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the purpose of a case study is to understand its complexities and gain insights into a particular instance or situation summary it s been 100 years since harvard business school began using the case study method beyond teaching specific subject matter the case study method excels in instilling meta skills in step 1 select a case step 2 build a theoretical framework step 3 collect your data step 4 describe and analyse the case when to do a case study a case study is an appropriate research design when you want to gain concrete contextual in depth knowledge about a specific real world subject this guide will show you how to write an effective case study and provide real world examples and templates that will keep readers engaged and support your business in this article you ll learn what is a case study top 10 real world data science case studies data science has become integral to modern businesses and organizations driving decision making optimizing operations and improving customer 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