

Case Interview Scoring Rubric

Use this rubric to score your case partner. If the topic was not covered in the case (e.g., math), mark it as “not tested” when scoring.

Evaluated Section	1 - Needs Improvement	2 - Developing	3 - Average	4 - Excellent
Case Opening	<ul style="list-style-type: none"> Didn't recap or began recap with questions. Asked no or unrelated questions. 	<ul style="list-style-type: none"> Long rambling recap – seemed unsure. Asked too few questions (0-2); questions were rambling, unfocused, and unexplained. 	<ul style="list-style-type: none"> Solid, concise, confident recap. Asked 3+ questions, but questions asked for new data or were stated without a hypothesis. 	<ul style="list-style-type: none"> Began recap confidently and built strong connection. Asked 2-3 questions framed with a hypothesis; questions sought to understand business and business problem; < 2 minutes total.
Case Structure	<ul style="list-style-type: none"> <1 or >3 minutes to prep, <1 or >3 minutes to share. Framework is shared in a list (not categorized). Framework does not specify data, and/or is not specific to the business problem. 	<ul style="list-style-type: none"> 2 minutes to prep, 2 minutes to share. Framework utilizes 2-3 categories with different ideas in each. Ideas in each category are not data-driven and/or categories are not MECE. 	<ul style="list-style-type: none"> 2 minutes to prep, 2 minutes to share. Framework utilizes 3-4 categories. Ideas in each category are case-specific but not data-driven/measurable, and lack prioritization. 	<ul style="list-style-type: none"> 2 minutes to prep, 2 minutes to share, clear and easy to follow, numbered, and ends with a hypothesis. Framework utilizes 4 categories; each category has ~3 data points. Categories and data are case-specific, MECE and prioritized.
Case Math Answer	<ul style="list-style-type: none"> Candidate lacked confidence in process and insights. Took over 5 minutes to solve. Asked for time, got lost, or battled to deliver an answer without help. 	<ul style="list-style-type: none"> Candidate fumbled but eventually completed math. Answer was incomplete or wrong or candidate did not verbally talk through full process. Logic and calculations okay but lacked insights. 	<ul style="list-style-type: none"> Candidate confirmed math setup confidently Forgot to structure out loud. Completed correct answer in <5 min; verbally easy to follow, but delivered only Level 1 insights. 	<ul style="list-style-type: none"> Candidate confirmed math setup and hypothesis at start. Structured out loud. Completed correct answer quickly; strong verbal and written structure; Level 1 (number), 2 (action), and 3 (next steps) insights.
Case Creative Answer	<ul style="list-style-type: none"> Did not write while sharing. Unclear and hard to follow (lacked structure). 	<ul style="list-style-type: none"> Shares and writes down ideas down in a list (no categories). Ideas were conceptual but not data-driven. 	<ul style="list-style-type: none"> Shares and writes down ideas in categories, but ideas are generic or not MECE. Lacks depth of ideas or rationale and/or breaks down when asked “what else”. 	<ul style="list-style-type: none"> Shares confidently and spontaneously, writes structured written response in MECE buckets or clear rationale while sharing verbally. Calm and pushes to next level of insights when asked “what else?”
Final Recommendation	<ul style="list-style-type: none"> No recommendation other than to collect “more data.” No next steps. 	<ul style="list-style-type: none"> Rambling recommendation (>2 minutes) not tied to or supported by data from the case. 0-1 next steps only. 	<ul style="list-style-type: none"> Clear recommendation from the case but lacks support from data in case, does not tie together to big picture. 0-1 next steps only and/or over-focuses on risks. 	<ul style="list-style-type: none"> Clear and concise recommendation supported by data from the case addressing business problem. Highlight 1 risks and address with ~3 action-oriented next steps.
Overall Structure	<ul style="list-style-type: none"> Candidate does not lead the case and seems to get lost when asked to break down big ideas into smaller pieces. 	<ul style="list-style-type: none"> Candidate breaks down big concepts (overall case question, math insights, creative insights) into smaller pieces but does not build out ideas thoroughly or effectively prioritize. Candidate looks for extra guidance from interviewer instead of taking initiative. 	<ul style="list-style-type: none"> Candidate communicates in lists but lacks definition between idea and explanation (i.e. does not use numbering effectively) or battles to prioritize inside each list. Candidate inconsistently bridges between case concepts and parts. 	<ul style="list-style-type: none"> Candidate consistently presents ideas in logical, numbered lists and bullets, even during creative responses. Manages the flow of the case with ease and does not get confused.
Overall Problem Solving	<ul style="list-style-type: none"> Candidate does not gain a clear understanding of the business or business problem and the “lightbulb” never goes off. 	<ul style="list-style-type: none"> Candidate understands the problem initially but consistently wants to expand the problem definition or complicate the “ask” of the case. 	<ul style="list-style-type: none"> Candidate understands the problem and ties key pieces to the case back to the main issue. Candidate may lack speed of insight or take the “long way around” to get to the answer. 	<ul style="list-style-type: none"> Candidate maintains consistent focus/awareness on hypothesis and drives to solutions. Excellent at math (mental/calculations), quick to realize and correct mistakes, and adept at tying data to overall conclusions.
Overall Communication	<ul style="list-style-type: none"> Candidate lacks confidence or would be difficult to work with. 	<ul style="list-style-type: none"> Candidate communicates in “narrative” style instead of with clarity. You find yourself asking clarifying questions throughout the case because the candidate is not clear the first time. 	<ul style="list-style-type: none"> The candidate is a strong communicator, but could improve executive presence or audience awareness. Candidate may get flustered when encountering challenges in the case. 	<ul style="list-style-type: none"> Candidate provides concise, well-spoken responses to each question; demonstrates confidence and works through difficulty (but maintains positive attitude). You would enjoy working with and managing this candidate and would trust him/her to be clear and complete.