

Case Overview Workshop

2025

Employers are looking for 4 skills (to be evidenced in an interview)



Scope problem

Understand the problem
Define how to measure the solution
Reverse engineer audience objections



Structure plan

Determine a hypothesis
Identify data categories
Align categories to workplan



Analyze data

Source and clean data
Analyze data
Determine insights



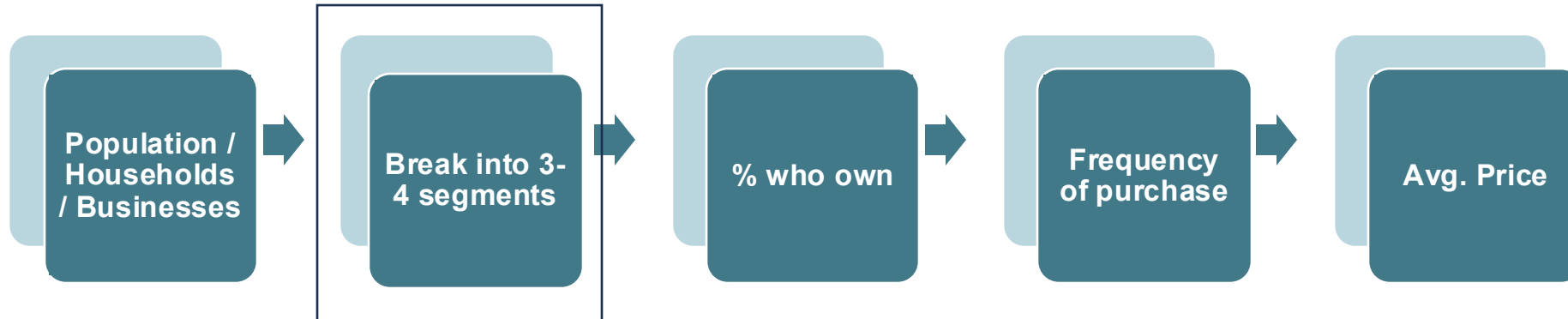
Present findings

“So What?”
Tell a simple, persuasive business story
Present with flow



6 CORE STEPS TO SOLVE ANY SIZING QUESTION

Detail on
next page



+ X% of customer segments not covered
(e.g., hotels, restaurants, office buildings)



5 COMMON SEGMENTATION OPTIONS

Ways to segment markets

- Age
- Income (upper, middle, lower)
- Geography (urban, suburban, rural)
- Gender (adult male, adult female, youth)
- Needs (e.g., pro athletes, commuters, recreation)



NEED TO KNOW INFO

U.S. Population

Population of city living in

Population of city interviewing for

Population of 2 countries/continent



A COMMON SCORING RUBRIC BUILDS CONSISTENT SKILLS



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.
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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.
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Simplified for Market Sizing

