# Apple Inc / AAPL

Equity | Generated Sep 14, 2026 11:30 PM EDT

| Current price | Daily move | Bid / Ask | Previous close |
|---|---|---|---|
| **$333.08** | **+0.81 +0.24%** | **-/-** | **$332.27** |

| | |
|---|---|
| Market | **NYSE** |
| Industry | **Technology** |
| Market data as of | **Sep 14, 2026 11:30 PM EDT** |

## JW Intelligence Report

Complete | 3 of 3 sections | Sep 14, 2026 7:51 PM EDT

| JW Rank | Rank label | Confidence | IV percentile |
|---|---|---|---|
| **79.1 / 100** | **Constructive** | **high** | **43 / 100** |

| Model reference | Upside scenario | Risk reference | Wheel strategy fit |
|---|---|---|---|
| **$330.00** | **$345.00** | **$325.00** | **80 / 100** |

| | |
|---|---|
| Options stance | **bullish** |
| Tail-risk safety | **56 / 100** |
| JW Rank data coverage / as of | **100.0% \| Sep 14, 2026 7:51 PM EDT** |

### Key insight

AAPL Option Market Prices in Strong Sentiment and Growth Expectations

### Market read

The AAPL option market displays bullish sentiment, reflecting optimism surrounding new product launches, AI advancements, and strong Q3 earnings. Implied volatility is elevated, suggesting anticipation of significant price movement ahead of the October 29th earnings release. The term structure exhibits backwardation, with near-term options more expensive than those further out, indicating a belief in continued upward momentum.

### Strategy context

The market is pricing in potential upside driven by new products and services, but also acknowledges some risk due to valuation concerns and macro uncertainty.

# JW AI conclusions

Short- and medium-term model interpretation

| | |
|---|---|
| AI context bias | **Mixed** |
| AI analysis updated | **Sep 14, 2026 1:55 PM EDT** |

### Short-term scenario

Cautious/hold with bias to buy modest dips; strong momentum but extended near 52-week highs creates pullback risk in 1-3 weeks. High uncertainty from valuation, possible profit-taking, and macro/news flow.

### Three-month outlook

Cautiously bullish into year-end on iPhone 18 cycle, foldable Duo, Siri AI/Apple Intelligence adoption, services growth, and Oct 29 earnings. Potential to challenge $350-$370 (BofA target). However, elevated P/E (~38, near 10-year highs), supply constraints, new CEO transition, regulatory issues (EU/China), and broader market/AI competition introduce substantial uncertainty; could see 310-360 range depending on holiday demand, guidance, and macro conditions. Not financial advice; outcomes highly uncertain.

### Market sentiment

Mixed-to-positive among recent posts: enthusiasm for Siri AI launch, iPhone 18/foldable cycle, and lawsuit resolution; some bullish watchlists and long-term accumulation comments. Counterpoints include valuation concerns (high P/E), cooling sentiment scores, and older bearish flags on product cycle. Overall cautious optimism focused on new products and AI, with limited high-engagement recent discussion.

