

Closing one store in a 100-store network

This is an actual app-generated closure report using fictional businesses and synthetic demand and routing inputs. It demonstrates the workflow and report format. It is not customer evidence, a sales forecast, or a validated recommendation.

Read the result with its limits

The model allocates resident demand within the closed store's service area. The owned-only choice set assumes recipients within 30 km of each demand cell. Competitors and outside options are absent, which can force 100% conditional recapture. That percentage is not observed retention, visits, sales or profit.

The Site catchment and score are separate from the closure service area. Competition, accessibility and verified traffic are unavailable. The map is unavailable in this offline example. Missing evidence does not mean zero competition.

Sources, dates and assumptions

- 100 fictional store/brand records at 99 public restaurant addresses, including one two-brand combo site. Addresses retrieved September 12, 2026 from OpenStreetMap. These are not claims about businesses operating at those addresses. © [OpenStreetMap contributors](#), ODbL.
- Network demand: 29,987 synthetic H3 cells at resolution 9, each with population 100, households 40 and income 60,000. Base Site fixtures also use formula-generated values. No observed Census measurements are used. "2025Q3" is a fixture label, not a verified survey vintage.
- Local reference geocoding and synthetic routing geometry. The 10-minute drive setting and weekday 11:00 closure departure are test assumptions, not measured travel times. The separate Site settings remain as recorded in the report.
- Generated September 17, 2026 with the current Geod engine. Calculated values are retained. Only example labels, this notes page and removal of private workspace links/QR codes differ from the captured app export.

Full address attribution and the captured transfer ledger accompany this example at geod.app/sample-brief.

SNAPSHOT **2025Q3** AS OF **17 SEP 2026** LIFECYCLE **OPERATING** NETWORK STATE AS OF **SEP 17, 2026**ENGINE PARAMETERS **DEFAULT_V1** MOVE **CLOSE STORE** LENS **10-MINUTE DRIVE TRADE AREA**

Acceptance Store 000 #000

8657 Villa La Jolla Drive, La Jolla, CA 92037, US · 32.86577, -117.23222

REF 0001

DECISION MEMO

Executive read

Within the evaluated service area, closing Acceptance Store 000 releases 9,813.4 modeled resident demand; the model conditionally allocates 100.0% to other owned stores. Evaluated owned demand changes from 190,300 to 190,300 (0 modeled resident demand). Of the released demand...

RECOMMENDATION

Portfolio context

This place is classified as portfolio, so the brief reports operating context rather than a prospect investment recommendation. Composite score 25.1/100 is available for benchmarking and network diagnostics.

Site context · no open/close/relocation recommendation · Medium confidence	17 Sep 2026
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Separate site context: the catchment and score come from the saved site evaluation. Closure demand is calculated across the evaluated network service area; these populations are not interchangeable.

PARTIAL SCORE

25.1/100

competition and accessibility inputs not pulled for this export

CATCHMENT

33K

10-minute driving trade area

COMPETITION

Unavailable

not used in score

PORTFOLIO COMPARE

Rank 67 of 99

98 comparable portfolio peers

NEARBY TRAFFIC

Not included

verified counts absent

WHAT SUPPORTS

The trade area reaches 33,115 people and 14,239 households, with income estimate (legacy method) \$58,509.

WHAT GIVES PAUSE

The score is partial; Competition and Accessibility are unavailable and their weights are not redistributed. Competitor coverage is unavailable, so competitive pressure is not represented in the composite. Within the evaluated service area, closing the selected stores releases 9,813.4 modeled resident demand; the model conditionally allocates 100.0% to other owned stores. Recipient eligibility is assumed; conditional recapture is not observed customer retention.

VERIFY NEXT

- Confirm the 10-minute driving and daypart assumption fits the trip that matters.
- Field-check lease economics, access, visibility, signage, and format fit.



KEY EVIDENCE

Measured site facts

Separate site context: the catchment and score come from the saved site evaluation. Closure demand is calculated across the evaluated network service area; these populations are not interchangeable.

Scored using General retail profile (category_profiles.v1) on snapshot 2025Q3, with a 10-minute driving trade area centered on the evaluated site.