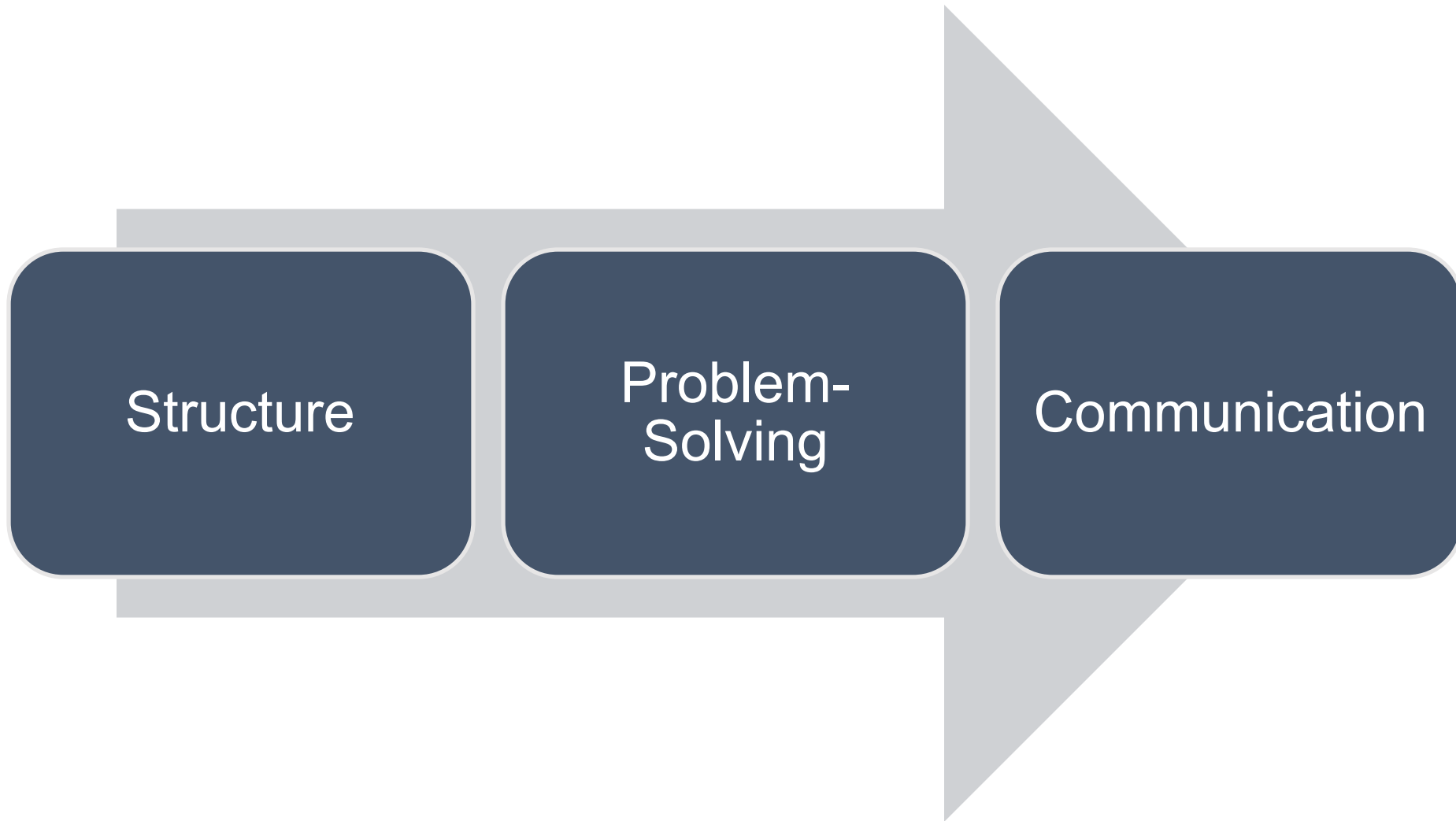


OVERVIEW OF INTERVIEW PROCESS

It's not about the answer – it's about the process.



BIG PICTURE – WHAT DO CASE INTERVIEWS ULTIMATELY UNCOVER?



WHY COMPANIES USE CASE INTERVIEWS

Can you think analytically? (math, structure)?

Do you take initiative like an analyst should?

Would you be fun to work with and manage?



WHICH COMPANIES USE CASE INTERVIEWS (AND HOW?)

Top 3

McKinsey
& Company

BAIN
& COMPANY

BCG

Big 4

Deloitte.

