Insight Lab

DATA • INSIGHT • RESULT

COMPANY PORTFOLIO | 2026

FROM INFORMATION TO IMPACT.

Data analysis, decision-ready reports, research and professional business communica

SELECTED WORK

01 Restaurant Sales Analytics

02 Nashama Coffee Strategy

03 SAMA Business Performance

04 NOVA Market Research

05 NexaServe Proposal

INSIGHT LAB

Business clarity, built from data.

A focused portfolio of analytics, reporting, research and presentation work.

WHAT WE DO

Insight Lab turns raw information into clear, structured outputs that help businesses understand performance, communicate ideas and make stronger decisions.

DATA ANALYSIS

EXCEL SOLUTIONS

PRESENTATIONS

BUSINESS REPORTS

RESEARCH & ANALYSIS

DATA CLEANING & FORMATTING

PORTFOLIO PRINCIPLE

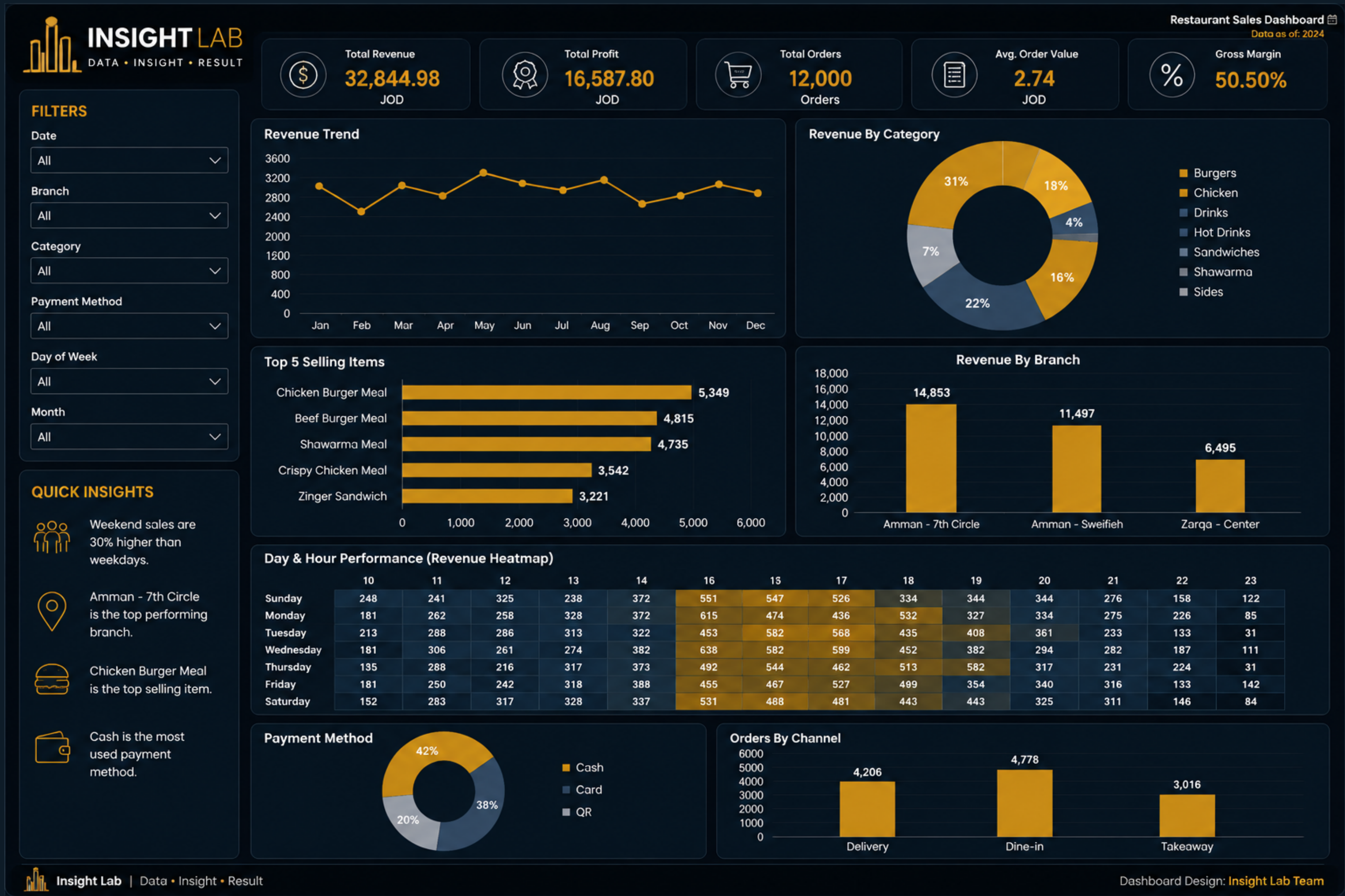
Decision-ready, not decorative.