TRADE AREA	10 min driving	Area unavailable
REACH	33,115	14,239 households
DEMAND (INCOME PROXY)	\$58,509	income estimate (legacy method); category spend not evaluated
COMPETITION	Unavailable	unavailable; no fallback
TRAFFIC	Not included	verified AADT absent

OPERATING QUESTIONS

Brief answers

WHO CAN WE REACH?

33,115 people across 14,239 households fall within the configured 10-minute driving trade area. Population density is not available in the validated evaluation inputs.

HOW STRONG IS THE INCOME PROXY?

Income estimate (legacy method) is \$58,509. Demand contributes 10.0 points under the current score weights. Category spend, daypart sensitivity, and customer-origin demand are not evaluated in this export.

HOW CROWDED IS IT?

Competitor places are unavailable for this evaluation; the score does not substitute a fallback density estimate.

CONFIDENCE DRIVERS

MEDIUM

- + Validated trade-area demographics

- Feasibility not evaluated

- Frontage traffic exposure unconfirmed
- Accessibility unavailable

- Competitor coverage unavailable

NEARBY COMPETITORS

Nearby competitor context

Competitor coverage is unavailable for this scored catchment, so competitor candidates are not listed as evaluated context.

VEHICLE TRAFFIC

Verified AADT context

Verified AADT context is not available for this export.



CLOSURE DEMAND

Bounded closure comparison

BASLINE OWNED	POST OWNED	OWNED CHANGE
190,300 modeled resident demand	190,300 same evaluated area	0 post minus baseline

Within the evaluated service area, closing the selected stores releases 9,813.4 modeled resident demand; the model conditionally allocates 100.0% to other owned stores.

STORE	BASLINE	POST	OWNED CHANGE
Acceptance Store 000 Acceptance Coffee Closed in this scenario	9,813.4	0	-9,813.4
Acceptance Store 001 Acceptance Bakery Eligible recipient	9,813.4	10,682.6	+869.3
Acceptance Store 007 Acceptance Bakery Eligible recipient	10,147.4	11,015.8	+868.3
Acceptance Store 006 Acceptance Coffee Eligible recipient	9,993	10,825.9	+833
96 additional modeled stores	150,532.8	157,775.7	+7,242.8

100 modeled stores. Totals use unrounded quantities; the CSV retains every contributor, including excluded zero-allocation stores.

Effective 2026-09-17 · 10-minute drive service areas · 11:00 weekday

Evaluated owned demand changes from 190,300 to 190,300 (0 modeled resident demand).

Of the released demand, 0 is allocated to modeled competitors and 0 has no eligible recipient.

Recipients must be within 30 km of each demand cell. This assumed bound is not calibrated customer travel behavior.

Competitor and other outside options are not modeled. Missing evidence does not establish an empty market.

An owned-only allocation can force 100% conditional recapture. It is not a prediction of observed customer retention.

Baseline and post-closure quantities cover the same union of service areas; they are not whole-store sales or visits.

DEAL RISKS

Material decision caveats

R.04 · CLOSE	Closure allocation assumptions The recipient radius is assumed. Conditional allocation is not observed retention; verify outside options and local customer travel behavior before acting.	VALIDATE LOCALLY
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DATA GAPS

What limits confidence

R.01 · WARN	Score is partial · composite is incomplete The composite reflects only the currently exposed components. Missing: Competition and Accessibility. 60% of configured weight is applied in this brief.
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FEASIBILITY GATE

Pending

Any site, relocation, or portfolio decision would require these additional checks.

Parcel and lease economics	NOT EVALUATED
Rent, TI allowance, parcel control, and deal terms are not part of this brief.	

Ingress, egress, and visibility	NOT EVALUATED
Site access, signage, frontage, parking, and turning movements require field or site-plan review.	

Format fit	NOT EVALUATED
Selling-floor size, stockroom, loading and truck access, storefront width, and prototype fit are not modeled.	

FORECAST	NOT INCLUDED
This brief scores strategic fit. A defensible sales/AUV forecast requires analog performance data this brief does not assume. Geod does not estimate revenue it cannot ground.	



