

PLACEMENTS 2019-20

CONSULTING SEMINAR

IIT KHARAGPUR

WHY CONSULTING?

✓ PROS

-  The People
-  Steep Learning Curve
-  Breadth and Depth
-  Decent Pay
-  Perks
-  Exit Options

✗ CONS

-  Work Hours
-  Excessive Travel

HIRING FIRMS ON CAMPUS

McKinsey&Company

BCG BOSTON
CONSULTING
GROUP

L.E.K. L.E.K. CONSULTING


PARTHENON


EY

AUCTUS
ADVISORS

 **EXL**

 **BMGI**
PROBLEM SOLVED.

Dalberg

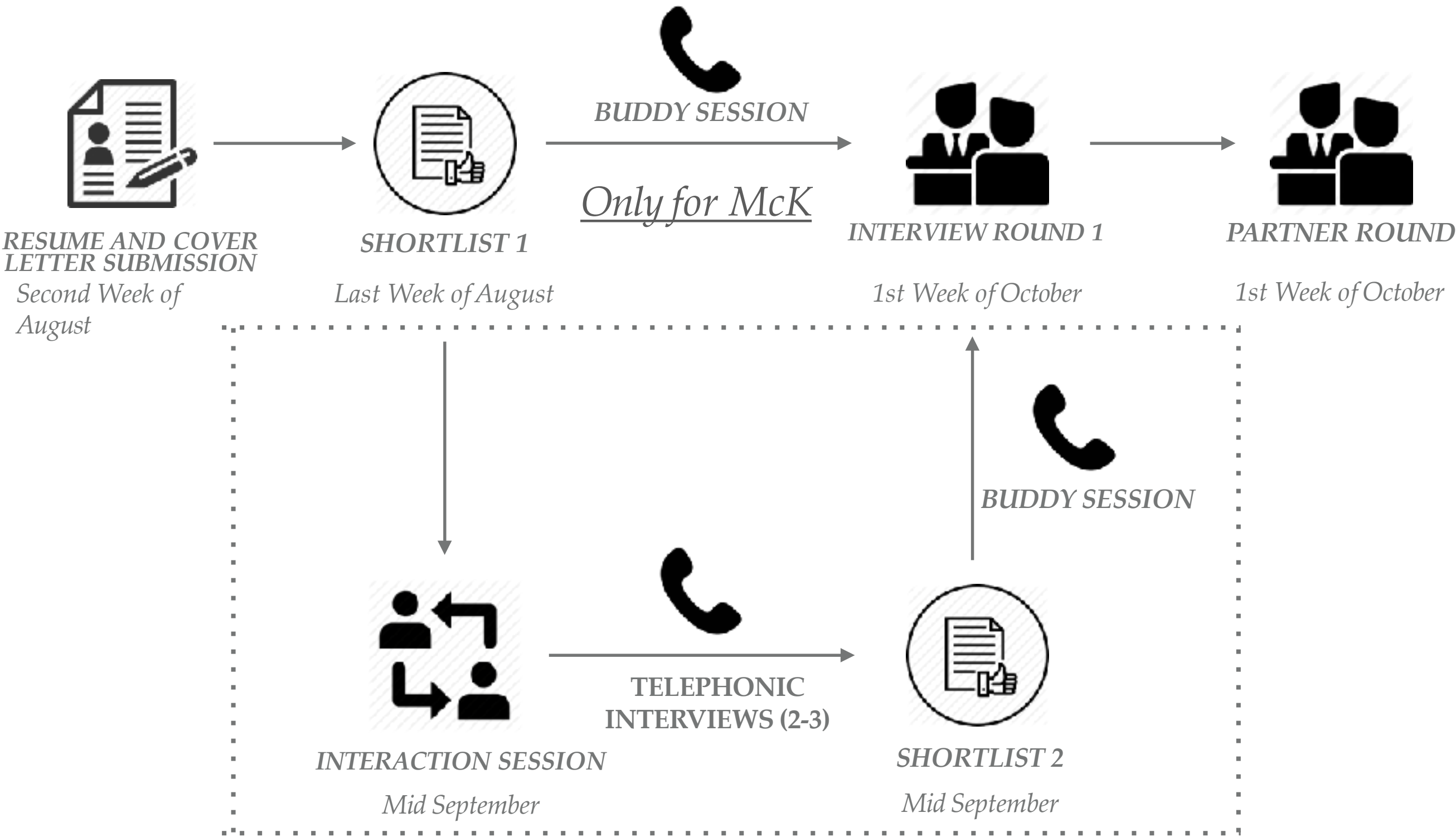
FIRMS ASKING CASE INTERVIEWS – ANALYST PROFILES

Flipkart 

CapitalOne

OYO

HIRING PROCESS

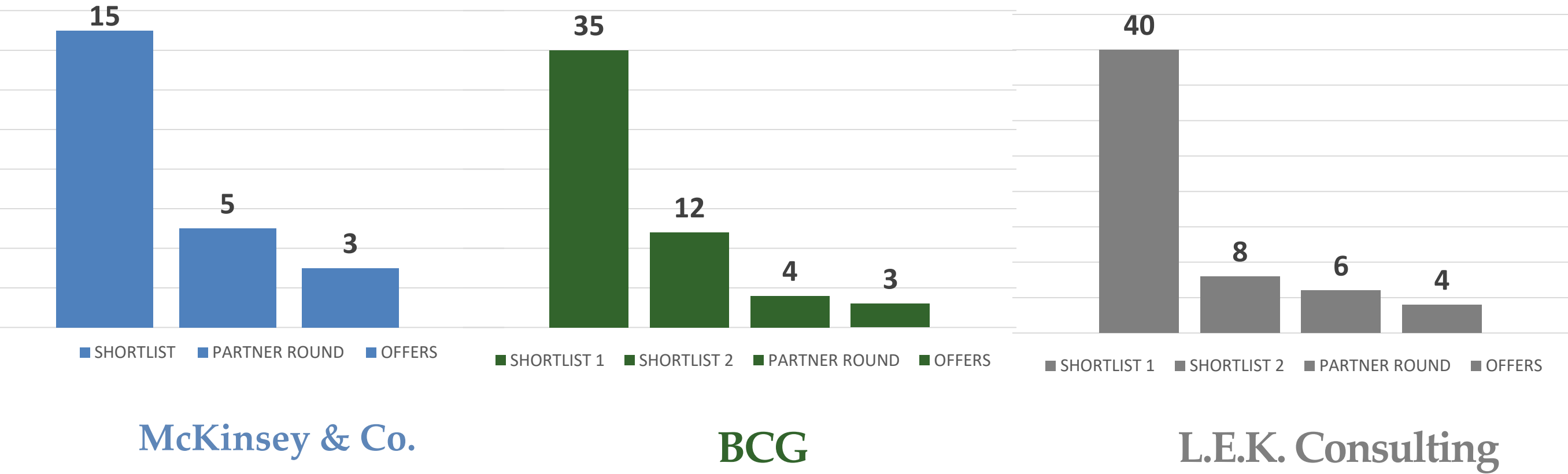


HIRING SCHEDULE 2018

	CV Submission Deadline	Shortlist 1	Telephonic Interviews	Shortlist 2	Final Interviews	Partner Rounds and Offers
BCG	10 th August	15 th August	23 rd August- 28 th August	7 th September	5 th October	5 th October (Gurgaon)
McKinsey	21 st August	29 th August	-	-	11 th September	13 th September (VC)
L.E.K.	16 th August	25 th August	20 th -22 nd September	26 th September	27 th September	27 th September (Mumbai)
Parthenon	7 th August	16 th August	26 th -30 th September	1 st October	4 th October	4 th October (Mumbai)