- Interactive analysis built around business questions.
- Reports that connect findings to management action.
- Research that separates sourced facts from modeled assumptions.
- Presentations that make complex ideas easier to approve and act on.

01 / DATA ANALYSIS + EXCEL SOLUTIONS

Restaurant Sales Analytics Dashboard

Interactive Excel dashboard | Jordan restaurant sales case



01 / PROJECT DETAIL

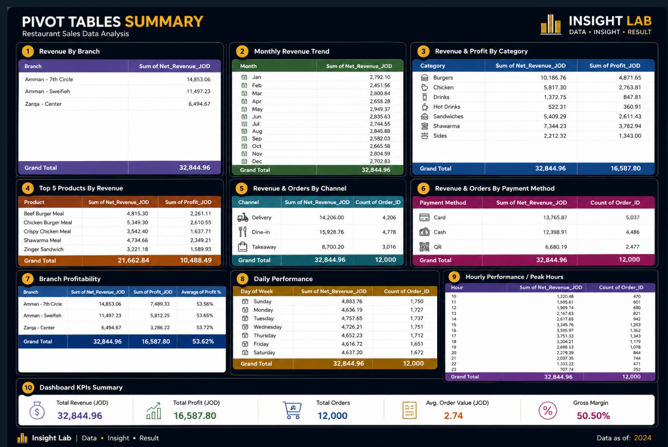
From transaction data to an interactive management view.

PROJECT SCOPE

- Data cleaning & formatting
- PivotTables and PivotCharts
- Dynamic slicers by branch, category and month
- KPI design and dashboard layout

KEY OUTPUTS

- JOD 32,844.96 total revenue
- JOD 16,587.60 total profit
- 12,000 orders
- 2.74 average order value
- 50.50% gross margin



Branch	Sum of Net_Revenue_JOD
Amman - 7th Circle	14,853.06
Amman - Sweifieh	11,497.23
Zarqa - Center	6,494.67
Grand Total	32,844.96

Month	Sum of Net_Revenue_JOD
Jan	2,792.10
Feb	2,451.56
Mar	2,800.84
Apr	2,658.28
May	2,949.37
Jun	2,835.63
Jul	2,744.55
Aug	2,845.88
Sep	2,582.03
Oct	2,665.58
Nov	2,804.59
Dec	2,702.83
Grand Total	32,844.96

Category	Sum of Net_Revenue_JOD	Sum of Profit_JOD
Burgers	10,186.76	4,871.65
Chicken	5,817.30	2,763.81
Drinks	1,372.75	847.81
Hot Drinks	522.31	360.91
Sandwiches	5,409.29	2,611.43
Shawarma	7,344.23	3,782.94
Sides	2,212.32	1,343.00
Grand Total	32,844.96	16,587.80

Product	Sum of Net_Revenue_JOD	Sum of Profit_JOD
Beef Burger Meal	4,815.30	2,261.11
Chicken Burger Meal	5,349.30	2,610.55
Crispy Chicken Meal	3,542.40	1,637.71
Shawarma Meal	4,734.66	2,349.21
Zinger Sandwich	3,221.18	1,589.93
Grand Total	21,662.84	10,488.49

