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Sample report. Stores and figures are illustrative.

Store 2053

Severe

Southeast · District SE2 · Sep 1 to 14, 2026 · Moved from Moderate to Severe this cycle

Through September 1 to 14, 2026, net sales at Store 2053 fell 8.4% YoY to $312.4K as transactions fell 11.2% to 7,248, the steepest drop of the 12 stores in SE2. Avg ticket rose 3.2% to $43.10 and kept the gap from being wider. Footwear sell-through is 41% against a 56% district median, with 158 days of Footwear on hand. Footwear sell-through is the leading opportunity for this visit.

SALES KPIS

Net sales · cycle	Transactions · cycle	Avg ticket · cycle
$312.4K	7,248	$43.10
↓ −8.4% YoY	↓ −11.2% YoY	↑ +3.2% YoY

FLOOR KPIS

Conversion · cycle	Units per transaction
20.0%	2.4
↓ 11 of 12 in SE2	4 of 12 in SE2

FOOTWEAR KPIS

Sell-through · cycle	Days on hand · Sep 14
41%	158
↓ 12 of 12 in SE2	↑ 12 of 12 in SE2

MEASURED DETAIL

Operating detail

Rank among the 12 stores in this district · 1 is best

TRAFFIC AND CONVERSION DETAIL

Net sales YoY	−8.4%	12 of 12
Transactions YoY	−11.2%	12 of 12
Conversion cycle	20.0%	11 of 12
Avg ticket cycle	$43.10	3 of 12
Loyalty share of net sales	24.6%	6 of 12

MERCHANDISE DETAIL

Footwear sell-through cycle	41%	12 of 12
Footwear days on hand at Sep 14	158	12 of 12
Inventory turns annualized	3.1x	11 of 12
Units per transaction cycle	2.4	4 of 12
Gross margin cycle	37.9%	8 of 12

SUMMARY

Store assessment

Store 2053 is holding ticket but losing trips: avg ticket is 3rd in SE2, while transactions rank last and conversion 11th of 12. The leading opportunity this visit is Footwear sell-through.

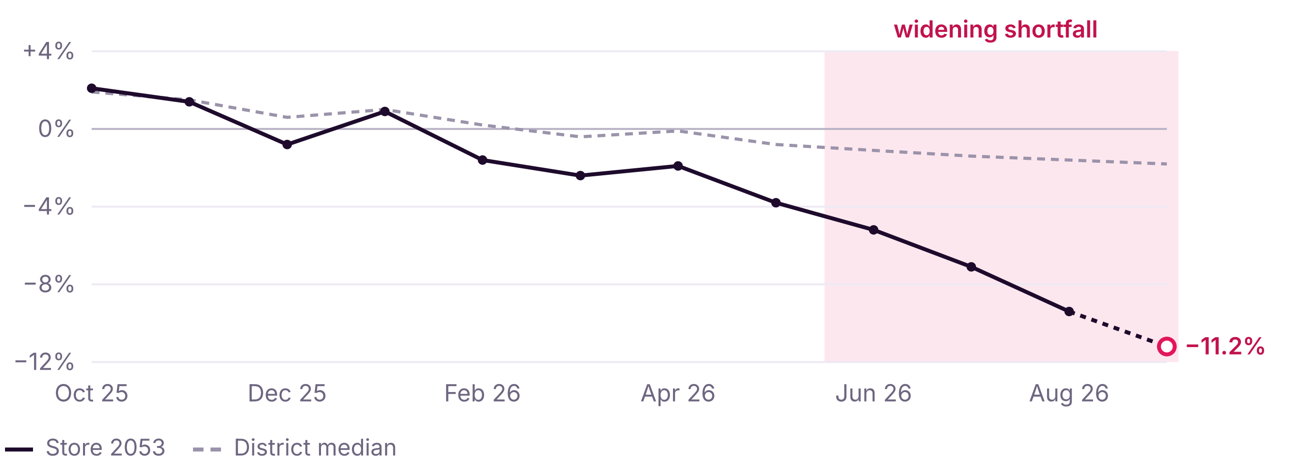
Performance overview

- **Trips are the store-specific gap.** Transactions fell 11.2% to 7,248, last of 12 stores, while the district median fell 1.8%. This is not a shared district pattern. Transactions have run below last year for 8 straight months, from −1.6% in February to −9.4% in August.
- **Ticket is holding the sales line up.** Avg ticket rose 3.2% to $43.10, 3rd in SE2, on 2.4 units per transaction. Without it, net sales would have fallen with trips, about 11%, instead of 8.4%.
- **Footwear is not turning.** Sell-through is 41% against a 56% district median, lowest in SE2, with 158 days on hand. Cleats (214 days) and Boots (187) hold the oldest stock.
- **Fewer visits convert.** Conversion is 20.0%, 11th of 12, against a 23.2% district median. Shoppers are coming in less often, and fewer of them leave with something.

Playbook rule fired: Footwear aging. Sell-through under 45% for 2 cycles. Store 2053 was at 43% last cycle and 41% this cycle.