### Supporting evidence

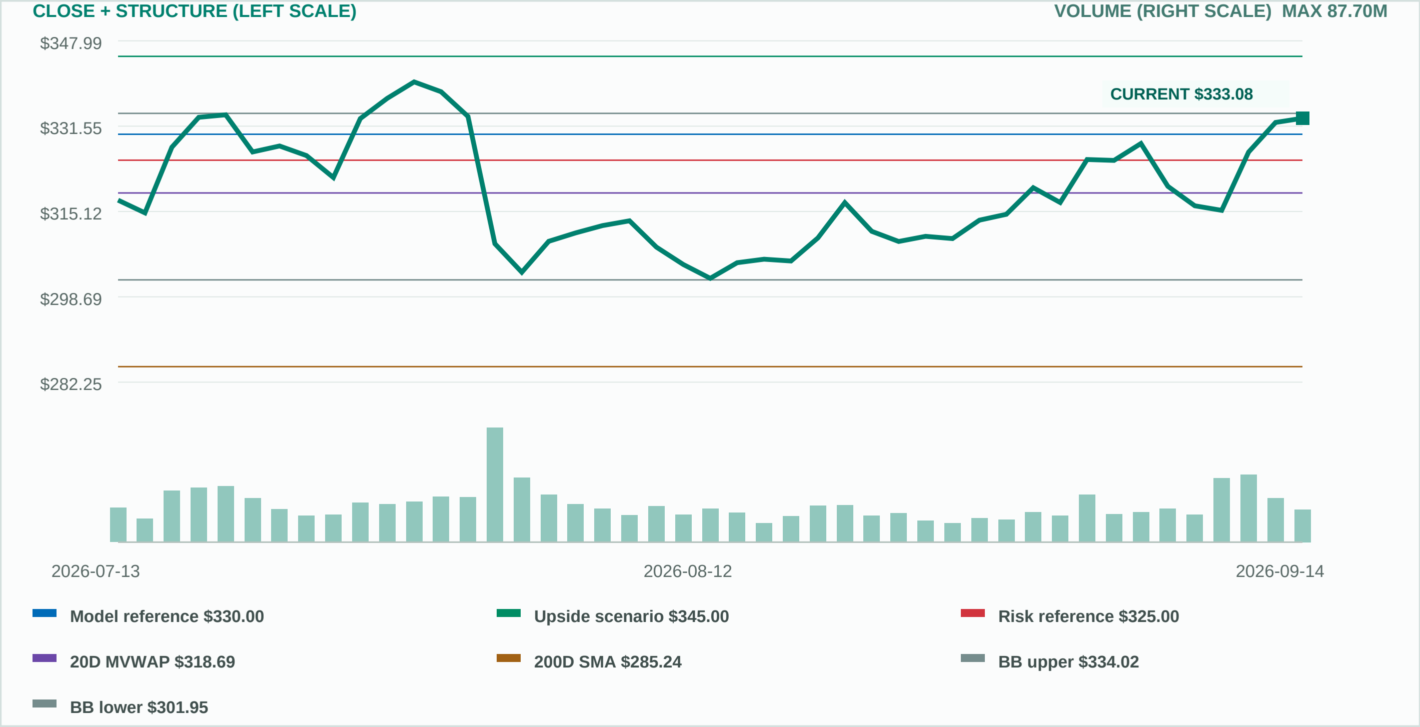
Elevated implied volatility (IV) at 24.5% suggests market expectations for significant price swings. | The term structure is in backwardation, with shorter-dated options trading at higher IV than longer-dated ones, implying a bullish outlook and anticipation of near-term upside. | Strong technical indicators like RSI above 60 and a positive MACD histogram support the bullish sentiment. | Positive news flow from recent product launches (iPhone 18, foldable Duo), AI advancements (Siri, Apple Intelligence), and strong Q3 earnings contribute to the bullish outlook.

### Risk watch

Elevated P/E ratio (around 38) raises concerns about potential overvaluation. | Supply chain constraints and competition from other tech giants could impact future growth.

## 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 | 0 – 50 – 100 |
|---|---|---|
| Liquidity | 100.0% | 98.9 |
| Strategy Fit | 100.0% | 79.8 |
| Technical Trend | 100.0% | 89.3 |
| Market Tail Risk | 100.0% | 56.3 |
| Fundamental Quality | 100.0% | 68.7 |
| Volatility Pressure | 100.0% | 70.7 |

## 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) | **70.74 / 63.32 / 60.10** |
| RSI velocity | **4.66** |
| MACD line / signal / histogram | **3.93 / - / 2.31** |
| MACD acceleration | **0.71** |
| Stochastic K / D | **85.62 / 68.43** |

## Institutional footprints

Volume-weighted cost, price location and flow

| | |
|---|---|
| Current read | **Above institutional MVWAP \| Accumulation bias** |
| Institutional flow | **1.39** |
| 20-day MVWAP | **$318.69** |
| Price vs 20-day MVWAP | **+4.52%** |
| Daily reference VWAP | **$333.31** |
| Price vs daily reference | **-0.07%** |
| Volume | **25.04M** |

