

An Introduction to Case Interviews

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What is a case interview?

A case interview is a style of interview used to assess a candidate's analytical thinking and approach to problem solving.

A case interview is an interactive exercise in analytical thinking that allows the interviewer to assess how you approach and solve a problem.

Who uses case interviews?

Case interviews are becoming a more popular way of assessing a candidate's capabilities.



What are the types of case interviews?

Preparation and practice is key, due the different types of cases you may experience.

Market Sizing

“What is the annual market size for automotive spare parts in the US?”

Profitability Analysis

“Why are my client’s profits declining and what would you do to fix it?”

Market Entry

“What parameters would you consider and should they enter this market?”

Revenue Growth

“What should my client do to increase their revenue for this product?”

Pricing

“What would you look at and how should my client price their product?”

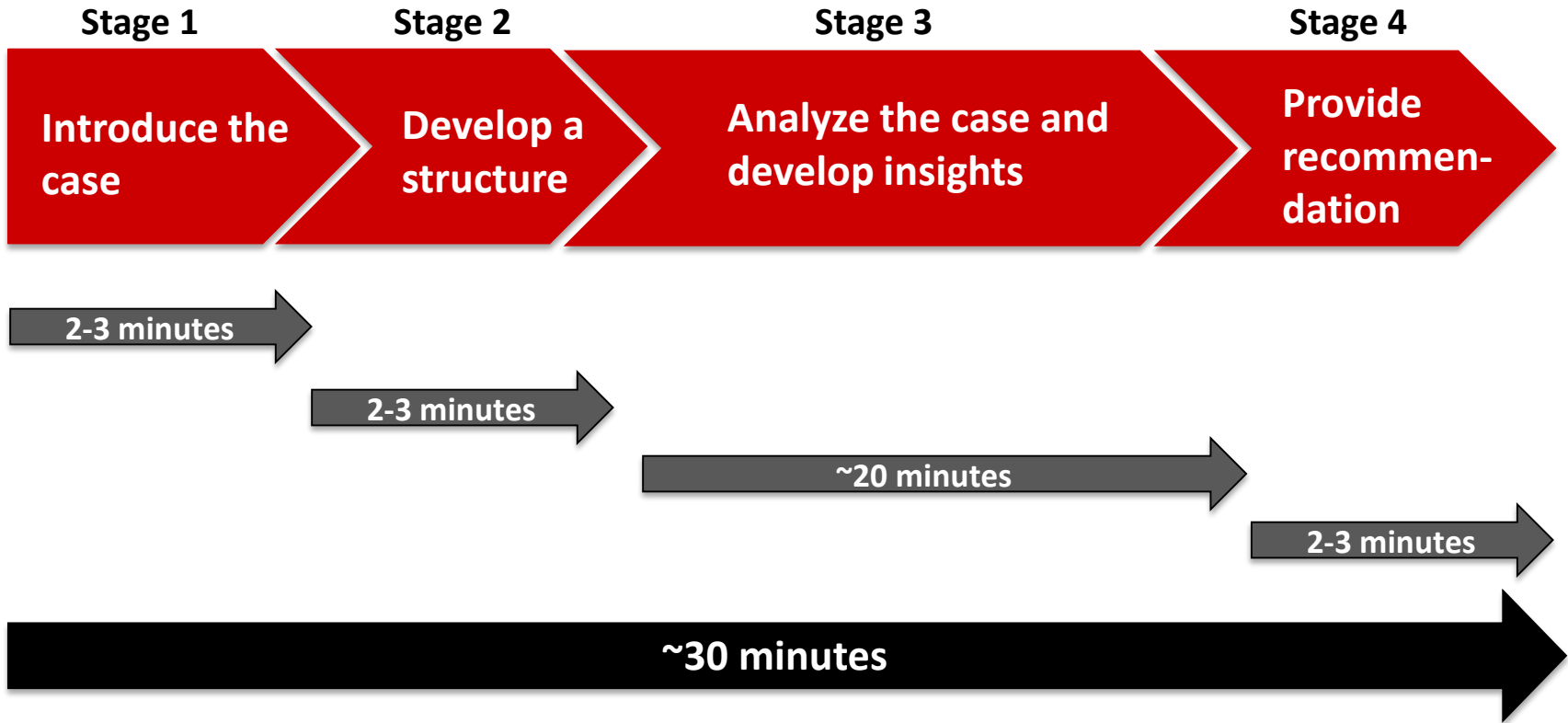
Acquisition

“Should this private equity firm take this company private?”

Cases can differ by topic, industry, quantitative vs qualitative etc.

