



Consulting Case Tips

Cornell AKPsi



What is a Case Interview?

"A job interview in which the applicant is presented with a challenging business scenario that he/she/they must investigate and propose a solution to"

Ultimately, the goal of the case interview is to assess how candidates think. The objective is not to get the question right (often there is no right answer) but to demonstrate your ability in solving complex problems and determine whether or not you can be an effective team member.



Casing Tips

Structure Your Problem

- Break down the prompt into several distinct areas to analyze and assess
 - Ask clarifying questions to make sure you understand the prompt clearly
- Be organized in your thought process and make sure your arguments logically flow

Organize Information and Draw Conclusions

- State your hypothesis and clearly outline the various categories
 - Ask for additional information if you feel you the need
- Focus on data that is relevant and important to answer the case problem
- Analyze the data and assess whether your results support or disprove the prompt

Be Confident

- Speak clearly and concisely so that your interviewer can understand your thought process



Common Case Frameworks

Frameworks are used to help structure the prompt into distinct categories, making it easier to conduct analysis. You won't need to know specific frameworks for AKPsi recruitment, but learning about them may help you structure your thoughts. Some sample frameworks include:

- **Profitability Analysis** - Revenue and Cost
- **Opportunity Analysis** - Product, Business Unit, Overall Market, Asset valuation/maximization
- **3 C's** - Customer, Company and Competition
- **SWOT** - Strengths, Weaknesses, Opportunity and Threats
- **Porter's 5 Forces** - Potential Entrants, Suppliers, Buyers, Substitutes, Industry Competition



Sample Case Questions

There many types of case questions. Examples of questions include:

“Estimate how many laundry cleaners there are in Philadelphia”

“The client, a leading manufacturer of prefabricated kitchen furnishings, has been steadily losing market share over the last two years. The executive team would like you to help them understand why and what they can do to improve their market standing”

“Help a manufacturer of small power boats determine why its sales growth has slowed and identify opportunities to boost sales”

solutions to these questions can be found online