M · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Macy's Inc · Consumer Cyclical · Department Stores

LATEST CLOSE

23.38 USD

-1.3% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 12.0% above the Trend Line and sits at 81.6% of its 52-week range. The latest completed week returned -1.3%, after a -9.9% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is inexpensive relative to peers. Options positioning is volatility with 49/100 conviction, while the latest news-sentiment score is 59/100. Near-term considerations: volume confirmation is below normal; earnings are due in 34d.

Technical setup score 49/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

23.38 USD

24 Jul 2026

1W RETURN

-1.3%

latest completed week

4W RETURN

-9.9%

short-term follow-through

12W RETURN

19.7%

quarterly tape

TREND BREADTH

59.6%

31 of 52 weeks active

VOLUME RATIO

0.8x

vs 13-week average

What is working

- The trend backdrop is active with a 4-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.

What could go wrong

- 2 reversal markers appear in the recent smart-money tape.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-1.3%

Latest completed week; four-week move -9.9%.

INDICATOR STACK

47/52

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Volatility

49/100 conviction; expected move 7.5%.

NEWS SENTIMENT

59/100

5 relevant articles in the latest sentiment read.

EVENT RISK

34d

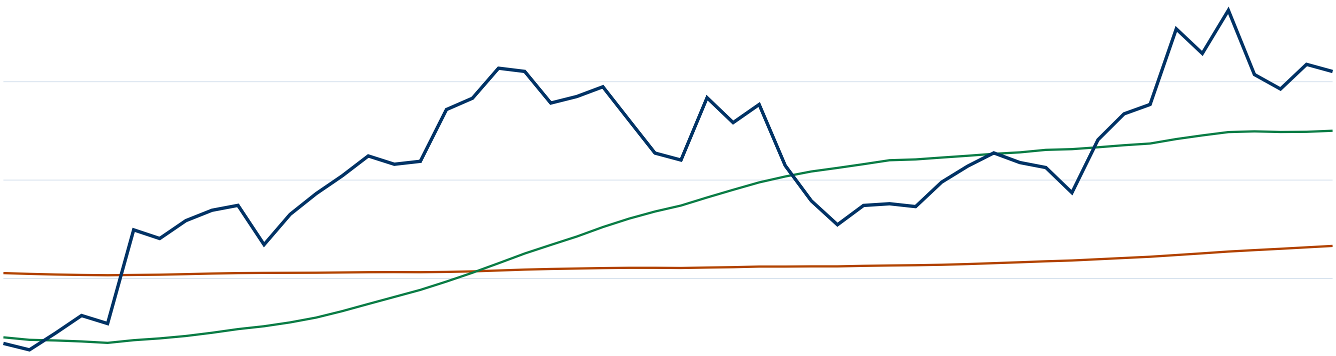
Next report is scheduled for 02 Sep 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 12.0% above the Trend Line and sits at 81.6% of its 52-week range. The latest completed week returned -1.3%, after a -9.9% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range

Latest close sits at 81.6% of the 52-week range.

RANGE LOCATION

81.6%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

12.0%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

45.9%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-10.4%

Distance from the latest 52-week high.

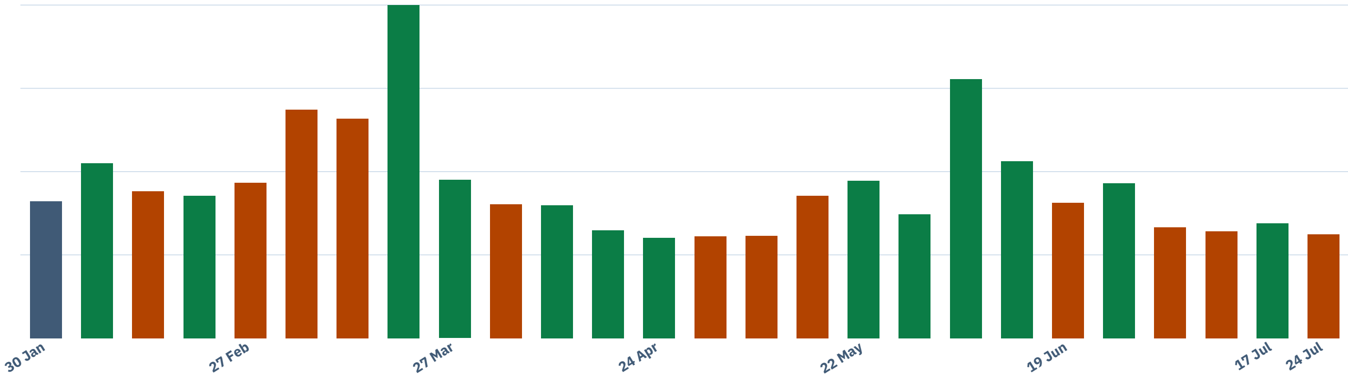
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.8x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



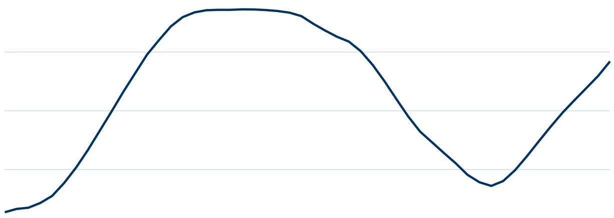
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.8x	28.8M	35.0M	21.7M
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

Demand beneath price

Activity pressure and institutional-style signals

These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.

