

DISTRICT PERFORMANCE BRIEF

[CLIENT NAME] District SE2

Southeast Division · 12 Locations

Generated July 17, 2026 · Data through July 14, 2026 · Biweekly cycle

Powered by Scoop Intelligence™ · Confidential · For: District Manager

6 of 12

stores with active
action plans this cycle

11

coaching actions
generated automatically

18.9%

lowest loyalty member share
in SE2 (peer typical: 34%)

SUMMARY

District Overview

SE2 is a generally healthy district — 1 Healthy, 1 Mild, and 4 Watch stores are performing at or near expectations, while **6 Moderate stores** show specific gaps in transaction count, Hardlines engagement, or full-price sell-through velocity that warrant targeted coaching visits.

STORES REQUIRING ACTION

6 of 12

6 Moderate · 4 Watch · 1 Mild

NEW ACTIONS THIS CYCLE

11

0 continuing · 6 status changes

HEALTHY STORES

1 of 12

Store 2178 · +14.8% comp YoY

Severity Key

● Critical

Visit this week — sustained 6+ month decline across 3+ metrics

● Severe

Priority for this quarter — 3–6 month declining trend

● Moderate

Issues to address — mixed signals or single-category issue

● Watch

One more month of this means trouble — leading indicator firing

● Mild

Generally stable with a minor concern in one area

● Healthy

Stable or growing across all key metrics

What Changed Since Last Report

11 new actions surfaced this cycle · 6 status changes detected · 0 continuing actions

STATUS CHANGES

- Store 3071: Watch → **Moderate**
- Store 2847: Mild → **Moderate**
- Store 2053: Severe → **Moderate**
- Store 2501: Mild → **Watch**
- Store 2732: Healthy → **Mild**
- Store 2445: Moderate → **Watch**

NEW ACTIONS THIS CYCLE

- Store 3071 — Accelerate Footwear Sell-Through
- Store 2847 — Convert Inbound Inventory to Sales
- Store 2619 — Accelerate Footwear Floor Conversion
- Store 2053 — Rebuild Footwear Sales Volume
- Store 2114 — Rebuild Hardlines Transaction Volume
- Store 2388 — Accelerate Full-Price Sell-Through
- Store 2501 — Rebuild Hardlines Transaction Volume
- Store 2732 — Recover Hardlines Sales
- Store 2445 — Rebuild Cleats Volume
- Store 2966 — Recover Transaction Count
- Store 2803 — Restore Hardlines Volume: Team Sports

