How to Write a Case Study Analysis Example

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A case study analysis example is the fastest way to see what your marker actually wants. This guide shows you how to write a case study analysis example of your own, with a clear structure, a worked example, and the mistakes to avoid.

A case study assignment hands you a real or realistic business situation and asks you to analyse it, not just describe it. That's where most students slip. They retell the case in their own words and stop there, but the marks sit in the analysis. You'll need to explain why things went wrong, what the evidence shows, and what the company should do next. If the writing itself is what holds you back, our assignment writing service can help you turn a rough draft into a clear analysis.

1. What a Case Study Analysis Actually Is

A case study analysis is a structured answer to a business problem. You take the facts of the case, apply the theories and frameworks from your course, and reach a reasoned judgement about what happened and what should happen next. It isn't a summary, and it isn't an opinion piece. Every claim needs evidence from the case or from a source you cite.

Your marker reads for three things. First, do you understand the case? Second, can you use the right theory to explain it? Third, do your recommendations follow from your analysis? If your recommendations could fit any company, they don't follow from your case. Keep that test in mind, and you'll spot a weak recommendation before your marker does.

Most business case studies come in a few common types. A company in trouble, a company choosing between options, a company entering a new market, or a company that made a decision you have to judge. The type shapes your analysis, but the structure stays the same, and you'll see it in the sections below.

2. How to Read the Case Before You Write a Word

Read the case twice before you write anything. The first read gives you the story. Who is the company, what happened, and what does the question ask you to do? The second read is where the real work happens. Underline the facts that matter, circle the numbers, and note anything that looks like a cause or a symptom.

Separate facts from opinions as you read. A fact is something the case states, like sales falling by a fifth in two years. An opinion is a manager in the case saying the brand is still strong. It's still evidence, but only when you say whose opinion it is and why it matters.

Underline the instruction words. Analyse, evaluate, recommend, and compare each point to a different task. If the question asks you to recommend, your answer must end with a clear recommendation. If it asks you to evaluate, you must weigh strengths against weaknesses and reach a judgement. Miss the instruction word and you can write a good answer to the wrong question.

3. The Structure That Works Every Time

A case study analysis follows a simple shape. Introduction, background, analysis, recommendations, and conclusion. You don't need a new structure for every assignment. One familiar shape does the job, and it lets your marker find your argument quickly.

The analysis section carries the most weight, so it gets the most words. A rough split for a 2000 word assignment is shown in the chart below. Adjust the numbers to fit your word count, but keep the balance. If your background is longer than your analysis, you've written a summary, not an analysis.

- Introduction: 10%. Sets up the case and the question.
- Background: 15%. The key facts, kept short.
- Analysis: 45%. Where the marks sit.
- Recommendations: 20%. Specific actions that follow from the analysis.
- Conclusion: 10%. Your judgement in a few lines.

Use headings for each part, and keep them plain. Your marker should see the structure at a glance. Numbered sections help too, and it's easy to point back to your own points later in the answer.

4. A Worked Case Study Analysis Example

Here's a short worked example based on a common business situation. A small coffee chain has three shops in one city. Sales have fallen for two years, staff turnover is high, and a national chain has just opened nearby. The question asks you to analyse the problem and recommend what the chain should do.

The background states the facts in a few lines. Three shops, falling sales, high turnover, and a new competitor. The analysis then asks why. A SWOT analysis shows the chain's strength is its local reputation, while its weakness is slow service at peak times. Porter's Five Forces shows the new competitor has raised the pressure on price, and buyers can switch easily.

The analysis links the facts together. Slow service pushes regular customers to the new chain, and high staff turnover makes the service slower, because new staff take time to learn the job. That's a cycle, not a list of separate problems. Naming the cycle is what turns description into analysis.

The recommendations follow from the analysis. Fix the service bottleneck first with a second till at peak times and a simpler menu at lunch. Then tackle turnover with a training plan and a small pay rise for staff who stay a year. Each recommendation names who does it, what it costs in rough terms, and what it should achieve.

5. Turning Findings Into Recommendations

Recommendations are where many good analyses fall apart. Students list ideas that sound sensible but don't connect to the analysis. Every recommendation must trace back to a finding. If you found that slow service drives customers away, your recommendation must fix the service, not the shop decor.

Make each recommendation specific. Say what should be done, who should do it, and when. "Open a fourth shop" is vague. "Open a fourth shop in the north of the city within twelve months, funded from retained profit" is a recommendation a marker can judge. Add the risk too. Every option has one.

Rank your recommendations. Put the most important first and say why it comes first. A marker wants to see judgement, not a shopping list. Two or three strong recommendations beat six weak ones, and you'll find they fit the word count far better.

6. Mistakes That Cost Marks

The most common mistake is retelling the case. Students spend half their words describing what happened, then rush the analysis into a final paragraph. Your marker already knows the case, so there's no need to retell it. Keep the background short and spend your words on why things happened and what should change.

The second mistake is theory without application. Quoting a framework and stopping there earns little. You have to show how the framework explains this case. Say what SWOT reveals about this company. If a paragraph would fit any case study, it doesn't belong in yours.

The third mistake is a recommendation that appears from nowhere. If your analysis never mentions price, don't recommend a price cut. Your recommendations should feel obvious by the time the reader reaches them, because the analysis has already made the case for them. If the writing itself keeps tripping you up, our assignment writing service can help you turn a rough draft into a clear analysis.

7. From Draft to Submission: A Simple Checklist

Start by reading the case twice and noting the facts, the numbers, and the question's instruction words. Then sketch your structure on one page, and you'll have a map for the whole answer. Introduction, background, analysis, recommendations, conclusion, with a line or two under each heading saying what goes there.

Write the analysis first, then the recommendations, then the background and introduction last. It sounds backwards, but it works. You can't write a sharp introduction until you know what your analysis concludes.

Check the basics. Every claim has evidence or a citation. Every recommendation traces back to a finding. Your headings match your structure, and your word count sits inside the limit. Read the answer once out loud. If a sentence sounds vague to you, it will sound vague to your marker.

Finally, check your references. Case study assignments often need Harvard or APA referencing, and markers do notice sloppy citations. If your course uses a different style, follow that style exactly and keep it consistent from the first citation to the last.

A case study analysis example shows you the shape, but the argument has to be yours. Read the case twice, separate facts from opinions, apply the theory to this company, and let your recommendations grow out of your analysis. Do that and the structure takes care of itself. That's the whole trick. If you'd like a hand shaping your draft, our assignment writing service can help

you polish it, and you can ask for a free quote through the contact page.