Activity pressure path



Latest 0.78 · 12-week average 0.48

12-week confirmation

Signal	Read	Meaning
Trend active	4/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	8/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	11/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.78	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	2 reversal markers

No recent accumulation markers. 2 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -9.9% over four weeks, 19.7% over 12 weeks, and 85.5% over one year. The current trend has remained active for 4 consecutive weeks.

Performance by holding period

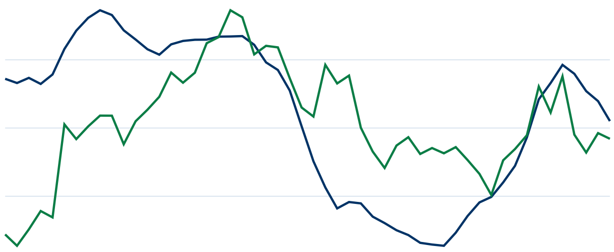
1W	-1.3%
4W	-9.9%
12W	19.7%
26W	17.3%
52W	85.5%

ACTIVE TREND STREAK
4 weeks
Consecutive active weeks.

ACTIVE WEEKS
31
Latest 52 weeks.

TREND BREADTH
59.6%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
0.42
Latest activity-pressure read.

PRESSURE CHANGE
-63.7%
Four-week change in activity pressure.

LEADERSHIP
11.35
Latest relative-leadership reading.

RS CHANGE
-61.5%
Four-week change in relative leadership.

Technical setup scorecard

Trend	47
Momentum	45
Activity Pressure	52
Relative Leadership	79
Next-Week Expectancy	50
Volume	32
Smart Money	40
Risk Control	50

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is inexpensive relative to peers.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	31 Jan 2026	100%	100%
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

Relative factor standing

Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.

Overall factor strength	99/100
Value	97/100
Quality	75/100
Momentum	94/100
Growth	28/100

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E Price divided by trailing earnings.	9.2x
PRICE / SALES Market value relative to trailing revenue.	0.3x
EV / EBITDA Enterprise value relative to operating cash earnings.	5.1x
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value.	20.8%

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN Gross profit retained from each unit of revenue.	36.5%
OPERATING MARGIN Operating profit retained from revenue.	4.6%
FREE-CASH-FLOW MARGIN Free cash flow generated from revenue.	9.1%
RETURN ON INVESTED CAPITAL Operating return generated on invested capital.	9.3%

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength

Recent business growth and accounting strength.

REVENUE GROWTH Latest one-year revenue growth.	**-0.3%**
EPS GROWTH Latest one-year earnings-per-share growth.	**19.5%**
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	**14.9%**
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	**7/9**

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD Cash dividends relative to market value.	**3.2%**
BUYBACK YIELD Net share repurchases relative to market value.	**3.3%**
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	**6.5%**
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	**2.0x**

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is inexpensive relative to peers.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

M shows volatility options pressure with a 49/100 conviction score, put-call volume ratio of 1.86, expected move of 7.5%, and Sharemaestro trend signal active.

CONVICTION

49/100

Options signal conviction.

EXPECTED MOVE

7.5%

Nearest-chain pricing.

PUT/CALL VOLUME

1.86

Contract volume balance.

Pressure	-30
Speculation	41
Volatility	83
Trend agreement	74

Insider activity

12 / 8

12 acquisitions and 8 disposals in the latest 180-day insider tape.

Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

59/100

Weighted news tone is neutral across 5 relevant articles.

3 positive · 2 neutral · 0 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

No recent buy signal

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS

34d

Next report is scheduled for 02 Sep 2026; event risk rises as the date approaches.

OPTIONS EXPECTED MOVE

7.5%

Nearest-chain priced movement where available.

52-WEEK DRAWDOWN

-10.4%

Distance below the 52-week high.

