

Macy's

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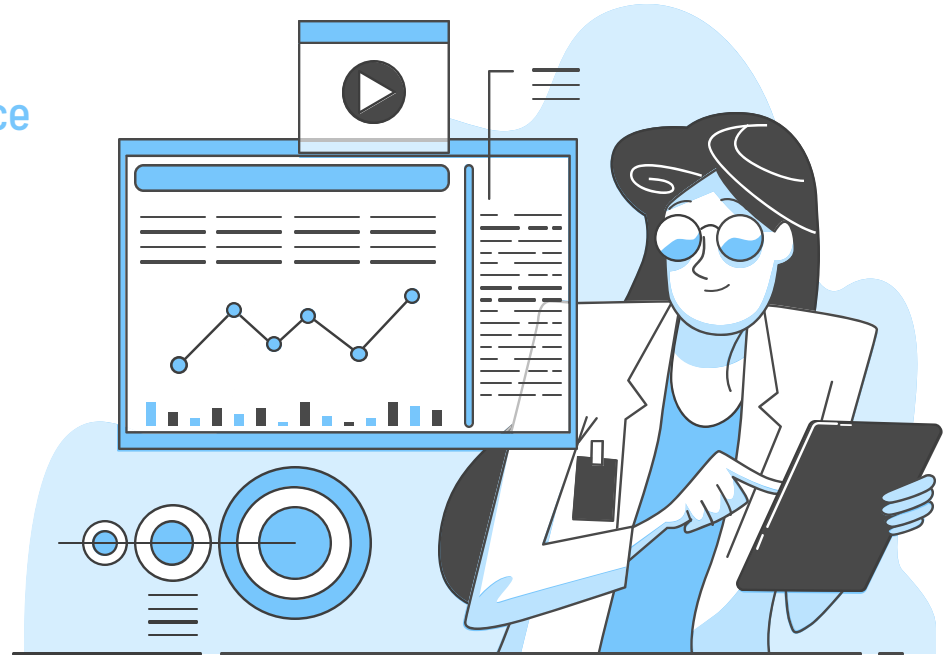
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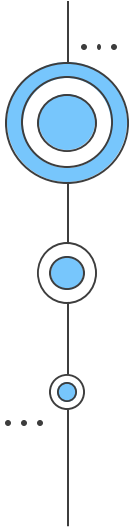
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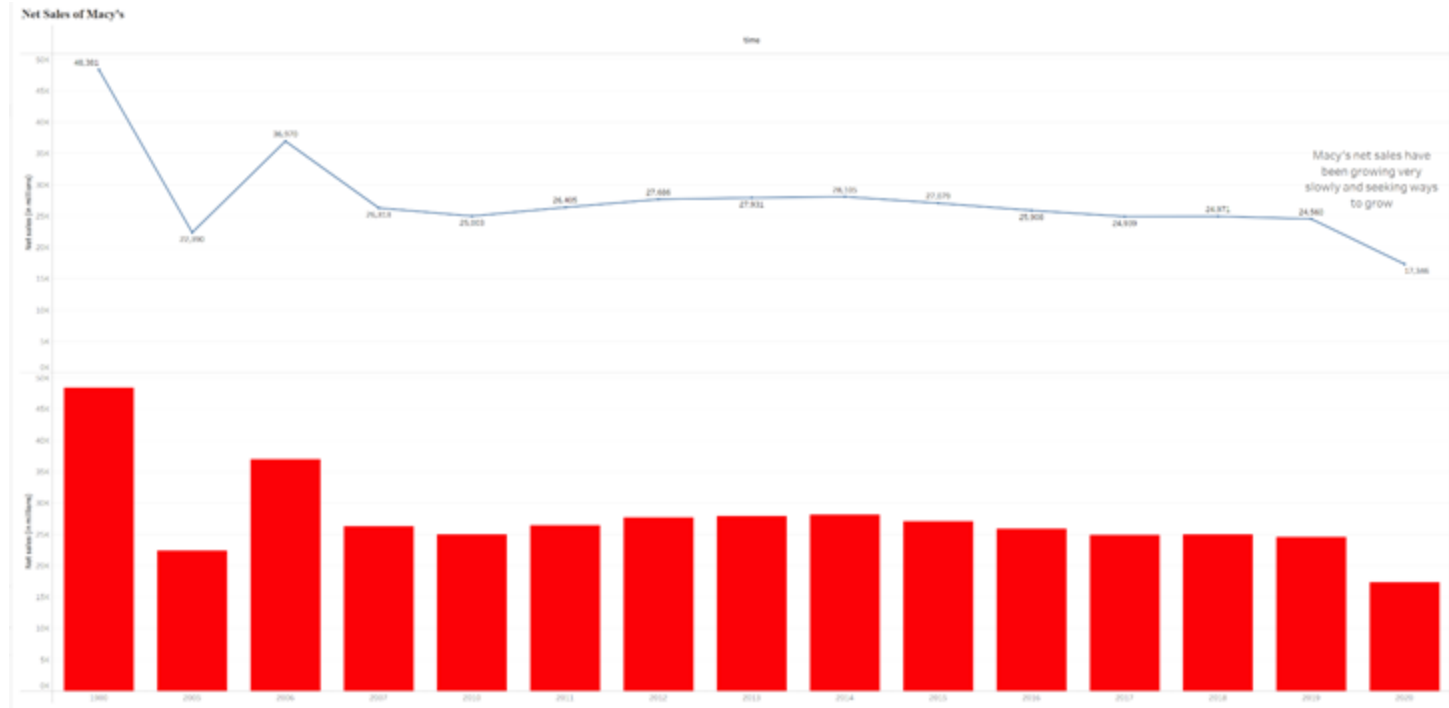


