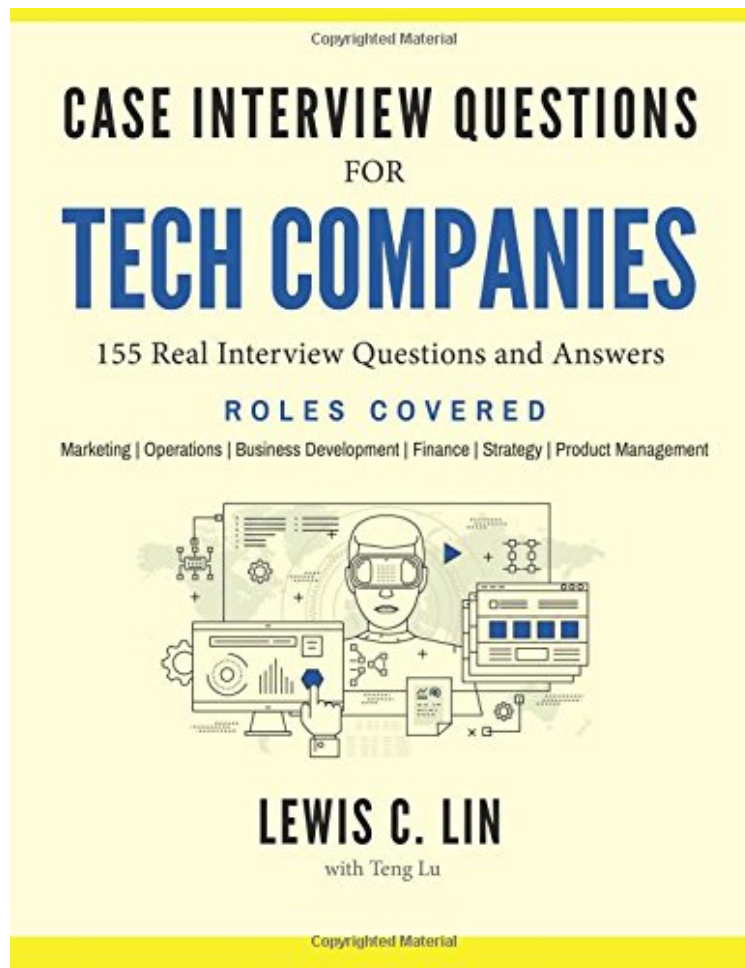


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Case Interview Questions for Tech Companies: 155 Real Interview Questions and Answers

Lewis C. Lin

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hoping that a student would solve them. Tech companies do the same and here's your chance to practice solving tough questions that are probably stumping your interviewers. This book provides you an overview of major frameworks: Circles, 5 E's, 5 W's H's, MVP, DIGs, MOB, SCAMPER, and many others to refresh you on how to build your answer. The heart of the book is the questions and answers that show you how to answer a case question. The questions are timely and topical and run the gamut from established tech firms (Microsoft, Google,) to pre-IPO startups (Uber, Dropbox). The focus on the book is on the challenges of tech companies to create, penetrate, monetize, and expand the markets for their products. There is a strong focus on product design, market analysis, operations, business development, and behavioral questions. Where I found this book light was on technical preparation, which could use a whole book on its own! This book is recommended for anyone who wants to improve their preparation for interviews with tech companies for functional roles. To use it most effectively, read the question first and work out the problem without first looking at the answer (hide it with a blank piece of paper). Once you solve it, compare it to the answer. The answers themselves are not definitive so by the end of the book, you may surprise yourself and find your answers are better than what the book provided. If you do that in your interview, you will impress your interviewer and get that job! 1 of 2 people found the following review helpful. Finally! A case interview prep book for marketing, finance, biz dev, ops, strategy folks in the tech industry. By Michael L. There are plenty of consulting interview prep books. And there are lots of PM interview prep books. But there are no prep books for tech marketing, tech finance, tech biz dev. Or for ops roles at Apple and . Or strat roles at Microsoft. Or GM roles at uber. So finally theres a book that covers all that. 20 sample answers for ops. 25 sample answers for marketing. 12 for finance. And so on. Hallelujah. Because you cant cookie cutter consulting frameworks into tech disciplines. And PM frameworks cant swiss army knife for GM, biz dev, tech roles. It kinda sucks that the frameworks arent included in the book. Lewis tells us to get his other books. So slight half point minus there. (I do have Rise Above the Noise and Decode and Conquer already. Theyre excellent, insightful reads. Super well-written, easy-to-read with a conversational tone. Get em if you havent already. Highly recommend. So well round up from 4.5 to 5 stars.)

Case Interview Questions for Tech Companies provides 155 practice questions and answers to conquer case interviews for the following tech roles: Marketing Operations Finance Strategy Analytics Business Development Supplier or Vendor Management ...and Product Management -- QUESTIONS COVERED IN THE BOOK Here are some of the questions covered in the book: Marketing Create a marketing campaign for Microsoft Office 365. Write a media statement to respond to Uber mischaracterizations voiced in a taxi leaders newspaper op-ed. Operations Describe how Apples supply chain works. What challenges does Apple face on a day-to-day basis? Whats the bottleneck for an Amazon Robot Picker? And what is the capacity of the assembly line, in units per hour? During the holiday season, Amazon customers shipped 200 orders per second. Amazons data science team discovered that the average number of orders waiting to be shipped was 20,650. How long did the average Amazon order wait to be shipped? Finance What should Apple consider before implementing a shop-in-shop store inside Best Buy? If you projected a \$500M expense and the variance came in at \$1M, what are some of the explanations for why that is happening? Be prepared to give more than three scenarios. Business Development A car dealer partner wants to stop doing business with Uber. What should you do? How would you identify university faculty to source content for an online university? Strategy If you could open a Google store anywhere, where would it be and why? Give your analysis of several recent acquisitions that Google has made. Analytics What top metrics would you track for the Tinder online dating app? If 1,000 people opened the Uber app during one hour, how many cars do you need? Product Management Let's say we wanted to implement an Amazon Mayday-like feature in Gmail. How would that work? How would you any Microsoft product to a restaurant? AUTHOR BIO Lewis C. Lin, former Google and Microsoft executive, has trained thousands of candidates to get ready for tech interviews, using his proven interview techniques. Lewis' students have received offers from the most coveted firms including Google, Facebook, Uber, Amazon, Microsoft, IBM, Dell and HP. Lewis has a bachelor's in computer science from Stanford University and an MBA from Northwestern University's Kellogg School of Management. He's the author of several bestsellers including Interview Math, Rise Above the Noise as well as Decode and Conquer. HERE'S WHAT PEOPLE SAY ABOUT THE AUTHOR Got the Amazon offer, with an initial package that was ~\$100K more than what I currently make at [a top 5 tech company]. Its a dream job for the role of Principal Product Manager for a [special project]. Q.K. Just signed the offer for a Google product marketing manager role. Your tips helped me relax and concentrate, so the time went by quickly even though it was really a tough interview. D.E. I had my in-person interviews down at Facebook last week and got my offer letter the next day! You were definitely a huge help in preparing for the interviews. L.S.

About the Author LEWIS C. LIN is the bestselling author of Decode and Conquer as well as Interview Math. He holds a B.S. in computer science from Stanford University and an M.B.A. from Northwestern University's Kellogg School of Management. He lives in Seattle. For more, visit his website at lewis-lin.com.