scoop

scoopanalytics.com

Sample report. Stores and figures are illustrative.

DISTRICT REPORT · DISTRICT SE2 · SOUTHEAST · SEP 1 TO 14, 2026

SE2 grew net sales at 9 of 12 stores, but transactions fell at 8, with 1 store Severe, 4 Moderate, 3 Watch, 3 Mild and 1 Healthy, and the shared work this cycle sitting in Footwear sell-through.

12 Stores reviewed	Critical	Severe	Moderate	Watch	Mild	Healthy
	0	1	4	3	3	1

5 stores with review triggers · 7 without · 13 proposed actions · Screened 12 of 12 stores, 40+ investigations per store, checked against your playbook

TOTALS ACROSS THE STORES

Net sales · district total

$4.37M

↑ +2.4% YoY

Transactions · district total

103,461

↓ −2.5% YoY

Avg ticket · district

$42.23

↑ +5.0% YoY

SUMMARY

What this cycle shows

Net sales grew year over year at nine of the twelve stores while transactions fell at eight, so district growth is coming from ticket, not trips. District net sales rose 2.4% to $4.37M on 2.5% fewer transactions, because avg ticket rose 5.0% to $42.23. The second shared pattern sits on the Footwear wall: all five stores flagged for review sit below the 56% Footwear sell-through median, and the lowest, Store 2053 at **41%**, is carrying 158 days of Footwear on hand. Those two patterns meet on the floor. Fewer shoppers come in, and the ones who do find an aged wall. Attention goes first to **2053**, last of 12 on both transactions and sell-through, then to **2619** and **2847**, where Footwear sell-through is 47% and 49%. The remaining stores are healthy enough that a Footwear wall check on the next visit will do more than a scheduled review.

TOP PRIORITY THIS CYCLE

Store 2053

Severe

Through September 1 to 14, 2026, transactions at Store 2053 fell 11.2% YoY to 7,248, last of 12 stores, and net sales fell 8.4% to $312.4K. Avg ticket rose 3.2% to $43.10, 3rd in SE2. Footwear sell-through is 41% against the 56% median, with 158 days on hand.

RECOMMENDED ACTIONS

Focus areas for this cycle

1. **Visit 2053 first.** Footwear sell-through is 41% with 158 days on hand, and Cleats sit at 214 days. Walk the wall with the manager, pull what is past 120 days and confirm the markdown cadence before deciding any change.
2. **Run the aged stock walk at 2619 and 2847**, where Footwear sell-through is 47% and 49%, before both walls age into the pattern at 2053.
3. **Check the floor at peak hours** at 2114, 2053, 2619, 3071, 2847 and 2445, the six stores converting below the 23.2% district median.

SINCE LAST REPORT

What changed

3 new actions surfaced this cycle; 2 status changes were detected; 10 continuing actions remain active.

STATUS CHANGE **2114**

Severe → Moderate

Completed its Hardlines action. Transactions YoY moved from −9.1% to −6.8%.

STATUS CHANGE **2053**

Moderate → Severe

Transactions YoY went from −9.4% in August to −11.2%, and the Footwear aging rule fired.

NEW ACTION **2053**

Reset the Footwear wall with a weekly aged stock walk.

NEW ACTION **2053**

Staff the floor to the traffic peak and close more visits.

