

SPORTS AUTHORITY | DOORS CLOSING MEANS BIG WINDOW OF OPPORTUNITY OPENING FOR COMPETITORS

In May 2016, Sports Authority announced the closing of all its stores. We looked at our physical world data for insights on what led to the business closing.

39%
Overall decrease

How Has Visitation to Sports Authority Changed?

The last 12 months showed a steady decline in overall visitation, with a notably flat holiday shopping season.



9%
Going-Out-of-Business sale increase

Do Going-Out-of-Business Sales Drive Visits?

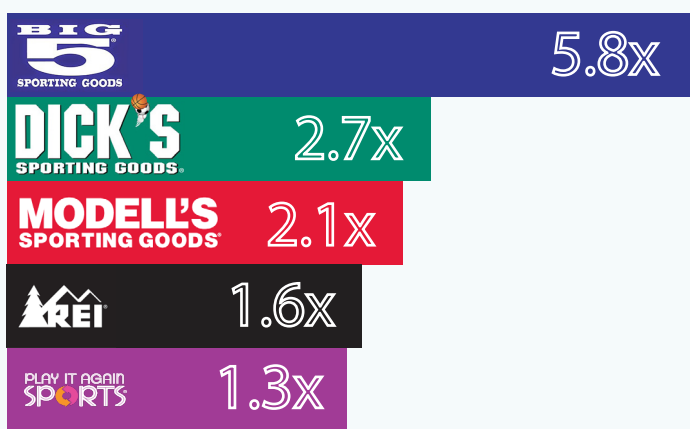
While there was a 39% decrease in visitation month over month for the last year, we saw a 9% week over week increase in visitation over Memorial Day Weekend 2016, due to the Going-Out-of-Business Sales.

What Competitors Can Benefit the Most?

These competitors experienced high overlap in customers with Sports Authority from May 2015-2016.

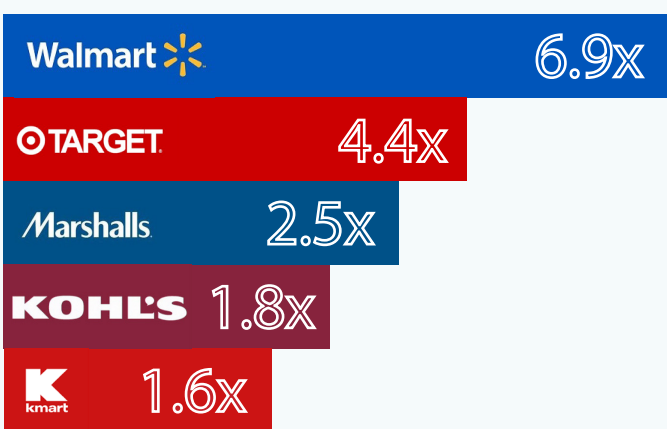
SPORTS RETAIL COMPETITORS:

Big 5 Sporting Goods saw 5.8x more shoppers relative to sports retail competitors who also frequented Sports Authority.



BIG BOX RETAILERS:

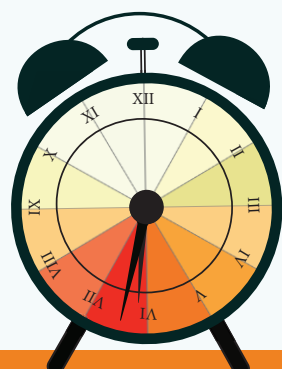
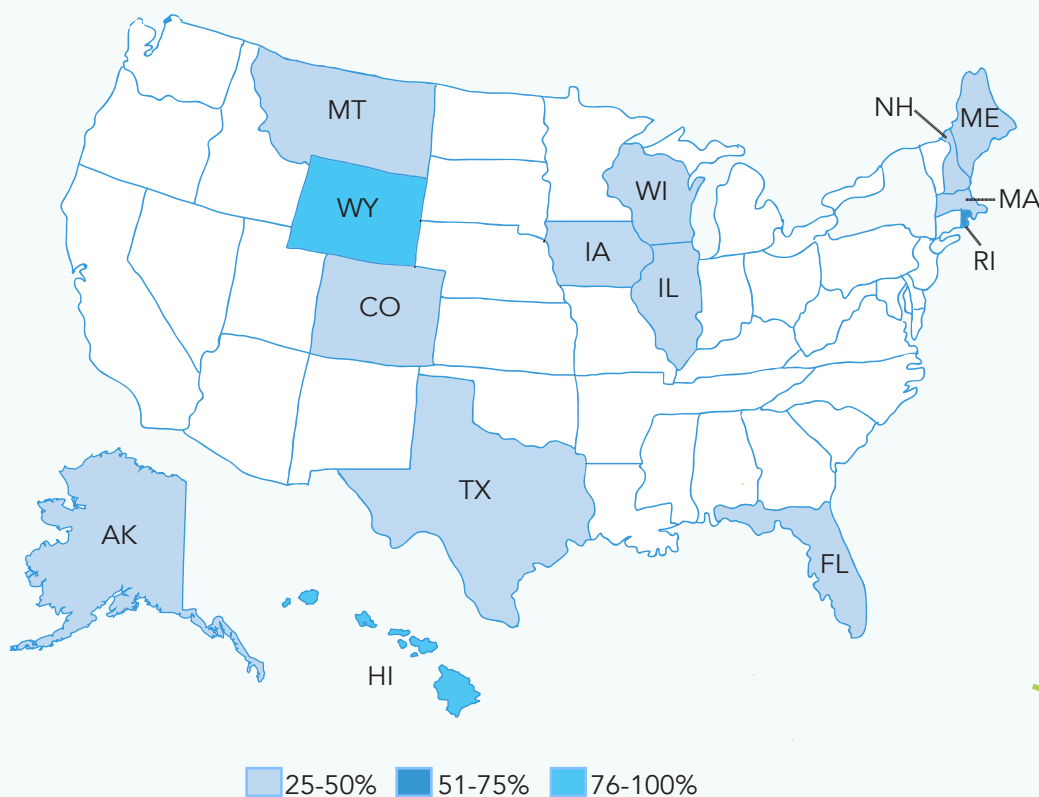
Walmart saw 6.9x more shoppers, relative to other Big Box retailers who also frequented Sports Authority.



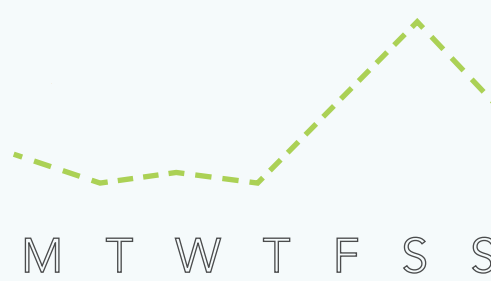
The above companies have an opportunity to capture Sports Authority customers who also already visit their stores.

Where Competitors Can Benefit the Most

States where Sports Authority had > 25% SoFT (Share of Foot Traffic) vs. its Core Competitors



6PM is
when most customers
visit Sports Authority

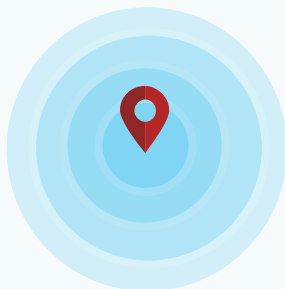


In states like Rhode Island, Wyoming, and Hawaii, where Sports Authority had a strong presence, indicated by a SoFT > 51% (% share of overall visits), competitors stand to gain the most.

Average Daily Visits show Saturday was the most popular time to go to Sports Authority.

2-5 MILES

Radius Sports Authority customers would travel on average



THE TOP VISITED STORES

- 845 Third Ave, New York, NY
- 620 North LaSalle Street, Chicago, IL
- 9100 North Central Expressway, Dallas, TX
- 9301 Tampa Avenue, Northridge, CA
- 4655 Mills Circle, Ontario, CA