SCORE BREAKDOWN

Composite score by component

General retail profile (category_profiles.v1). Active score weights: Reach 30% · Demand 30% · Competition 25% · Accessibility 15%. Generic retail scoring profile. Reach and demand are scored as percentile ranks against the 98 nearest portfolio sites' trade-area population and income estimate (higher = stronger than more of the cohort). Competition uses the General retail fallback (assumed) on relevance-weighted competitor-equivalent density; accessibility uses the upstream score when present. Network comparison assumptions and coverage are reported separately on the network page.

PARTIAL SCORE

25.1 /100

PARTIAL SCORE (2 OF 4 INPUTS)

Ranked 67 of 99, compared with 98 portfolio peers. Inclusive peer percentile: 32.7%. Percentage of comparable portfolio peers scoring at or below this site; this site is excluded from the percentile denominator. Equal scores at four decimal places share a competition rank and occupy a consecutive rank range. Score basis: reach, demand scored; competition, accessibility omitted.

	COMPONENT	BASIS	RAW	WEIGHT	CONTRIBUTION	STATUS
01	Reach	Trade-area population and household reach.	50.4	x 30%	15.1	COMPUTED
02	Demand (income proxy)	Median household income proxy.	33.2	x 30%	10.0	COMPUTED
03	Competition	Relevance-weighted competitor-equivalent density.	-	x 25%	-	UNAVAILABLE
04	Accessibility	Verified access input when available; omitted here.	-	x 15%	-	UNAVAILABLE
	Composite (available components only)		-	60% of weight scored	25.1	
Geod does not impute missing components. This brief applies 60% of configured score weight, using only score components with validated source inputs. Scored on Reach, Demand — competition, accessibility unavailable here. Missing: Competition and Accessibility. Treat the score as incomplete rather than normalized or backfilled.						