## Structural context

Long-term trend and volatility boundaries

| | |
|---|---|
| Current read | **Above 200-day trend \| Positive macro velocity** |
| Macro velocity | **1.31** |
| 20-day / 200-day SMA | **$317.98 / $285.24** |
| Bollinger range | **$301.95 - $334.02** |
| Bollinger position | **0.971** |

## Options and volatility intelligence

Structure, premium conditions and principal risks

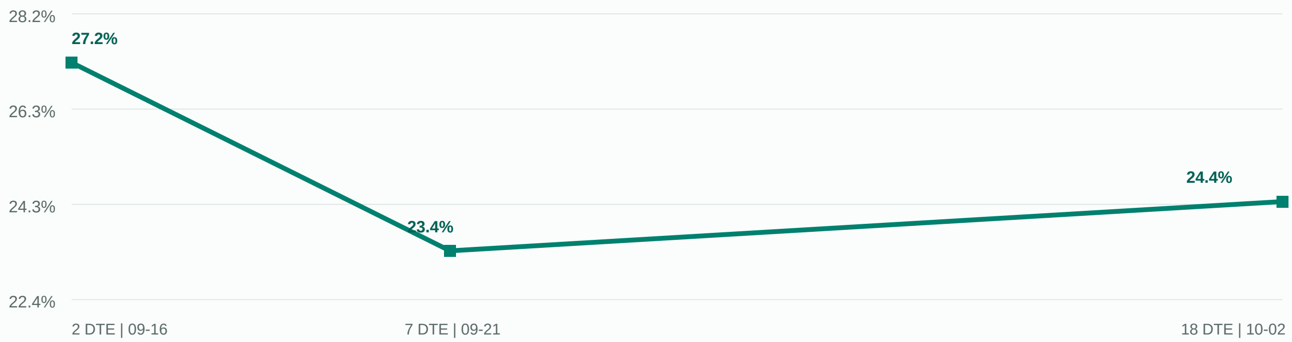
| IV rank | IV percentile | VVIX | SKEW |
|---|---|---|---|
| **55 / 100** | **45 / 100** | **94.26** | **154.49** |

| | |
|---|---|
| Market regime | **Calm** |
| Tail-risk regime | **NORMAL TAIL RISK** |
| Term structure | **backwardation** |
| Term slope | **-2.85 pts** |
| Skew read | **balanced** |
| Liquidity / quote coverage | **97.7%** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 14, 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




Downward-sloping ATM volatility term structure

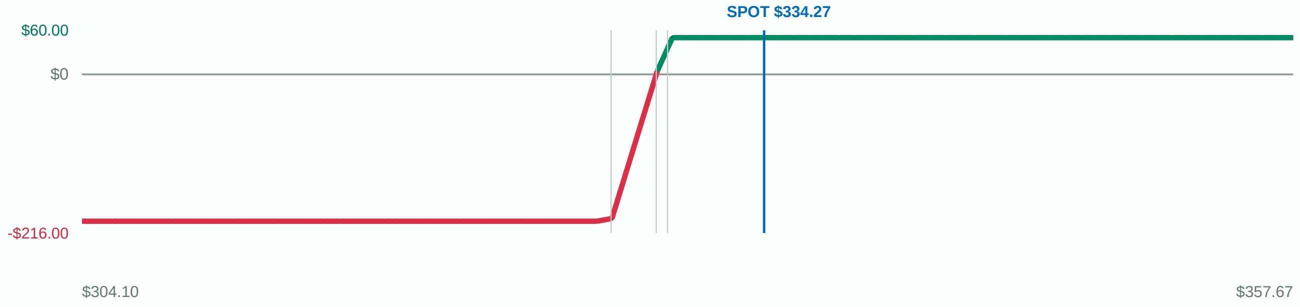
| EXPIRATION | DTE | ATM IV | STATE |
|---|---|---|---|
| **2026-09-16** | 2 | 27.2% | - |
| **2026-09-21** | 7 | 23.4% | - |
| **2026-10-02** | 18 | 24.4% | - |