Channel	Sum of Net_Revenue_JOD	Count of Order_ID
Delivery	14,206.00	4,206
Dine-in	15,928.76	4,778
Takeaway	8,700.20	3,016
Grand Total	32,844.96	12,000

Payment Method	Sum of Net_Revenue_JOD	Count of Order_ID
Card	13,765.87	5,037
Cash	12,398.91	4,486
QR	6,680.19	2,477
Grand Total	32,844.96	12,000

Branch	Sum of Net_Revenue_JOD	Sum of Profit_JOD	Average of Profit %
Amman - 7th Circle	14,853.06	7,489.33	53.56%
Amman - Sweifieh	11,497.23	5,812.25	53.65%
Zarqa - Center	6,494.67	3,286.22	53.72%
Grand Total	32,844.96	16,587.80	53.62%

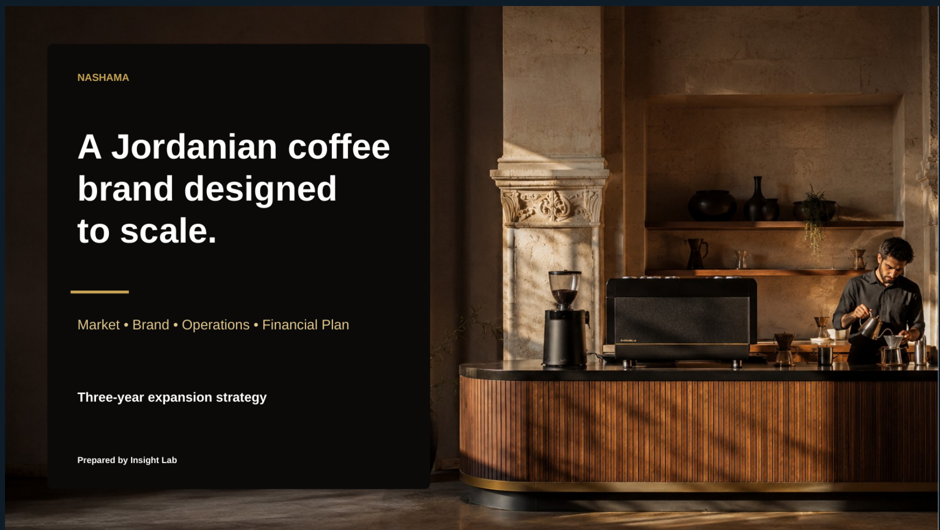
Day of Week	Sum of Net_Revenue_JOD	Count of Order_ID
Sunday	4,883.76	1,750
Monday	4,636.19	1,727
Tuesday	4,757.65	1,737
Wednesday	4,726.21	1,751
Thursday	4,652.23	1,712
Friday	4,616.72	1,651
Saturday	4,637.20	1,672
Grand Total	32,844.96	12,000

Hour	Sum of Net_Revenue_JOD	Count of Order_ID
10	1,220.48	470
11	1,695.61	601
12	1,909.74	690
13	2,167.63	821
14	2,617.65	942
15	3,345.76	1,203
16	3,595.97	1,362
17	3,751.33	1,343
18	3,204.21	1,179
19	2,698.53	1,078
20	2,279.39	844
21	2,037.35	744
22	1,333.22	471
23	707.74	252
Grand Total	32,844.96	12,000

02 / PRESENTATION + STRATEGY

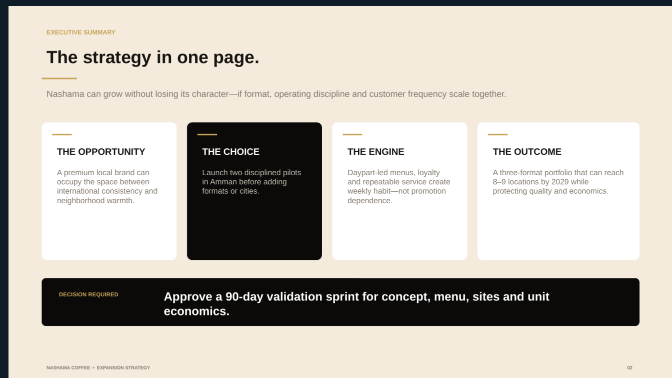
Nashama Coffee Expansion Strategy

A 27-slide decision-ready business case combining research, commercial reasoning, financial storytelling and presentation design.