KPMG

pwc

EY

Boutique

accenture

LEK

AlixPartners

A&M



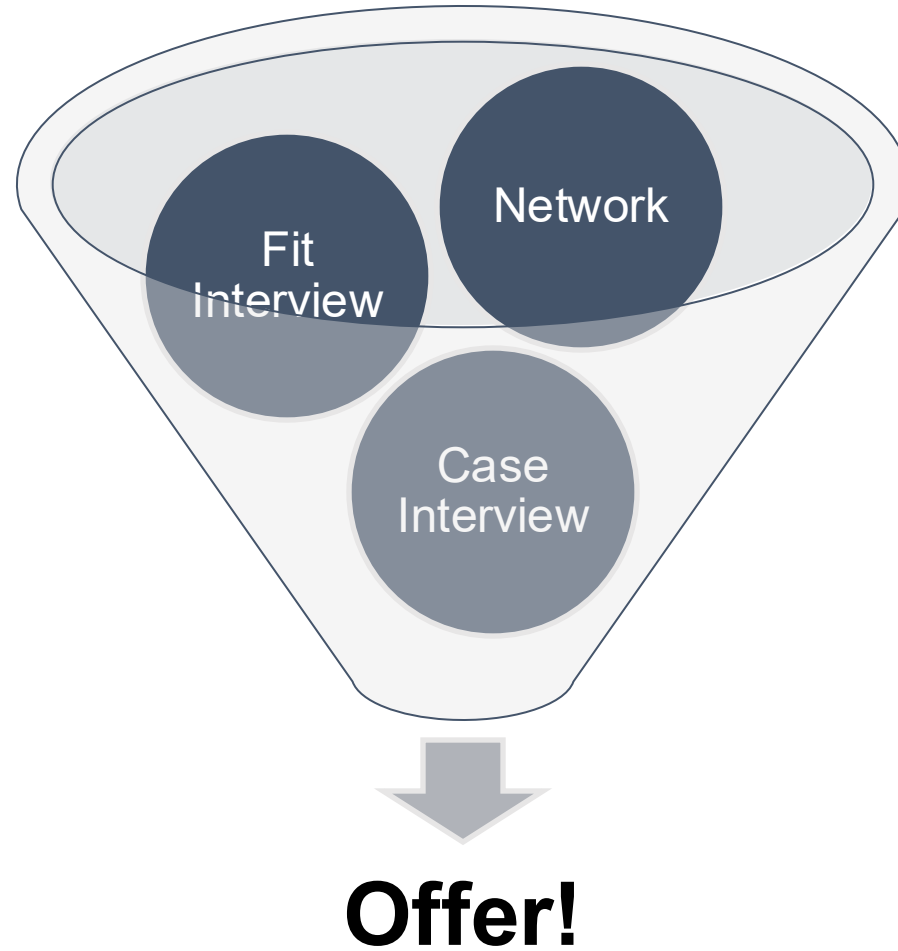
OLIVER WYMAN

KEARNEY

strategy&



BIG PICTURE – PARTS OF THE INTERVIEW PROCESS



4 KINDS OF CASE INTERVIEWS

1:1 Interview

Digital / Game / AI

Presentation Interview

Group Interview



CASE INTERVIEW ROUNDS

Round 0a: Phone, market sizing/simple question



Round 0b: Digital assessment