Trade area and neighboring sites

10-minute driving trade area · snapshot 2025Q3

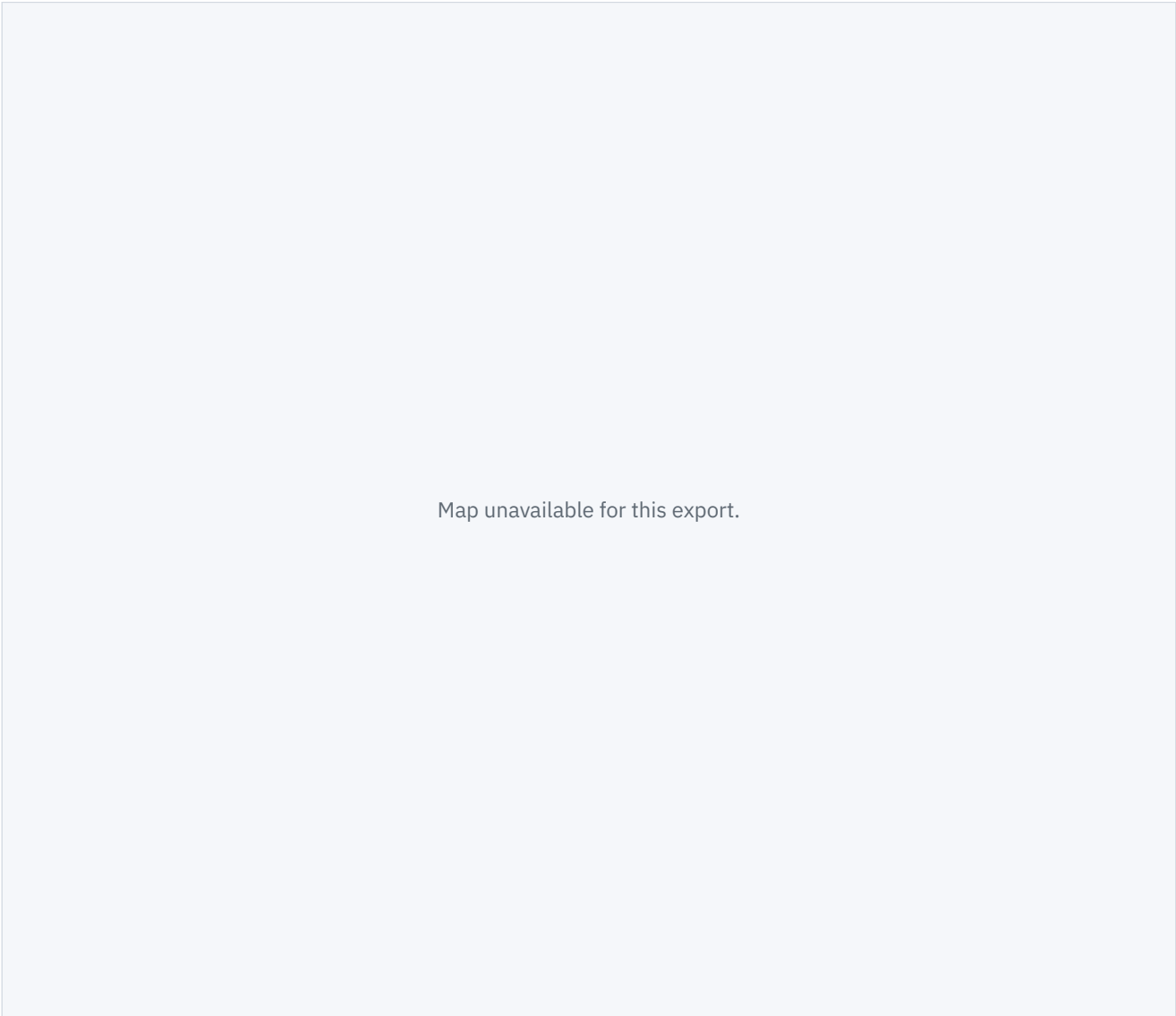


Fig. 1 Map unavailable for this export.

Routing Original routing departure was not recorded for this trade area. Routing provider not recorded · travel profile not recorded. Geometry retrieval time was not recorded. Traffic can change the travel area; this does not measure population or sales at the departure hour.

 Trade area  Evaluated site  Portfolio  Competitor  AADT count



EVALUATION CONTEXT

Scenario and scoring posture

Scored using General retail profile (category_profiles.v1) on snapshot 2025Q3, with a 10-minute driving trade area centered on the evaluated site.

MODE
Driving

SCENARIO
drive | 10-minute | weekday 17:00

CATCHMENT
Isochrone · 10 min · Weekday 17:00

OUTPUTS
reach · demand (income proxy)

HOW TO READ

Geod does not impute missing components. This brief applies 60% of configured score weight, using only score components with validated source inputs. Scored on Reach, Demand — competition, accessibility unavailable here. Missing: Competition and Accessibility. Treat the score as incomplete rather than normalized or backfilled.

REPORT IDENTITY

Deterministic references for this brief

SITE Acceptance Store 000 #000	ROLE Portfolio
PROJECT Address network 1789683506012 workbench	ORGANIZATION Address network 1789683506012
SCENARIO drive 10-minute weekday 17:00	SCORING CONFIG General retail profile (category_profiles.v1)
SNAPSHOT 2025Q3	TRADE AREA 10-minute drive
BRIEF REF Ref 0001	

GENERATED / DETERMINISTIC READOUT

Acceptance Store 000 #000 scores 25.1/100 using 60% of configured score weight. Measured score contributions in this run: reach 15.1 points, demand income proxy 10.0 points. Project role is Portfolio; lifecycle status is Operating. Missing components stay missing; the export does not backfill or redistribute their weight.

The 10-minute driving trade area covers 33,115 people across 14,239 households, with income estimate (legacy method) \$58,509. Competitor places are unavailable for this evaluation, so competitive pressure is excluded from the composite.

Within the evaluated service area, closing the selected stores releases 9,813.4 modeled resident demand; the model conditionally allocates 100.0% to other owned stores.

VALIDATION PLAN

Before commitment

Refresh local context

Confirm competitors and nearby anchors before treating competitive pressure as final.