WHY IT MATTERS

- Two disciplined Amman pilots before wider rollout.
- Three-format growth logic targeting 8-9 locations by 2029.
- Approval gates include quality audit >= 90% and payback <= 24 months.
- Project scope: research, strategy, financial storytelling and presentation design.



SAMA Distribution - Business Performance Report

FY2025 management report for a modeled Jordan FMCG distributor, focused on profitable growth and cash conversion.


INSIGHT LAB / BUSINESS REPORTS

INSIGHT LAB

SAMA DISTRIBUTION

BUSINESS PERFORMANCE REPORT

FY2025 | Jordan FMCG Distribution

Management analysis of financial performance, category economics, regional growth, customer profitability, inventory, receivables and sales-force productivity.

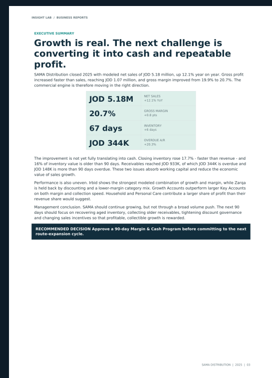
PURPOSE Turn 2025 operating data into a clear management agenda for profitable growth and stronger cash conversion.

Prepared by Insight Lab | Portfolio Business Report | August 2026

SAMA DISTRIBUTION | 2025 | 01

WHY IT MATTERS

- JOD 5.18M modeled net sales and JOD 1.07M gross profit.
- 20.7% gross margin, with inventory and receivables identified as working-capital priorities.
- Management recommendation: a 90-day Margin & Cash Program before route expansion.
- Covers categories, regions, customers, inventory, A/R and sales-force productivity.


INSIGHT LAB / BUSINESS REPORTS

EXECUTIVE SUMMARY

Growth is real. The next challenge is converting it into cash and repeatable profit.

SAMA Distribution closed 2025 with modeled net sales of JOD 5.18 million, up 12.1% year on year. Gross profit increased faster than sales, reaching JOD 1.07 million, and gross margin improved from 19.9% to 20.7%. The commercial engine is therefore moving in the right direction.

JOD 5.18M	NET SALES +12.1% YoY
20.7%	GROSS MARGIN +0.8 pts
67 days	INVENTORY +6 days
JOD 344K	OVERDUE A/R +20.3%

The improvement is not yet fully translating into cash. Closing inventory rose 17.7% - faster than revenue - and 16% of inventory value is older than 90 days. Receivables reached JOD 933K, of which JOD 344K is overdue and JOD 148K is more than 90 days overdue. These two issues absorb working capital and reduce the economic value of sales growth.

Performance is also uneven. Irbid shows the strongest modeled combination of growth and margin, while Zarqa is held back by discounting and a lower-margin category mix. Growth Accounts outperform larger Key Accounts on both margin and collection speed. Household and Personal Care contribute a larger share of profit than their revenue share would suggest.

Management conclusion. SAMA should continue growing, but not through a broad volume push. The next 90 days should focus on recovering aged inventory, collecting older receivables, tightening discount governance and changing sales incentives so that profitable, collectible growth is rewarded.

RECOMMENDED DECISION Approve a 90-day Margin & Cash Program before committing to the next route-expansion cycle.

SAMA DISTRIBUTION | 2025 | 03

NOVA Market - Jordan E-Commerce Entry Study

Decision-focused secondary research assessing whether a fictional regional retailer should enter Jordan and how.