01

Business challenge & Opportunities



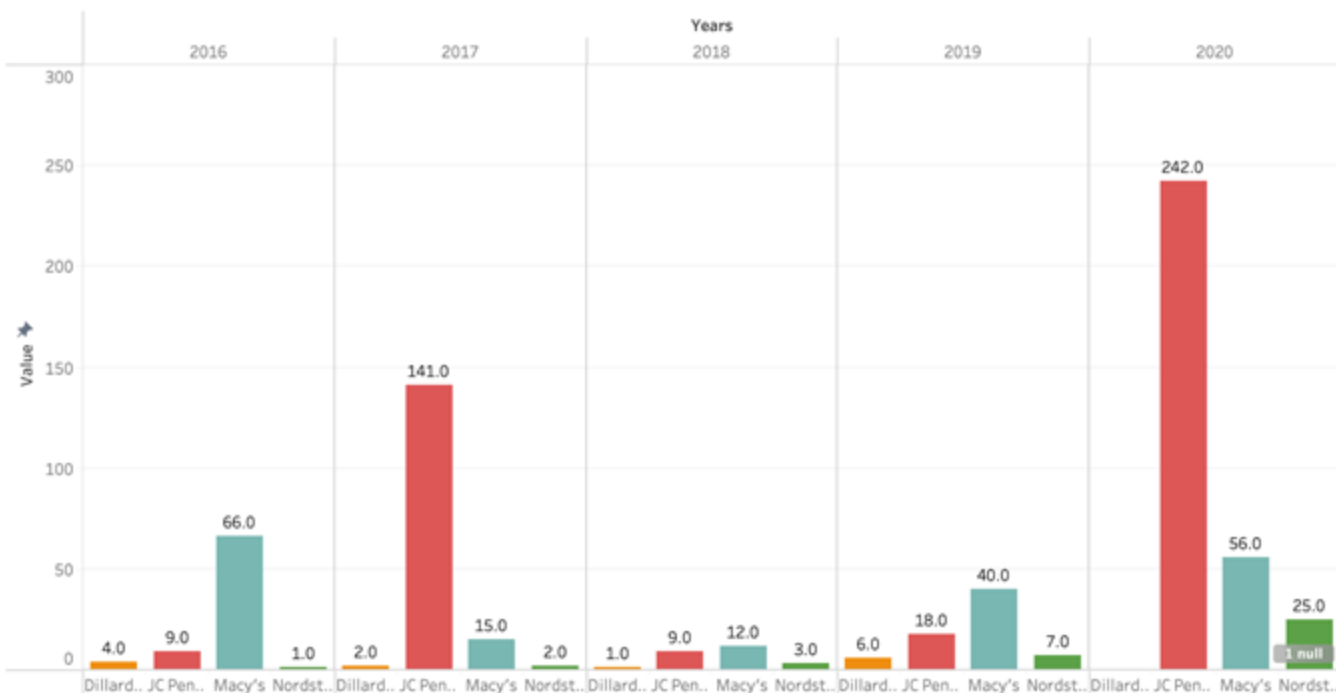
- Macy's net sales have been growing very slowly and seeking ways to grow



