Apple Inc / AAPL

Equity | Generated Sep 17, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$337.00	+4.59 +1.38%	-/-	$332.41

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 17, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 17, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
78.8 / 100	Constructive	high	58 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$332.50	$348.00	$325.00	80 / 100

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 17, 2026 6:50 PM EDT**

Key insight

AAPL Option Market Prices in Strong Bullish Sentiment

Market read

The AAPL option market displays strong bullish sentiment, driven by positive technical indicators, recent earnings beat, and anticipation for new product launches. Implied volatility is elevated but term structure shows backwardation, suggesting a belief that near-term volatility will be higher than further out. The market is pricing in continued upside potential, with call options showing stronger demand than puts.

Strategy context

The market is pricing in a potential upside move towards the next resistance level at $339-$344.57.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 17, 2026 1:55 PM EDT**

Short-term scenario

Cautious long/buy-the-dip over 1-3 weeks given bullish trend and launch momentum, but high valuation plus unproven foldable demand and mixed short-term oscillators warrant tight risk control. Uncertainty high around actual iPhone 18/Duo sell-through.

Three-month outlook

Constructive into holiday season if iPhone 18 Pro and $2k foldable Duo drive ASP lift and upgrades, supported by services growth, AI/Siri rollout, and analyst targets to $360-400. However, material uncertainty from slower 9-11% Q4 guidance, rising supply/memory costs, CEO transition, PE ~38, and potential demand disappointment at higher prices. Base case modest upside toward $360; downside to $300-315 possible on weak holiday data or broader market risk. High uncertainty overall.

Market sentiment

Mixed-to-cautious. Some traders flag cooling sentiment (one score at 3/10), potential exhaustion near $330-331, and a bearish swing setup targeting $318 with $337 invalidation citing fading 4h momentum and shorter iPhone lead times. Others note strong upgrade-cycle data and analyst support. Recent posts heavily promotional (groups, mystery-stock contests) with limited high-conviction retail discussion.

Supporting evidence

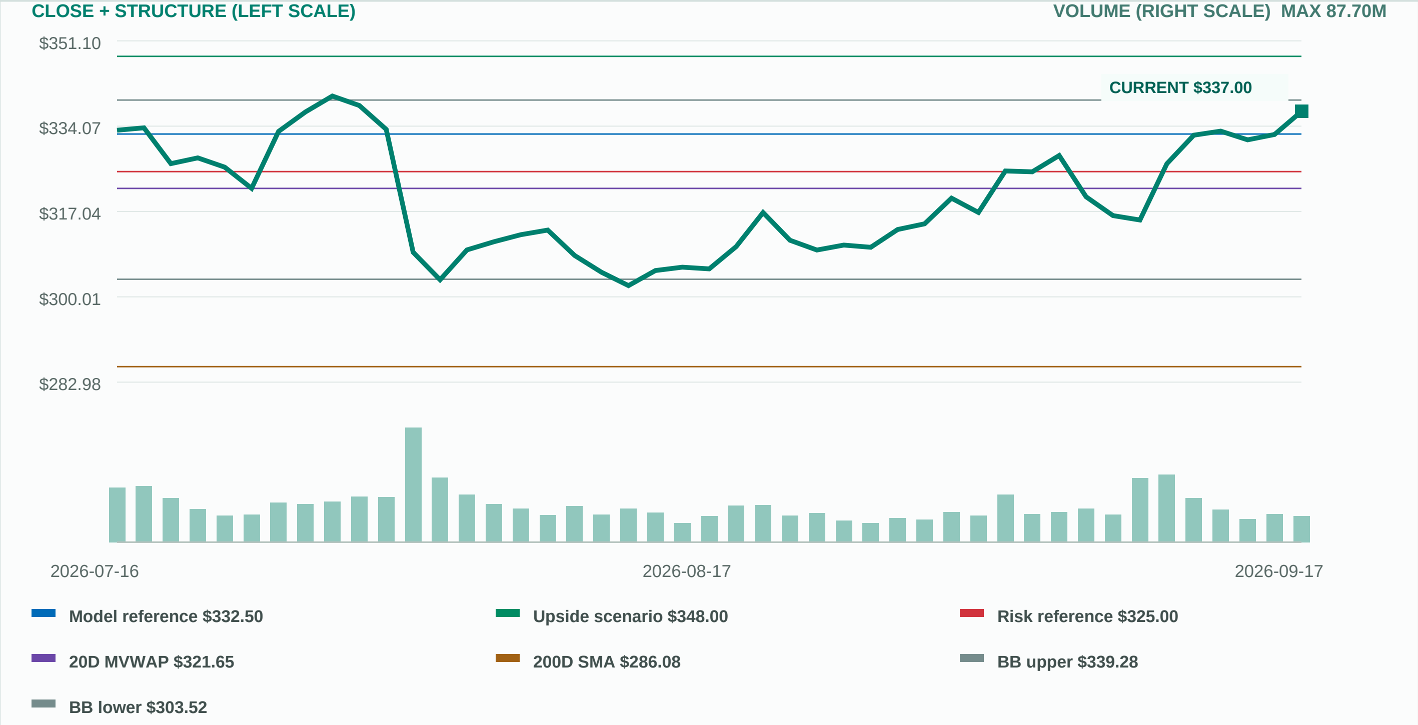
Strong uptrend: Price well above SMA50 and SMA200 with golden-cross alignment; EMA20 ~$322 | RSI(14) 62-67 (balanced/bullish, not overbought) | MACD positive with rising histogram (bullish momentum) | Analysts lifted targets (BofA $370 Buy, TD Cowen $400, Morgan Stanley $360) | Fiscal Q3 2026 beat: $109.4B revenue (+16% YoY), $2.02 EPS (+29%)

