Apple Inc / AAPL

Equity | Generated Sep 11, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$332.58	**+6.01 +1.84%**	**-/-**	**$326.57**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 11, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 11, 2026 7:41 PM EDT

JW Rank	Rank label	Confidence	IV percentile
78.0 / 100	**Constructive**	**high**	**46 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$328.00	**$345.00**	**$318.00**	**77 / 100**

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 11, 2026 7:41 PM EDT**

Key insight

AAPL Option Market Prices in Post-Event Optimism

Market read

The AAPL option market displays bullish sentiment following the September 11th product launch event. Implied volatility is elevated, reflecting investor excitement and uncertainty surrounding the new iPhone models and foldable Duo. The term structure shows a slight contango, with near-term options more expensive than those further out. Call options are slightly more expensive than puts, indicating a bias towards upside potential. Traders cite momentum, strong technicals, and positive analyst commentary as supporting factors.

Strategy context

AAPL's recent product launch event has generated significant market buzz. The new iPhone models and foldable Duo are expected to drive sales growth in the coming quarters.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 11, 2026 1:54 PM EDT**

Short-term scenario

Cautious long / buy-the-dip in 1-3 weeks given post-event momentum and technicals, but high uncertainty from rich valuation, unproven foldable demand, supply constraints, and digestion of the launch; wait for pullback rather than chasing the 2% up day.

Three-month outlook

Moderately constructive into the holiday season and new iPhone/foldable cycle, with potential for $350-360 if Duo adoption and services/AI (Siri) momentum materialize, supported by buybacks and installed base. However, Q4 growth guided only 9-11%, PE remains elevated near 37x, memory costs and supply issues persist, and some analyst targets sit at or below current price. Significant uncertainty around new-CEO execution, foldable volume vs. $1999 pricing, macro/rates, and Oct 29 earnings; outcomes could range widely (bull case new highs, bear case test of $300 support).

Market sentiment

Recently more bullish after the product launch, with traders highlighting momentum, $330 as a key hold level for continuation, and potential break of $336 toward new highs; product-cycle narrative and bounce from earlier $300-area tests cited positively. Earlier posts showed some bearish short-term setups and pullback calls, but current chatter (including from Gene Munster) leans constructive with improving sentiment scores. Mixed views persist on valuation and execution.

