



PROJECT: CASE STUDY **AND ANALYSIS**

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QUES 1 Make a list of job profiles from the companies you would like to get placed or thinking of having a job. Read the job description and skills required as per the company.

JOB PROFILE	COMPANY
Junior Data Analyst- Technology & Digital	Mc Kinsey & Company
Data Analyst	Hike
Microsoft Word-Data Analyst	Mobikwik
Project Management	IBM
Recruitment Senior Analyst	Accenture
Research Analyst	Futures First
Market Research Analyst	Cloud9India
Data Analyst	Inshorts

Ques 2 Make a list of 10 prominent skill sets that are required for the job profiles you searched in the first question.

1. Strong ETL background (SSIS/ODI/Informatica/Data Stage/Snaplogic)
2. Strong analytical and problem-solving skills and SQL proficiency
3. Good understanding of data warehousing concept
4. excellent organisational, communication, presentation, project management and interpersonal skills.
5. Hands-on experience with Python, Apache Spark, Hadoop.
6. Adapt at queries, report writing and presenting findings. Ability to communicate results with the leadership teams in a structured and coherent manner.
7. Ability to develop applications using DevOps, open source tech stack, security, scalability, performance tuning.
8. Excel based modelling
9. Experience in sovereign debt derivatives
- 10.secondary research, financial forecasting, Essbase economics, Hyperion

QUES 3 Make a plan to develop these skills in yourself.

Most of the skills mentioned above are technical in nature. Being from statistics background, I already studied some of the languages such as R Programming,

Python, SPSS, C. Before adding some new skills, I would like to go through my basics once because for a statistics student, only adding skills is not enough. After that I will work on virtual datasets from Kaggle to make myself familiar with its working. After that, I will enrol myself in other courses one by one in some online tutorials such as Coursera. I will actively participate on platforms where I will have to speak in front of a large group so as to gain some confidence in public speaking. I will also inculcate a habit of reading business magazines so as to develop some communication skills. I will also communicate with people from corporate through LinkedIn so as to develop interpersonal skills.

QUES 4 What do you understand by case study? what are the things should be included and not included while analysing a case study. How detailed it should be?

The **case** is the 'real life' situation/subject, while the **study** is the analysis of the latter. The case study analysis can be broken down into the following steps:

1. **Introduction**
 - Identify the key problems and issues in the case study.
2. **Background**
 - Set the scene: background information, relevant facts, and the most important issues.
 - Demonstrate that you have researched the problems in this case study.
3. **Alternatives**
 - Outline possible alternatives
 - Explain why alternatives were rejected
 - Constraints/reason
4. **Proposed Solution**
 - Provide one specific and realistic solution
 - Explain why this solution was chosen
 - Support this solution with solid evidence
 - Personal experience (anecdotes)

Now things to be taken care of while writing a case study:

- Case studies should be crisp and focussed. Too many irrelevant details make the case study lengthy and drab.
- Don't sell yourself so hard that you lose the narrative.
- Never lie or exaggerate your achievements.
- Don't confuse your audience with jargon or assume that they know what acronyms stand for.
- Don't speak on behalf of your client or make assumptions about the benefits that you provided.

The purpose of a case study is to walk the reader through a situation where a problem is presented, background information provided and a description of the solution given, along with how it was derived. Therefore, it should be really brief that it guides the readers through the problem analysis as if they were part of the project.

QUES 5 Make a list of 10 big events happened in India whose case study you want to analyse and why?

CASE STUDY	REASON
Satyam scam	To know how misrepresentation of company accounts to its various stake holders leads to fraud
Demonetisation	To know if it was a boon or bane for India
CAA-NRC	To be able to form an opinion if the government was right or not in introducing this Act.
Maggie	To know what impact, it can have on the company who tries to manipulate quality standards of its product.
Patanjali	To study the growth curve of its business.
Netflix	To know how it helped in digital transformation
BYJU's	To study how it has made an impact on online learning
Cadbury	To study how a company can, revive its reputation even after a huge downfall.
Burger king VS Mc Donald's	To study how effective branding can help in capturing big market share from its competitor.
Amazon	To study how it helped in creating the concept of online shopping

QUES 6 What is planning, strategy and decision making and how it's important to become a business leader in future.

- PLANNING: Whatever we decide in advance for doing any future events.
- STRATEGY: when the question of “how am I going to execute my plan?” comes into picture, we call it as strategy.
- DECISION MAKING: after having a bunch of strategies to achieve that particular goal, deciding which one is the best to apply is known as decision making.

For e.g.: if I have to study for my exams a week before, then I will have to make a plan either I will complete the whole syllabus or revise whatever I have done till now. After deciding this, I will make different strategies for the chosen plan as in I will study for 10 hours each day and revise by writing everything, or I will study for 6 hours each day and revise by learning everything 2 times. Once I think of all the strategies, I will choose the best one which can be implemented within the given time constraints.

When we think of what makes someone a great leader, one characteristic that comes to mind is decisiveness. We do not envision successful leaders standing around appearing unclear and uncertain. Instead, we view them as people who are able to quickly arrive at their decisions and communicate the goals to others. Hence strategic decision making is important to be a future business leader. Strategic planning helps them to move quickly and proceed with the available information.