Number of store closures of selected department store retailers in the United States from 2016 to

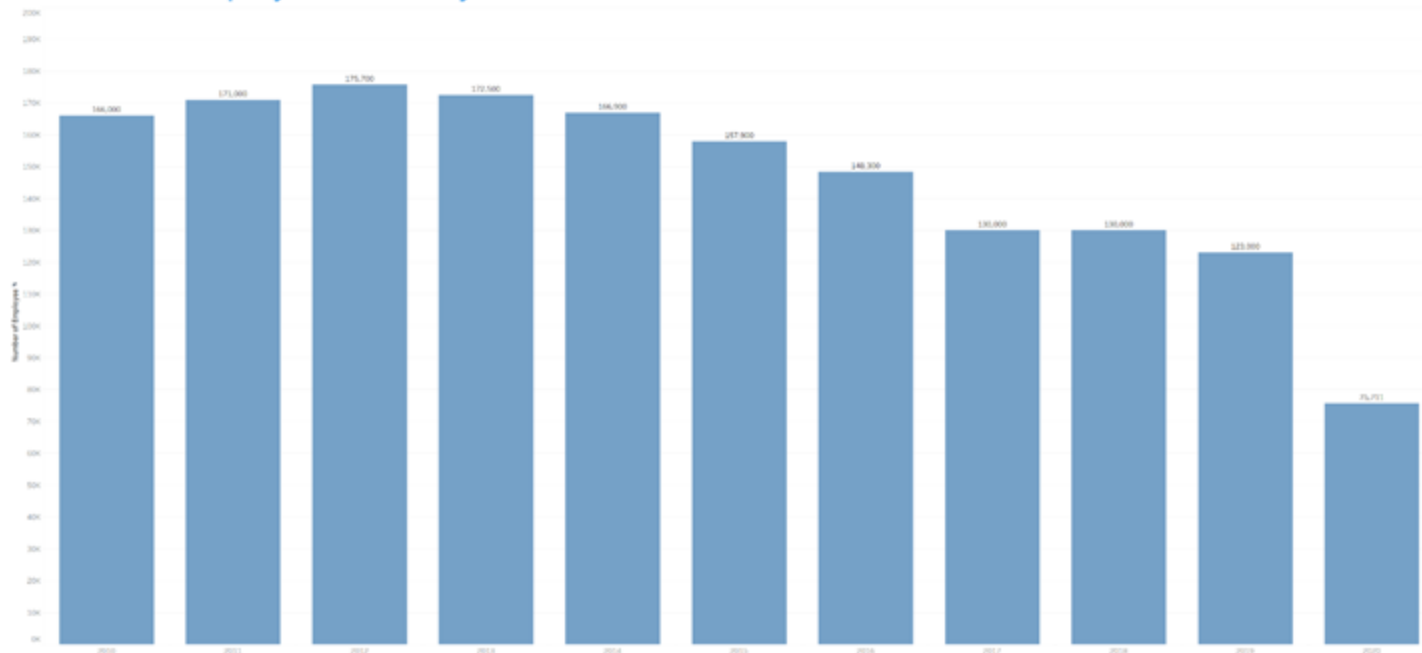
Measure Names

Dillard's
JC Penney
Macy's
Nordstrom



Market Research

Number of employees of Macy's Inc. worldwide from 2010 to 2020

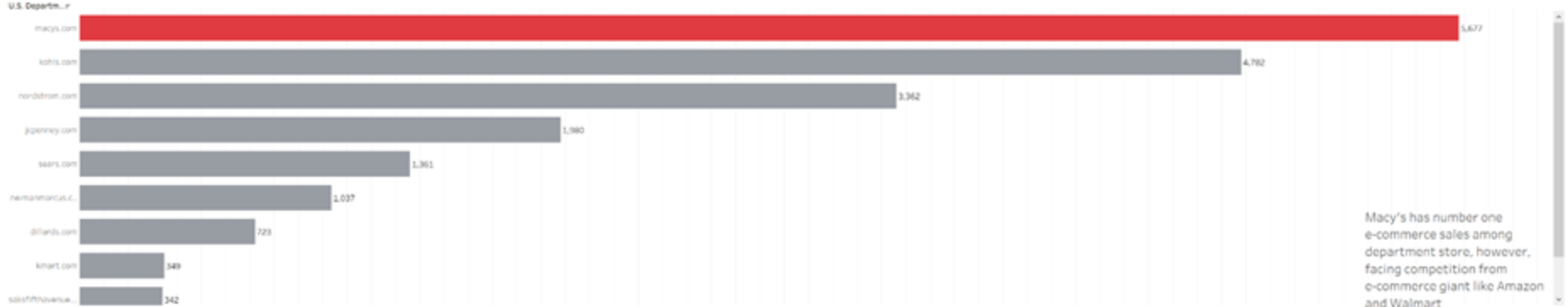


