Apple Inc / AAPL

Equity | Generated Sep 15, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$331.34	-1.74 -0.52%	-/-	$333.08

Market	NYSE
Industry	Technology
Market data as of	Sep 15, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Sep 15, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
77.9 / 100	Constructive	high	37 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$325.00	$340.00	$318.00	78 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% | Sep 15, 2026 6:50 PM EDT

Key insight

AAPL Option Market Implies Balanced Sentiment

Market read

The AAPL option market displays a neutral stance, with implied volatility suggesting balanced expectations for future price movement. The term structure is in backwardation, indicating near-term higher volatility compared to longer-dated options. While the stock recently declined following its product launch event, analysts remain cautiously optimistic about the iPhone 18 and foldable phone reception. The market awaits further clarity on demand signals and potential supply constraints.

Strategy context

The current option market pricing suggests balanced expectations for AAPL's price movement in the near term.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 15, 2026 1:54 PM EDT**

Short-term scenario

Cautious accumulation on further pullback given product-launch uncertainty and mixed demand signals; high short-term volatility expected. Identify uncertainty around iPhone 18/foldable reception, memory cost inflation, and supply constraints.

Three-month outlook

Moderately positive but with elevated uncertainty. Potential move toward $350-370 into year-end if iPhone 18 demand proves robust through holidays, services continue double-digit growth, and October 29 earnings beat with constructive Q4 guidance. Supports include installed-base lock-in, AI features, and buybacks. Key risks: higher component costs pressuring margins, China/India exposure and regulation, possible de-rating from 38x trailing P/E if growth slows, and execution on foldable. Analyst targets clustered near current levels with outliers to $370-400. High uncertainty tied to new product cycle success, macroeconomic conditions, and next earnings catalyst.

Market sentiment

Mixed and cautious overall. Recent posts note limited positive reaction to iPhone 18 event (historically the stock has struggled post-launch), mixed momentum, and some cooling in sentiment scores. Bullish commentary focuses on new products, AI/Siri upgrades, and services, while concerns center on valuation, demand uncertainty for foldable, and pullback. High volume of promotional or low-engagement posts; genuine investor discussion appears wait-and-see amid product cycle and today's decline.

Supporting evidence

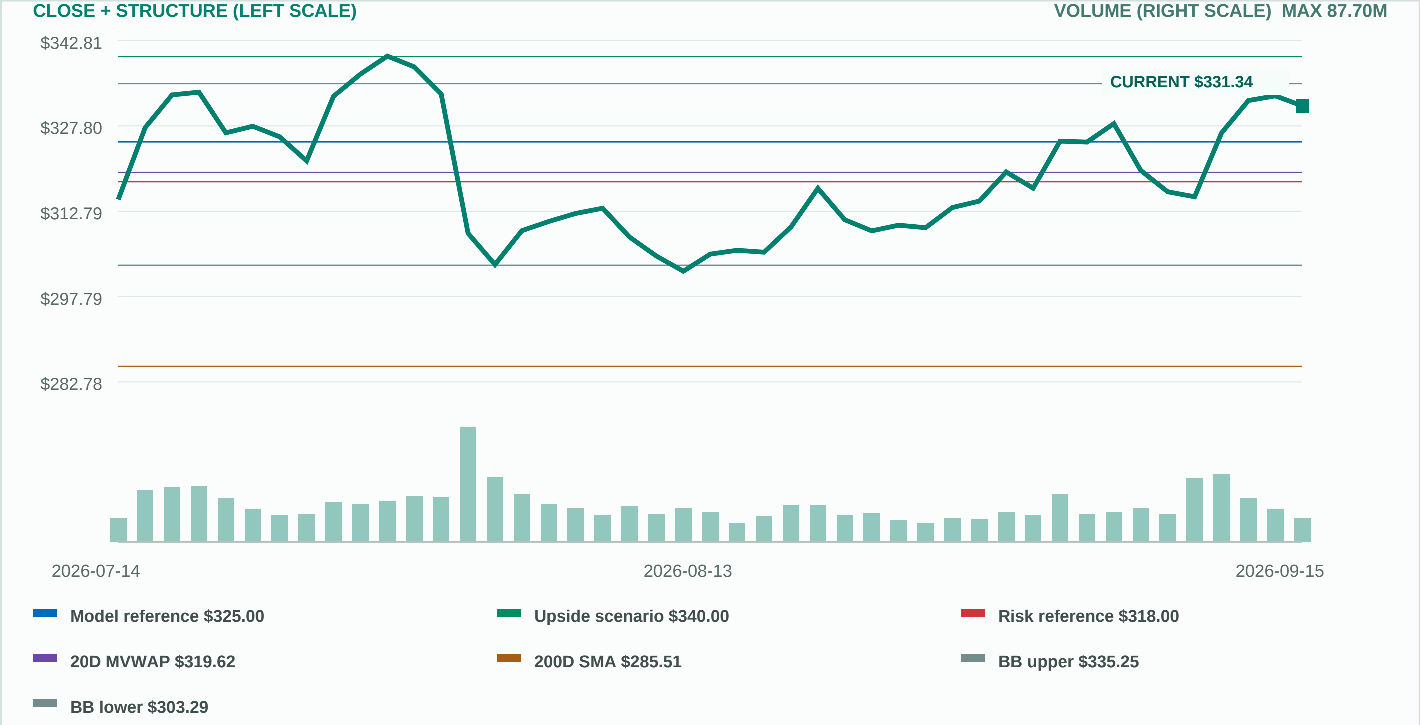
AAPL's term structure is in backwardation, with near-term options priced at a higher implied volatility than longer-dated options. | The stock price declined following the recent product launch event, but analysts remain cautiously optimistic about future demand.