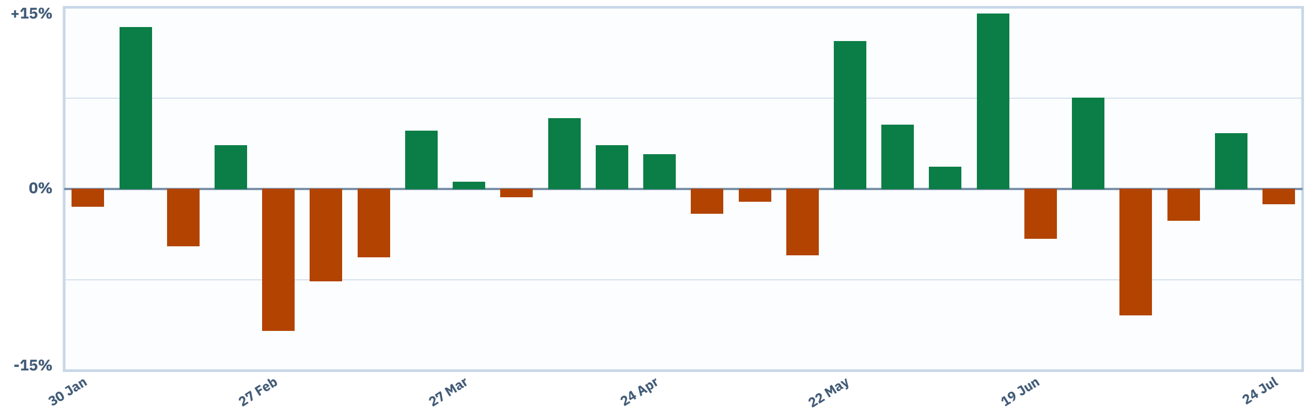
13-WEEK VOLATILITY

6.9%

Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER

13 of 26

13 weeks finished lower.

BEST WEEK

+14.5%

Week of 12 Jun.

WORST WEEK

-11.7%

Week of 27 Feb.

LATEST WEEK

-1.3%

Week of 24 Jul.

Shape of recent returns

Strong gains	8
Modest gains	5
Flat weeks	-
Modest losses	6
Sharp losses	7

RECENT VOL

6.9%

13-week weekly-return volatility.

BASE VOL

7.2%

52-week weekly-return volatility.

UP/DOWN SPLIT

29/23

Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW

6.1% / -4.4%

Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Cyclical

4-WEEK RANK

- / 100

Standing within the tracked group.

GROUP AVERAGE

-0.8%

Average four-week return.

TREND BREADTH

36.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Department Stores

4-WEEK RANK

4 / 4

Standing within the tracked group.

GROUP AVERAGE

-5.5%

Average four-week return.

TREND BREADTH

25.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
DDS	NYSE	3.1%	-1.6%	Inactive
PLBL	NASDAQ	-3.9%	-3.6%	Inactive
KSS	NYSE	3.7%	-6.9%	Inactive
M	NYSE	-1.3%	-9.9%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	50/100	Trend, activity pressure, participation, and risk combine to a 50/100 tape read.	
Indicator analysis	58/100	Latest 12-week confirmation: trend 4/12, activity pressure 8/12, relative leadership 11/12.	Activity pressure 0.78; 2 reversal markers
Factors	90/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 17; Small Cap Core rank 3
SVQF	75/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 255.0 of 1013
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	56/100	M shows volatility options pressure with a 49/100 conviction score, put-call volume ratio of 1.86, expected move of 7.5%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 7.5%
Sentiment	59/100	Weighted news tone is neutral across 5 relevant articles.	Is Now The Time To Look At Buying Macy's, Inc. (NYSE:M)?
Insiders	12 / 8	12 acquisitions and 8 disposals in the latest 180-day insider tape.	
Earnings	34d	Next report is scheduled for 02 Sep 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

-1.3%

Latest completed week; four-week move -9.9%.

INDICATOR STACK

47/52

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Volatility

49/100 conviction; expected move 7.5%.

NEWS SENTIMENT

59/100

5 relevant articles in the latest sentiment read.

EVENT RISK

34d

Next report is scheduled for 02 Sep 2026; event risk rises as the date approaches.

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	23.38 USD	-1.3%	20.88 USD	16.02 USD	0.42	11.35	21.7M	On
17 Jul 2026	23.68 USD	4.6%	20.84 USD	15.96 USD	0.68	13.00	24.0M	On
10 Jul 2026	22.64 USD	-2.6%	20.83 USD	15.90 USD	0.81	7.35	22.3M	On
03 Jul 2026	23.25 USD	-10.4%	20.86 USD	15.85 USD	1.04	12.55	23.2M	On
26 Jun 2026	25.96 USD	7.5%	20.82 USD	15.79 USD	1.16	29.44	32.4M	Off
19 Jun 2026	24.14 USD	-4.1%	20.68 USD	15.71 USD	0.92	18.97	28.3M	Off
12 Jun 2026	25.17 USD	14.5%	20.53 USD	15.64 USD	0.71	26.50	37.0M	Off
05 Jun 2026	21.99 USD	1.8%	20.34 USD	15.57 USD	0.20	12.38	54.1M	Off
29 May 2026	21.59 USD	5.3%	20.27 USD	15.51 USD	-0.17	8.39	25.9M	Off
22 May 2026	20.50 USD	12.2%	20.18 USD	15.46 USD	-0.38	5.11	32.9M	Off
15 May 2026	18.27 USD	-5.5%	20.11 USD	15.41 USD	-0.57	-4.94	29.7M	Off
08 May 2026	19.33 USD	-1.1%	20.08 USD	15.38 USD	-0.65	1.17	21.4M	Off
01 May 2026	19.54 USD	-2.0%	19.97 USD	15.34 USD	-0.82	5.18	21.3M	Off
24 Apr 2026	19.95 USD	2.9%	19.91 USD	15.30 USD	-1.04	8.93	21.0M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

Open the live report · Open the interactive chart · Full disclaimer