Field-check feasibility

Validate access, visibility, signage, parking, and prototype fit against the actual parcel.

Review owned demand impact

Check each closure recipient, excluded zero-allocation store, outside evidence, and assumed travel bound.

Add traffic evidence

Attach verified traffic counts when they are material to the investment decision.



METHOD AND LINEAGE

Deterministic references and reproducibility context

This appendix documents the public report references, scoring contract, run context, and source panels used to reproduce this brief. Components that are unavailable remain explicitly unavailable rather than estimated.

DETERMINISTIC LINEAGE

Scenario, scoring configuration, and snapshot references

SITE Acceptance Store 000 #000 Portfolio	SCENARIO drive 10-minute weekday 17:00 drive 10-minute weekday 17:00	TRADE AREA 10-minute drive 10-minute driving trade area
SCORING CONFIG General retail profile (category_profiles.v1) General retail profile (category_profiles.v1)	SNAPSHOT 2025Q3 2025Q3	BRIEF Ref 0001 Generated 2026-09-17T22:18:51Z

SCORING FORMULA

Computed contributions used in this run

This appendix summarizes the measured component contributions used in this brief. Configured weights are shown for transparency; unavailable components remain unavailable.

COMPONENT	WEIGHT	CONTRIBUTION	STATUS
Reach	30%	15.1	Included · Input 50.4 percentile of trade-area population vs the 98 nearest portfolio sites -> raw 50.4.
Demand (income proxy)	30%	10.0	Included · Input 33.2 percentile of income estimate vs the 98 nearest portfolio sites -> raw 33.2.
Competition	25%	-	Unavailable · No source value Not scored: Competition is omitted because competitor places were not available for the evaluated trade area; the component is omitted rather than imputed..
Accessibility	15%	-	Unavailable · No source value Not scored: Accessibility has no verified source input for this evaluation, so the component is omitted rather than approximated..
Composite score	60% of weight scored	25.1	Partial score (2 of 4 inputs)

Scoring configuration. General retail profile (category_profiles.v1)

Normalization. Generic retail scoring profile. Reach and demand are scored as percentile ranks against the 98 nearest portfolio sites' trade-area population and income estimate (higher = stronger than more of the cohort). Competition uses the General retail fallback (assumed) on relevance-weighted competitor-equivalent density; accessibility uses the upstream score when present. Network comparison assumptions and coverage are reported separately on the network page.



DATA SOURCES

Current source panels and verification status

Geod site-analysis snapshot 2025Q3	2025Q3	10 min driving	USED
Trade-area network analysis 10-minute drive	2026-09-17 22:18 UTC	10 min driving	USED
Geod scoring contract General retail profile (category_profiles.v1)	Geod scoring engine	weighted composite	USED
Project competitor context competition	2025Q3	not available	MISSING
Closure allocation Geod resident-demand model	2026-09-17	100 stores · 1903/1903 cells · assumed 30 km	USED
Project portfolio context Address network 1789683506012 workbench	2025Q3	98 scored sites	USED

Privacy. All outputs are aggregate-only. No individual-level records are included in this brief.

Historical demographic values are preserved. Their aggregation method and support were not recorded; rerun the analysis for current weighted estimates and coverage.

EXPORT VERIFICATION

Export identity and disclosure

BRIEF REF	EXPORT RUN	SCORE VERSION	VERIFICATION
Ref 0001	2026-09-17 22:18 UTC	Geod scoring engine	sha256 · b462...74c2

Reference. brief reference 0001

Disclosure. This brief is a decision-support document generated by the Geod platform. It is not investment advice or a guarantee of performance. Narrative statements in this export are assembled from deterministic Geod fields.



ORIGINAL SITE ANALYSIS

Site brief forecast

Recorded in Track Record when this brief was saved.

This export preserves the registration status saved with the brief. Later registration retries do not change this original record.

OUTCOME PERIOD

No outcome window was set.

Results due: No due date was set.



SAVED SITE EVIDENCE

Nearby anchors

Nearby anchor source coverage is unavailable for this area.

Search radius: 500 m.

Coverage: Unknown coverage. Missing evidence does not mean no anchors.