Supporting evidence

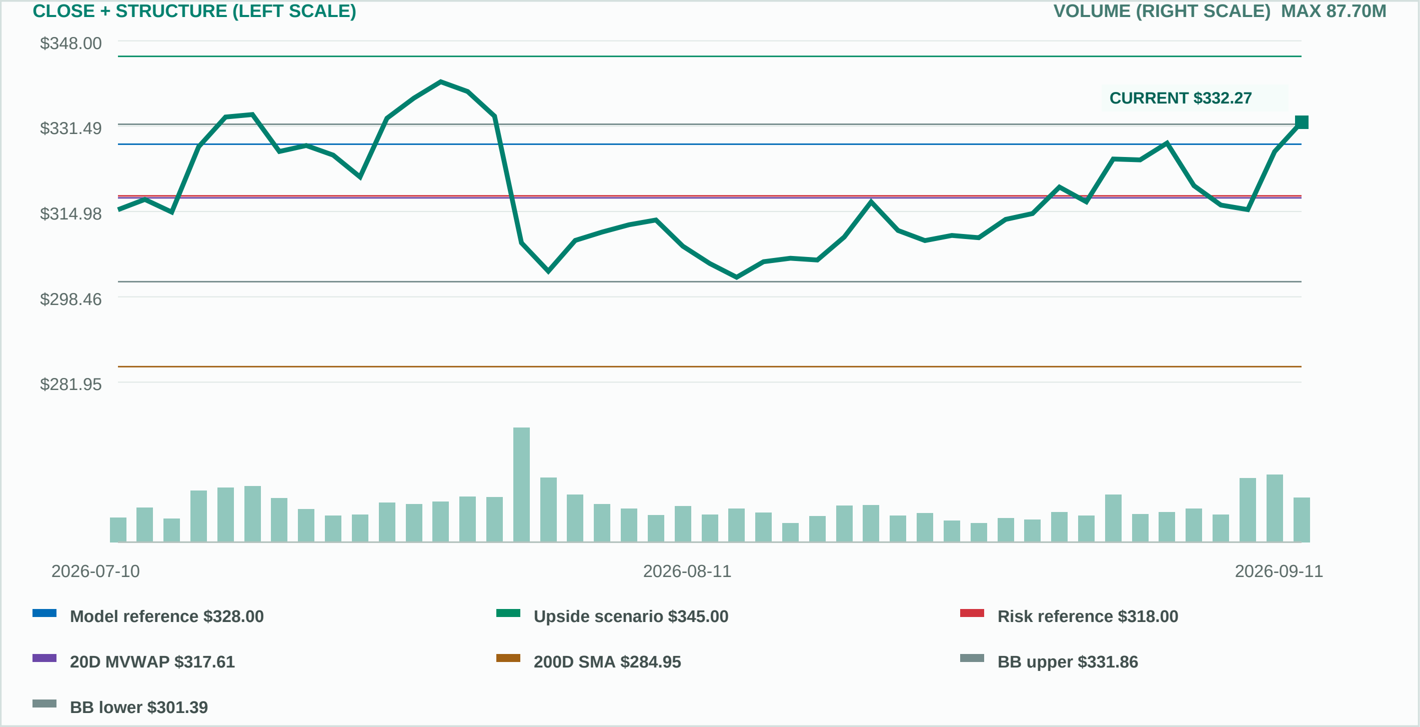
Implied volatility is elevated at 23.68%, suggesting market anticipation for significant price movement. | The term structure shows a slight contango with near-term options more expensive than those further out, indicating bullishness and potential for continued upside. | Call options are slightly more expensive than puts, reflecting a bias towards upside potential.

Risk watch

High valuation metrics (TTM PE 37.46) could limit upside potential. | Supply constraints and component cost inflation may impact production and profitability.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	Score (0–100)
Liquidity	100.0%	99.8
Strategy Fit	100.0%	77.2
Technical Trend	100.0%	89.2
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	66.0

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bull	**Above MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BULL | neutral | MACD accelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**69.91 / 62.79 / 59.73**
RSI velocity	**4.20**
MACD line / signal / histogram	**3.23 / - / 1.90**
MACD acceleration	**0.34**
Stochastic K / D	**67.69 / 54.38**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.18**
20-day MVWAP	**$317.61**
Price vs 20-day MVWAP	**+4.71%**
Daily reference VWAP	**$331.60**
Price vs daily reference	**+0.30%**
Volume	**34.25M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.03**
20-day / 200-day SMA	**$316.63 / $284.95**
Bollinger range	**$301.39 - $331.86**
Bollinger position	**1.014**

Options and volatility intelligence

Structure, premium conditions and principal risks

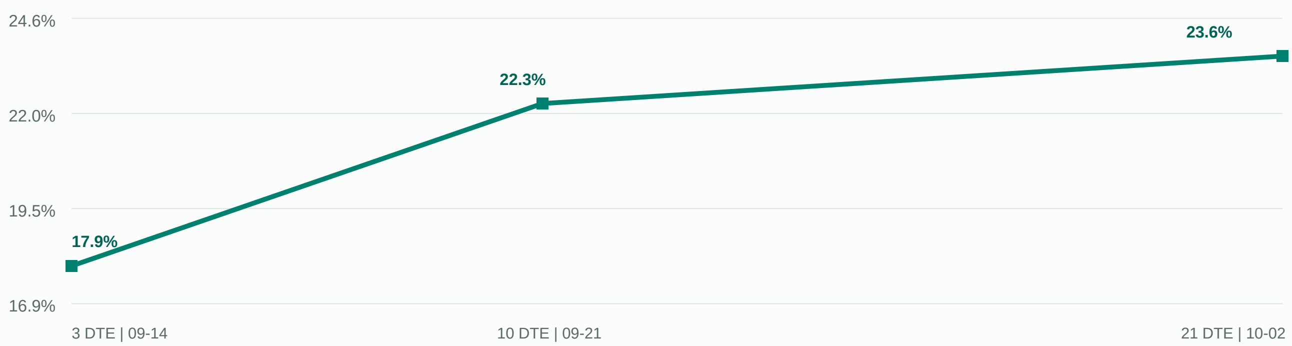
IV rank	IV percentile	VVIX	SKEW
51 / 100	37 / 100	91.86	147.02

