



Store Scorecard Quick Guide

THE PLAY: Our updated store scorecard brings the key information you need to drive your business into one easy-to-use, easy-to-understand file. It's designed to help you quickly identify opportunities and support presenting your business and action planning.

THE GAME PLAN:

How to Access Your Scorecard

Your Scorecard will be emailed to your store email weekly, on Monday afternoon with the following versions:

- Last 5 Weeks
- Last 52 Weeks

What Does the Scorecard Report On?

Sales Info:

- Actual Sales & Projected Sales
- Sales Comp % & Sales % to Projection
- Market Comparison & Your Store Compared to the Market

Foundation based KPIs (People, Operations, Merchandising, Service)

How to Use Scoring to Drive Focus & Action Planning

Based on your results compared to the goal, that KPI will receive a color rating. This will allow you to visually identify where your strongest opportunities are, where you are almost there, and where you are above goal.

- Black: KPI not measured for time period viewed
- Green: Result is at or above goal
- Yellow: Result is slightly below goal
- Red: Result is below the yellow range, and below goal

Select Store	Store	Date Range	Last 5 weeks																																																																			
Market	Kansas	Open Date	1/7/22																																																																			
RD	Bruce Hansel	DM	Hanna Wilson																																																																			
																																																																						
Sales Info																																																																						
Sales	85,976.07	Sales Comp to LY	-2.31%	Market Sales Comp to LY	-1.16%	Store vs. MKT	(1.15%)																																																															
Projected Sales includes HM	84,980.43	% to Projected	1.17%	Market % to Projected	-5.43%	Store vs. MKT	6.60%																																																															
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People	
Staffing	For Leadership, it is the current open head count, including Team Captain For Teammates, it is the current % staffed. Seasonal not included. Staffing data is based on the most recent staffing guide
Training Completion	Measures overdue training + training completed late divided by all users. Does not include seasonal.
Turnover	Only measured as last 52 weeks, Total Turnover as a %
Schedule Score	Coming Soon
Merchandising	
Clearance Productivity	Defined as % of clearance sales over the time period vs. the current % of clearance on hand.
Top 5 Teams	Measures sales performance % versus Last Year (LY) against other carrying the same team for each of the top five teams. Data is only available for comp stores. Non-comp stores, or stores where no other location carries your top five team, will not return data.
Operations	
Shrink	Shrink as a % of sales over the time period.
Goal Zero	Measures overdue % for cycle counts (3 business days), retickets(24 hours), orders (24 hours non-HM), Transfers - Urgent (3 business days), Transfers - Regular (10 business days) with the goal being 0% overdue
Inventory Accuracy	Accuracy measure of inventory transactions (PO bills, Cycle Counts, Orders, Transfers) Calculated by Total number of adds or exceptions/sum of all items counted
Task Execution	Measures tasks completed on time %
Receiving Score	Weighted score of receiving scorecard
Service	
Endless Aisles % of Sales	Endless aisle sales / total period sales
Gift Cards % of Sales	Gift card sales / total period sales
4 & 5 star Reviews- % of Trans	Number of 4 & 5 star reviews divided by total transactions
Customer capture	Currently measures customer captures and includes invalid emails
Avg. Tx Comp	% Avg. Tx to LY
Conversion Rate	Total number of sales transactions / total number of out traffic counts