Transactions are falling further behind last year, down 11.2% this cycle

Last point: Sep 1 to 14 (partial month)



Supports: Performance overview

KEY QUESTIONS

For the store review

1. Footwear sell-through is 41% with 158 days on hand, and Cleats sit at 214 days against a 120-day line. Walk the wall with the manager: which styles are past 120 days, and what is holding their markdown?

2. Conversion is 20.0%, 11th of 12, while avg ticket ranks 3rd. When the store is busiest, who is on the floor, and how many visits leave without a sale?

PEER CONTEXT · 11 STORES

Store 2053 against SE2

Measure	2053	Median
Net sales YoY	**−8.4%**	+3.4%
Transactions YoY	**−11.2%**	−1.8%
Avg ticket	**$43.10**	$42.05
Conversion	**20.0%**	23.2%
Footwear sell-through	**41%**	56%
Loyalty share	**24.6%**	24.4%

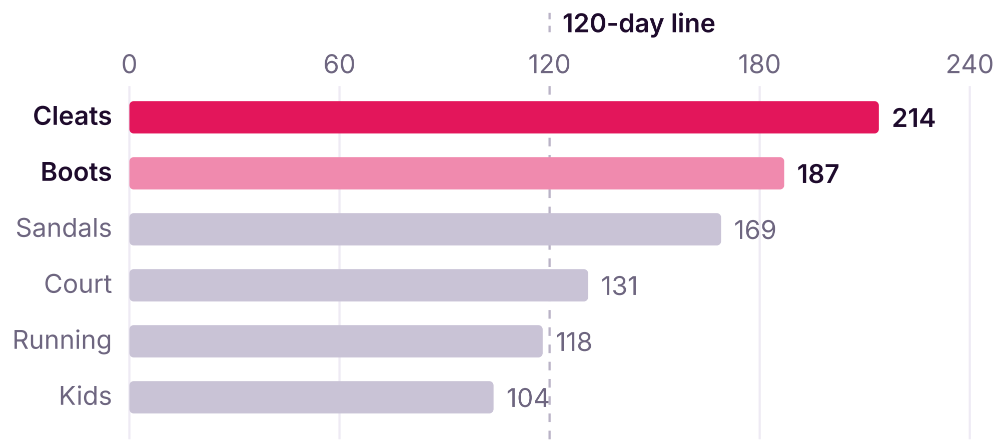
Median of the 12 stores in District SE2, cycle Sep 1 to 14, 2026.

KEY QUESTIONS

What to look at for each question

Question 1 Footwear sell-through is 41% with 158 days on hand, and Cleats sit at 214 days against a 120-day line. Walk the wall with the manager: which styles are past 120 days, and what is holding their markdown?

Cleats sit at 214 days on hand while Kids turn in 104; four of six groups are past the 120-day line



Supports: Performance overview

ACTIONS · 3

Recommended for this cycle

1

SELL-THROUGH FOCUS · HIGH PRIORITY

Reset the Footwear wall with a weekly aged stock walk NEW

Footwear sell-through is 41%, lowest in SE2, with 158 days on hand. Cleats (214 days) and Boots (187) hold the oldest stock, and markdowns have not kept pace.

1. Walk the wall with the category lead every Monday and pull anything past 120 days.
2. Mark down aged styles on cadence and confirm to the district manager.
3. Move the top four sell-through styles to the front table before the weekend.

GOAL

Footwear sell-through toward the 56% district median

Baseline 41% → Target 56%

Review: next 2 cycles · Owner: Store manager · Due Oct 13, 2026

View only. Decisions are made by this store's own team.

Accept | Defer | Reject

2

CONVERSION FOCUS · HIGH PRIORITY

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

Conversion is 20.0%, 11th of 12, while avg ticket ranks 3rd. Shoppers who buy are buying well; too many leave without buying.

1. Move one associate from the stockroom to the floor from 4 to 7 PM on weekdays and all day Saturday.
2. Have the manager on duty greet and check back with every Footwear shopper at peak.
3. Read the daily conversion count at the morning huddle and name one fix.

GOAL

Conversion toward the 23.2% district median

Baseline 20.0% → Target 23.2%

Review: next 2 cycles · Owner: Assistant store manager · Due Oct 13, 2026

View only. Decisions are made by this store's own team.

Accept | Defer | Reject

3

LOYALTY CHECK · LOW PRIORITY

Win back lapsed loyalty members with a Footwear offer NEW

Loyalty share holds at 24.6%, 6th of 12, but loyalty member transactions fell 9.8% YoY. The aged Footwear markdowns give them a reason to return.

1. Pull loyalty members with no visit in the last 60 days.
2. Send them the Footwear markdown offer from the aged stock walk.
3. Count redemptions at the register each week.

GOAL

Loyalty member transactions YoY toward −4%

Baseline −9.8% → Target −4.0%

Review: next full month · Owner: Store manager with district marketing · Due Oct 27, 2026

View only. Decisions are made by this store's own team.

Accept | Defer | Reject