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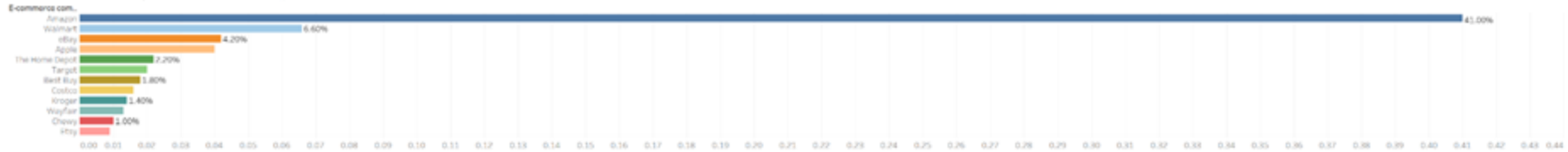
Digital Sales Performance

Macy's digital performance in U.S.

U.S. E-commerce sales of department stores in 2020 (in million U.S. dollar)

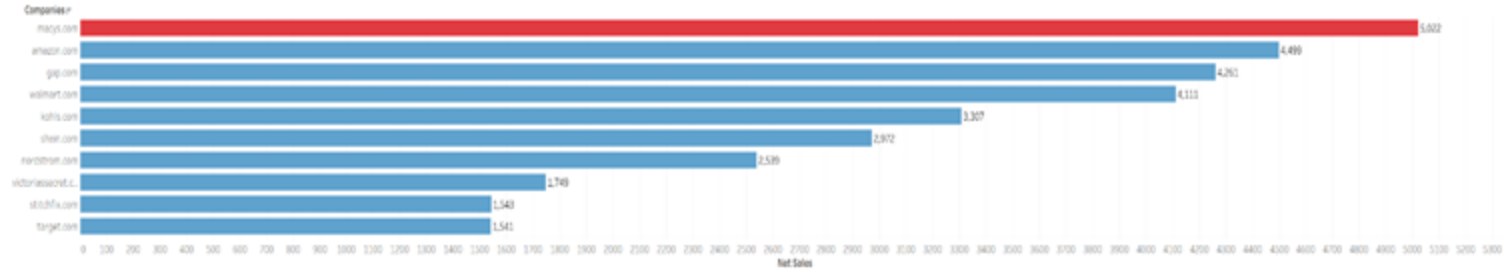


Market share of leading retail e-commerce companies in the United States as of October 2021

