Research Analyst position](#), these include at least a bachelor's degree in marketing or statistics. Many employers prefer candidates with master's degrees. The best candidates for this position are results-driven and will submit resumes and cover letters with numbers that demonstrate a track record of success.

Once you've selected your top candidates, use these marketing analyst interview questions to evaluate necessary hard and soft skills. You'll be looking for strong math skills, a deep knowledge of data collection methods, and communication skills. These candidates will often need to present their findings to less mathematically-inclined teammates.

Most importantly, this interview is a valuable opportunity to learn how much your candidates know about your industry and whether or not they can produce the insights that will lead your team to marketing success. It's a good sign if they keep tabs on marketing success stories and strive to emulate that. It's also a good sign if they are more proactive than reactive in their work. Your market research analyst should always be a step ahead, and market research analyst interview questions like "Have you ever persuaded management not to release a product?" will help you find out if candidates have this trait.

Operational and Situational questions

- Describe your experience with statistics and how it relates to this position.
- Talk about the differences between qualitative and quantitative market research.
- Walk me through your process for forecasting the sales of a new product.
- Talk about a product that you think is marketed well. What kind of research contributed to those results?
- What product is not marketed well? What would you do to improve their strategy?
- What is the first thing you do when looking at a new data set?
- Have you ever persuaded management not to release a product due to your findings? What

was the outcome?

- What data collection methods worked well at your previous position? What didn't work so well?
- How would you approach building a market in a new city? What information would you like to have to determine the best possible fit?
- How would you approach analyzing our customers and competitors?
- What do you think of our current marketing strategy? What would you do differently?