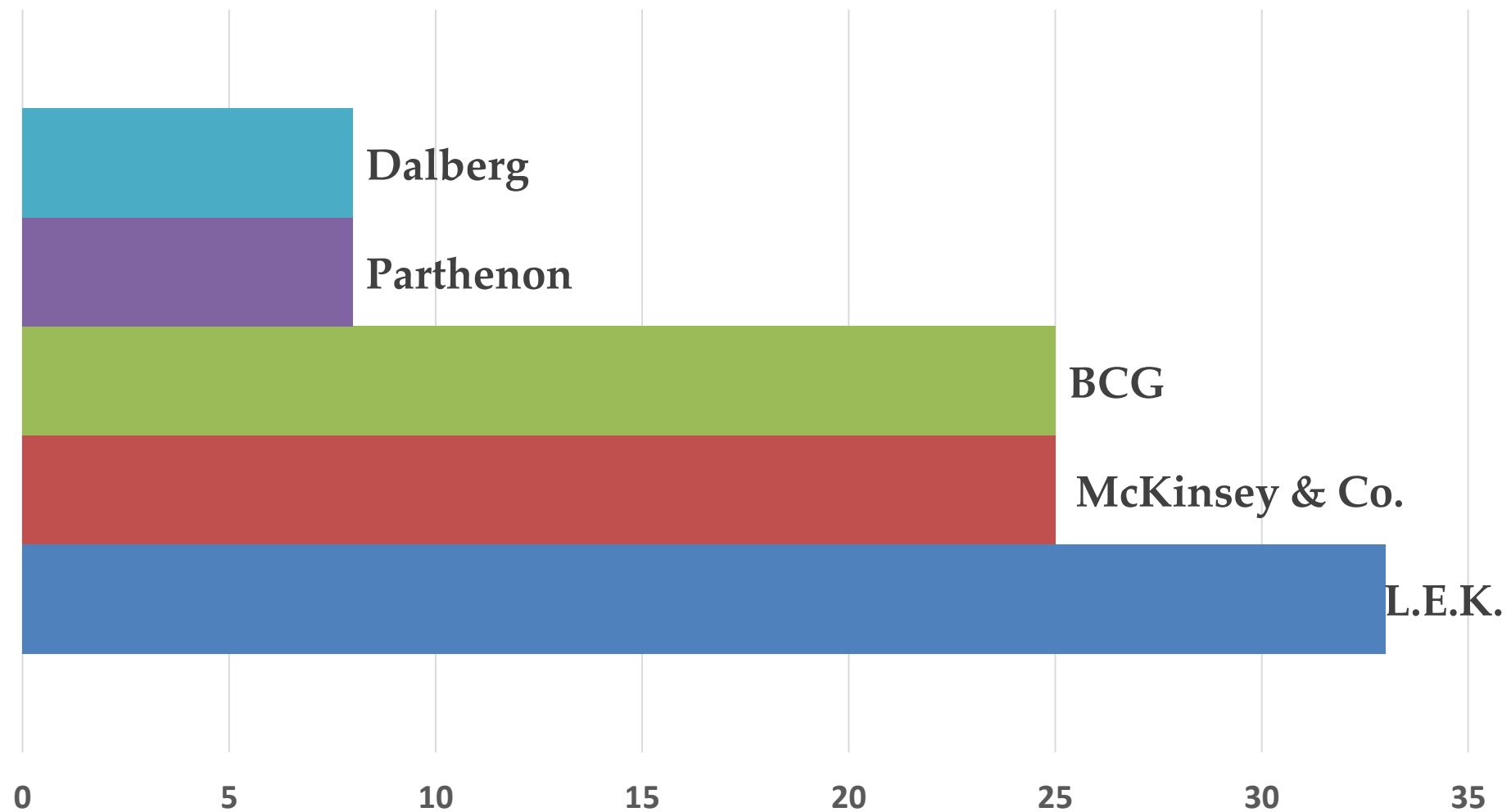
HIRING NUMBERS 2018

Approximately 400 students apply for each of these firms



HIRING NUMBERS 2018

% HIRES IN EACH FIRM OF TOTAL KGP HIRES IN
CONSULTING



RESUME MAKING TIPS

- *Start working on your CV and cover letter early. Get them verified by seniors/alumni. It must be ready latest by the 1st week of August*
- *Always start from scratch. DO NOT edit from somebody else's/your own old resume*
- *Start from Top & Left - Most important things should be in the left and top (except your CGPA which is generally on the right)*
- *Demonstrate impact of your work. Quantify it, if possible*
- *Start all sentences with action verbs, that make impact. Don't use passive words like - was a part of, worked, completed etc*
- *Sentence structure should be - action verb + impact + how you did it*

RESUME MAKING TIPS

- *Notice the action verbs used to start sentences & none of them are repeating*
- *Also, notice how the impact in each action is quantified using numbers*

INTERNSHIPS & PROJECTS

A.T. KEARNEY, MUMBAI

May, 2017 – July, 2017

Bottom line transformation strategy for a leading consumer goods company

- Identified cost saving opportunities of **₹40 Cr** by analyzing store operating expenses and its components
- Generated potential savings of **₹8 Cr** by executing shift to a single agency model pan India for contractual staff
- Reduced costs by **₹2 Cr** by mitigating PoS merchandizing wastage generated by investigating procurement measures
- Examined fixed line spend in **295 stores**; proposed shift to a cloud based system for potential cost savings of **₹25 L**
- Proposed a flexi staffing model based on sales rep activity captured by time and motion study conducted in **6** stores