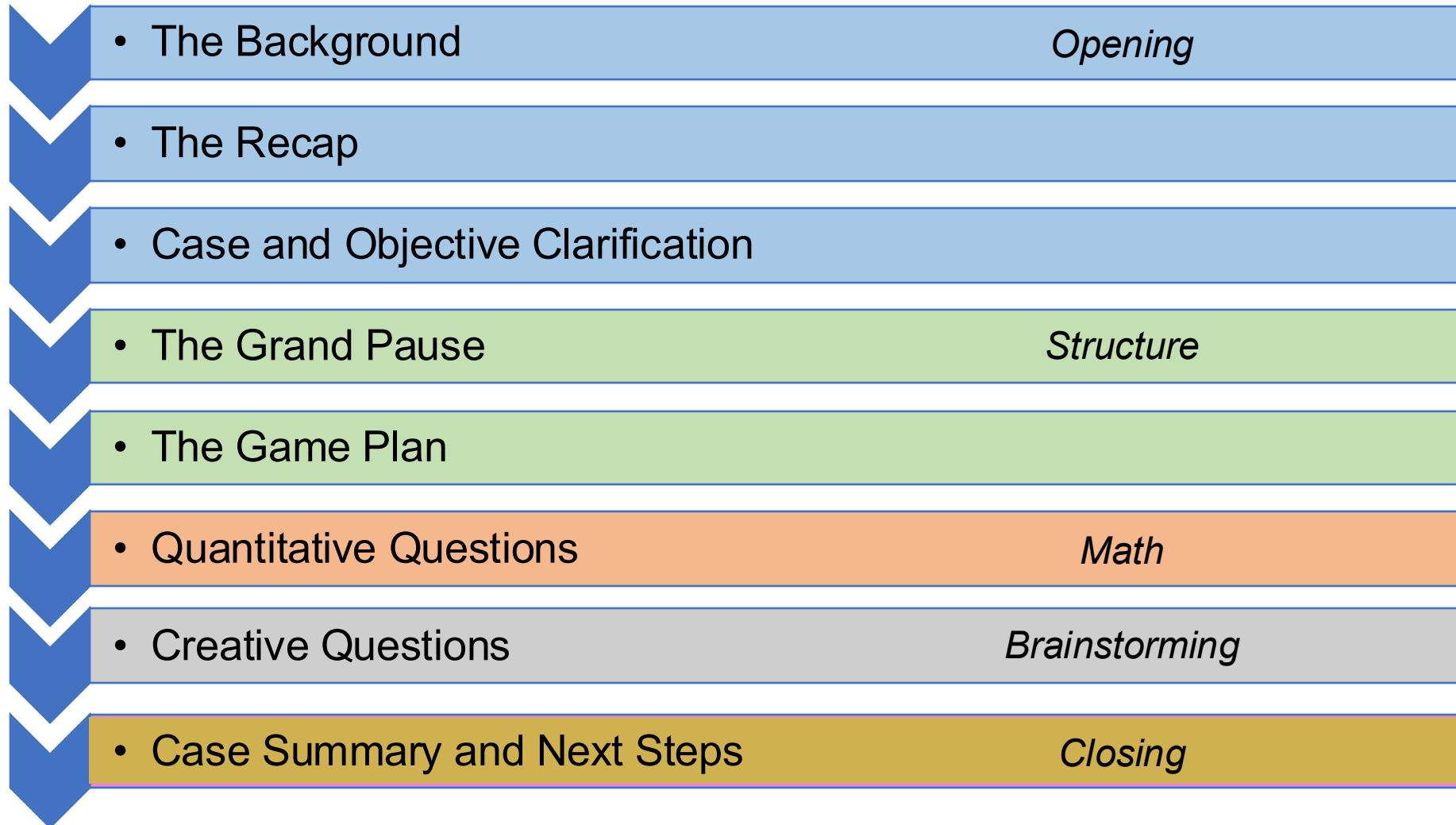
Round 1: Zoom 1:1, 30 mins x 2



Round 2: Zoom/In-person 1:1, 45-60 mins x 2-3



BUSINESS STRATEGY CASE INTERVIEW ANATOMY



MORE COMPLEX BUSINESS STRATEGY SCORING HIGHLIGHTS THE MORE ADVANCED CASE TYPES



Case Interview Scoring Rubric

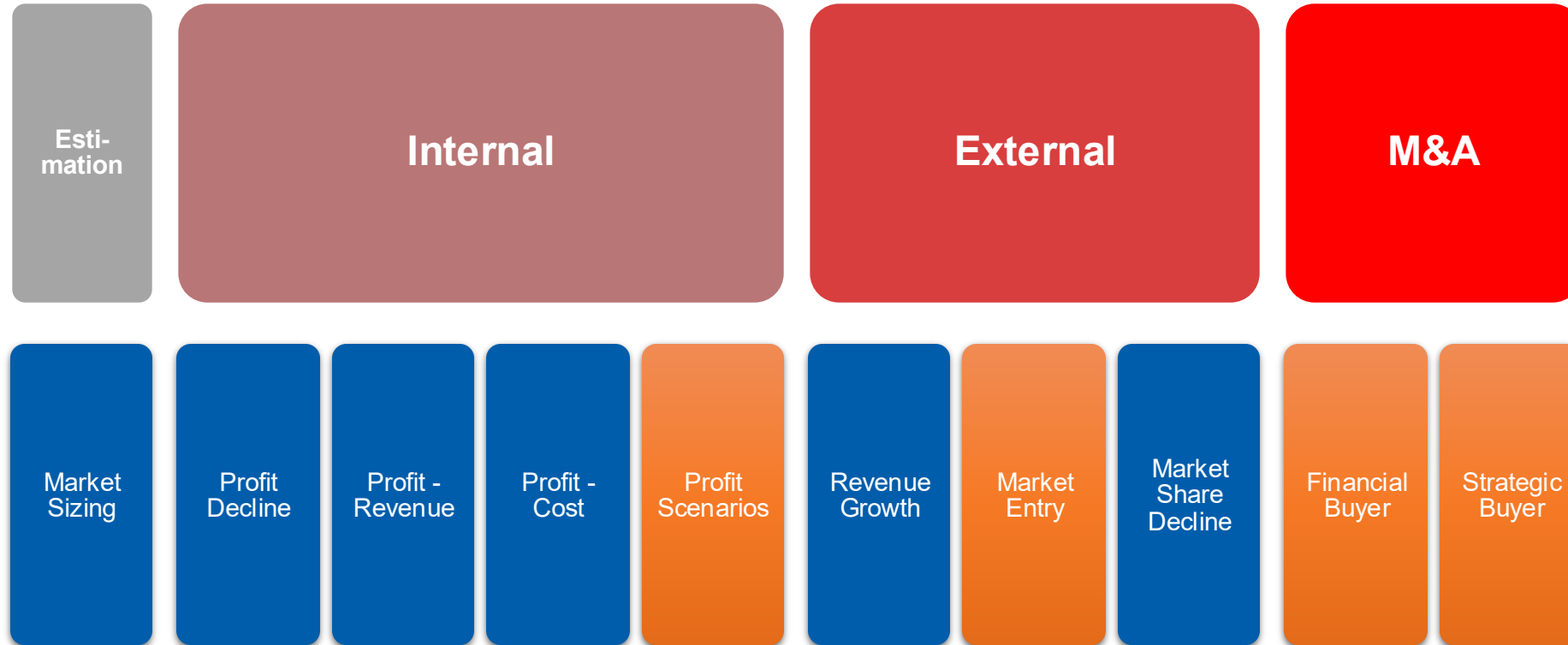
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Granular Scoring for Business Strategy



