



**DEPARTMENT OF STATISTICS  
FACULTY OF MATHEMATICAL  
SCIENCES**

**UNIVERSITY OF DELHI, DELHI-110007**



**4-DAY WORKSHOP SERIES on CASE STUDY AND INTERVIEW PREPARATION**  
**in collaboration with Success Scholar**

**Date: 26<sup>th</sup> May, 2023**

**Location: Room 19, Satyakam Bhavan, University of Delhi**

**Speaker: Mr. Devan Bhalla**

**Duration: 2 hours**

**Topic: How to get interview-ready**

**Date: 27<sup>th</sup> May, 2023**

**Mode: Online**

**Speaker: Mr. Tuhin Kumar Saha**

**Duration: 2 hours**

**Topic: Profitability**

**Date: 29<sup>th</sup> May, 2023**

**Mode: Online**

**Speaker: Mr. Pratik Ranjan**

**Duration: 2 hours**

**Topic: Market Entry**

**Date: 31<sup>st</sup> May, 2023**

**Mode: Online**

**Speaker: Mr. Pratik Ranjan**

**Duration: 2 hours**

**Topic: Guesstimates**

**ABOUT THE COMPANY:**

Success Scholar, a team of software developers from reputed multinational organizations, caters to educational institutes equipping students across disciplines with the skills they need to prosper in the real world of professional responsibilities. The team at Success Scholar strives to help students inculcate the much-needed interpersonal skills that would help them achieve their maximum potential.

**INTRODUCTION:**

Credence - The Placement Cell, Department of Statistics at the University of Delhi in collaboration with Success Scholar, concluded a 4-day workshop series on Case Study and Interview preparation. The event was graced by Mr. Devan Bhalla, an integrated marketer who is passionate about growth and strategy; Mr. Tuhin Kumar Saha, a seasoned financial expert with over 9 years of experience in the corporate world, and Mr. Pratik Ranjan, a Consultant at

Boston Consulting Group, who is an expert in strategy consulting with experience across sectors.

During the initial session, Mr. Bhalla touched upon what the recruiters look for in the interviewer emphasizing on body language and frequently asked questions. In the subsequent session, Mr. Saha expounded upon the significance of profitability and its practical implications in the realm of business. He delved into case studies and elucidated the relevance of profitability in the context of interview preparation for prominent corporate entities.

The subsequent two sessions, concentrated on guesstimates and Market Entry, respectively, while also touching upon the subjects of profitability and pricing strategy. The speakers demonstrated a gracious disposition by addressing inquiries from the students and imparting their valuable insights derived from their extensive expertise and experiences.

### **KEY TAKEAWAYS:**

The workshop was a valuable learning experience that helped students develop their critical thinking, problem-solving, and communication skills.

### **ENTHUSIASTIC PARTICIPATION:**

Participants had the opportunity to understand the consulting arena and solve various real-life cases like profitability, market entry, etc. They also got the chance to understand the storytelling approach while solving a case study.

### **IMPACT:**

1. Understanding the various kinds of case studies and guesstimates asked in consulting interviews.
2. Different approaches to solving a guesstimate and the importance of asking relevant questions to the interviewer for solving a case study problem.
3. Importance of positive body language and frequently asked questions in interviews.

### **CONCLUSION:**

The session organized by Credence - The Placement Cell, Department of Statistics at the University of Delhi successfully achieved its objective of providing students with valuable information about consulting firms and their interview process.

# Profitability

Briefly elaborate on what you want to discuss.

Profitability refers to the ability of a business or an investment to generate profits or financial gains over a specific period of time. It is a measure of how effectively a company or investment is able to generate revenue and control expenses to generate a positive financial return.



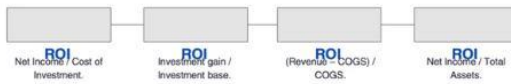
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3) **Return on Investment (ROI):** ROI measures the return generated on an investment relative to its cost. It is expressed as a percentage and provides insight into the profitability of an investment.

ROI Analysis

Return on investment (ROI) analysis is used by the analyst to assess the profitability of investment by comparing various investment proposals.

CALCULATION

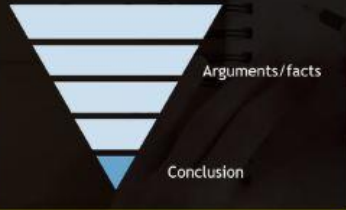




# Which storytelling would you prefer?

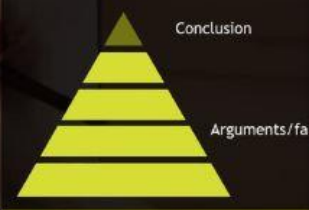
## Deductive, narrative approach?

- Buries conclusions at the end
- Works when audience has limited context or background, or when you need to build up fact by fact to your conclusion



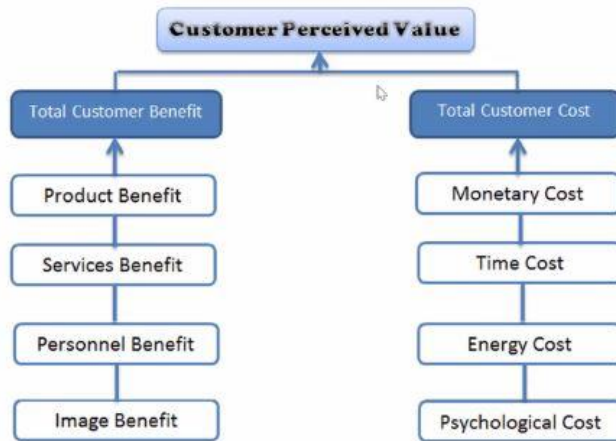
## Inductive, Pyramid approach (more)

- Starts with the answer/conclusion
- Works when audience knows the context, a specific question they want you to address, or has limited time & attention



## Value-based pricing

## Framework-7



PRATIK RANJAN is presenting

### Who am I?

**Pratik Ranjan - Consultant**

- Pratik**
  - Data Analyst
  - Business Analyst
- IIT Bombay**
  - B.Tech
  - IIT Bombay
- IIM Lucknow**
  - MBA
  - IIM Lucknow
- IIT Delhi**
  - M.Tech
  - IIT Delhi
- ECG**
  - 10 yrs experience
  - 25+ clients
  - 100+ employees
- My Venture**
  - 100+ employees
  - 25+ clients
  - 100+ employees



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### Guesstimates Data Sheet

**Sector-wise (% age of GDP)**

Sector	Percentage
Agriculture	15%
Industry	55%
Service	30%

**Occupation**

Occupation	Percentage
Agriculture	30%
Industry	20%
Service	50%

**Others**

- Literacy Rates**
  - India: 75%
  - Youth: 85%
  - Male: 83%
  - Female: 88%
- Religion**
  - Hindu: 75%
  - Muslim: 15%
  - Others: 10%
- Car Penetration** - 20/1000
- Internet Penetration** - 400 Mn
- Mobile phone Penetration** - 650 Mn
- Smart phone Penetration** - 300 Mn

Speaker: Pratik Ranjan



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