

**22 Case Studies
as shared by
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Case interview question1: My latest case interview question: 'Estimate how many people are talking into their phones right now, unaware that they are actually on mute?' Answers with explanations welcome.

[Source: https://www.linkedin.com/posts/gauravguptax_my-latest-case-interview-question-estimate-activity-6370096810966511616-CNNJ

Case interview question2: what is the cost to society, in dollars/rupees, of an average pothole in Bombay? Worked through responses welcome!

[Source: https://www.linkedin.com/posts/gauravguptax_my-next-case-interview-question-what-is-activity-6371940469051613184-3rVC]

Case Interview question 3: This week's case interview question: estimate what % of seats on a plane are purchased using some form of loyalty/reward points. As a bonus, predict if there is a positive or negative correlation between the number of airline points you have and happiness.

[Source: https://www.linkedin.com/posts/gauravguptax_this-weeks-case-interview-question-estimate-activity-6374300865674735616-wz0E]

Case Interview question4:

You are in a car starting out in Bangkok traveling at an average speed of 80km/h. Your destination is 400km away. Along the way are 32 traffic lights and one ferry crossing. You start your journey at 2pm. Calculate the best way to keep your 18 month old daughter entertained over the course of the 5 hour journey.

For bonus marks, recommend methods that don't use electronic items.

[Source: https://www.linkedin.com/posts/gauravguptax_gaurav-gupta-on-linkedin-interested-in-activity-6382633033006178304-02xf]

Case interview #5 (inspired by recent beach holiday in Thailand): This is a three part question; 1) estimate how many selfies are taken in a year; 2) estimate how many times an average selfie is viewed during its digital lifetime; 3) estimate the amount of time an average person spends taking and viewing selfies in a year.

Bonus question: how many people die each year as a result of taking selfies.

[Source: https://www.linkedin.com/posts/gauravguptax_case-interview-4-inspired-by-recent-beach-activity-6376822842679496704-ffnQ]

Case Interview question 6 (any resemblance to real life is purely coincidental):

A recent peace negotiation between a major superpower and a small nuclear armed rogue nation goes badly. 24 hrs later nuclear armed missiles are launched at your city. They will reach your location in 3 hrs. There is a 30% chance that the missiles will be shot down by defense missiles provided to you by the very same superpower.

Write out a ten step plan that you will undertake over the next 3 hrs to protect you and your family. Assume no one was prepared for this and the whole city is in panic.

For bonus marks, include two dogs and a cat in your plan.

Source: https://www.linkedin.com/posts/gauravguptax_case-interview-question-6-any-resemblance-activity-6403815773898399744-RSm4

Case Interview 7: How many people around the world put on a tie in the morning?

Estimate if the socio-economic impact of putting on ties is net positive or negative. Think through 1st and 2nd order impacts.

PS: I have nothing against people wearing ties

Source: https://www.linkedin.com/posts/gauravguptax_case-interview-7-how-many-people-around-activity-6416476787718610944-03qC

Case Interview 8: Over the last 3 months, estimate how many newspaper articles were on average published daily where the primary subject was Donald Trump.

What % of those articles were positive in their assessment of the US President or his actions?

What % were fake news?

[Source: https://www.linkedin.com/posts/gauravguptax_case-interview-7-over-the-last-3-months-activity-6427986774504599552-QJOD]

Case study 9: Estimate what % of people on your next flight are first time flyers?

What % of the earth's population will never fly?

Bonus question: how can you use the answer to the first question to sense check your answer to the second or vice versa?

Feel free to share answers here or message me.

[Source: https://www.linkedin.com/posts/gauravguptax_flyers-managementconsulting-casestudies-activity-6451457014689251328-nm-E]

Case study 10: what are the top five pieces of analysis you would do to help advise the Bombay municipal authorities on preparing for the Corona virus? Think creatively about the kind of interesting data that maybe available for you to analyze and the insights you could draw from it.

[Source: https://www.linkedin.com/posts/gauravguptax_dalberg-talent-management-log-in-activity-6643574464489582592-W2xx]

Case study 11: Estimate the 'NET' cost to Government budgets of providing Rs 2000 monthly for next 6 months to all families currently eligible for the public distribution scheme. In thinking about cost to Government, feel free to take a long-term view of 3-5 years.

This question is India specific but feel free to adapt to relevant cohorts and amounts for other countries.

As a place to start, I suggest you answer the question instinctively within 30 seconds and then think about what you would do if you had a week to analyze it. What extra fidelity are you gaining with the extra time?

[Source: https://www.linkedin.com/posts/gauravguptax_dalberg-talent-management-log-in-activity-6644482141788954624-byEp]

Case Study 12: estimate the global demand for hand sanitizers in 2020.
Remember, adversity is the mother of invention so how will you
incorporate disruption into your estimates?

