



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

Lewis C. Lin

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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

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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 leader's newspaper op-ed.

Operations

- Describe how Apple's supply chain works. What challenges does Apple face on a day-to-day basis?
- What's 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. Amazon's 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]. It's 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.

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