

Nail Your Next Data Analyst Interview



Core Concepts

- What is Power BI and its key components?
- Differentiate between Power BI Desktop, Service, and Mobile.
- Explain the ETL process within Power BI.
- What are the different data source types Power BI can connect to?
- Describe the role of a data model.



Data Transformation

- What is Power Query and what is it used for?
- How do you handle errors or null values in your data?
- Explain the difference between merging and appending queries.
- When would you use a custom column vs. a calculated column?
- Describe a time you unpivoted data for analysis.



Data Modeling Basics

- What is a relationship between tables?
- Differentiate between a star and snowflake schema.
- When would you use a bidirectional filter?
- What is a bridge table and its purpose?
- Explain the difference between calculated columns and measures.



DAX Fundamentals

- What is DAX and where is it used?
- Explain the difference between SUM and SUMX.
- What are filter and row context in DAX?
- How do you use the CALCULATE function?
- What are iterator functions (X functions)?



Essential DAX Functions

- How do you create a year-to-date (YTD) calculation?
- Use RANKX to rank customers by sales.
- How does the RELATED function work?
- Create a measure to calculate market share.
- Handle division by zero errors in a measure.



Report Visualization

- What factors do you consider when choosing a visualization?
- How do you use bookmarks for report navigation?
- Explain the use of tooltips and drillthrough pages.
- What are the different types of filters and their hierarchy?
- How do you ensure reports are accessible and user-friendly?



Performance & Deployment

- How do you improve report performance?
- What is query folding and why is it important?
- Describe the difference between import and DirectQuery modes.
- Explain the purpose of a Power BI gateway.
- What is the difference between a workspace and an app?



Advanced & Scenario-Based

- How do you implement row-level security (RLS)?
- What are Power BI service refresh types?
- Handle many-to-many relationships in your model.
- Describe a complex DAX measure you've built.
- How do you stay updated with new Power BI features?



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