THERE ARE 10 SUB-TYPES OF CASES YOU'LL ENCOUNTER



- Open hypothesis
- Closed hypothesis

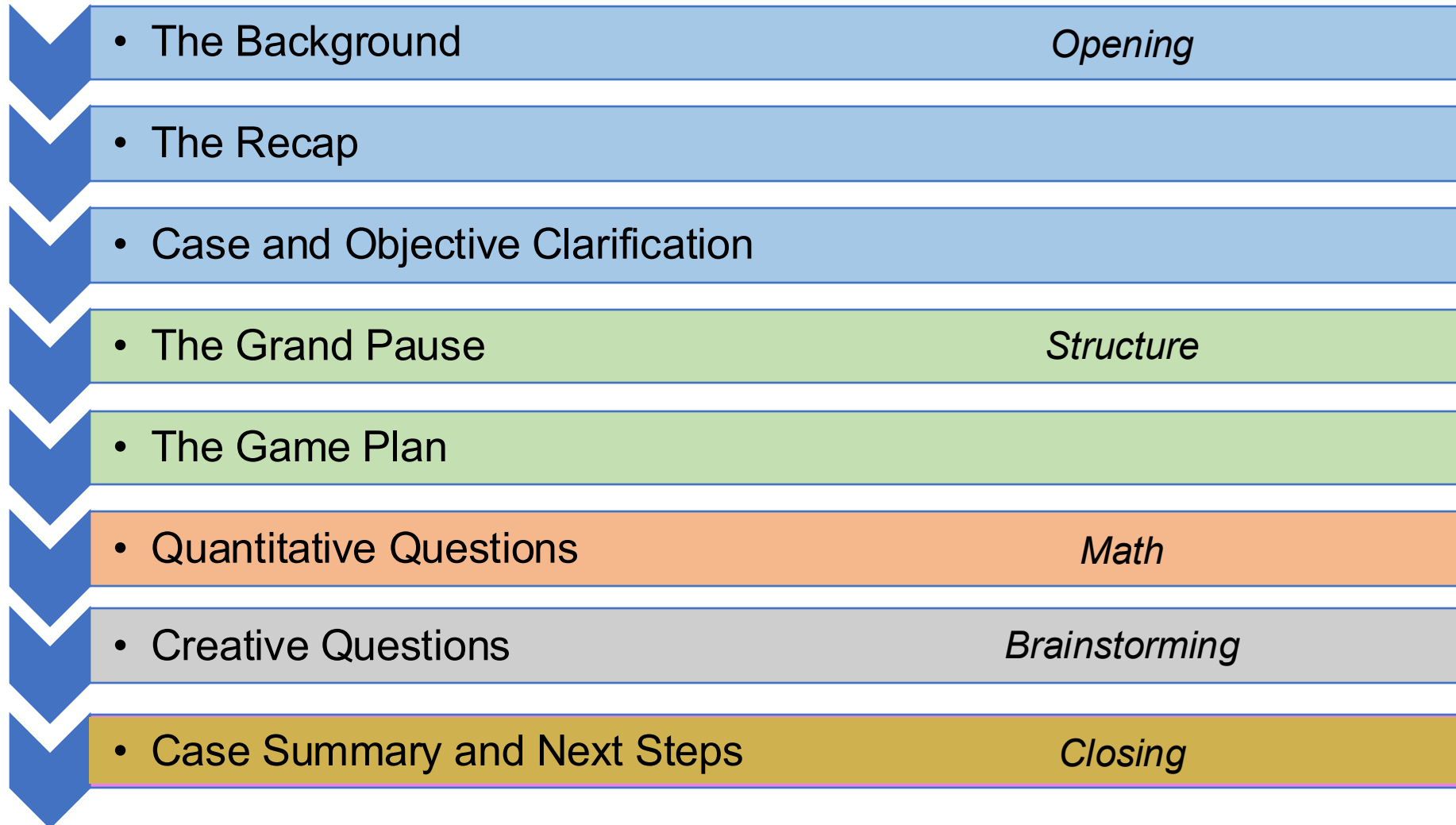


CASE INTERVIEW WALKTHROUGH

