

MIS CASE STUDY
BALAJI INSTITUTE OF IT AND MANAGEMENT, KADAPA

How to Write a Case Study: The Basics

The purpose of a case study is to walk the reader through a situation where a problem is presented, background information provided and a description of the solution given, along with how it was derived. A case study can be written to encourage the reader to come up with his or her own solution or to review the solution that was already implemented. The goal of the writer is to give the reader experiences similar to those the writer had as he or she researched the situation presented.

SEVERAL STEPS MUST BE TAKEN BEFORE ACTUALLY WRITING ANYTHING:

- **Choose the situation on which to write**
 - **Gather as much information as possible about the situation**
 - **Analyze all of the elements surrounding the situation**
 - **Determine the final solution implemented**
 - **Gather information about why the solution worked or did not work**
- From these steps you will create the content of your case study.**

Describe the situation/problem

The reader needs to have a clear understanding of the situation for which a solution is sought. You can explicitly state the problem posed in the study. You can begin by sharing quotes from someone intimate with the situation. Or you can present a question:

- ABC Hospital has a higher post-surgical infection rate than other health care facilities in the area.
- The Director of Nursing at ABC Hospital stated that “In spite of following rigid standards, we continue to experience high post-surgical infection rates”
- Why is it that the post-surgical infection rate at ABC Hospital higher than any other health center in the area?

This sets the tone for the reader to think of the problem while he or she read the rest of the case study. This also sets the expectation that you will be presenting information the reader can use to further understand the situation.

Give background

Background is the information you discovered that describes why there is a problem. This will consist of facts and figures from authoritative sources. Graphs, charts, tables, photos, videos, audio files, and anything that points to the problem is useful here. Quotes from interviews are also good. You might include anecdotal information as well:

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“According to previous employees of this facility, this has been a problem for several years”

What is not included in this section is the author’s opinion:

“I don’t think the infection review procedures are followed very closely”

In this section you give the reader information that they can use to come to their own conclusion. Like writing a mystery, you are giving clues from which the reader can decide how to solve the puzzle. From all of this evidence, how did the problem become a problem? How can the trend be reversed so the problem goes away?

A good case study doesn’t tell the readers what to think. It guides the reader through the thought process used to create the final conclusion. The readers may come to their own conclusion or find fault in the logic being presented. That’s okay because there may be more than one solution to the problem. The readers will have their own perspective and background as they read the case study.

Describe the solution

This section discusses the solution and the thought processes that lead up to it. It guides the reader through the information to the solution that was implemented. This section may contain the author’s opinions and speculations.

Facts will be involved in the decision, but there can be subjective thinking as well:

“Taking into account A, B and C, the committee suggested solution X. In lieu of the current budget situation, the committee felt this was the most prudent approach”

Briefly present the key elements used to derive the solution. Be clear about the goal of the solution. Was it to slow down, reduce or eliminate the problem?

Evaluate the response to the solution

If the case study is for a recent situation, there may not have been enough time to determine the overall effect of the solution:

“New infection standards were adopted in the first quarter and the center hopes to have enough information by the year’s end to judge their effectiveness”

If the solution has been in place for some time, then an opportunity to gather and review facts and impressions exists. A summary of how well the solution is working would be included here.

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Telling the whole story

Case study-writing is about telling the story of a problem that has been fixed. The focus is on the evidence for the problem and the approach used to create a solution. The writing style guides the readers through the problem analysis as if they were part of the project. The result is a case study that can be both entertaining and educational.

The Importance of Studying Cases

- Improve analytical ability through studying, analyzing, and discussing actual business scenarios
- Develop the skills of logical thinking, searching for relevant information, analyzing and evaluation facts, and drawing conclusions
- A *case* is a description of an actual management situation
 - Paint a picture of the setting of a business decision
- A *case study* is a written story that serves as the basis for a group discussion
 - A written case attempts to provide a synopsis of past events in the life of an organization
- A good case will place you in the position of facing a managerial challenge and preparing an action plan
 - Financial data
 - Statistical information about the employees and markets
 - Organizational structure
 - Technological information
 - Managerial information
- Provide hands-on practice in how to think inductively within the context of an actual situation
- Combine theoretical concepts with real-life experience to provide practical decision-making experience

Case Analysis Outline

1. Issue
2. Environmental Analysis
3. Problems and opportunities
4. Alternatives
5. Recommendation

Industry Analysis Outline

1. Identify the industry
2. Seek general industry information
3. Identify and search the industry's trade and consumer magazines
4. Learn about the consumers of the product or service
5. Examine the patent and trademark situation in the industry
6. Determine the legal issues in the industry
7. Find information about specific companies in the industry

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8. Define the type of competition in the industry
9. Examine the geography of the industry
10. Determine the impact of weather and climate on the industry
11. Examine the international market
12. Interview people from the industry
13. Fill in the gaps with information from information providers

CASE STUDY (EXAMPLE)

1. Mobile Banking Management Information System

Company profile

This BI system was developed for one of the upcoming mobile banking operators in India with over a million registered users.

Situation

Before the deployment of the system, KPI reports were prepared using data from multiple Excel files. There was a good amount of master data that was maintained manually and used along with system generated data to create the reports. The entire process was carried out manually, which was both labour intensive and error prone. The client required a reporting system that gets data from the mobile banking system on a daily basis in the form of flat files. Moreover, there was a huge volume of records (upwards of 60 million) that needed to be processed on a daily basis.

Solution

- PennyWise assisted in creating an automated solution for report generation for the mobile banking system.
- Developed complex ETL (Extraction Transformation Load) scripts to load existing data from various sources.
- Created a dimensional model that is used by the reporting system.
- Created a framework to handle the failures and re-runnable jobs on a daily basis.
- Created a self-serve environment where users can login and run the reports.
- Key reports are mailed on a daily basis to important stakeholders.
- Summary reports are created on a monthly basis across regions and users.

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Challenges

- Huge amount of transactional data was being generated by the mobile banking server.
- Multiple data sources with different data formats.
- Complicated business rules with no documentation available.
- Very short duration to build as fully functional system.
- Daily data processing of upto 7 GB.
- Multiple reports generated on a daily basis for different geographies and for different user roles and are persisted and maintained for a year.

Benefits

- KPI Reporting of the mobile banking system done using the BI system built by PennyWise.
- No manual aggregation of multiple Excel files was required on a daily basis. Consequently, manual errors have been eliminated from the process as the application applies business rules uniformly across all data sources.
- Data, which was earlier only in disparate excel sheets, is now collated in a single source and is available for running reports.
- The system processes over 60 million records on a daily basis.
- Notifications and audit checks in place which will intimate about the health of the system.

Products and services used

- Framework: MS BI
- Database: MS SQL Server
- Source: Excel files and flat file data

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