Business CAREER HUB

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

May 2025

Technical Interviews
Overview

Technical interviews are designed to assess a candidate's problem-solving skills, logical thinking, and ability to apply technical knowledge in a business context. While you may not be coding daily in a business role, these interviews evaluate how you approach complex problems, make data-driven decisions, and understand key technical concepts that could impact business operations.

Technical Interviews are for everyone:

Regardless of your major, technical interviews test how well you can analyze data, use business tools, and think critically about operational challenges. You should focus on problem-solving, industry software proficiency, and data-driven decision-making to excel in these interviews.

Key Areas Covered in Technical Interviews:

Data Interpretation & Analytical Thinking

Many business roles require data-driven decision-making. Interviewers may ask candidates to analyze data sets, interpret trends, or explain how they would use data to inform business strategies.

Business Case Analysis & Problem-Solving

Many technical interviews for business students involve case-based problem-solving, where candidates analyze real-world scenarios and provide strategic solutions. These interviews assess analytical thinking, data interpretation, and decision-making skills.

Portfolio Presentation & Practical Demonstration

Many roles require candidates to showcase their work through portfolios, case studies, or project demonstrations. Interviewers may ask them to present a campaign, financial analysis, or HR strategy they developed, evaluating both technical skills and strategic thinking.

Industry Tools & Software Proficiency

Business professionals must be proficient in industry-specific software, from financial modeling tools to marketing automation platforms. Interviewers may assess skills in Google Analytics, Excel, or HR software.

Types of Technical Interviews

Data Interpretation & Analysis Interviews

Employers may provide spreadsheets, dashboards, or reports and ask candidates to extract insights and make business recommendations. These interviews assess a candidate's ability to work with data, identify trends, and apply findings to business decisions.

📌 Example: "Here's a dataset on last year's sales trends. What insights can you draw, and how would you adjust our pricing strategy?"

Portfolio-Based Interviews

Business roles often require a portfolio showcasing past projects. Candidates must present their work, explain their decision-making process, and justify results using metrics and business impact.

📌 Example: "Walk me through a marketing campaign you led. What was your objective, and how did you measure success?"

Tools Proficiency Interviews

Candidates are often tested on tools like Excel, Google Analytics, or financial modeling frameworks, which are essential for analyzing data, forecasting, and supporting strategic decisions.

📌 Example: "How would you use Google Analytics to track website performance and optimize marketing efforts?"

Resources:
- **Excel Exposure** - A free resource with tutorials, lessons, and challenges to enhance your Excel skills, ranging from beginner to advanced levels.
- **Chandoo.org** - A great website for mastering Excel and learning its advanced features, including data analysis, formulas, and dashboards.
- **Excel Easy** - Provides free tutorials on various Excel topics, including formulas, functions, and pivot tables.
- **Microsoft 365 Learning** - Learn how to use Outlook effectively with tutorials on managing emails, calendar scheduling, task organization, and more.
- **LinkedIn Learning** - Offers courses on using Microsoft Outlook for productivity, including advanced features like automation, calendar management, and email filtering.

Software Proficiency Interviews

Employers often assess a candidate's ability to use business software like CRM platforms, HR systems, or marketing automation tools, which are key for streamlining operations and making data-driven decisions.

📌 Example: "You have 15 minutes to go through basic functions of Microsoft outlook such as how to bcc and mail merge?"

Resources:
- **LeetCode** - A popular platform for practicing coding problems, preparing for technical interviews, and mastering data structures and algorithms.
- **HackerRank** - Offers coding challenges in multiple domains, including algorithms, data structures, and artificial intelligence, with practice environments tailored to interviews.
- **CodeSignal** - A coding interview preparation platform that includes real-world interview questions from top tech companies.

Microsoft Outlook Certification Exam Questions (How-to-analyze-data)

How to prepare for Technical Interviews

Review Key Business Tools and Concepts

Brush up on essential tools like **Excel**, basic **SQL** for database queries, and understanding how businesses use technology for optimization. Focus on concepts such as data analysis, reporting, and automation.

Practice Problem-Solving in a Business Context

Work through practice cases that involve analyzing business data or improving business processes using technology. Resources like Case Interview Prep or Harvard Business Review offer insights into case study preparation.

Brush Up on Data-Related Questions

Be prepared to interpret data and answer questions about trends, statistics, or data visualization. Understanding how businesses use data for decision-making is crucial.

Communicate Your Process Clearly

Even if you're not coding, explaining how you would approach a technical or business problem is important. Practice explaining your logic, assumptions, and how you'd implement a solution.

DID YOU KNOW?
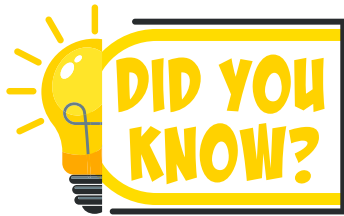
Technical interviews may be conducted live within a set time frame or assigned as take-home assessments, depending on the role and employer.

Common Mistakes to Avoid

Overcomplicating Solutions

❌ Keep solutions simple and aligned with business objectives. Over-engineering a solution or using overly technical jargon can detract from your ability to communicate effectively in a business setting.

Ignoring the Business Context

❌ When solving a problem, make sure you consider the business impact of your solution. For example, if asked to optimize a process, think about cost-effectiveness, scalability, and practicality.

Failing to Explain Your Thought Process

❌ Be sure to verbalize how you approach a problem. Employers want to hear your reasoning, how you break down a complex issue, and how you would implement a solution.

TOP TIPS

You can utilize AI to ask practice questions and make up practice scenarios

Want to Learn More for Free

Be Engaged

Explore the various course unions and interest groups available to you at TRSM here.

Hub Insight Reports

Check out our Hub Insight Reports for preparing Resumes, Cover Letters, and even Interview Prep. Or check out how AI can help you with your Resume bullet points.

Get Involved

Attend events, meet student leaders, and expand your network. Check out events happening here.

Visit the Business Career Hub

Hub Insight Reports

Check out our Hub Insight Reports for Personal Finances, Habit Building, and even Interview Prep. Or check out how AI can help you with your Resume bullet points.

Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python Click here to register for current bootcamps.

Career Coaching

For career coaching, interview prep and more, schedule a 1:1 appointment with a Career Consultant or a Co-op Coordinator.

TedRogersBCH   TedRogersBCH   TRSM Business Career Hub   Business Career Hub Website

Co-op Coordinator Contributor
Joshua Go
Joshua is a Co-op Coordinator at the Business Career Hub supporting the Law & Business, Hospitality & Tourism Management, and Retail Management programs at TRSM. During his undergraduate degree he contributed as HRSA President, and is still involved in the Association as an Alumni today.

Student Contributor
Aenna Hasan
Aenna is a Law and Business student who worked at the Business Career Hub at TRSM as a Project Coordinator for Hub Insights during her first Co-Op work term. She is interested in expanding her knowledge about Business development and passionate about creating a meaningful work environment.