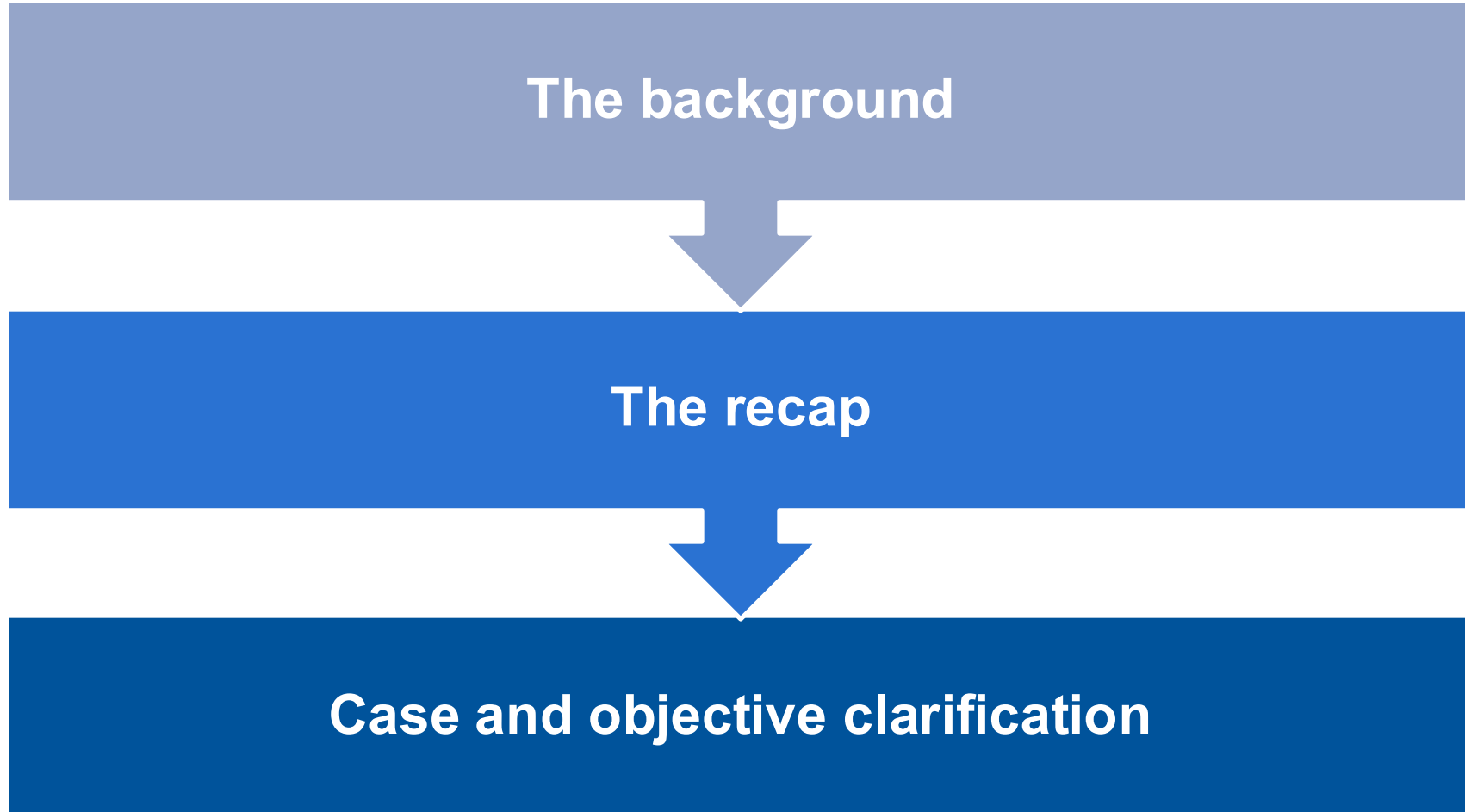
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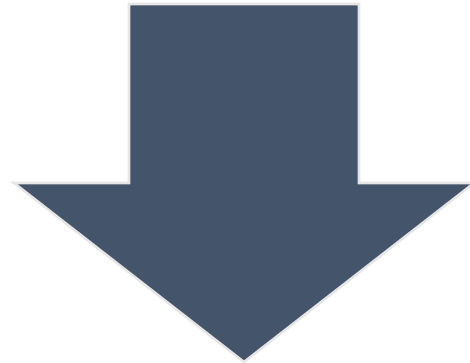
CASE INTERVIEW ANATOMY