## Reference spread payoff

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

### Bull Put Spread reference

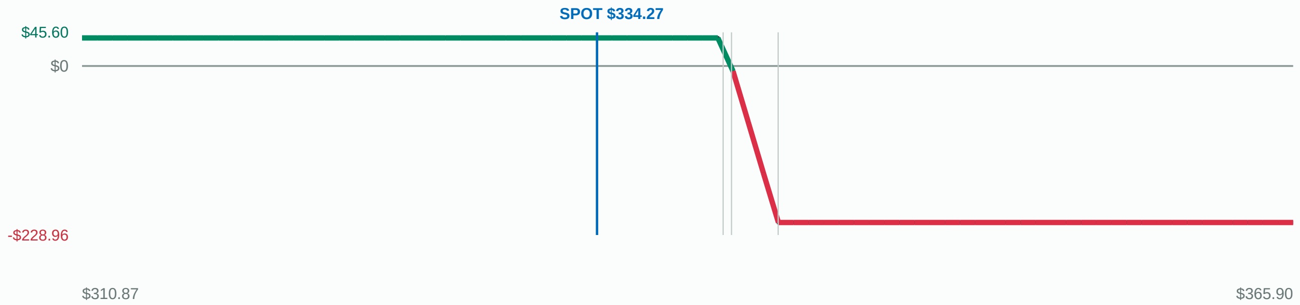
Short $330.00 | Long $327.50 | Width $2.50 | Net credit $0.50




**Max profit $50.00 | Max loss -$200.00 | Break-even $329.50 | Per contract at expiry**

### Bear Call Spread reference

Short $340.00 | Long $342.50 | Width $2.50 | Net credit $0.38




**Max profit $38.00 | Max loss -$212.00 | Break-even $340.38 | 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 | **16.74** |
| VVIX | **94.26** |
| SKEW index | **154.49** |
| Observation confidence | **high** |
| Option quote quality | **reliable** |
| Contracts observed | **131** |

## Event and tail-risk context (continued)

Known event windows and broad volatility conditions

| FIELD | VALUE |
|---|---|
| Contracts with quotes | **128** |

# Strategy fit

Generalized structure fit; not a personalized recommendation

### Market structure

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### Options context

AAPL Option Market Prices in Strong Sentiment and Growth Expectations

### Wheel context

The market is pricing in potential upside driven by new products and services, but also acknowledges some risk due to valuation concerns and macro uncertainty.

### Observed evidence

Elevated implied volatility (IV) at 24.5% suggests market expectations for significant price swings. | The term structure is in backwardation, with shorter-dated options trading at higher IV than longer-dated ones, implying a bullish outlook and anticipation of near-term upside. | Strong technical indicators like RSI above 60 and a positive MACD histogram support the bullish sentiment. | Positive news flow from recent product launches (iPhone 18, foldable Duo), AI advancements (Siri, Apple Intelligence), and strong Q3 earnings contribute to the bullish outlook.

### Principal risks to monitor

Elevated P/E ratio (around 38) raises concerns about potential overvaluation. | Supply chain constraints and competition from other tech giants could impact future growth.

## Fundamentals and events

Business quality, valuation and upcoming event context

| | |
|---|---|
| Market capitalization<br>**$4.85T** | P/E (TTM)<br>**37.61** |
| ROE<br>**137.2%** | Revenue growth<br>**1.8%** |
| EPS growth<br>**6.9%** | Operating margin<br>**33.2%** |
| Net profit margin<br>**27.6%** | Gross margin<br>**-** |
| Free cash flow CAGR<br>**6.1%** | Debt / equity<br>**1.35** |
| Dividend yield<br>**0.5%** | Beta<br>**1.09** |
| 52-week range<br>**$226.65 - $344.57** | |