- *Try not to exceed more than one line per point, unless it is absolutely unavoidable*

*You can refer **Case Interviews Cracked (IIT-B Casebook)** for tips on making your resume and cover letter*

RESUME MAKING TIPS

- *Make your CV as presentable as possible. Ensure that it is not too cluttered, use bold and italics judiciously*
- *Add unconventional hobbies/achievements in your CV for talking points*

INTERNATIONAL COMPETITIONS AND CONFERENCES

Global Investment Banking Valuation Olympiad | London

Apr - Sep '16

- Among the **top 10 teams selected globally** from 7000 candidates for the final stage in London; **only team selected from India**
- Analyzed the potential acquisition of Telit Communications Plc by ARM Plc; researched and examined the European IoT sector

Asia Investment Banking Conference | Hong Kong

Sep '15

- Among 300 delegates world-wide; Attended workshops conducted by executives from **Barclays, Morgan Stanley and UBS**

EXTRA-CURRICULAR ACTIVITIES

Comedy	<ul style="list-style-type: none">▪ Pioneered IIT Kharagpur's first ever stand-up show "Live at the Apollo 13"; 400+ footfall at inaugural event▪ Performed stand-up at Barista, Hyderabad; 100+ footfall & notable comedians in audience
Taekwondo	<ul style="list-style-type: none">▪ Earned a Red Belt from Ernie Reyes West Coast Martial Arts, USA in a span of 4 years; Shortest Time Possible
Debating	<ul style="list-style-type: none">▪ Member, Debating Society, IIT Kharagpur from 2012-14; participated in multiple national level debate tournaments▪ Quarterfinalist at KSOL Parliamentary Debate 2012(out of 36 teams); Best performing fresher team in tournament
Dramatics	<ul style="list-style-type: none">▪ Captain, Dramatics, Rajendra Prasad Hall; Led the team to a Gold Medal in Inter Hall Hindi Dramatics- 2016

COVER LETTER MAKING TIPS

- *Just like your resume, make your cover letter from scratch. It'll help you give thought to basic questions that will help you with your PI prep*
- *Your cover letter must answer 3 basic questions - Why consulting? Why that particular firm? Why would you be a good fit for the firm?*
- *Again, your cover letter should stand out and be unique*
- *Convey impact of your actions, and the learnings from your experiences/ journey that make you think your future is in consulting*
- *Do not cite superficial reasons such as travelling, living in expensive hotels, exit options and other perks as your motivation to join the firm*

CASE INTERVIEWS

The candidate is presented with a real client scenario to test problem solving skills

*The scenario is generally an ambiguous business challenge which the candidate is expected to solve ****mutually**** with the interviewer in a ****fast-moving**** discussion*

