Scoop

SAMPLE REPORT

STORE PERFORMANCE REPORT

Store 2114

[CLIENT NAME] · Southeast Division · District SE2

Severity: Moderate

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

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−6.8%
transaction count YoY
while ATV holds at $122.78

18.9%
loyalty member transaction share
vs. 34% SE2 peer typical

158 days
Footwear inventory on hand
vs. peer typical ~96 days

AT A GLANCE

Key Metrics — June 2026

MONTHLY NET SALES	GROSS MARGIN	TRANSACTION COUNT	AVG TRANSACTION VALUE
$388K	**$133.5K**	**3,160**	**$122.78**
▲ +11.4% YoY	▲ +8.9% 34.4% rate	▼ -6.8% YoY	— Stable YoY

Store 2114 retains positive YoY results on net sales (+11.4%), gross margin (+8.9%), and comp growth (+6.8%), but transaction count has declined 6.8% YoY and active loyalty member transaction share has fallen to **18.9%** — well below the SE2 peer typical of 34% — signaling forward pressure on comp sales as the store becomes increasingly dependent on diminishing walk-in traffic rather than its returning member base.

ANALYSIS

Questions to Investigate

- Team Sports transaction count fell **24.1% YoY** (88 transactions) and Fitness Equipment fell **26.8%** (59 transactions) — are teammates actively engaging athletes on Hardlines items on the sales floor, or has product presentation or floor coverage shifted in a way that discourages Hardlines purchases?
- Active loyalty member transactions have declined from a peak of **1,020 visits per month** to **596** over the trailing 12-month window — can the store team identify which high-frequency members have reduced their visit cadence, and has any reactivation outreach been attempted through the ScoreCard Rewards program?
- Lifestyle Footwear revenue dropped **43.1% YoY** to $5,400 while Running revenue grew **58.6%** to $17,200 — is there a pricing consistency or floor presentation issue in Lifestyle that may be deterring athletes from engaging with that subcategory?

RECOMMENDED ACTIONS

Action Plans

1 · Transaction Volume Focus

HIGH PRIORITY

Why this plan: Hardlines transaction count is declining sharply in Team Sports (-24% YoY) and Fitness Equipment (-27% YoY), pulling the overall store transaction count down 6.8% YoY while peers averaged +8.3% transaction growth. Active loyalty member transaction share has dropped from approximately 31% in January to 18.9% in June — meaning the store is generating a growing proportion of revenue from one-time walk-in traffic rather than its repeat member base. When member share falls this far this fast, comp sales typically follow 2–3 months later.

Recommended actions (from Field Operations Playbook):

- Conduct Daily Floor Walks before 12 PM and provide real-time feedback and coaching to the team on Hardlines floor engagement.
- Manager on duty must be involved in every Hardlines interaction when the Teammate cannot close it. The Manager should verify the product recommendation and suggest complementary items to help meet the athlete's full needs.
- Review the Performance Dashboard at least 2 times per week to track progress in Footwear, Hardlines (Team Sports, Fitness Equipment, Outdoor Recreation). Send a weekly update to DM/RM on how each category is trending.

Goal — Transaction Count YoY %: Baseline -6.8% → Target no worse than -1.0%

2 · Inventory Velocity

MEDIUM PRIORITY

Why this plan: Footwear inventory of ~$287K with approximately 158 days on hand and annualized turns of 2.3x is weighing down overall store turns (2.3x vs. peer ~3.2x). Full-price sales are down 3.1% YoY while peers grew roughly 11.4%, and Footwear sell-through in June fell well below the peer-typical range despite an elevated inbound receipt rate — indicating the sales floor is not converting Footwear inventory into revenue at an adequate rate.

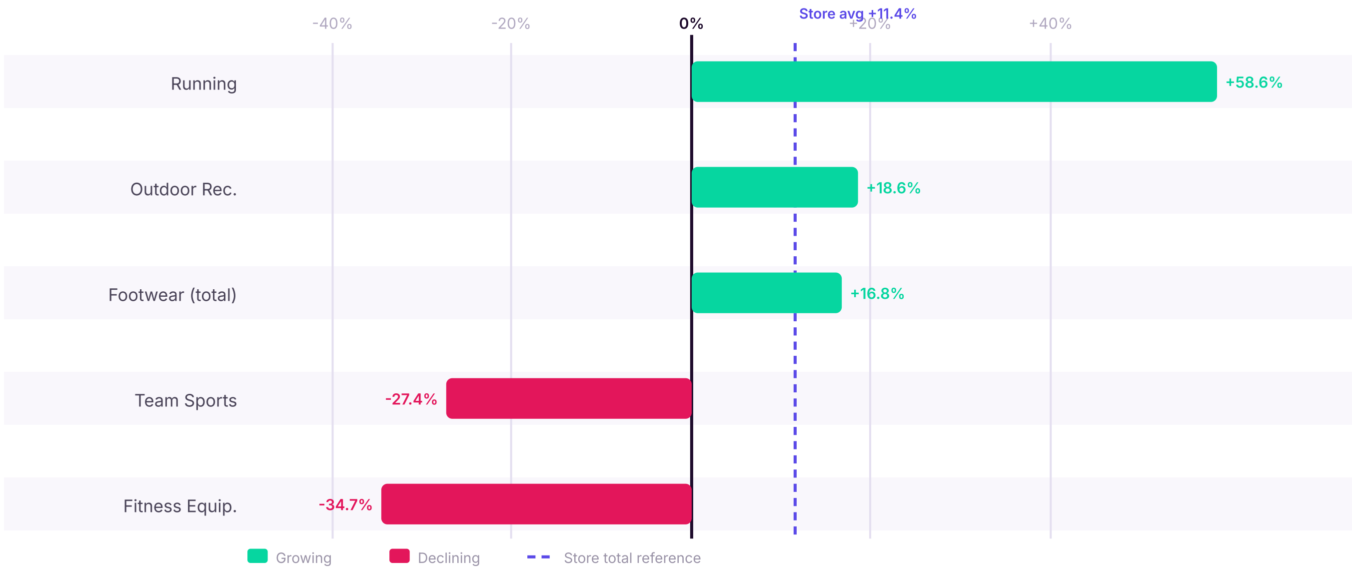
Recommended actions (from Field Operations Playbook):