Risk watch

High valuation with PE ~38 | Unproven demand for foldable iPhone Duo | Potential demand disappointment at higher prices

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%	97.0
Strategy Fit	100.0%	79.5
Technical Trend	100.0%	89.4
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	70.8

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)	**73.53 / 65.39 / 61.68**
RSI velocity	**0.69**
MACD line / signal / histogram	**5.20 / - / 3.51**
MACD acceleration	**0.42**
Stochastic K / D	**87.76 / 86.33**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.99**
20-day MVWAP	**$321.65**
Price vs 20-day MVWAP	**+4.77%**
Daily reference VWAP	**$335.17**
Price vs daily reference	**+0.55%**
Volume	**20.08M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.14**
20-day / 200-day SMA	**$321.40 / $286.08**
Bollinger range	**$303.52 - $339.28**
Bollinger position	**0.936**

Options and volatility intelligence

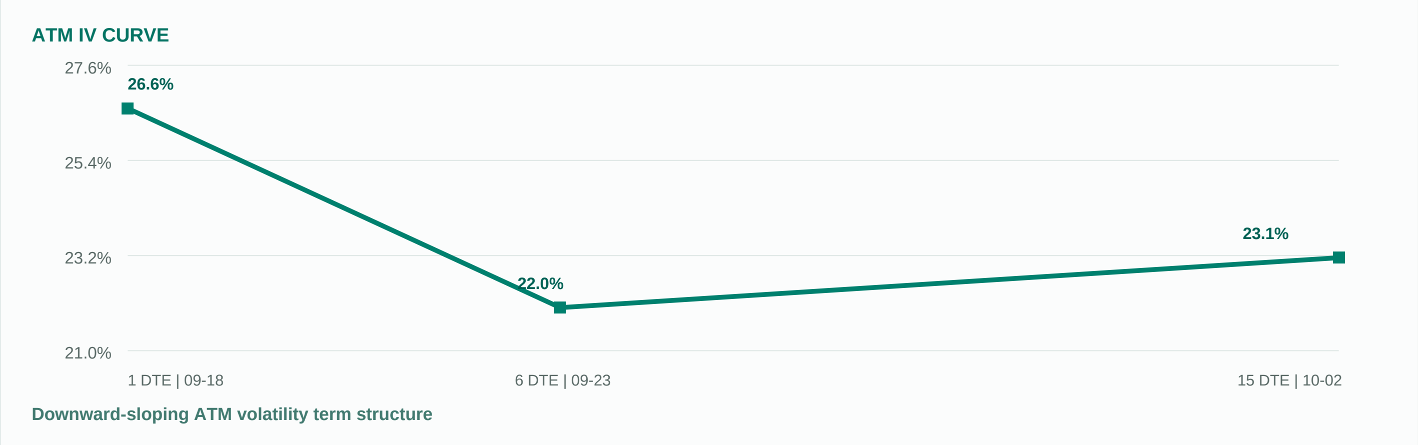
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
55 / 100	43 / 100	88.56	145.95