Source - McKinsey & Company Website

CASE INTERVIEWS

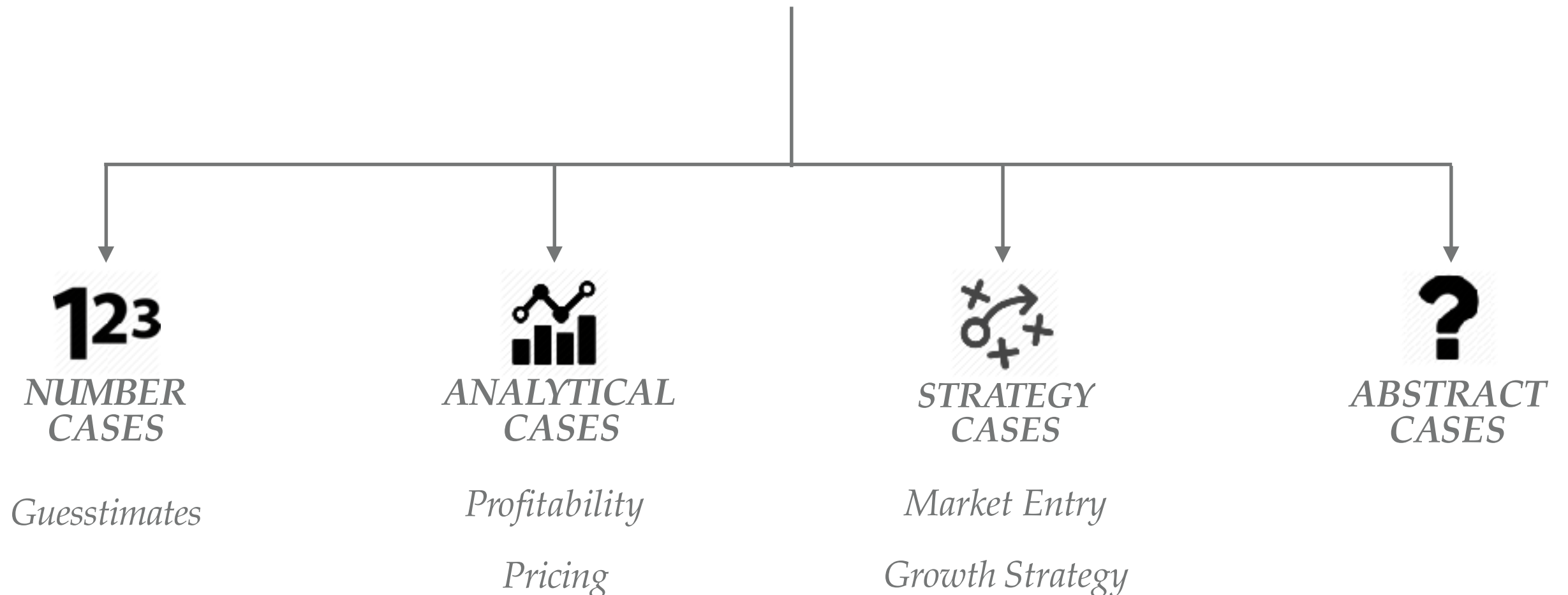
Case Interviews are used to mainly assess your problem solving skills.

In a case interview, a candidate is expected to be -

- *Organised*
- *Good with numbers*
- *Articulate*
- *Confident*
- *Coachable*

CASE INTERVIEWS

CASE INTERVIEW TYPES



Guesstimates and analytical cases are asked by a large number of companies recruiting from KGP, other than just consulting firms

DEMO CASES

METHODOLOGY FOR SOLVING CASES

STEP 1: REPEAT THE PROBLEM STATEMENT BACK TO THE INTERVIEWER

Buys you time to think about your approach

Makes sure you heard the case correctly, and know your objective.

STEP 2: ASK PROPER CLARIFYING/SCOPING QUESTIONS

Clarify any ambiguous terms or industry jargons

Typical questions include - industry/company trends, product portfolio, geographical trends

Quantify your problem

Understand the value chain of the client

STEP 3: ASK FOR A COUPLE OF MINUTES TO THINK

Think about which “framework” to apply, and organise your thoughts

METHODOLOGY FOR SOLVING CASES

STEP 4: STATE OVERALL APPROACH

Tell the interviewer about the overall approach you plan to take and get it **validated**

STEP 5: MECE SEGMENTATION / ISSUE TREE DRAWING

Segment the problem in a Mutually Exclusive Collectively Exhaustive (MECE) manner

Draw a neat issue tree and explain it to the interviewer

Ask Interviewer how would he/she like you to proceed through the issue tree

IMPORTANT - Do not try to fit frameworks to cases. Learn to draw custom issue trees

STEP 6: SYNTHESIS

Every time you change your approach/framework, or shift branches within an issue tree, give a **mini - synthesis**

After solving the case, end with a **Final Synthesis** which should be very crisp

“I recommend our client do XYZ to tackle the problem of ABC, because of the following reasons”, and then proceed to state your reasons

