



# Astra March Hiring 2023-2024 Resource Package



# Introduction

## Hiring Process

CREO Astra uses a single round interview process to evaluate and hire its Project Managers and Data Analysts.

The interview is 45 minutes and broken down into three sections: behavioural questions, a market sizing exercise, and technical questions. Some time is also left at the end for the candidate to ask the executive team any questions on their mind.

This document outlines tips and questions for each section of the interview. Additionally, in-person interview advice is in the market sizing section.

Interviews are scheduled to take place in-person across March 25<sup>th</sup>, 26<sup>th</sup>, and 27<sup>th</sup>. All candidates will be notified of our decisions by EOD March 27<sup>th</sup>.

If you have any questions, please do not hesitate to contact the hiring team at [c.greidanus@queensu.ca](mailto:c.greidanus@queensu.ca) (Cassie), [18cccte@queensu.ca](mailto:18cccte@queensu.ca) (Dilly Ejuh), [ben.look@queensu.ca](mailto:ben.look@queensu.ca), or [adam.trotman@queensu.ca](mailto:adam.trotman@queensu.ca).

## What We Look For

### *Problem Solving Ability*

- Almost all of CREO's work involves problem solving. Members need to be able to logically understand, structure, and solve problems.

### *Creativity*

- To deliver value to clients, CREO members often need to come up with unique ideas and to think outside of the box.

### *Initiative*

- CREO's success as an organization is a result of all members taking initiative on a regular basis. Regardless of seniority on the club, all members are encouraged to contribute new ideas for internal and external club matters.

### *Character and Commitment*

- Most critical to the success of CREO members is a great work ethic, an ability to lead and work with teams, and a willingness to accept and grow from feedback.

# Behavioral Interview Questions

## General Advice

We encourage you to use the behavioral section of the interview to demonstrate the qualities listed before such as hard work, leadership, collaboration, and initiative.

No behavioral questions will seek to confuse candidates or to “trip them up” and will all focus on the executive trying to learn more about the candidate through their prior experiences.

To best communicate your stories, feel free to use common interview response structures such as the STAR method. Provide context for the situation you were in, discuss what your task was, explain what actions you took, and finally talk about the results that came from your actions.

Make sure not to ramble or take too long with a response, as this will degrade your answer.

The questions to the right are examples of the types of questions CREO asks. They may or may not be asked in your interview.

## Sample Questions

*Tell Me About Yourself.*

- Keep it short, no more than 1-2 minutes. Talk about 1-3 of your experiences or interests and very briefly touch on why you are interested in joining on CREO.

*Tell Me About a Time You Solved a Problem in a Team.*

- Talk about the team situation and task and focus on what you individually did within the team. Show that you can manage team dynamics.

*Tell Me About a Time You Took Initiative.*

- Discuss the situation at hand and what you did that was outside the scope of your assigned task. Explain why you decided to take initiative in that given situation.

*Tell Me About a Time You Struggled to Overcome an Obstacle.*

- Demonstrate your ability to persevere through a problem. Talk about what you were struggling with and what you did specifically to overcome the difficulty.

# Marketing Sizing Questions

## General Advice

With the market sizing exercise, CREO wants to see candidates' ability to use logic to structure the problem and cover all major considerations, develop assumptions, and calculate a final answer. The 'Introduction to Market Sizing' deck on our website has a more detailed step-by-step explanation of market sizing but here are some things to keep in mind:

*Take Your Time:* Do not feel the need to rush into the problem and solve it as fast as possible. Take some time to think about how you want to structure the problem. While the market sizing discussion will be completely verbal, feel free to draw out a tree on paper to help you plan out your analysis. You *cannot* use a calculator, however.

*Explain Your Thinking:* Try to consistently explain what you are thinking. The goal of the exercise is to understand how applicants think through problems, so it is critical that you consistently communicate. Hearing what you are doing can also help the interviewers steer you in the right direction.

*Sanity Check:* As you complete the market sizing activity, be sure to 'sanity check' your numbers. This means taking a step back and evaluating whether a certain number 'seems right.' Even if you sanity check your final answer and it seems to be off, it shows to the interviewers that you are aware of that and can use logic to identify potential issues.

*Use Round Numbers:* While we want to see that you can handle basic calculations, we don't need applicants to be math wizards or to do complex mental math. Use simple numbers and feel free to do calculations on paper. Whenever possible, round to easy to work with numbers (multiples of 2, 5, and 10).

*Explain Your Assumptions:* There are not right answers to these questions, but it is important that you explain the logic behind assumptions you make. For example, if the question asks about how many people in Canada own pets, you can even use personal experience (i.e., out of my 20 closest friends, 5 have dogs so around 25%). As long as you have logic and evidence backing your assumptions, you don't need to worry about your answer.

# Marketing Sizing Questions + In-Person Tips

## Sample Questions

*How many coffees does the Goodes or Mitchell Starbucks sell in a year?*

- Think about the number of people on campus, amount and frequency of coffee drinkers, other places to get coffee etc.

*How many pages worth of textbooks does the Queen's bookstore sell in a semester?*

- Think about the number of student at Queen's, the numbers of courses and required textbooks, the percentage of online textbooks etc.

*How many cars are in Kingston?*

- Think about the split of Kingston population (students and households), the percent of each that would have a car etc.

The above questions are just examples of the types of questions CREO asks. They will NOT be asked in your interview.

## In-Person Interview Tips

With the return of in-person interviews, there are a few things to remember:

*Dress Code:* During second-round interviews, CREO recommends a business-casual dress code. This includes, but is not limited to, cardigans, dress shirts with no tie, knit sweaters, blouses, golf shirts, dockers, dress pants, slacks, and more.

*Punctuality:* To ensure the interview schedule runs relatively on time, it is important to remember to be punctual. In-person interviews will be held in a breakout room in Goodes Hall, and arriving early is recommended.

*Professionalism:* Unlike virtual interviews, in-person interviews require an additional element of professionalism. In addition to the two points above, it is important to present yourself well and follow basic interview etiquette and norms.

*Enjoy It:* Although easier said than done, try to enjoy the interview. Positive energy is contagious so try to smile and be enthusiastic throughout the interview.

# Technical Interview Advice

## General Advice

The technical section of the interview will allow you to demonstrate your knowledge of data analysis.

No technical questions will seek to confuse candidates or to “trip them up” and will all focus on the executive trying to learn more about each candidate's ability.

Project Managers can expect to be interviewed on recursion, data visualization, and situationals with fictitious client data.

Data Analysts can expect to be interviewed on coding fundamentals (loops, arrays, etc.), data cleaning, and sorting and searching algorithms (Bubble sort, Merge sort, Insertion sort, Quick sort, Selection sort, Linear search, and Binary search)

The questions to the right are examples of the types of questions CREO asks. They may or may not be asked in your interview.

## Sample Questions

*Please explain insertion sorting and when it can best be utilized.*

- Specificity is encouraged when speaking of its utilization.

*How might a matrix be applicable to data analysis?*

- Examples are appreciated for these types of questions.

*Given a client context, how would you go about information collection?*

- Remember to consider the client context and how it impacts your ability to collect the data.

## Helpful Resources

The following are a few examples of resources (hyperlinked) that can help you prepare for your interview:

- [Algorithm walkthroughs by HackerRank](#)
- [Comparing Sorting Algorithms](#)
- [Visualizing Sorting Algorithms](#)