DEFINITION
A Case Study is an interview that introduces you to a problem or dilemma facing a particular company. You are asked to analyze a situation, identify key issues, and discuss how you would address the problems involved. Case Studies are designed to evaluate the skills needed in a specific industry: quantitative skills, analytical skills, problem-solving ability, communication skills, creativity, flexibility, reaction to pressure, listening skills, professional demeanor, and power of persuasion.

CASE STUDY TYPES
- Problem Case - improve downward trends of performance
- Probing Case - evaluates processes, efficiency, production management
- Business Operations - management, health and safety, innovation, and technology
- Business Strategy - improve services, increase deliverables, evaluate competitiveness, growth, integration
- Resume Case - based on a company at which you worked
- Brainteaser Case - uses logical puzzle or IQ question to evaluate your ability to combine logic and creative thinking to solve problems
- Calculation Case - Uses calculations, estimation, numerical, and/or market sizing

THREE CRITICAL COMPONENTS
- Identify the issues and solutions quickly. Introduce ideas for solutions that include: strategies, stakeholders, and always bring in quantifiable data, if possible. You will be evaluated on how you problem solve, especially when your solutions are challenged. Remember that it is not personal; they are learning your problem-solving style through introducing new information.
- Structure your answers or solutions using a relevant framework and identify the type of analysis you might perform to reach the solution.
- Confidence is key and demonstrates how you might interact with your future team and clients. Be yourself and engage with the interviewer to walk them through your thought process.

EXAMPLE QUESTIONS AND ANSWERS OF YOUR RECOMMENDATIONS MAY BE CHALLENGED:
Q: How many times do the hands of a clock overlap in a single day?
A: (using a pencil and paper) Give me a minute to work out the details and I will have your answer shortly.

CASE STUDY TIPS
- Listen carefully to the question or problem, take notes, and ask questions.
- Focus on processing information to reveal a solution: it is not about a right answer.
- Stay away from “I think” or “I guess” statements. Use “If..., then” or “I recommend” statements.
- Construct logical framework to evaluate the problem and introduce your solution.
- Introduce solutions grounded in action, not just theory, by breaking it down and choosing your approach.
- Challenges to your solutions does not mean it is wrong; you must be able to explain and defend your reasoning.
- Figure out what data and analytics are necessary to support your recommendations.
- Prioritize the issues and objectives (1st do this, 2nd do that, etc.).
- Maintain eye-contact. This shows you are engaged, establishes rapport, and creates interactivity.
- Demonstrate enthusiasm. Behave as if it is fun to tackle the problem.
- Consider “pros” and “cons” in your solution.
- Have multiple solutions/recommendations if possible and time allows

PROFESSIONAL RESOURCES WITH PRACTICE EXAMPLES
- Caseinterview: https://www.caseinterview.com/
- Shell: https://www.shell.co.uk/careers/students-and-graduates/shell-graduate-programme.html
- Business Case Studies: https://businesscasestudies.co.uk/case-studies/by-topic/finance.html