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+5.66 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.7%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 11, 2026 2:31 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Upward-sloping ATM volatility term structure

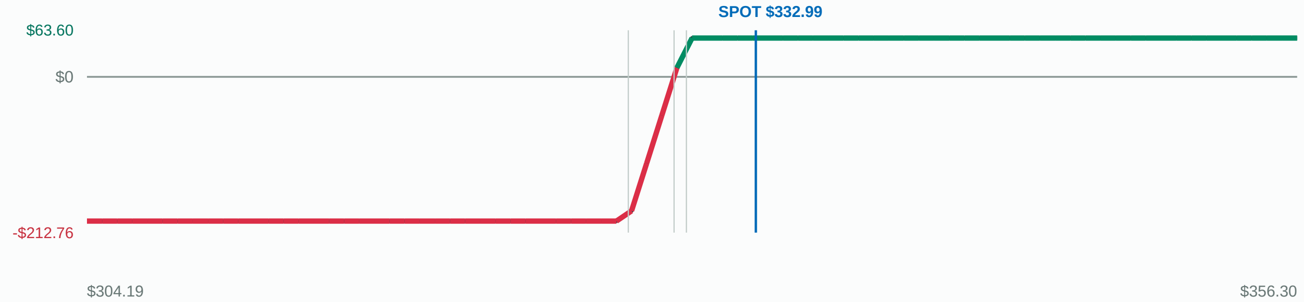
EXPIRATION	DTE	ATM IV	STATE
2026-09-14	3	17.9%	-
2026-09-21	10	22.3%	-
2026-10-02	21	23.6%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

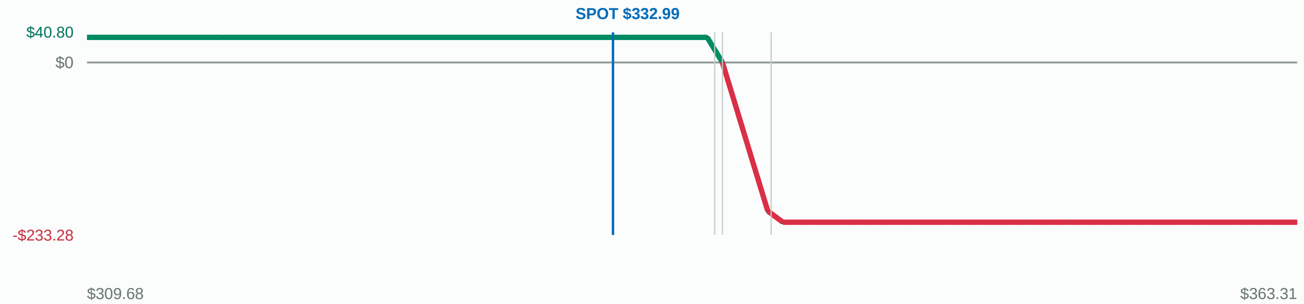
Short $330.00 | Long $327.50 | Width $2.50 | Net credit $0.53



Max profit $53.00 | Max loss -$197.00 | Break-even $329.47 | Per contract at expiry

Bear Call Spread reference

Short $337.50 | Long $340.00 | Width $2.50 | Net credit $0.34



Max profit $34.00 | Max loss -$216.00 | Break-even $337.84 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-29**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**15.66**
VVIX	**91.86**
SKEW index	**147.02**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**121**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**117**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays bullish sentiment following the September 11th product launch event. Implied volatility is elevated, reflecting investor excitement and uncertainty surrounding the new iPhone models and foldable Duo. The term structure shows a slight contango, with near-term options more expensive than those further out. Call options are slightly more expensive than puts, indicating a bias towards upside potential. Traders cite momentum, strong technicals, and positive analyst commentary as supporting factors.

