

Business Case – Hiring: Graduate Management Trainee Programme

Business Need

Mumzworld operates across multiple markets with growing scale and complexity. However, there is currently a gap in consolidated visibility on full P&L performance by country, department, and customer cohort. As the company shifts its focus to profitability and operational excellence, this role will centralize insights, identify deviations, and unlock efficiencies. The candidate will work cross-functionally to drive actionable recommendations grounded in data.

Proposed Role & Scope

- Monitor and report monthly UAE/KSA performance across departments
- Build root cause analysis dashboards using tools like Excel or Python
- Support commercial and finance teams with timely insights
- Conduct pre/post assessments of growth initiatives (vouchers, shipping fees, etc.)
- Analyze profitability by category and repurchase behavior by cohort

Sample Business Questions Tied to Dataset

1. Which country-category combination shows the highest gross margin in 2024?
2. Are we overspending on vouchers in any specific category or market?
3. What is the relationship between SLA compliance and repurchase rate?
4. Which categories have the highest marketing cost per order?
5. Where are delivery times highest and how does it impact success rate?
6. What would be the effect of a 15% reduction in shipping cost in KSA?
7. Which category shows strong repurchase behavior at low cost?
8. What's the churn rate by country and what are the drivers?
9. How do new vs repeat customers affect category-level revenue?
10. Where should we prioritize margin improvement actions in 2025?
11. What is the current weighted average gross margin for UAE?
12. If we want to maximize repurchase rate, which categories should we grow in share and why?
13. Based on the revised category mix in Q12, what is the new weighted margin? If we want to increase this margin by 5 percentage points, what changes would you suggest across category mix vs. average order value (AOV), and how can we achieve that?