



Case Study Template



Project Name

Authors, Date



Agenda



1. Introduction - Team, Client, Problem
2. Systems Analysis of Problem - Review stakeholders, define measurements of performance
3. Relevant Analytics - Data sources, Analysis
4. Alternative Solutions - Explanation of solutions, comparison of outcomes
5. Recommendations - What should the client do next? What is the recommended next step?
6. Appendix - Additional Resources

Introduction



Who are you?

What is the problem?

Systems Analysis



Who is the client?

What is the problem?

What is the environment you're working in?

Who are the relevant stakeholders?

What is a way we can measure success or performance in this environment?

Relevant Analytics



What data is important to understanding the situation?

What are the general insights or takeaways?

Potential Solutions



What is the current state?

What are the options the client can pursue?

Ideally try to put them on one slide for easier comparison, you can have separate slides to go into detail

Option 1:
- Profit Margin:
7%

Option 2:
- Profit Margin:
18%

Option 3:
- Profit Margin:
35%

Recommendations



What are you recommending and why?

What are the next steps with your recommendation? How can the client make an impact and change?

Appendix



What resources can the audience use to further understand the message and story being presented?