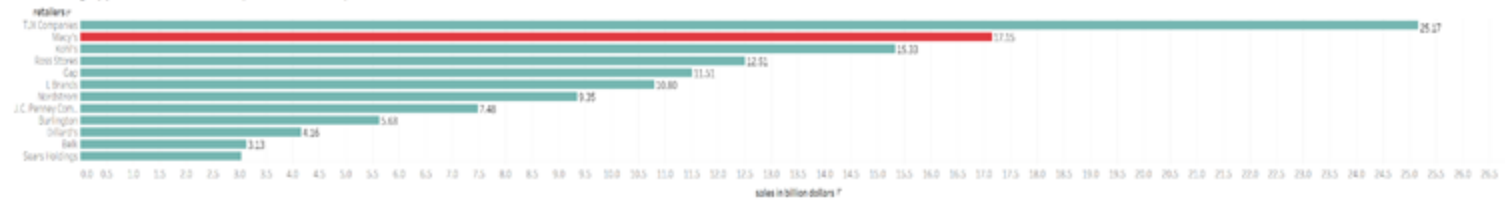


Macy's digital performance in fashion segment

Top online stores in the Fashion segment in the U.S. in 2020, by e-commerce net sales (in million U.S. dollar)



U.S. leading apparel retailers in 2020 (in billion dollars)



Sales by Merchandise Department in 2020

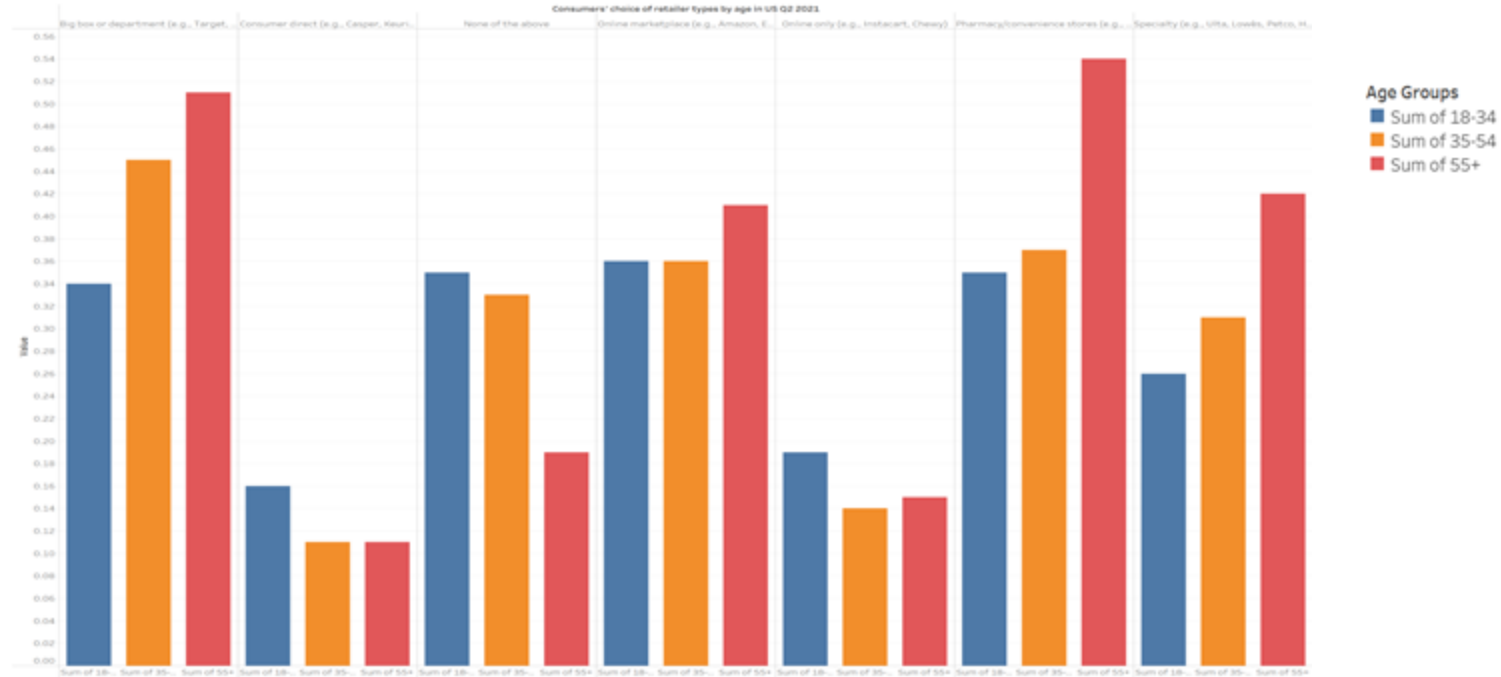


Feminine accessories, intimate apparel, shoes and cosmetics are among most sales of Merchandise Department of Macy's for digital sales. There are more categories for Macy's to expand like Fminine Apparel

