

Mumzworld – Performance & Planning Case Study

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, Power BI, 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