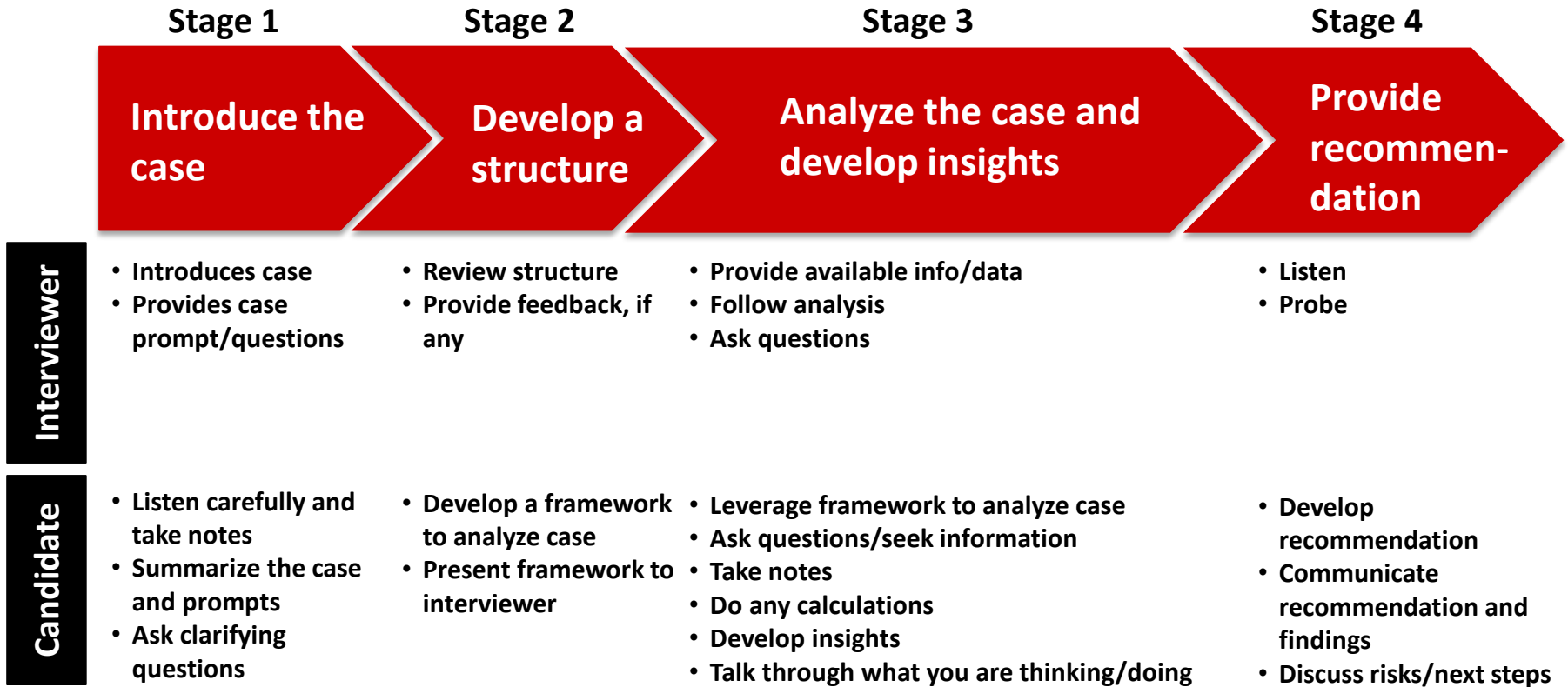
What are the stages of a case interview?

Although cases vary by topic, the exercise of case interview is pretty consistent.



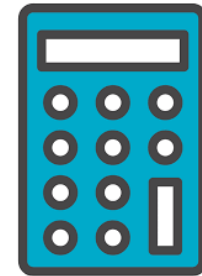
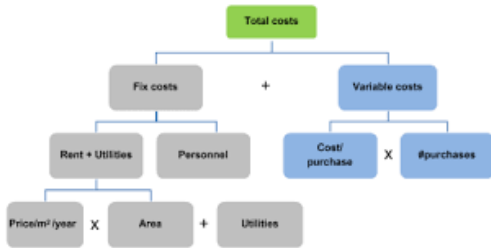
What are the stages of a case interview?

The interviewer and candidate play a role in each stage of the case.



What do they look for in case interviews?

Case interviews are used to assess a candidate's capabilities in key areas.



Mock Case Interview

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Mock Case Interview



	Stage 1	Stage 2	Stage 3	Stage 4
Interviewer	<ul style="list-style-type: none"> • Introduces case • Provides case prompt/questions 	<ul style="list-style-type: none"> • Review structure • Provide feedback, if any 	<ul style="list-style-type: none"> • Provide available info/data • Follow analysis • Ask questions 	<ul style="list-style-type: none"> • Listen • Probe
Candidate	<ul style="list-style-type: none"> • Listen carefully and take notes • Summarize the case and prompts • Ask clarifying questions 	<ul style="list-style-type: none"> • Develop and write structure to analyze case • Present structure to interviewer 	<ul style="list-style-type: none"> • Follow structure in analyzing the case • Ask questions • Take notes • Calculate • Develop insights • Talk through what you are thinking/doing 	<ul style="list-style-type: none"> • Develop recommendation • Communicate recommendation and findings • Discuss risks/next steps

Resources

There are many resources available to help you learn about and prepare for case interviews.

- Management Consulting Club: MCC@Eccles.Utah.edu
 - Mondays, 12:15 – 1:15pm; SFEBB 7112
- Books
 - *Case in Point*, Marc P. Cosentino
 - *Case Interview Secrets*, Victor Cheng
- Online Resources
 - YouTube videos (Mconsulting Prep, Elaine Dang (Yale School of Management), Rocketblocks, Look Over My Shoulder (Victor Cheng))
 - Consulting firm websites
 - Caseinterview.com (Victor Cheng website)
 - CaseInterviewPartner.com
- Ken.Aoki@Eccles.Utah.edu

Appendix

Case Interview Do's and Don'ts

Incorporate key activities into all your cases.

	Do	Don't
Structure/ Framework	<ul style="list-style-type: none">• Structure your thoughts into buckets/groupings• Use a framework that is tailored to the case• Write your framework and explain it	<ul style="list-style-type: none">• Don't list out things randomly• Don't use a canned framework that doesn't fit the case
Communication	<ul style="list-style-type: none">• Write everything down• Think before you speak• Be confident• Speak out loud so the interviewer can follow along	<ul style="list-style-type: none">• Don't keep everything in you head• Don't ramble or blurt things out• Don't lose poise
Math	<ul style="list-style-type: none">• Use mental math, where you can• Show your work• Ask to round messy numbers	<ul style="list-style-type: none">• Don't use difficult numbers, if you can choose
Charts	<ul style="list-style-type: none">• Take a moment to understand the chart and data• Focus on key trends and insights	