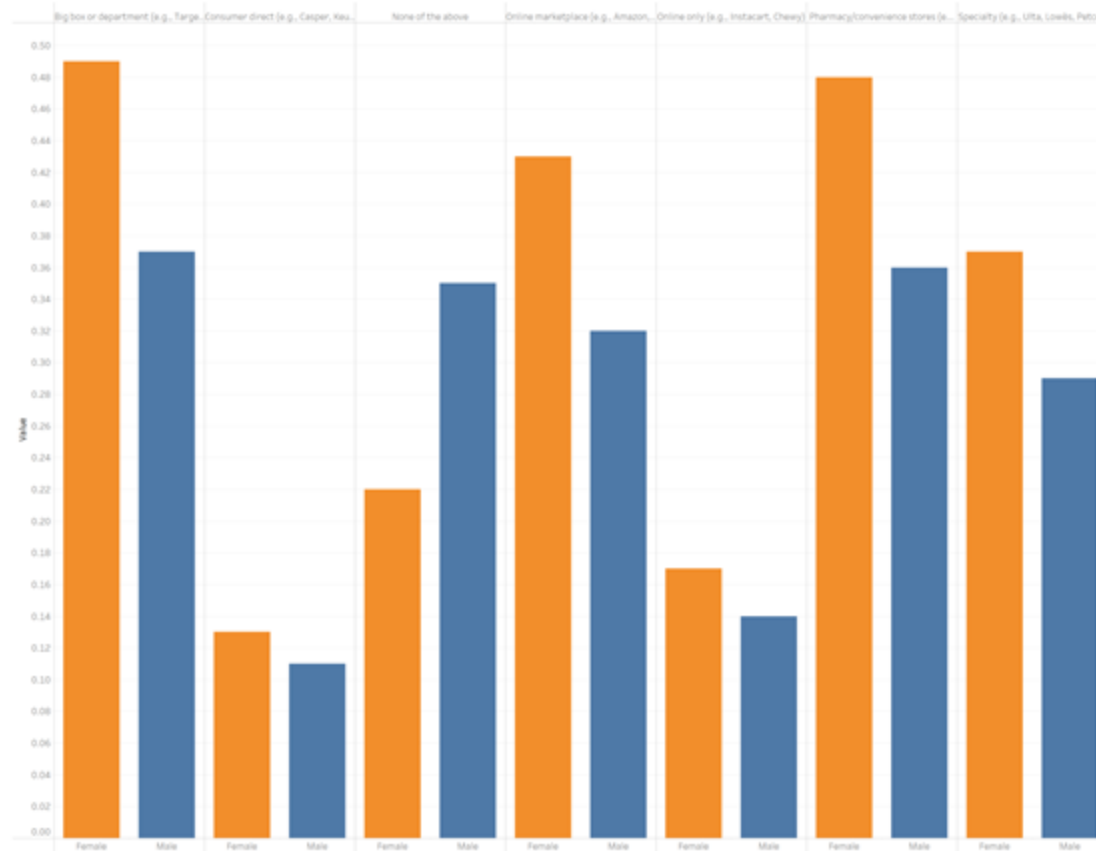
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Consumer Preference & Competitor

