

What is a case interview?

A case interview is a 30- to 45-minute exercise that places you in a hypothetical business situation in which you and the interviewer work together to develop a recommendation or answer to a business problem.

Examples:

- How can Walmart increase its profitability?
- How can Nike increase customer retention?
- How should Apple price its new smartphone?

What do case interviews assess?

A case interview assesses five criteria:

1. **Logical, structured thinking:** Can you structure complex problems and ideas in a clear and organized way?
2. **Analytical problem solving:** Can you analyze and interpret data to draw the right conclusions?
3. **Business acumen:** Do you have a strong understanding of business fundamentals and good business judgment?
4. **Communication skills:** Can you communicate clearly, concisely, and articulately?
5. **Personality and cultural fit:** Are you a good fit for the work culture of the firm you are interviewing with?

What is the structure of a case interview?

All case interviews follow seven major steps:

1. **Understand the case background:** Take notes while the interviewer reads you the case information. Pay particularly close attention to the context, company, and objective.

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