

Following the evidence

The strength of a conclusion depends on the evidence behind it and the reasoning that connects that evidence to the question.

Different sources answer different questions

A financial filing can establish what a company reported. A product specification can identify stated operating requirements. A customer account can describe one buyer's experience. Each source has a useful role, but none automatically answers every question about the business. The investigation should identify both the source's value and its limits.

A statement is different from confirmation

A management presentation can confirm that a company expects strong growth. It cannot by itself establish that the growth will occur. Research should examine the evidence behind the expectation, including customer commitments, delivery constraints and financing needs, rather than repeating the forecast as a fact.

The date can change the meaning

A figure or statement must be understood in its own period. An old customer contract may have expired. A balance sheet may predate new borrowing. A later event may explain a risk without having been knowable when the original research was prepared. Dates help prevent these different situations from being mixed together.

What a case study should show

A case study lets a reader follow the work from a question to a conclusion, including the difficulties encountered along the way.

The question and the information available

Identify the subject, observation date and research question. Show which sources were available at that time and which important inputs were unavailable. Later information should not be presented as though it was known at the start.

The work that actually happened

Name the specialties that contributed and summarize what each examined. Identify relevant tools and model executions accurately. Include the evidence that shaped the conclusion, not merely a list of sources attached at the end.

The conclusion and its challenges

Explain how the findings fit together. Show the strongest competing explanation, unresolved issues and what would change the answer. The reader should understand why the conclusion follows, even when they disagree with it.

How an advantage can be tested

We want to know whether the specialist approach improves the work. A fair comparison must give a reader enough detail to judge that question.

A comparable task

Compare answers to the same research question using an appropriate baseline. Record the observation date, source access, time available and human assistance. A result produced with more information or more review should not be presented as an equal conditions test.

Quality and effort

Assess factual accuracy, source support, important omissions and the treatment of conflicting evidence. Also measure the time, model usage, retrieval expense and human review required. A longer answer is not automatically a better answer.

Results that can challenge the method

Some tasks may benefit from additional specialties while others do not. Several perspectives can repeat the same mistake. A useful evaluation reports weak cases and costs as well as strengths. Comparative superiority requires measured results from a disclosed, appropriate test.

Research that can be revisited

An honest research record makes room for new information, disagreements and corrections.

When the world changes

A conclusion may change because the company, market or available evidence changes. A follow up should identify the new information and explain how it affects the earlier reasoning.

When the research was wrong

A factual error or unsupported inference needs a direct correction. The correction should identify what was wrong, how the answer changes and which other conclusions are affected. It should not be hidden inside an unrelated update.

What a follow up should preserve

A follow up should keep the original question and conclusion visible, identify what changed and show the revised reasoning. Readers should be able to distinguish an error in the earlier analysis from a sound conclusion overtaken by new events. Both deserve a clear explanation, but they are different kinds of change.