Consumers' preference for retailer types by age

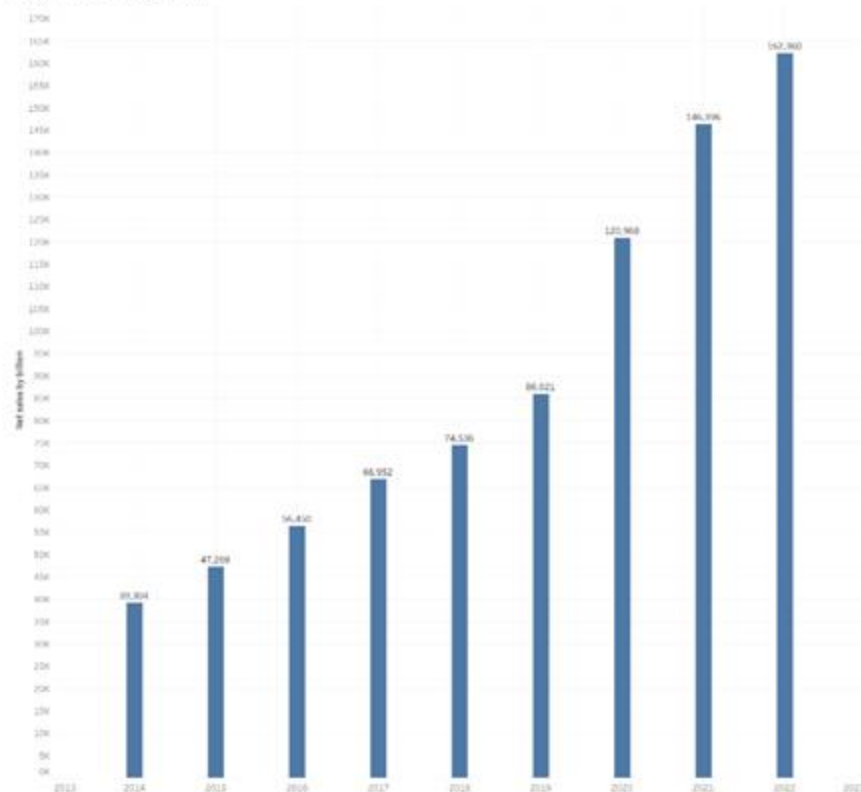


Consumers' preference for retailer types by gender

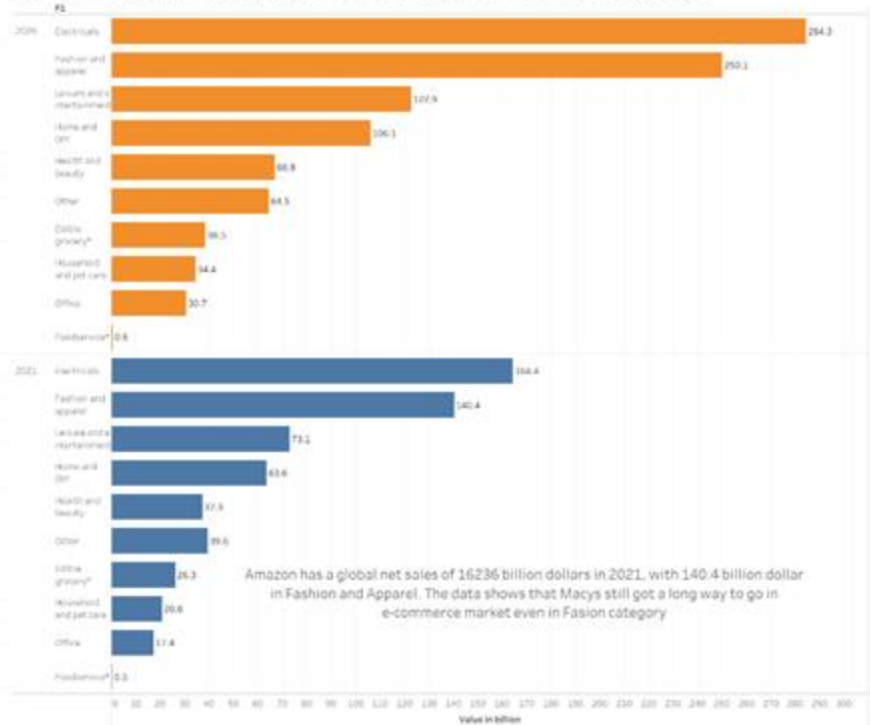


Competitor analysis-Amazon

Global net sales of Amazon



Net sales value of different product categories worldwide of Amazon in 2021 and in predicted 2026



