

Wolt - Consumer Business teams



Wolt is the leading local commerce & delivery platform in several markets across Europe and Asia. Wolt makes it incredibly easy for you to discover and get what you want. Delivered to you - quickly, reliably and affordably. And by doing so, we make cities better places to live. At Wolt, we're about getting things done. You'll probably enjoy it here if you like taking ownership, developing yourself and being around friendly, humble and ambitious people. We work hard to make cities into better places, and it's pretty cool seeing us grow every week. If you're passionate about learning,

Wolt might be for you.

Consumer Strategy Internship (3 month Paid Internship / Praktikum)

City: Berlin; Starting date (earliest): 01/05/25; Duration: 3 months; Remuneration: 3200 € / month; Closing date: 04/04/25

Working field

We are seeking exceptional talent to support our Consumer Business teams in Berlin. The Consumer Business team is a core growth function at Wolt - we believe that by providing exceptional experience to our users, we will drive their engagement and ultimately Wolt's growth.

We cover the entire spectrum of Wolt's consumer experience, ranging from our affordability initiatives such as our membership program Wolt+ into our overall shopping experience and building new services to our users, such as Rewards, Double Order, Packages and more. We work closely with local operators, product, marketing and analytics to get the job done.

We own Wolt's growth OKRs and a significant share of the company's P&L. We are a truly cross-functional team that consists of high-performing business strategists, consumer experts in areas such as user experience, pricing, subscription, and data scientists - all running high-impact initiatives with vast independence and responsibility.

Key Responsibilities:

We believe in taking ownership from day one, and are looking for exceptional talent eager to learn by doing - not looking in from the sidelines. During your internship, you can expect to be running your own projects and supporting our best experts in their work, not doing admin jobs.

As a Consumer Strategy Intern, you'll be embedded within one of our cross-functional teams—Wolt+, Rewards, Consumer Pricing & Incentives or Discoverability and Post-Order Experience—working on real-world projects that drive our company's growth. Your

responsibilities may include:

Working with Wolt+

- Conducting market research to identify growth opportunities for our subscription services across our 30 markets
- Analyzing the performance of our subscription business, identifying blockers and solving problems to boost its growth or profitability
- Supporting in cross-regional projects, with the aim of driving the adoption and retention of our subscription program to new heights
- Collaborating with our product and marketing teams to envision and build the future of our subscription business and driving it to execution on operational level

Working with Wolt Rewards

- Analyzing engagement metrics
- Identifying opportunities to improve our consumer engagement, in practice making our users come back to our platform again and again
- Improving the service and experience our customers have with Wolt by e.g. creating new gamification concepts to improve consumer engagement with Rewards

Working with Consumer Pricing & Incentives

- Designing, running and analysing experiments on how we should apply new pricing related product features
- Doing research in collaboration with Data Scientists on how we should improve our core delivery pricing logic
- Improving our capabilities to benchmark our pricing competitiveness versus peers
- Developing and piloting new incentive programs in a cross-team setting to support Wolt's strategic goals
- Collaborating with Analytics to develop and refine the way in which we measure and track the efficiency of our incentive investments

Working with Discoverability and Post-Order Experience

- Analyzing and reporting our key consumer performance metrics such as Average Basket Size and Conversion Rate
- Identifying drivers, gaps, and opportunities to enhance our customer buying experience by analyzing data on Google Sheets and SQL database
- Finding new ways to delight our consumers with adaptive, intuitive shopping experiences that unveil the best of their city

Requirements

University Student: Currently pursuing a Degree in a quantitative field, such as Business, Technology, Finance, Economics, Engineering, Computer Science or similar and expecting to graduate in 2025-2027. Please note that already graduated applicants cannot be considered for this internship.

Analytical: You are a superstar in analyzing data and making informed decisions based on numbers. You might have worked with Excel, Google Sheets, SQL or coding during your studies.

Business Savvy: You are curious to understand how our business works on a deeper level and already have a solid understanding of business fundamentals.

Proactive Self-Starter: You like taking initiative, and thrive in a fast-paced environment where you will be given ownership of your own topics with proper guidance. You perhaps already have experience in managing projects or can tell us about a time where your ideas and actions had a meaningful impact at a previous internship or case study.

Clear Communicator: You can showcase your strong verbal and written communication skills in English in the way you bring up innovative ideas, voice your opinions and interact with people around you. No need for local language skills.

What we offer

Hands-on Experience: Work on real projects and gain valuable experience in the fast-growing tech industry.

Mentorship: Learn from experienced professionals and receive regular feedback to help you grow.

Networking: Build connections within Wolt and with external partners in the industry.

Career Growth: High-performing interns may have the opportunity to convert for full-time roles upon graduation.

Very competitive salary of 3 200 € / monthly.

The internship is a full-time role for 3 months, either between May-July OR June-August.

Application

Sound like you? Send in your application on our website:
<https://careers.wolt.com/en/jobs/3092189>

More information at <https://stellenticket.de/193000/HTWB/>
Offer visible until 05/05/25