## Company or fund profile

Issuer identity and classification

| | |
|---|---|
| Name<br>**Apple Inc** | Market<br>**NYSE** |
| Industry<br>**Technology** | Country<br>**US** |
| Currency<br>**USD** | IPO date<br>**1980-12-12** |
| Shares outstanding<br>**14.69B** | 52-week return<br>**44.4%** |
| Book value per share<br>**$7.36** | Revenue per share<br>**$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 14, 2026 10:39 AM EDT

**Covered Call | 2026-09-16**

At signal $332.97 | Current $333.08

**SHORT** **Option $332.50 B $3.15 / A $3.25**

**High turnover | CR $3.20**

# Complete technical details

Full supporting indicator set used by the symbol detail experience

## Volatility and options market

Price movement and premium conditions

| | |
|---|---|
| ATR | **$7.76** |
| ATR as % of price | **2.3%** |
| Volatility environment | **medium** |
| Current IV | **24.3%** |
| IV rank | **54 / 100** |
| IV percentile | **43 / 100** |
| Technical Snapshot IV source | **Private fundamentals snapshot** |
| Technical Snapshot IV observed at | **Sep 14, 2026 3:51 PM EDT** |

## Technical health and risk radar

Derived indicator health and event context

| | |
|---|---|
| Overall health | **79 / 100** |
| Trend health | **92 / 100** |
| Momentum health | **85 / 100** |
| Volatility health | **75 / 100** |
| Structure health | **53 / 100** |
| Earnings risk / date | **low \| 2026-10-29** |
| Macro risk | **unknown** |
| Volatility risk | **medium** |
| Structure risk | **medium** |

## Structural indicator levels

Moving averages, volatility bands and observed trading ranges

| | |
|---|---|
| SMA (20 / 50 / 200) | **$317.98 / $318.46 / $285.24** |
| EMA (9 / 21) | **$324.63 / $320.14** |
| Bollinger upper / middle / lower | **$334.02 / $317.98 / $301.95** |

## Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

| FIELD | VALUE |
| --- | --- |
| Bollinger %B | **0.971** |
| True high / low | **$335.50 / $331.34** |
| 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** | 1.308 | **-** |
| **SMA50** | 0.664 | **-** |
| **MVWAP20** | 1.394 | **-** |
| **MACD** | 0.712 | **-** |
| **RSI** | 4.656 | **-** |
| **Volume** | -8025940.000 | **-** |
| **ATR** | 0.046 | **-** |
| **T1** | - | **3.23 / 317.60 / 336.22 / 326.30** |
| **T2** | - | **2.36 / 316.04 / 326.74 / 315.34** |
| **T3** | - | **1.80 / 314.51 / 319.14 / 309.90** |

## Detailed options evidence

Supporting option-chain, execution and data-quality observations

| | |
|---|---|
| Underlying price at observation | **$334.27** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 14, 2026 2:31 PM EDT** |
| Options data coverage | **88.9%** |
| SKEW regime | **HIGH TAIL RISK SKEW** |
| VVIX regime | **VVIX RISING** |
| Front expiration / DTE | **2026-09-16 \| 2 DTE** |
| Front at-the-money IV | **27.2%** |
| 25-delta skew | **1.06** |
| Put / Call 25-delta | **$330.00 Delta -0.263 / $340.00 Delta 0.204** |
| Median option bid/ask spread | **10.2%** |
| Bid/ask spread | **-** |
| Contracts observed / quoted | **131 / 128** |

### Price context

Last Price: 334.27 | Bid: 334.25 | Ask: 334.30 | Previous Close: 332.27 | Change: 2.00 | Daily change: 0.60% | Update Time: 2026-09-14T14:31:32.755942-04:00 | Latest History Date: 2026-09-14 | Latest History Price: 334.31

### Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-18 | Latest Date: 2026-09-14 | Latest Price: 334.31 | Max Drawdown 60d Percent: -11.12%

### Fundamental context

Current Iv Percent: 24.50% | Iv Rank: 55.26 | Iv Percentile: 44.80 | 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.

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## Reference documents

Official product terms and standardized options disclosure

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