STORE BY STORE

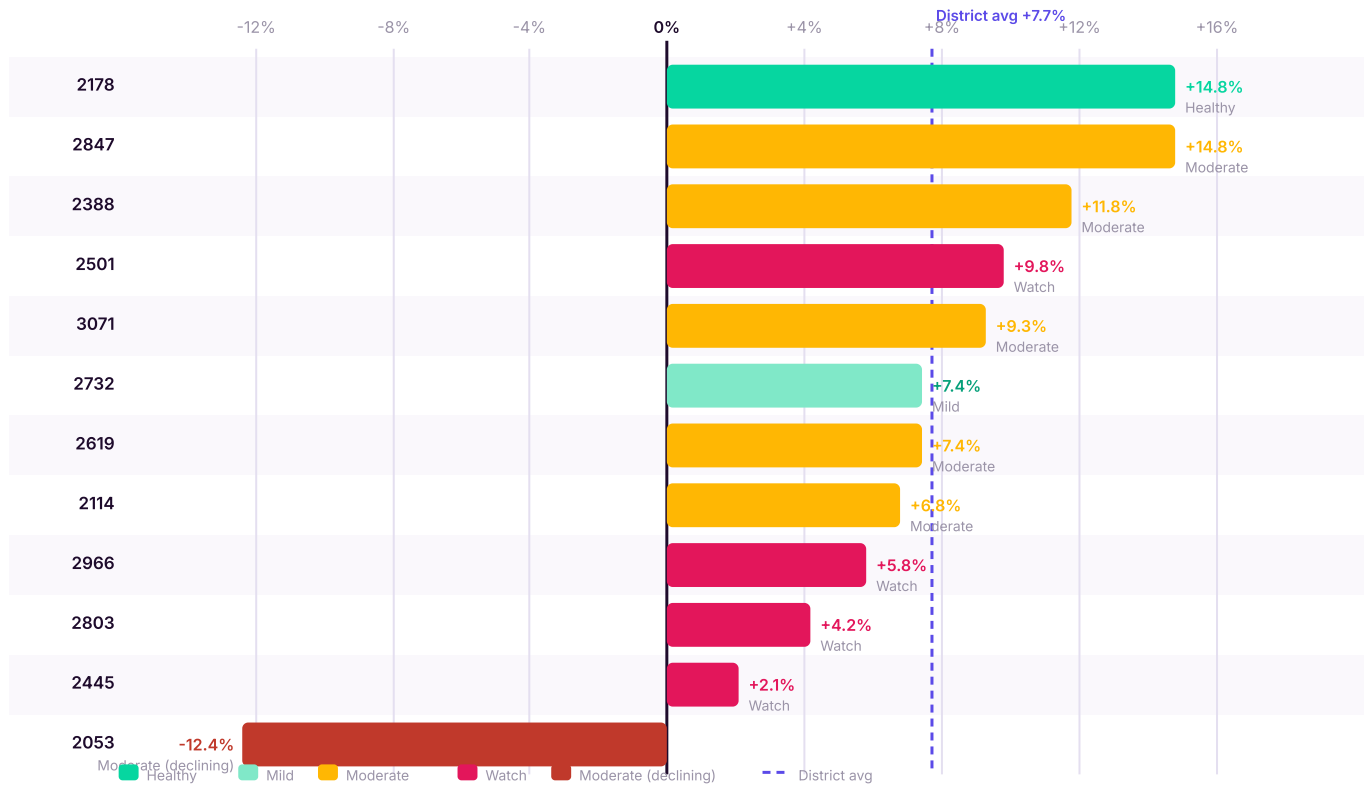
Store Status Summary

STORE	STATUS	STORY	TOP ACTION
3071	Moderate	Generating the strongest net sales growth in the district, but a return rate well above peers is building aged Footwear inventory that is slowing full-price sell-through across the floor.	Accelerate Footwear and Aged Inventory Sell-Through
2847	Moderate	Strongest comp growth in the district — comp +14.8%, net sales +22.4% YoY — but full-price sell-through declined 26.7% YoY, the widest gap in SE2, as inbound Footwear receipts outpace floor conversion.	Convert Inbound Inventory to Sales — Cleats and Aged Hardlines
2619	Moderate	Solid comp growth — comp +7.4%, net sales +9.2% YoY — but full-price sales down 13.8% YoY vs. district average of +8.4%, indicating increasing reliance on markdowns to drive volume.	Accelerate Footwear Floor Conversion
2053	Moderate	Declining across comp sales (-12.4%), net sales (-9.6%), and gross margin (-11.3%) while SE2 peers average mid-to-high single-digit growth across all three metrics — the only store with negative trends on all headline measures.	Rebuild Footwear Sales Volume to Stabilize Comp Base
2114	Moderate	Positive on comp (+6.8%), net sales (+11.4%), and gross margin (+8.9%), but transaction count fell 6.8% and active loyalty member transaction share is 18.9% vs. SE2 peer typical of 34% — a leading indicator of forward comp pressure.	Rebuild Hardlines Transaction Volume to Protect Comp Sales
2388	Moderate	Solid comp growth (+11.8% YoY) driven by Footwear at elevated ATV, but full-price sales contracting well below peers, Hardlines engagement declining, and inventory building faster than it is converting.	Accelerate Full-Price Sell-Through to Match Inventory Build
2501	Watch	Growing across headline metrics — comp +9.8%, net sales +12.1%, gross margin +14.6% — but transaction count declining 5.8% YoY while ATV rises, a concentration pattern that creates forward risk when higher-ATV baskets normalize.	Rebuild Hardlines Transaction Volume
2732	Mild	Growing across all headline metrics — comp +7.4%, net sales +13.9%, gross margin +12.3% YoY — with Hardlines the one category showing softness in transaction count that warrants a targeted response before it compounds.	Recover Hardlines Sales and Protect Running Footwear Pipeline
2445	Watch	Growing on all headline metrics YoY, but net sales (+2.1%) and gross margin (+3.1%) trail peer-typical growth by a wide margin, driven by a sharp decline in Cleats transaction volume that has compressed category contribution.	Rebuild Cleats Volume to Protect Comp Trajectory
2966	Watch	Growing — comp +5.8%, net sales +7.4%, gross margin +9.3% — generally in line with SE2 peers, but a widening	Recover Transaction Count in Fitness and Outdoor

STORE	STATUS	STORY	TOP ACTION
		gap between rising comp dollars and declining transaction count signals ATV concentration risk.	Recreation
2803	● Watch	Delivers solid revenue growth, but net sales momentum is softening (trend -3.8%, transaction count -7.4% YoY) with loyalty member transaction share below district peers — a leading indicator of forward comp pressure into Q4.	Restore Hardlines Transaction Volume — Focus on Team Sports
2178	● Healthy	Strong, broad-based growth across all headline metrics — comp +14.8%, net sales +18.7%, gross margin +21.4% YoY — outperforming the district on every key measure with no category-level concerns at this time.	—

PERFORMANCE RANKING

Comp Sales Growth YoY — All 12 Stores



Recommended Actions

- Conduct focused coaching conversations at Stores **2847** and **2619** on sell-through process — full-price sales are down 26.7% and 13.8% YoY respectively; review markdown cadence, floor presentation, and pricing on Footwear (Cleats and Running, where DOH exceeds 130 at both stores).
- Visit **Store 2053** to assess the Footwear sales gap (transaction count -33.8% YoY) and verify whether the early-July stabilization is holding — walk the floor on Lifestyle and Cleats and review pricing consistency with the store manager.
- Roll out a district-wide **Hardlines engagement reminder** — Team Sports and Fitness Equipment transaction counts are declining at 8 of 12 stores; reinforce with store teams the expectation to actively engage athletes on equipment rather than defaulting to Footwear-only conversations.

Watch List

Store 2053

Only location with negative comp, net sales, and gross margin — needs confirmation that recent uptick is sustained before stepping back from Severe-level monitoring.

Store 2847

Strongest comp growth in the district but weakest full-price sell-through; Cleats inventory build requires near-term markdown cadence action before it ages further.

Store 2114

Transaction count -6.8% and loyalty member share at 18.9% vs. peer typical of 34% — a forward-looking indicator of comp pressure if not addressed next cycle.

Store 2388

Strong comp masks declining Hardlines engagement and contracting full-price sales; sell-through velocity needs attention before inventory ages further into Q3.

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- ✓ Store-level performance briefs, every cycle — no analyst required
- ✓ AI-generated action plans, ranked by impact and aligned to your playbook
- ✓ Leading indicators surfaced 2–3 months before comp sales decline
- ✓ Works with your existing BI stack — no rip-and-replace required
- ✓ From inception to pilots in four weeks
- ✓ Requires little time from IT or senior operators to get live

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We're in a competitive industry with tight margins. Just bringing our underperforming locations closer to the mean could get us over a point of margin improvement.

— COO, multi-location retail

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