Risk watch

Demand uncertainty for the new iPhone 18 and foldable phone models. | Potential supply constraints and rising memory costs.

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%	98.7
Strategy Fit	100.0%	77.8
Technical Trend	100.0%	90.4
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	64.4

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)	**66.18 / 61.31 / 58.86**
RSI velocity	**0.79**
MACD line / signal / histogram	**4.30 / - / 2.71**
MACD acceleration	**0.65**
Stochastic K / D	**85.63 / 79.65**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.19**
20-day MVWAP	**$319.62**
Price vs 20-day MVWAP	**+3.67%**
Daily reference VWAP	**$330.49**
Price vs daily reference	**+0.26%**
Volume	**17.85M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.33**
20-day / 200-day SMA	**$319.27 / $285.51**
Bollinger range	**$303.29 - $335.25**
Bollinger position	**0.878**

Options and volatility intelligence

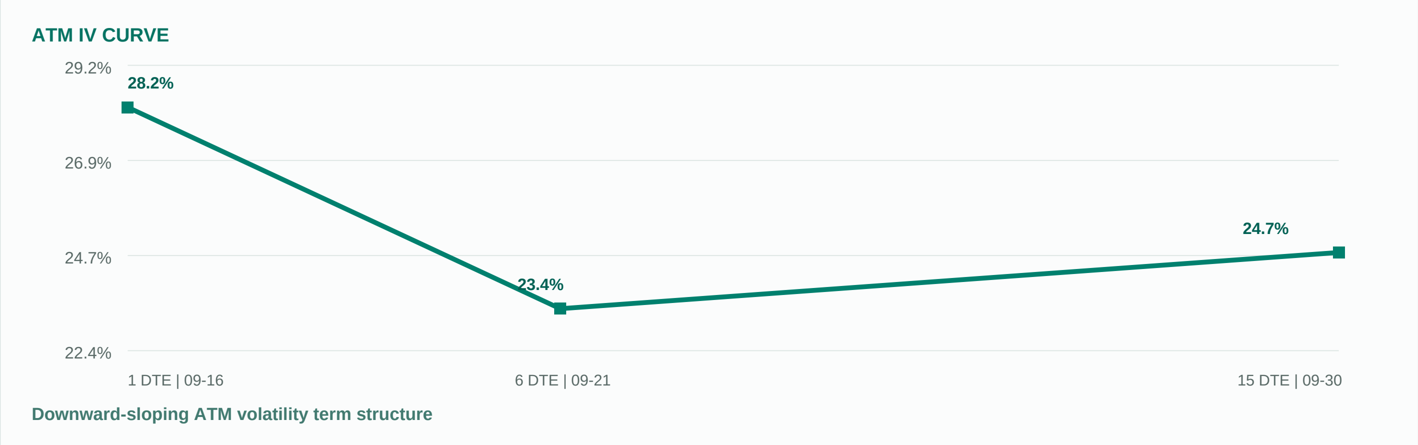
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
51 / 100	**36 / 100**	**96.24**	**152.09**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-3.46 pts**
Skew read	**balanced**
Liquidity / quote coverage	**95.6%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:32 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



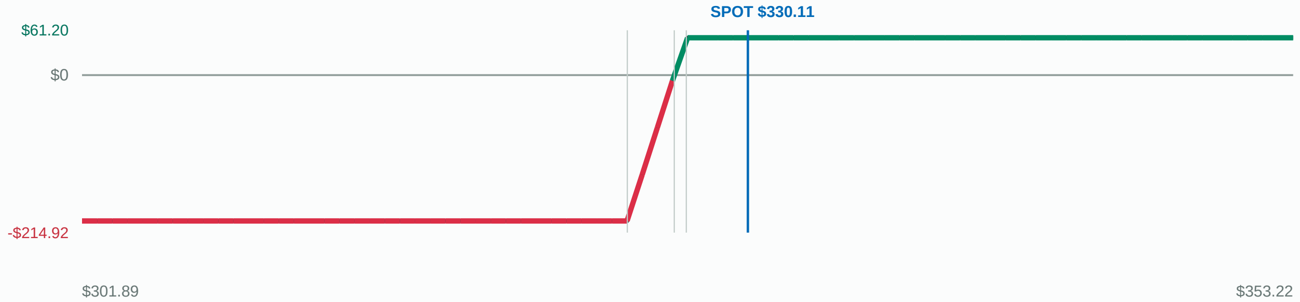
EXPIRATION	DTE	ATM IV	STATE
2026-09-16	1	28.2%	-
2026-09-21	6	23.4%	-
2026-09-30	15	24.7%	-