CASE INTERVIEW OPENINGS



QUESTION TYPES IN THE CASE



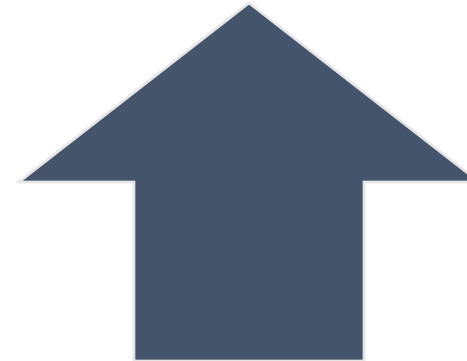
NOVICE

- Questions before recap
- "Are there other objectives"
- Additional data requests



ADVANCED

- Anything you missed
- Confirm understanding of business
- Clarify scope and target metric of client




Wording: "My hypothesis is that this company is a wholesaler, but do they own retail stores as well?"





CASE STRUCTURE



Can you break down this hairy problem?



CASE INTERVIEW ANATOMY



- The Background



- The Recap



- Case and Objective Clarification



- The Grand Pause (2 min)



- The Game Plan (2 min)



- Quantitative Questions



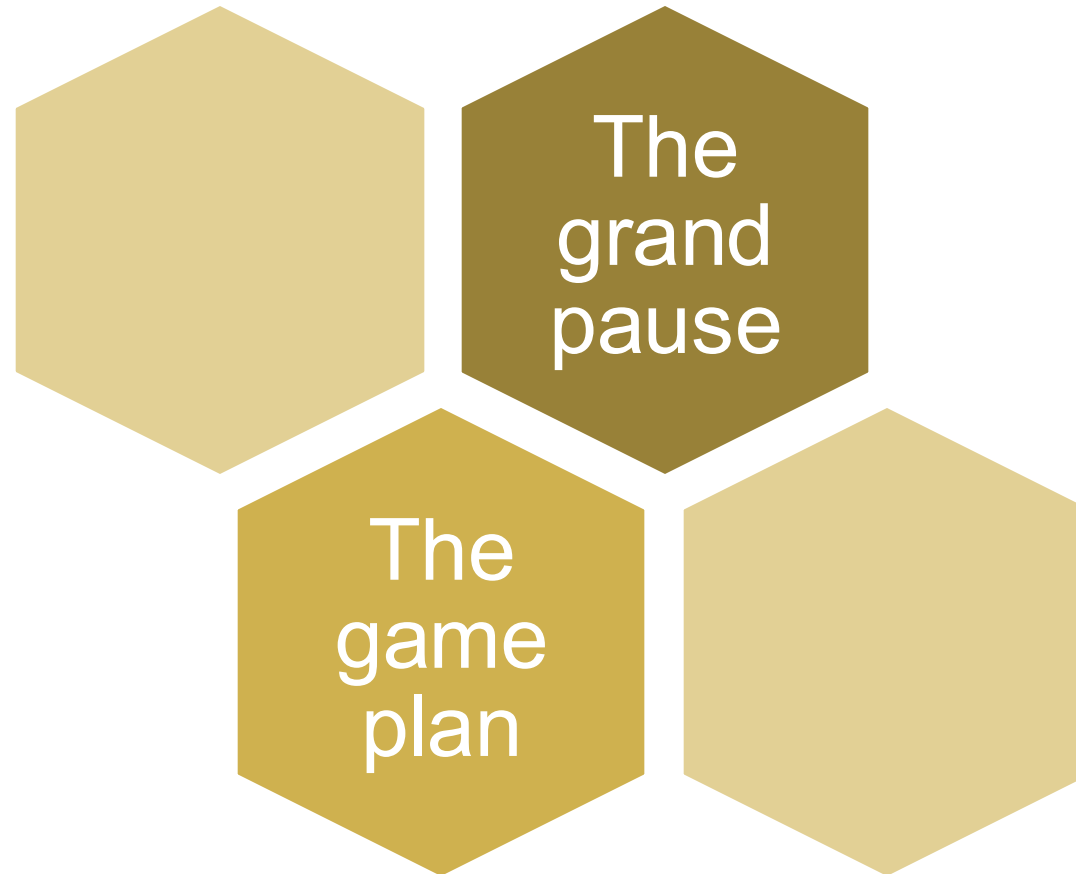
- Creative Questions



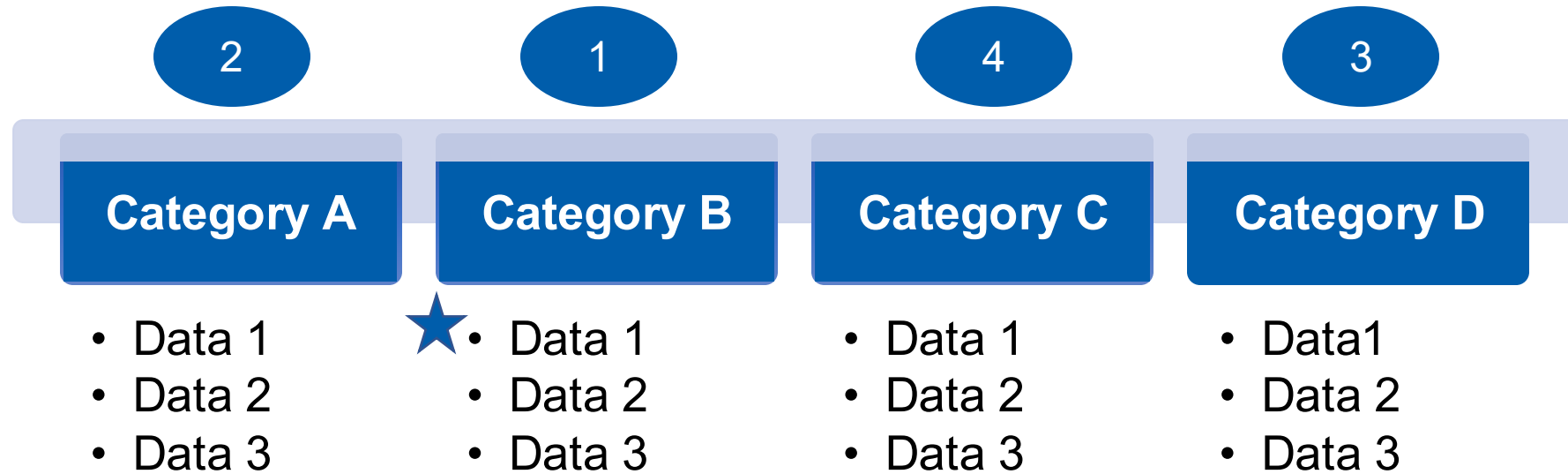
- Case Summary and Next Steps



CASE INTERVIEW STRUCTURE




CASE INTERVIEW STRUCTURE





CASE MATH QUESTIONS



Support your blob of ideas with some real numbers.



CASE INTERVIEW ANATOMY



- The Background



- The Recap




- Case and Objective Clarification



- The Grand Pause



- The Game Plan



- Quantitative Questions (~5 min to share full approach)