- Conduct a weekly Footwear floor walk with the designated Footwear category lead, reviewing display presentation, signage, sizing availability, and pricing against company standards.
- Confirm all assigned areas are marked down according to the standard markdown cadence and send confirmation to the District Manager.
- Ensure all teammates are trained to deliver a flexible sales conversation with every athlete interaction. Affirm, Layaway, and ScoreCard Rewards should be presented in an order that best fits the athlete's needs to successfully complete the sale.

Goal — Full-Price Sales YoY %: Baseline -3.1% → Target no worse than +3.0%

CATEGORY BREAKDOWN

YoY Revenue Growth by Category



Lifestyle Footwear (-43.1% YoY) and **Cleats** (-5.1%) and **Training Footwear** (-17.4%) are not shown above for scale — all three contracted YoY and are included in the Footwear total. Running Footwear (+58.6%) is carrying the entire Footwear category.

Performance Overview

As of the most recent complete month (June 2026, full-year YoY), monthly net sales stand at **$388,000 (+11.4% YoY)** against a trailing 12-month comp base of **$4,970,000 (+6.8% YoY)**. Gross margin reached **$133,500 (+8.9% YoY)**, representing a 34.4% margin rate in line with peers. Net sales growth is above what is typical for SE2 peers, where the typical store grew about 9.1% YoY. Layaway and BNPL balance grew 9.6% YoY to $33,800, a positive purchase-intent signal consistent with district patterns.

However, total transaction count declined to **3,160 (-6.8% YoY)** while ATV held steady at **$122.78**. The stability of ATV confirms that the decline is in visit volume rather than basket size — athletes who do visit are spending normally, but fewer are visiting. Active loyalty member transaction share fell to **18.9%** of total transactions, well below the SE2 peer typical of approximately 34% — a clear outlier indicating the store is becoming overly reliant on walk-in traffic as its repeat member base visits less frequently.

ANALYSIS

Sales & Category Mix

The transaction count decline is concentrated in **Hardlines**, where category transaction count fell 25.4% YoY and revenue dropped 31.7% YoY. Within Hardlines, the two largest subcategories both contracted materially:

- **Team Sports:** revenue $41,200 (-27.4% YoY) · transaction count 88 (-24.1% YoY)
- **Fitness Equipment:** revenue $26,800 (-34.7% YoY) · transaction count 59 (-26.8% YoY)

These two subcategories account for roughly 65% of Hardlines revenue and are the primary drivers of the store-level transaction decline. Outdoor Recreation grew revenue +18.6% on +14.9% transaction count — a bright spot but too small ($21,100) to offset the Team Sports and Fitness Equipment shortfall.

Footwear net sales grew 16.8% YoY to $136,000 and transaction count rose 24.4% to 97 transactions — the strongest category in the store. Within Footwear, **Running** was the standout subcategory: revenue $17,200 (+58.6% YoY) on 61 transactions (+66.3% YoY). **Lifestyle Footwear** moved in the opposite direction, with revenue declining 43.1% to $5,400 on 14 transactions (-26.3% YoY). Cleats softened 5.1% while Training fell 17.4%.

Inventory turns at 2.3x annualized are below the peer typical of approximately 3.2x, placing this store in the lower third of its peer group on inventory productivity. This reflects a heavy Footwear inventory position ($287,400 at cost with 158 days on hand) combined with a full-price sell-through rate running below peer standards. Full-price sales at -3.1% YoY compare unfavorably to the peer typical of roughly +11.4% growth, indicating the sales floor is not clearing Footwear at the rate the business requires.

Active loyalty member transactions contracted from a peak of 1,020 visits per month to 596 over the trailing 12-month window, while first-time buyer transactions held in a range of approximately 150–310 per month. The erosion is occurring in the returning member segment, not in new customer acquisition — which means coaching and reactivation outreach, not marketing spend, is the appropriate intervention.

What to Watch Next

Monthly net sales run-rate has declined from its February peak of **$467,000** to **$341,000** at mid-July, compressing the YoY comp advantage from roughly +39% in February to approximately +1.6% at the July 14 snapshot. If the loyalty member transaction share does not recover from 18.9% toward the peer-typical 34% range, comp sales will likely turn flat-to-negative YoY by Q4 2026. Gross margin, which lags comp sales by 1–2 months, would follow shortly after.

The district manager should monitor whether the Hardlines transaction decline in Team Sports and Fitness Equipment stabilizes or deepens next period, and whether Running Footwear continues to sustain the Footwear category as Lifestyle and Cleats soften. The return rate at 8.3% is modestly above the peer typical of roughly 6.1%, which may indicate an opportunity to improve post-purchase follow-up outreach with single-visit loyalty members, where the lapse rate is directionally elevated relative to more frequent buyer segments.

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