CLARIFYING QUESTIONS

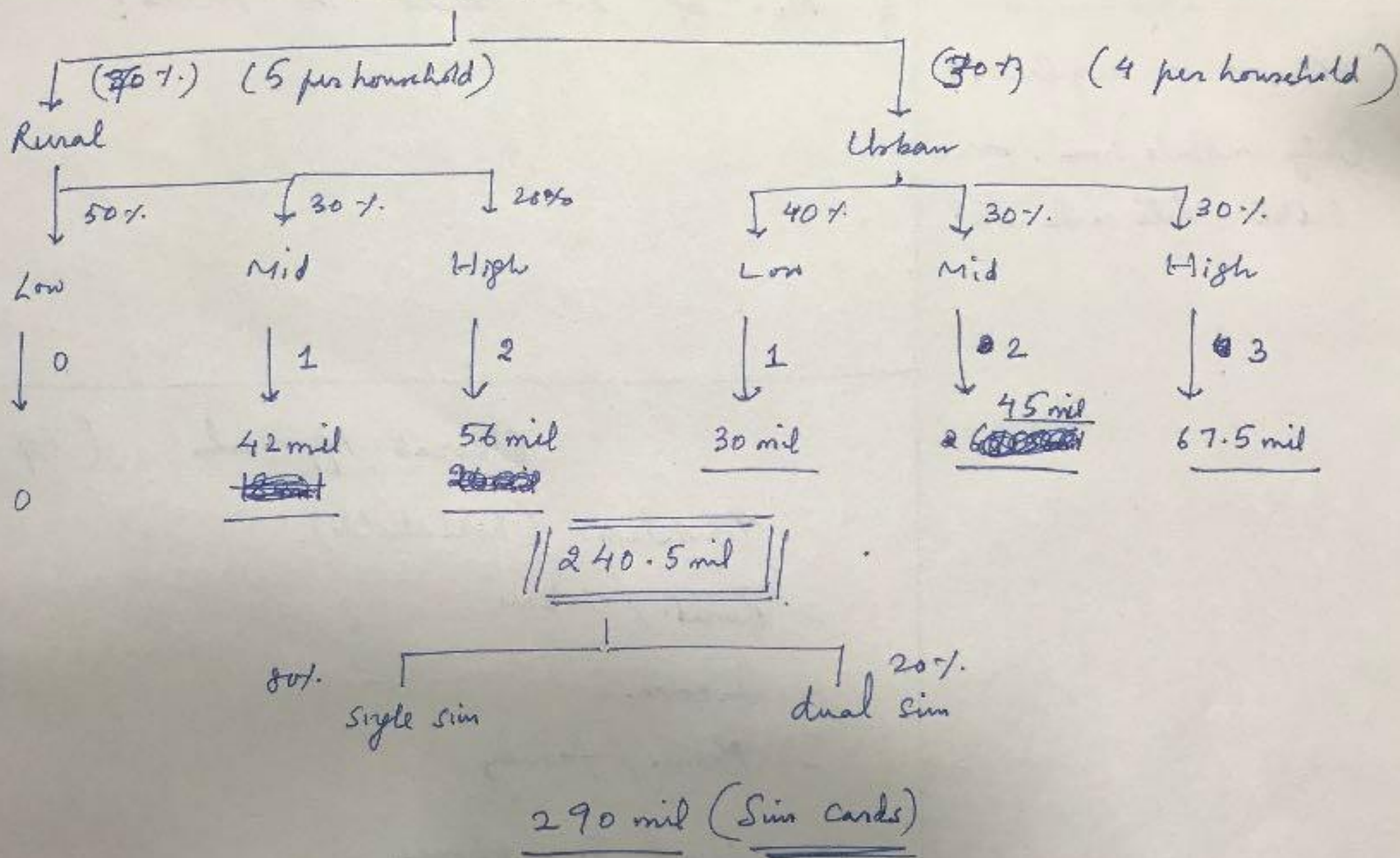
- (1) Sold or in circulation?
- (2) Only mobile simis, or tablets, data cards etc?

Q. No- of sim cards in India?

Overall Approach (Top Down)

- Population (households).
- Rural / Urban
- Income
- Phones / family
- Dual sim phones.

Population (1 bn)



Clarifying question

Qc Q

— How much & since when?

10 years, ↓ (const)

Last year ↓↓

— Manufacture → sell

Product mix

— 1 standard bottle of vodka

Geography?

All over India /
sales have declined

Ret

Ch

Industry?

Company specific.

Questions:

Spirits

~~Vodka~~

company.

Decline in profits?

Why & how do you turn it around.

Recommendations / Key Insights

Synthesis: Our client has faced decline in profits due to

(i) Decrease in # solds., due in ~~insufficient~~ lack of targeted marketing

(ii) Inc. in ~~var~~ distribution costs due to inc. in price by the distributor.