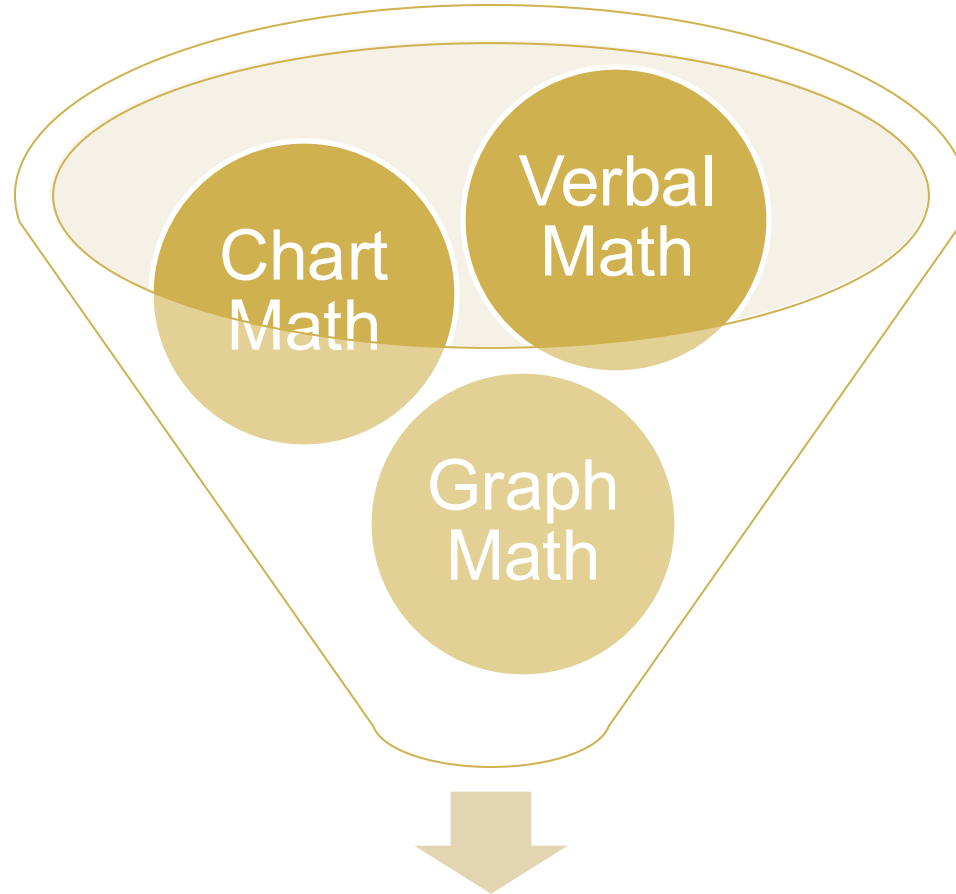
- Creative Questions



- Case Summary and Next Steps



3 KINDS OF MATH



Data-driven insights



CASE MATH: 4-STEP PROCESS

Recap – What solving for first, then data

~ 2mins

Structure – Pre-explain your algebra approach to solve the problem; ask for missing data

Solve – Talk the interviewer through each calc. Sense check your #s along the way

~ 2mins

Insight – 3 Levels

~ 1 mins



3 INSIGHT LEVELS

Drive to recommendations

Level 1 – The numbers

- (X is smaller than anticipated, Y is the largest driver)

Level 2 – The action

- (enter the market, cancel plans, plan for launch)

Level 3 – The next data you want to review

- (reconsider something specific, research more data on X, move on to Y)

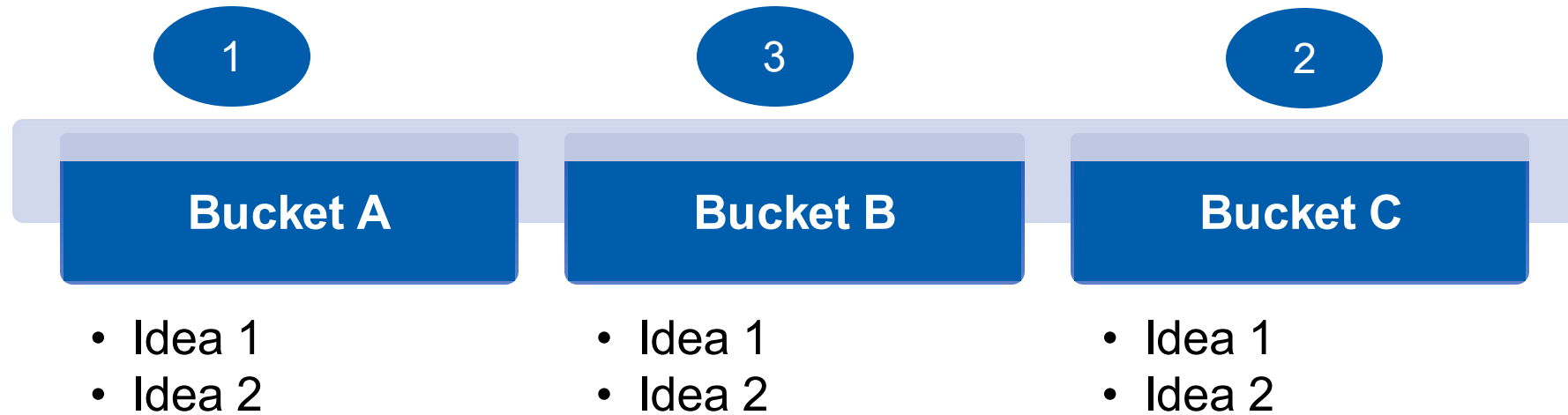


CASE CREATIVE QUESTIONS

Dive deep into your plan with structured brainstorming.



CREATIVE CASE STRUCTURE



CASE CLOSINGS

Make a great last(ing) impression.



CASE INTERVIEW ANATOMY



- The Background

- The Recap

- Case and Objective Clarification

- The Grand Pause

- The Game Plan

- Quantitative Questions

- Creative Questions

- Case Summary and Next Steps (<2 mins)



CASE CLOSINGS: 3-STEP PROCESS

Recap – Review business problem and steps taken

Recommendation – Based on what you know now, what should they do?

Next Steps – what are three deeper or wider areas to explore?