INSIGHT LAB | RESEARCH & ANALYSIS
PORTFOLIO CASE STUDY | MARKET RESEARCH & ANALYSIS

Jordan E-Commerce Market Entry Study

NOVA Market

A decision-focused secondary market research report assessing Jordan for a fictional regional online retailer and defining a practical market-entry strategy.

THE BUSINESS QUESTION

Should NOVA Market enter Jordan, and if so, what operating model gives it the best chance of building a defensible e-commerce position?

Prepared by Insight Lab • August 2026

Disclosure: NOVA Market is fictional. External facts are sourced from public institutions. Commercial assumptions, personas, scoring and targets are explicitly identified as modeled analysis.

NOVA Market - Jordan E-Commerce Market Entry Study | Portfolio Demonstration

WHY IT MATTERS

- Recommendation: GO - with conditions, using a local-first launch in Amman.
- Research covers digital readiness, payments, demand, competition, regulation and unit economics.
- Public facts are separated from modeled commercial assumptions.
- Strategy emphasizes local inventory, Arabic-first mobile UX, trusted payments and visible returns.

INSIGHT LAB | RESEARCH & ANALYSIS
01 / EXECUTIVE SUMMARY

Jordan is attractive - but the opportunity is operational, not merely digital.

This study evaluates whether a regional online retailer should enter Jordan and what market-entry model is most likely to succeed. The evidence shows that Jordan already has the core infrastructure required for e-commerce adoption: household internet access reached 96.5% in 2024, 95.6% of individuals used the internet, 94.8% used it daily, and 97.5% of households owned a smartphone. Smartphone availability in Amman reached 99%. These indicators reduce the risk that digital access itself will constrain customer acquisition.

Payment behavior strengthens the case. The Central Bank of Jordan reported that 84% of payment transactions in 2024 were electronic. Electronic payments through e-commerce websites reached JOD 600 million, instant-payment orders reached 140.7 million, and electronic card transactions reached 350 million. Digital checkout is therefore an established behavior rather than a new proposition.

Demand is also visible in cross-border parcel activity. The Ministry of Industry, Trade and Supply reported approximately 1.7 million incoming e-commerce parcels in 2023, up 70% from 2022. At the same time, the government is moving toward tighter organization of e-commerce. This creates both friction and opportunity: informal or slow cross-border models face pressure, while a compliant local operator can compete on delivery speed, trust, transparent pricing and after-sales service.

RECOMMENDATION: GO - WITH CONDITIONS

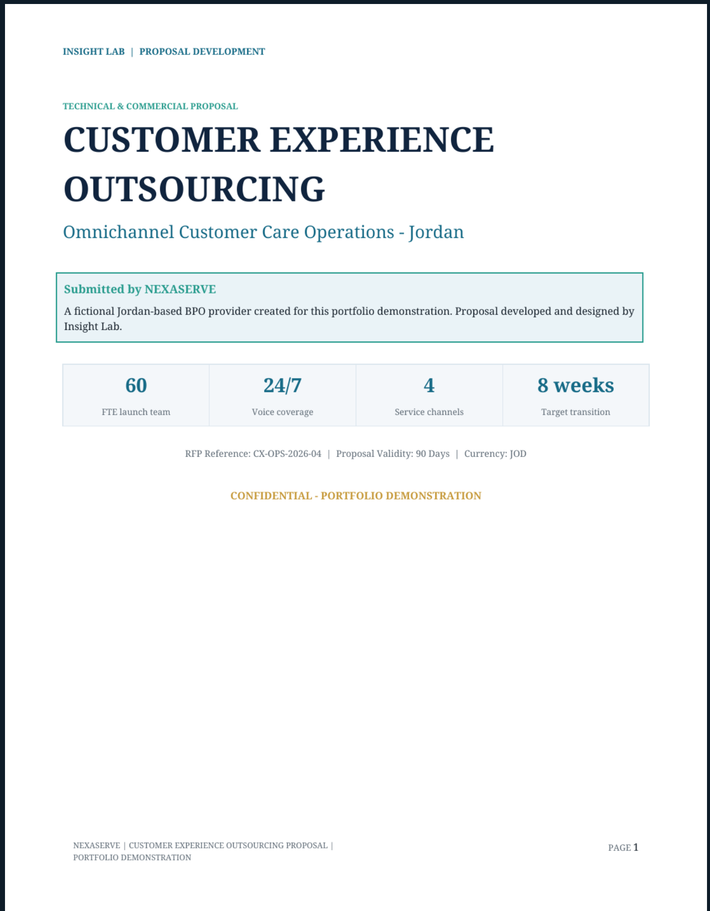
NOVA should enter through a local-first model, beginning in Amman. The launch should use local inventory for fast-moving SKUs, Arabic-first mobile UX, trusted local payment options, visible returns and support policies, and a staged expansion plan. Scale only after repeat-purchase economics are proven.