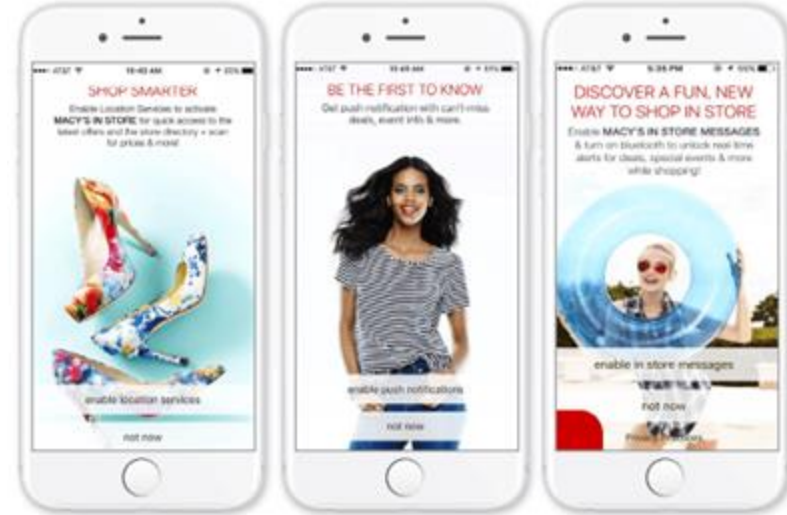
Amazon has a global net sales of 16236 billion dollars in 2021, with 140.4 billion dollar in Fashion and Apparel. The data shows that Macys still got a long way to go in e-commerce market even in Fashion category

04

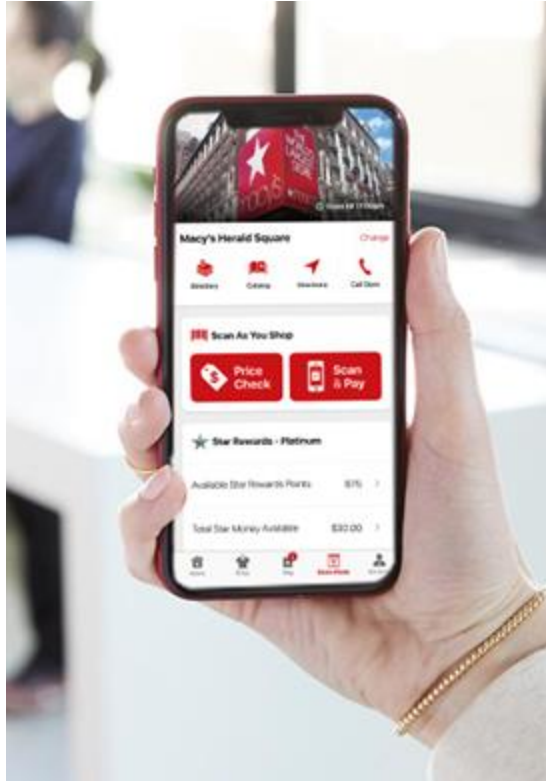
Key Findings & Recommendations

Key Takeaway

- **1st Finding:** Macy's is doing well in e-commerce fashion market, but still unable to compete with e-commerce giant like Amazon
- **2nd Finding:** Women's apparel accessories, shoes and beauty products generated the most revenues for Macy's in 2020, accounted for 42%
- **3rd Finding:** Middle-aged consumers are more likely to shop at Macy's; Females are more likely to shop at Macy's than males.



Recommendations



- Continue the digital transformation. Learn from competitors and keep up with technology trends. Enhance and expand Macy's omnichannel capabilities and technology innovations such as smart fitting room, image search app, 3D room planning expansion, same day delivery etc.
- Improve marketing effort toward females and middle-aged consumers. Learn their consumption behaviors and social media habits, and adjust marketing strategies. Offer tailored promotion programs (female apparels) and campaigns.
- Enhance the omni-channel shopping experience, engage consumers via mobile, and fulfill orders effectively. Revamp assortments to remain aligned with the current market trends.