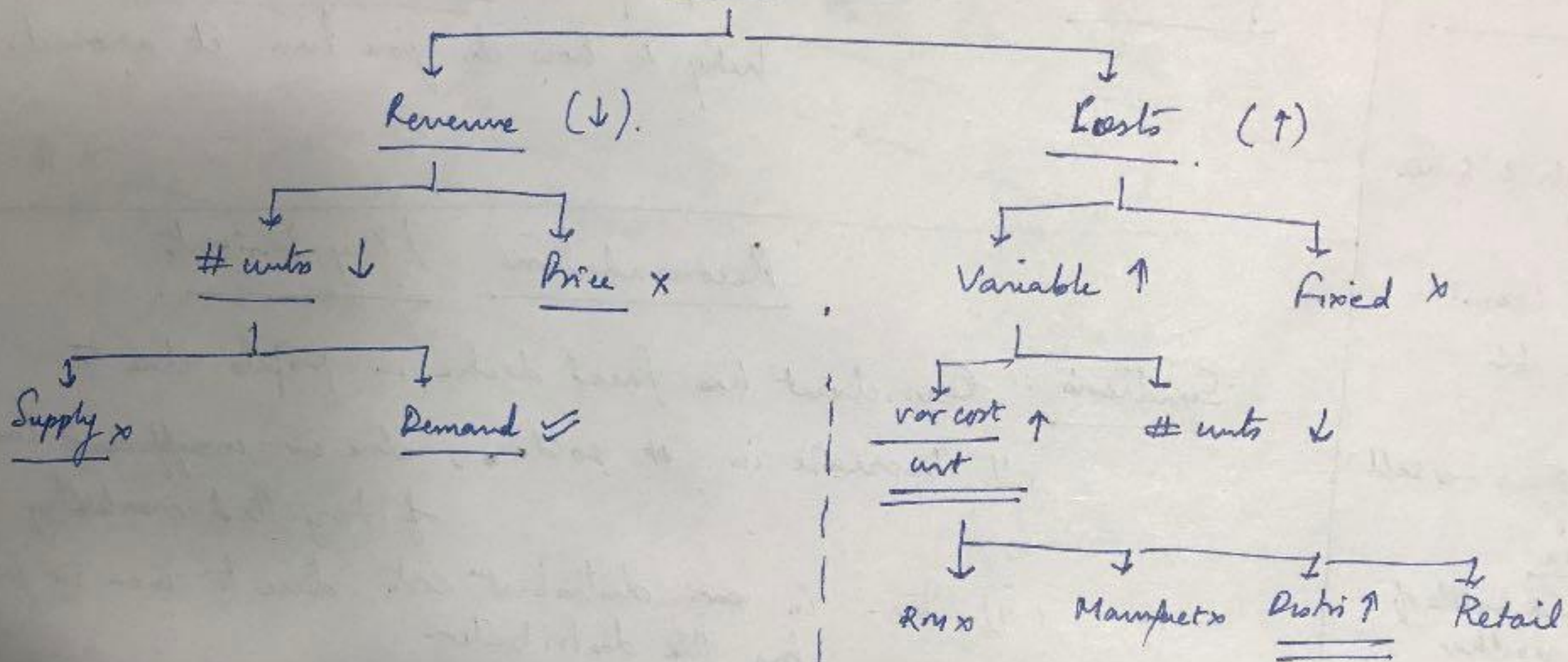
To combat we recommend:

① Marketing in social media / youth fests
Brand ambassador?

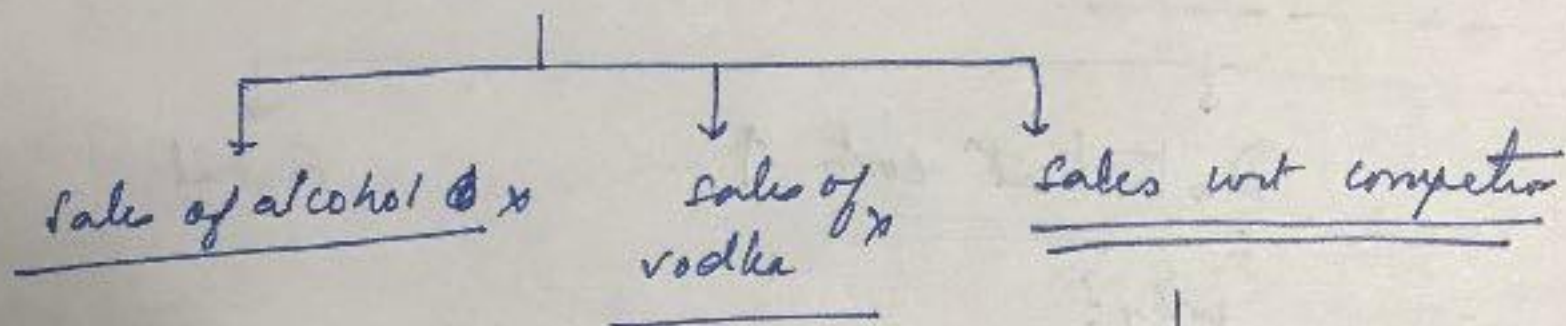
② Developing own distribution capabilities

* ③ ~~Make~~ Vintage / premium drinks if ~~costs~~ after a CBA.

