

## **Title:** Stories Coffee — Sales & Profitability Insights (2025 + Jan 2026)

This report analyzes 2025 sales and profitability performance across Stories Coffee branches to identify revenue drivers, margin patterns, and strategic growth opportunities.

**Problem Statement:** Analyzed 2025 POS data to identify revenue concentration, margin variation, and product mix drivers impacting profitability.

### **Key Findings:**

- The top 3 branches (Ain El Mreisseh, Zalka, Khaldeh) generate the highest values of total annual revenue, indicating significant revenue concentration in high-footfall locations.
- Profit margins are tightly clustered between approximately 70–75%, indicating a standardized cost structure across locations, with small but meaningful efficiency differences
- Sales exhibit strong seasonality, with a major peak in March and secondary peaks during summer months. Demand is time-dependent, so operational planning should be seasonally adjusted.
- Branches with higher beverage revenue share (Airport, Event Starco of 62% and 78%) benefit from a product mix skewed toward higher-margin items, highlighting the importance of beverage-focused strategies in high-traffic locations.

### **Recommendations:**

- Conduct a performance gap analysis between top-performing and underperforming branches to identify operational, pricing, or product mix differences that can be replicated
- Adjust staffing and inventory for seasonal peaks (spring + summer)
- Prioritize beverage-led promotions and bundle strategies in high-traffic branches where beverage revenue already exceeds 70%, to further amplify high-margin sales
- Apply operational best practices from high-margin branches to others where feasible

### **Expected Impact:**

Given margin levels around 70%, even a 1–2 percentage point improvement in underperforming branches could meaningfully increase overall profitability without requiring additional revenue growth

## Methodology:

- Cleaned raw POS exports (removed headers, normalized branch names, corrected revenue).
- Aggregated monthly sales, category performance, group sales, and product profitability.
- Visualized results with charts (top branches, seasonality, margins, beverage/food mix).
- Monthly sales trends interpreted with caution due to potential differences in data coverage across months.

## Dashboard:

The dashboard displays key insights from cleaned sales data:

- Monthly sales trends
- Branch performance
- Category summary (Food vs Beverage)

**Monthly Sales (Sample)**

year	branch	branch_norm	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov
0	2025 Stories - Bir Hasan	stories - bir hasan	3355705.33	2842993.67	2266050.67	3459979.67	2125379.33	744638.33	3799740.25	3783897.91	3255935.75	None	No
1	2025 Stories Ain El Mreisseh	stories ain el mreisseh	12648546.67	9929973.33	9849926.67	13025923.33	7208975	2883403.33	11889329.16	11610097.92	11021123.75	None	No
2	2025 Stories Airport	stories airport	0	0	0	0	0	8428.83	2940003.01	6963426.45	7467197.62	None	No
3	2025 Stories Antelias	stories antelias	2615854.33	2139010.67	3167216.67	3391741.33	2033635.67	728978.33	2963696.71	3182363.97	2999965.47	None	No
4	2025 Stories Batroun	stories batroun	4266517.33	33888117.33	4890198.33	5516881.67	2963980.33	1311240	6135003.02	6751770.29	5041150.76	None	No
5	2025 Stories Bayada	stories bayada	4497376.67	3419106.67	5083386.67	5196906.67	3043400	1208190	5448609.92	5613038.75	4917258.26	None	No
6	2025 Stories Centro Mall	stories centro mall	3264533.33	2948086.67	2218466.67	3971716.67	1955296.67	92433.33	4201339.95	4307333.34	3232537.55	None	No
7	2025 Stories Event Starco	stories event starco	0	0	0	0	0	918.92	3141.14	0	None	No	
8	2025 Stories Faqra	stories faqra	188910.00	182960.00	1479755.67	2208003.33	1109666.67	352083.33	482036.04	1535977.47	0	None	No
9	2025 Stories Khaldeh	stories khaldeh	7468155.33	6108429.33	6420841	8455732	4487117.67	2262395	9464291.92	10661995.53	7859844.17	None	No

**Category Summary (Food vs Beverage)**

Category	Qty	Total Price	Unnamed: 3	Total Cost	Total Cost %	Total Profit	Unnamed: 7	Total Profit %	Unnamed: 9	branch	Revenue	Profit Margin	brs
0 BEVERAGES	137572.1	1,841,245.84	None	4143855.17	22.5	1427003.22	None	77.5	None	Stories - Bir Hasan	18413858.39	0.775	sto
1 FOOD	102791.4	1,285,566.00	None	4058225.8	38.82	7991454.23	None	63.18	None	Stories - Bir Hasan	12649661.03	0.8318	sto
2 BEVERAGES	138660.5	2,085,986.70	None	4931734.79	22.34	15958152.17	None	77.66	None	Stories Centro Mall	20549861.96	0.7766	sto
3 FOOD	171423.1	1,397,149.74	None	4981860.7	58.11	8059636.74	None	61.89	None	Stories Centro Mall	18071497.44	0.6189	sto
4 BEVERAGES	58430	777,228.30	None	2774986.67	22.84	5997184.33	None	77.16	None	Stories LAU	7772283	0.7716	sto
5 FOOD	73384.15	787,489.57	None	2799054.1	38.47	4875991.58	None	63.53	None	Stories LAU	7674895.68	0.6353	sto
6 BEVERAGES	49605	671,882.79	None	1426297.24	21.23	529250.68	None	78.77	None	Stories Faqra	6718827.92	0.7877	sto
7 FOOD	46504.7	4,159,569.55	None	1508720.49	35.93	269049.07	None	64.07	None	Stories Faqra	4195669.56	0.6407	sto
8 BEVERAGES	55306.5	782,327.67	None	1804433.47	23.05	6038843.2	None	76.95	None	Stories	7823276.67	0.7695	sto
9 FOOD	62895.2	6,311,570.00	None	2473263.54	39.19	3583106.56	None	66.81	None	Stories	6311570	0.6681	sto

We built a lightweight interactive dashboard (Streamlit) that visualizes branch performance, profit margins, sales seasonality, and beverage vs food revenue share. This enables stakeholders to explore insights dynamically rather than relying on static charts, supporting faster operational and strategic decisions