

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

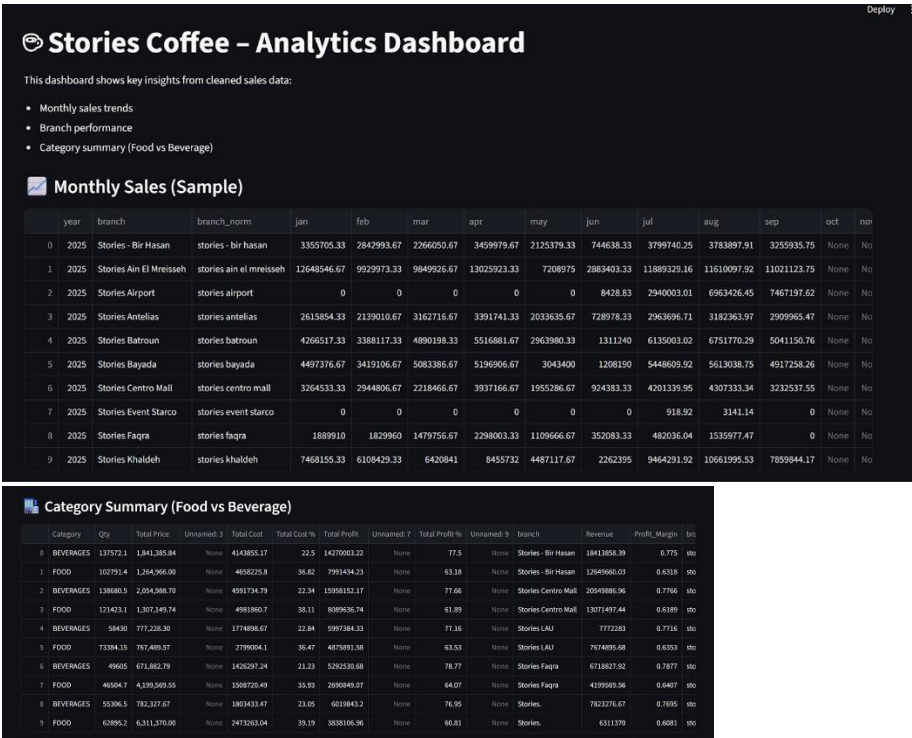
Expected Impact:

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:



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