Profits



Demand



Pre-sale
Customer Attractⁿ

- Marketing

Competitor are strong in social media & spons EDM fest.

- Value Chain / Distri ①

During sale
Value Prop
- Price x

- Non monetary quality x
flavour x
alcohol content x

- Packaging x

Post-sale

- Customer service x

- Feedback x

	<u>Us</u>
<u>Retail</u> @	90
Clubs	10

<u>Comp</u>
60
40

Drinks not issue, but long share in clubs!

THINGS TO TAKE CARE WHILE SOLVING

- *Interviewer should know why you are doing what you are at each step*
- *Do not use the word “framework”, and don’t try to fit standard frameworks to all cases*
- *Validate your approach or any assumptions with interviewer*
- *Listen to any suggestions or clues from the interviewer*
- *Be clean with your maths and make simplifying assumptions*
- *Keep your A4 sheet with issue trees and calculations neat.*
- *Mark every important clue or insight clearly on your sheet*

PREPARING FOR CASE INTERVIEWS - RESOURCES

.....

STEP 1: VICTOR CHENG VIDEO LECTURES & LOMS

Watch Victor Cheng's video lectures available on YouTube

Listen to 2 or 3 cases from the LOMS series to get an idea about the flow of case interviews

STEP 2: READING FRAMEWORKS

Learn the basic profitability, market entry frameworks from **Day1.0 (IIT Madras Casebook)** and **CIC (IIT Bombay Casebook)**

We recommend using the frameworks mentioned in Day 1.0 as your standard basic frameworks

STEP 3: SOLVING CASES WITH CASE GROUP

Solve all cases in IIT-B and IIT-M Casebook with your case group

Start with "1 star" cases and move on to the tougher cases

Ensure these resources are exhausted before your buddy sessions start!!

PREPARING FOR CASE INTERVIEWS - RESOURCES

STEP 4: BUDDY CASES & ADVANCED RESOURCES

Do cases with your allotted buddies, and alumni working in consulting firms

Ensure you give and do buddy cases with your case group and other shortlisted students

You can use **IIT-Kanpur Casebook** and **ISB Casebook** if you need to solve more cases

STEP 5: FIT INTERVIEW PREP

Prepare for your fit interview one week before your interview

ISB Casebook has a list of fit interview questions which is sufficient

Link to all the mentioned resources will be provided after the session

CASE GROUPS

- *We recommend forming case groups with 3-4 students, who ideally have a good chance of being shortlisted for the processes*
- *Initially 1 person can act as interviewee, 1 as interviewer and the third as a moderator, but after 3-4 cases each, a moderator is not required*
- *Make sure you share new tricks, framework modifications and buddy case with each other*
- *Be honest with the feedback while solving cases*

BUDDY SESSIONS

- *Buddies are company assigned mentors to aid in your preparations. Typically you are assigned a junior buddy and a senior buddy*
- *Buddy calls are usually non-evaluative, so make sure you do as many different types of cases with them (guesstimates & fit questions as well)*
- *Buddies are your main source to practice unconventional cases*
- *Reach out to as many alumni and seniors you know who can help you out with practice cases*

IMPORTANT PREPARATION TIPS

- *Do not panic if you are not able to solve cases well in the beginning. It takes at least 10 cases to accustom to solving cases*
- *Make sure you practice guesstimates, people tend to neglect them*
- *While solving cases with your group, do so neatly in A4 sheets. Use 2-3 sheets per case and keep them well maintained in a file*
- *Maintain a journal to list down notes on cases, custom frameworks and feedback from cases solved*
- *Record some of your cases so that you can listen to them later on to work on your communication*
- *Start preparation early. Do not wait for shortlists to begin preparing*

ACKNOWLEDGEMENT

- *To all the alumni for providing inputs during our preparation*
- *To Sushant, Ayush and Shovan for helping with the presentation and working towards improving the consulting culture in campus*

QUESTIONS

Please feel free to reach out to us