



Case Analysis Preparation



Steps in Case Analysis

- Getting Oriented:
 - What is happening in the given situation?
 - What are the **key** facts?
 - Managers don't want all the data.
- **Identifying Problems:**
 - What is the problem?
 - What are the alternative solutions?
 - Generate hypotheses (or testable propositions) about the problem.
- Performing Analysis:
 - Examine the case for information and data that can be used to test your hypotheses
 - If some relevant data is missing, make reasonable assumption
 - Use a framework
- Insights/ Action Planning:
 - Based on your analysis, what are your suggestions (short-term, medium-term, and long-term) for the action(s) that must be taken?

Reasonable Assumptions

The Scenario

- You needed to project the overall market share for a new product.
- Because it is new, you do not have information about the particular product.
- How will you make this estimate? [?]
- Answer:
 - Very few things are radically new, so find other products that are either similar or conceptually related.
 - Make logical assumptions using industry data.
 - Do a what-if analysis.
 - **Have an optimistic, most likely, and worst case scenario**

Performing Quantitative Analysis

When faced with a business situation, the appropriate procedure is to ask the following questions:

- First, what information do I need to know to understand this situation?
- Second, what measurements will assist in my assessment?
- Third, how can I get those measurements? What calculations do I need to perform?
- Fourth, what data are needed for the calculation?
- Fifth, are the data given in the case?
- If not, can I make an informed guess at missing data?