Reference spread payoff

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

Bull Put Spread reference

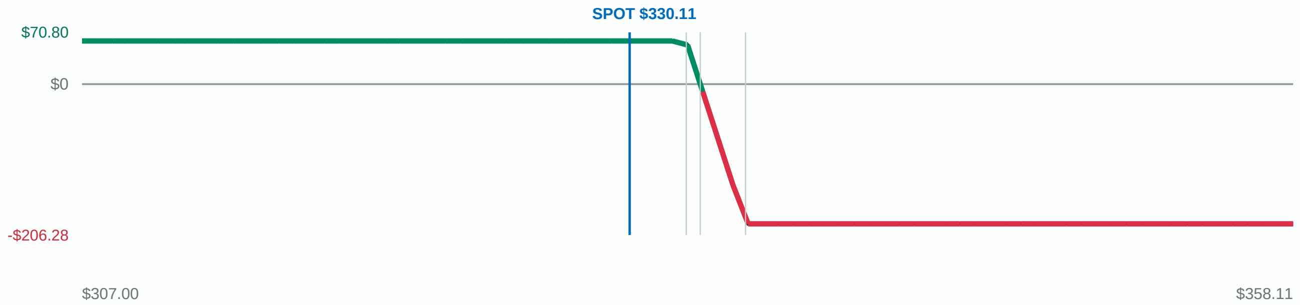
Short $327.50 | Long $325.00 | Width $2.50 | Net credit $0.51



Max profit $51.00 | Max loss -$199.00 | Break-even $326.99 | Per contract at expiry

Bear Call Spread reference

Short $332.50 | Long $335.00 | Width $2.50 | Net credit $0.59



Max profit $59.00 | Max loss -$191.00 | Break-even $333.09 | 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	**17.43**
VVIX	**96.24**
SKEW index	**152.09**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**114**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**109**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays a neutral stance, with implied volatility suggesting balanced expectations for future price movement. The term structure is in backwardation, indicating near-term higher volatility compared to longer-dated options. While the stock recently declined following its product launch event, analysts remain cautiously optimistic about the iPhone 18 and foldable phone reception. The market awaits further clarity on demand signals and potential supply constraints.

Options context

AAPL Option Market Implies Balanced Sentiment

Wheel context

The current option market pricing suggests balanced expectations for AAPL's price movement in the near term.

Observed evidence

AAPL's term structure is in backwardation, with near-term options priced at a higher implied volatility than longer-dated options. | The stock price declined following the recent product launch event, but analysts remain cautiously optimistic about future demand.

Principal risks to monitor

Demand uncertainty for the new iPhone 18 and foldable phone models. | Potential supply constraints and rising memory costs.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.86T**	P/E (TTM) **37.61**
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 **1.09**
52-week range **$226.65 - $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 **44.4%**
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 15, 2026 9:50 AM EDT

Covered Call | 2026-09-16

At signal $330.49 | Current $331.34

SHORT **Option $330.00 B $2.56 / A $2.61**

High turnover | CR $2.59

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.54**
ATR as % of price	**2.3%**
Volatility environment	**medium**
Current IV	**23.7%**
IV rank	**51 / 100**
IV percentile	**37 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 15, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**82 / 100**
Trend health	**92 / 100**
Momentum health	**89 / 100**
Volatility health	**76 / 100**
Structure health	**62 / 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)	**$319.27 / $318.84 / $285.51**
EMA (9 / 21)	**$325.97 / $321.15**
Bollinger upper / middle / lower	**$335.25 / $319.27 / $303.29**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.878**
True high / low	**$333.08 / $328.35**
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	1.332	**-**
SMA50	0.540	**-**
MVWAP20	1.194	**-**
MACD	0.648	**-**
RSI	0.790	**-**
Volume	-11264604.000	**-**
ATR	-0.116	**-**
T1	-	**3.93 / 318.69 / 335.50 / 331.34**
T2	-	**3.23 / 317.60 / 336.22 / 326.30**
T3	-	**2.36 / 316.04 / 326.74 / 315.34**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$330.11**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:32 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-16 | 1 DTE**
Front at-the-money IV	**28.2%**
25-delta skew	**1.45**
Put / Call 25-delta	**$327.50 Delta -0.300 / $332.50 Delta 0.322**
Median option bid/ask spread	**9.7%**
Bid/ask spread	**-**
Contracts observed / quoted	**114 / 109**

Price context

Last Price: 330.11 | Bid: 330.09 | Ask: 330.12 | Previous Close: 333.08 | Change: -2.97 | Daily change: -0.89% | Update Time: 2026-09-15T14:33:02.330821-04:00 | Latest History Date: 2026-09-15 | Latest History Price: 330.38

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-22 | Latest Date: 2026-09-15 | Latest Price: 330.38 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 23.67% | Iv Rank: 50.60 | Iv Percentile: 35.60 | 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.

Data, AI and model limitations

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.

Performance and scenario limitations

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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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