The principal risk is not market access; it is unit economics. A retailer can acquire traffic in a highly connected market and still destroy value through expensive acquisition, weak repeat rates, high returns or inefficient fulfillment. Retention, on-time delivery and contribution margin should therefore be scale gates.

05 / PROPOSAL DEVELOPMENT

NexaServe - Customer Experience Tender Proposal

A procurement-ready technical and commercial proposal for a fictional Jordan-based BPO operation.


INSIGHT LAB | PROPOSAL DEVELOPMENT

TECHNICAL & COMMERCIAL PROPOSAL

CUSTOMER EXPERIENCE OUTSOURCING

Omnichannel Customer Care Operations - Jordan

Submitted by NEXASERVE

A fictional Jordan-based BPO provider created for this portfolio demonstration. Proposal developed and designed by Insight Lab.

60	24/7	4	8 weeks
FTE launch team	Voice coverage	Service channels	Target transition

RFP Reference: CX-OPS-2026-04 | Proposal Validity: 90 Days | Currency: JOD

CONFIDENTIAL - PORTFOLIO DEMONSTRATION

NEXASERVE | CUSTOMER EXPERIENCE OUTSOURCING PROPOSAL | PORTFOLIO DEMONSTRATION

PAGE 1

WHY IT MATTERS

- 60-FTE launch team with 24/7 voice coverage.
- Four service channels and an eight-week target transition.
- Outcome targets include 80/20 voice service level, >=88% CSAT and >=90% QA.
- Combines operations, workforce, quality, technology, governance and commercial structure.


INSIGHT LAB | PROPOSAL DEVELOPMENT

Proposal at a Glance

A procurement-ready response built around measurable customer experience outcomes.

80/20	≥88%	≥90%	≤5%
Voice service level	CSAT target	QA score	Abandonment

Our commitment

NexaServe proposes a dedicated, bilingual customer-care operation designed to absorb demand, protect service continuity, and improve customer experience without sacrificing governance or cost transparency.

The proposed solution covers inbound voice, email, live chat and social messaging, supported by workforce management, quality assurance, training, reporting, escalation management and continuous improvement. The model is intentionally outcome-led: staffing, schedules and controls are designed around service levels and customer outcomes rather than a fixed headcount alone.

Workstream	Proposed approach	Business outcome
Operations	Dedicated core team with cross-trained flex capacity	Stable coverage and peak resilience
Quality	Calibrated QA scorecard, coaching loop and root-cause reviews	Consistent customer experience
Workforce	Forecasting, scheduling, intraday management and adherence	Right capacity at the right time
Technology	Client CRM integration + cloud contact-center layer	Unified routing and reporting
Governance	Weekly operations, monthly steering, quarterly business review	Clear ownership and decisions

NEXASERVE | CUSTOMER EXPERIENCE OUTSOURCING PROPOSAL | PORTFOLIO DEMONSTRATION

PAGE 2

CLEARER WORK.
STRONGER DECISIONS.

Insight Lab combines analysis, structure and professional communication to turn business information into useful outcomes.

DATA • INSIGHT • RESULT

CAPABILITIES

- Data Analysis
- Excel Solutions
- Presentations
- Business Reports
- Research & Analysis
- Data Cleaning & Formatting