**Frontend Developer Interview Scorecard**

Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role Interviewed For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Data analysis & reporting | 1-2: Produces incorrect or uninterpretable reports and cannot query data reliably.
3: Builds accurate reports and pulls data using SQL/BI tools for routine questions.
4: Creates reusable dashboards, automates recurring reports, and surfaces actionable insights.
5: Designs advanced analytics and models that drive strategic decisions and forecasting. |  |
| CRM & systems proficiency | 1-2: Struggles to navigate CRM, makes configuration errors, or cannot extract needed records.
3: Performs CRM data updates, custom views, and basic admin tasks reliably.
4: Configures workflows, automations, and integrations to improve sales efficiency.
5: Owns system design choices, optimizes integrations, and mentors other admins. |  |
| Process design & improvement | 1-2: Ignores process gaps or proposes changes without assessing downstream effects.
3: Documents current processes and suggests incremental improvements that reduce friction.
4: Designs and implements scalable processes that reduce cycle time and errors.
5: Leads cross-functional redesigns that deliver measurable efficiency gains. |  |
| Forecasting & pipeline management | 1-2: Misses basic pipeline hygiene and provides unreliable forecasts.
3: Maintains pipeline health, updates stages accurately, and produces reasonable forecasts.
4: Identifies forecast risks, adjusts assumptions, and improves forecast accuracy over time.
5: Develops predictive forecasting models and influences quota or strategy decisions. |  |
| Cross-functional communication | 1-2: Fails to communicate requirements clearly, causing rework or misalignment.
3: Communicates clearly with sales, finance, and product to deliver projects.
4: Anticipates stakeholder needs, presents recommendations, and gains buy-in.
5: Influences senior leaders, aligns multiple teams, and drives cross-team initiatives. |  |
| Attention to detail & data quality | 1-2: Overlooks data mistakes that lead to misinformed decisions.
3: Validates data and catches common errors before reporting.
4: Implements checks, reconciliations, and automations to prevent data issues.
5: Builds data governance practices that minimize recurring data errors. |  |
| Business acumen & commercial impact | 1-2: Does not connect analyses to sales outcomes or revenue decisions.
3: Understands core sales metrics and ties work to team KPIs.
4: Provides recommendations that improve conversion, velocity, or revenue.
5: Drives initiatives that materially increase revenue or reduce operating cost. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

**Recommendation (Yes / No / With Reservations):**

**Final Score (Avg / Weighted):**