

## 12. Are you familiar with developing business casing and ad-hoc analysis?

Hint: People tend to use a simple answer to this question: “Yes, I am familiar with it.” That isn’t the worst possible answer, but it is not a good one. **Interviewers may think that you said that just because knowledge of ad-hoc analysis is obviously necessary for the job.** They would not use the question otherwise, and *the same applies to every interview question that starts with “are you familiar with”, “can you”, “are you able to”, “would you not mind”, etc.*).

You should always elaborate on your confirmation, clarifying when you did it for the last time, or what you personally think about the methods.

### Sample answers:

- *I trade stock for fun, and Ad-hoc analysis belongs to the most common tools I use before taking any decisions. Regular reporting available on free financial portals is not sufficient for me, so I do a lot of ad-hoc analysis on my own. I have also some experiences with developing a business case, but that’s mostly from school, not from real business environment.*
- *I am familiar with both concepts. Each good analyst should be familiar with them. I have in my computer great templates for business case and I use them when I need to develop one and present it to another person. I hope to get a chance to develop business cases in my new job, as it’s something I really like to do.*