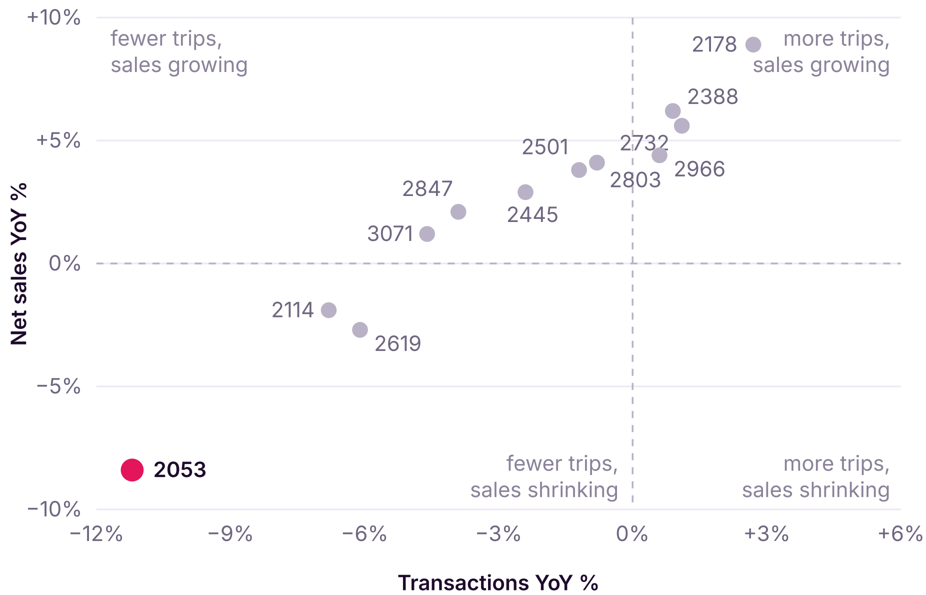
NEW ACTION **2053**

Win back lapsed loyalty members with a Footwear offer.

ACROSS THE DISTRICT

How the stores compare

Only 4 stores grew both trips and sales; Store 2053 lost the most of each



Supports: What this cycle shows

SCORECARD

How each store compares with the other stores

Top third | Middle third | Bottom third of the 12 stores on this page, for each number

Store	Net sales YoY	Transactions YoY	Avg ticket	Conversion	Footwear sell-through	Loyalty share
2053	−8.4%	−11.2%	$43.10	20.0%	41%	24.6%
2114	−1.9%	−6.8%	$41.60	19.8%	55%	23.1%
2619	−2.7%	−6.1%	$40.90	20.3%	47%	22.4%
3071	+1.2%	−4.6%	$44.30	21.4%	52%	25.8%
2847	+2.1%	−3.9%	$42.20	22.0%	49%	21.7%
2501	+3.8%	−1.2%	$42.80	23.5%	58%	26.3%
2445	+2.9%	−2.4%	$41.30	22.8%	54%	23.9%
2803	+4.1%	−0.8%	$40.40	24.1%	57%	24.2%
2732	+5.6%	+1.1%	$42.60	25.2%	61%	27.1%
2966	+4.4%	+0.6%	$39.80	24.6%	60%	22.9%
2388	+6.2%	+0.9%	$41.90	25.9%	59%	25.1%
2178	+8.9%	+2.7%	$45.20	27.3%	66%	28.4%

STORE BY STORE

One line on every store

2053 Severe	Transactions fell **11.2%**, last of 12, and Footwear sell-through is 41%, lowest in SE2. Top priority.
2619 Moderate	Net sales fell 2.7% and Footwear sell-through is **47%**, second lowest. Run the aged stock walk.
2847 Moderate	Transactions fell 3.9% and Footwear sell-through is **49%**. The wall reset applies here too.
2445 Watch	Sales up 2.9% on 2.4% fewer transactions. Footwear at 54% is worth a look on the next visit.
2732 Mild	Sales up 5.6% with transactions up 1.1% and sell-through at 61%.
2388 Mild	Sales up 6.2% and conversion of 25.9%, second best in SE2.
2114 Moderate	The Hardlines action is working: transactions improved from −9.1% to −6.8%. Net sales are still down 1.9%.
3071 Moderate	Sales grew 1.2% on ticket alone. Transactions fell 4.6% and conversion is 21.4%, below the median.
2501 Watch	Sales up 3.8% with transactions down 1.2%. Conversion of 23.5% is holding.
2803 Watch	Sales up 4.1% and transactions nearly flat at −0.8%. No playbook rules fired.
2966 Mild	Sales up 4.4% and transactions up 0.6%. The lowest ticket in SE2 at $39.80 is the only soft spot.
2178 Healthy	Best in SE2 on sales (+8.9%), trips, conversion and Footwear sell-through (66%). Worth studying how the wall is run.

Scoop runs this investigation at every location, every cycle, and writes the district report and a store report for each location. This page is a sample built on an illustrative district.