

The Recruiter-Aligned Hypothetical Case Framework & Reusable Toolkits

7-Step Disciplined Problem-Solving Sequence (~15-Minute Target Budget) & Core StratOps Analytical Models

Recruiter Email Ground Truth

THE 7-STEP REPEATABLE CASE PIPELINE

Target Time: ~15 Minutes · Strict Recruiter Sequence

1. Repeat & Frame 1 min Restate prompt in your own words. Confirm objective, scope & success criteria. "To ensure perfect alignment: leadership wants us to diagnose why..."	2. Clarify & Assume 2 min Ask 2-3 scope questions. State reasonable baseline assumptions aloud. "Is this concentrated in self-serve vs phone? I'll assume 25k SMBs..."	3. Pause & Structure 2 min Request 30s pause. Draw 3 MECE branches on paper before speaking. "I'd like to take 30 seconds to structure my approach into 3 branches..."	4. Root in Data & Math 5 min Request specific data cuts. Vocalize step-by-step arithmetic cleanly. "Let's look at cohort tag setup. 25k * 8% = 2,000 lost accounts..."	5. Implications & Risks 2 min Address seller gaming, cannibalization, partner friction & edge cases. "A second-order risk is that sellers game tag verification to hit quota..."	6. Synthesize & Recommend 2 min Top-down recommendation: Decision → Actions → Guardrails. "My recommendation is threefold: first, gate trial credit on tag setup..."	7. Measure & Iterate 1 min State continuous measurement cadence and ongoing feedback loops. "I would institute a weekly pod dashboard tracking 14-day cohort pacing..."
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5 REUSABLE STRATOPS ANALYTICAL TOOLKITS & WORKED MINI-EXAMPLES

1. Revenue Tree & Funnel Math Formula: Revenue = Advertisers × Spend/Account. Spend = Impr × CTR × CPC Clicks × CVR = Conv. When to Use: Diagnosing revenue drop or campaign leakage. Interviewer Listens For: Isolating volume vs rate drivers MECE. Worked Example (C08): 40k × 45% pitched = 18k × 40% initiated = 7.2k × 66.7% complete = 4,800 adopters (12%). Raising pitch to 80% adds 3,733 adopters, closing ~52% of 7,200 gap.	2. Headroom & TAM Sizing Formula: TAM = Universe × Claim Rate × Non-Ad Share. Revenue = Addressable × Conv% × Annual Spend. When to Use: Sizing market expansion or new segment opportunity. Interviewer Listens For: Logical bounding assumptions and realistic capture rates. Worked Example (C05): 33M × 60% × 80% = 15.84M addressable profiles. At 5% ads conv = 792k advertisers × \$3k/yr spend = \$2.38B TAM.	3. Commercial Unit Economics Formula: Net Impact = OpEx Savings – Churn Losses. Always verify ROI = Incremental Gain / Program Cost. When to Use: Channel migration, seller re-tiering, or automated routing. Interviewer Listens For: Distinguishing revenue vs margin, OpEx trade-offs, and churn risk. Worked Example (C06): 50k SMBs to scaled support: \$28M OpEx savings – \$12M churn = \$16M net revenue impact (\$19.6M illustrative profit at 70% GM).	4. 2×2 Prioritization Matrix Formula: Axis X: Headroom / Spend Upside. Axis Y: Propensity / Responsiveness. Rank Tier 1–3. When to Use: Rep book optimization, territory design, lead scoring. Interviewer Listens For: Selecting orthogonal axes, avoiding arbitrary cutoffs, actionable rep cadences. Worked Example (C03): 200 accounts book: Tier 1 (40 focus accounts, \$4,500 upside) yields \$180k vs \$48k random = \$132k net quarterly gain per seller.	5. Difference-in-Differences (DiD) Formula: DiD Lift = (Treatment Post - Pre) – (Control Post - Pre). Isolates true program lift from baseline. When to Use: Evaluating seller incentives, policy shifts, product tests. Interviewer Listens For: Isolating incremental lift from macro trend, parallel trends check, incentive ROI. Worked Example (C07): \$2.25M treatment lift – \$0.75M control = \$1.50M incremental lift – \$0.40M bonus = \$1.10M net contribution (\$650k profit at 70% GM).
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