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-covid-activity-6646714995470098432-eCsI]

Case study 13: For this next case question I thought we could all use greater positivity. So please put your rose-tinted glasses on and list out all the positive things you imagine are going to come out of the Covid crisis. Think through 2nd and 3rd order positive impacts. Share your list below so we can create a compendium of positive opportunities. I will get us started by covering the obvious:

- 1) huge reduction in carbon emissions in the short term, some sustained reduction in long-run due to greater and earlier shift to teleconferencing overall flying
- 2) short-term health benefits from reduced pollution also leading to long term impacts as air pollution becomes a stronger political issue - now that many more people realize what they were missing. This also applies to noise pollution.
- 3) better overall health improvements due to increased and higher quality hand-washing behavior.

...over to you. And since there already a lot of comments, bonus points for coming up with new stuff!

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-covid19-activity-6648133659234795520-kS5D]

Case study 14 is an unusual one...it's also a true story:

My executive assistant, Pooja, is a mild mannered, conscientious employee by day. But at night she turns into a ninja who goes out and feeds stray animals left hungry during the COVID shutdown. She started doing this two weeks ago and after sharing her activities on Instagram, now has 15 volunteers who are feeding over 500 animals. That's quite a growth rate in two weeks. Pooja now needs help in continuing to grow the operation. What are the five highest priority pieces of analysis you would propose (be specific) to help inform her expansion strategy?

PS: Pooja has actually not asked me for help to grow her animal feeding operation. She didn't even tell me she was running this little feeding empire. I had to find out on my own. But that's not going to stop me from offering some unwanted advice!! So please send me some great ideas.

Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-covidkindness-activity-6654049534005604352- 4pm

Case study 15 is a very narrowly defined one.

The following appears at the end of many corporate emails: “Please consider the environment before printing this email”

Is the carbon footprint of this statement positive or negative?

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-activity-6656268587667423232-r0F7]

Case Study 16 is an ode to Dalberg's design thinking practice: As countries begin to open-up from lock-down, describe what changes you would recommend trialing in your local metro/underground train system to make it safer to use mass transit. Describe these ideas from a customer experience perspective.

Bonus points for sketching your answers.

[Source: https://www.linkedin.com/posts/gauravguptax_covid19-managementconsulting-activity-6660934937866313728-v4PF]

Case study 17: would the living standards of the top 1% (by wealth) improve if they transferred 2% of their wealth to the bottom 50% of households? This is over and above any local taxation policies. Caveat - I am not asking about improvements in the living standards of the poor - which is the usual way such ideas are assessed.

Assume for the purposes of the case study that the 2% would be a straight out cash transfer into the accounts of lower income households. [Oxfam](#) and Thomas Piketty's <https://wid.world> provide interesting data points on wealth distributions in case that helps your analysis. [#consulting](#) [#managementconsulting](#) and Thomas Piketty's <https://wid.world> provide interesting data points on wealth distributions in case that helps your analysis. [#consulting](#) [#managementconsulting](#) Dalberg
[Source: https://www.linkedin.com/posts/gauravguptax_home-activity-6676454525513015296-edil]

Case No. 18: Think through a plan for how the vaccine production and distribution will be financed and the order in which people will receive it.

What are you optimizing for?

For bonus points- should we be optimizing any differently when it's not a pandemic?

PS: these numbers are completely made up. Vaccine production costs are generally a fraction of these. I just wanted to add a financing dimension to the question to see if that would/should lead to a different answer.

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-covid-activity-6683740145553858560-5hep]

Case Study 19: is a bit more complex. Imagine that a vaccine has been found for Covid-19. What is your recommendation for how it gets distributed to the world's population? Who gets it first?

Here are the complications: there are only 3 factories that can produce the vaccine. The first factory is in India and produces 1 million vaccine vials a day at the cost of \$50 USD per vial. The second factory is in Brazil and also produces 1 million vials/day but at \$100 a vial. The third factory is in the US and produces the same quantity at \$400 a vial. Each factory is supplying at their respective cost so no negotiation is possible.

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-covid-activity-6683740145553858560-5hep]

Case study 20: When interviewing with a Partner, case study questions can sometimes be quite esoteric. Try developing a structured answer to this question: Does the city of Mumbai get cleaner or dirtier during the monsoons?

Bonus marks for thinking about from who's perspective.

PS: I can't say if such questions are good ways to test candidates, but they do help break the formulaic approach. In any case, you should prep for questions from left-field.

[Source: https://www.linkedin.com/posts/gauravguptax_case-study-18-when-interviewing-with-a-partner-activity-6686554658397294592-JEzN]

Case study 21: Hypothetical situations aren't just for testing applicants, they are also a great problem solving tool for reframing a situation to draw new insights. Try this one:

What would happen if ONLY women were allowed to vote in your country? Describe potential implications to major facets of society but also provide a summative view on whether things would improve or worsen.

Tip: avoid simply referring to stereotypes (negative and positive ones).

PS: this question has nothing to do with gender equality or whether everyone should have equal vote. The answer to that is obvious (although we need to keep reminding ourselves)

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-activity-6691202789248380928-v0Cq]

Case study 22: some interview questions are as much about structuring the question as they are about structuring the answer. Try this -

What is the most unevenly distributed thing in the world?

[Source:

https://www.linkedin.com/posts/gauravguptax_managementconsulting-casestudies-activity-6697156444694953984-F9K4]