Options context

AAPL Option Market Prices in Post-Event Optimism

Wheel context

AAPL's recent product launch event has generated significant market buzz. The new iPhone models and foldable Duo are expected to drive sales growth in the coming quarters.

Observed evidence

Implied volatility is elevated at 23.68%, suggesting market anticipation for significant price movement. | The term structure shows a slight contango with near-term options more expensive than those further out, indicating bullishness and potential for continued upside. | Call options are slightly more expensive than puts, reflecting a bias towards upside potential.

Principal risks to monitor

High valuation metrics (TTM PE 37.46) could limit upside potential. | Supply constraints and component cost inflation may impact production and profitability.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.77T**	P/E (TTM) **36.83**
ROE **137.2%**	Revenue growth **1.8%**
EPS growth **6.9%**	Operating margin **33.2%**
Net profit margin **27.6%**	Gross margin **-**
Free cash flow CAGR **6.1%**	Debt / equity **1.35**
Dividend yield **0.5%**	Beta **1.10**
52-week range **$225.95 - $344.57**	

Company or fund profile

Issuer identity and classification

Name **Apple Inc**	Market **NYSE**
Industry **Technology**	Country **US**
Currency **USD**	IPO date **1980-12-12**
Shares outstanding **14.69B**	52-week return **34.6%**
Book value per share **$7.36**	Revenue per share **$31.73**

Website	**apple.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

AAPL Covered Call signal

Sep 11, 2026 11:49 AM EDT

Covered Call | 2026-09-14

At signal $334.57 | Current $332.58

SHORT **Option $335.00 B $2.25 / A $2.28**

High turnover | CR $2.27

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$8.04**
ATR as % of price	**2.4%**
Volatility environment	**medium**
Current IV	**24.6%**
IV rank	**56 / 100**
IV percentile	**46 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 11, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**78 / 100**
Trend health	**92 / 100**
Momentum health	**86 / 100**
Volatility health	**74 / 100**
Structure health	**49 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**high**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$316.63 / $317.97 / $284.95**
EMA (9 / 21)	**$322.51 / $318.84**
Bollinger upper / middle / lower	**$331.86 / $316.63 / $301.39**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**1.014**
True high / low	**$336.22 / $326.30**
5-day true high / low	**$336.22 / $309.90**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.029	**-**
SMA50	0.725	**-**
MVWAP20	1.182	**-**
MACD	0.342	**-**
RSI	4.197	**-**
Volume	4446592.000	**-**
ATR	0.180	**-**
T1	-	**2.36 / 316.04 / 326.74 / 315.34**
T2	-	**1.80 / 314.51 / 319.14 / 309.90**
T3	-	**2.20 / 314.06 / 320.70 / 314.90**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$332.99**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 11, 2026 2:31 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-14 | 3 DTE**
Front at-the-money IV	**17.9%**
25-delta skew	**-0.04**
Put / Call 25-delta	**$330.00 Delta -0.292 / $337.50 Delta 0.213**
Median option bid/ask spread	**6.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**121 / 117**

Price context

Last Price: 332.99 | Bid: 332.97 | Ask: 333.00 | Previous Close: 326.57 | Change: 6.42 | Daily change: 1.97% | Update Time: 2026-09-11T14:31:41.190434-04:00 | Latest History Date: 2026-09-11 | Latest History Price: 333.00

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-17 | Latest Date: 2026-09-11 | Latest Price: 333.00 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 23.68% | Iv Rank: 50.69 | Iv Percentile: 37.20 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: 2026-08-09

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

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Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
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