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-3.47 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.1%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 17, 2026 2:34 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



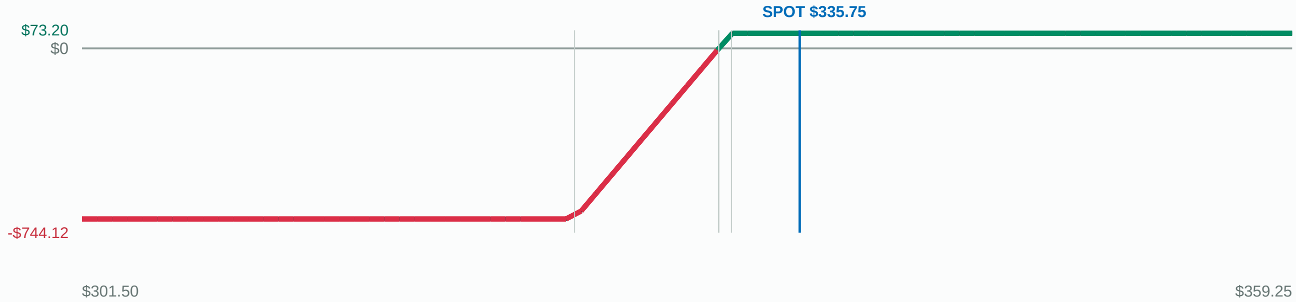
EXPIRATION	DTE	ATM IV	STATE
2026-09-18	1	26.6%	-
2026-09-23	6	22.0%	-
2026-10-02	15	23.1%	-

Reference spread payoff

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

Bull Put Spread reference

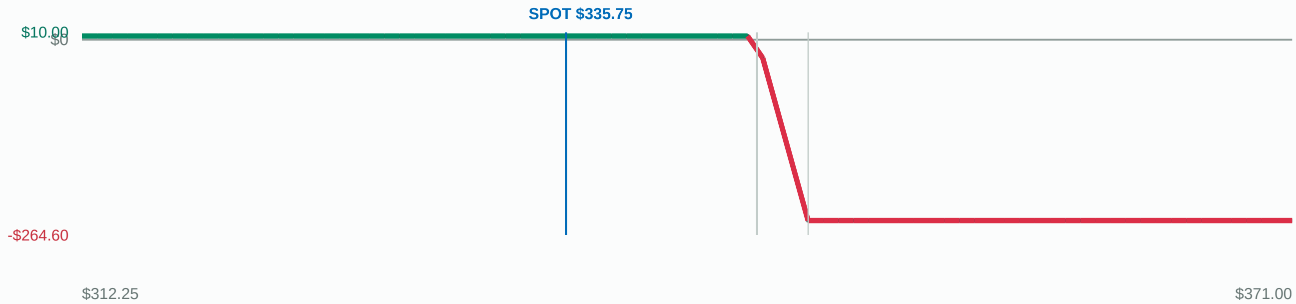
Short $332.50 | Long $325.00 | Width $7.50 | Net credit $0.61



Max profit $61.00 | Max loss -$689.00 | Break-even $331.89 | Per contract at expiry

Bear Call Spread reference

Short $345.00 | Long $347.50 | Width $2.50 | Net credit $0.05



Max profit $5.00 | Max loss -$245.00 | Break-even $345.05 | 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	**15.53**
VVIX	**88.56**
SKEW index	**145.95**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**127**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**122**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

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Wheel context

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Observed evidence

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Principal risks to monitor

High valuation with PE ~38 | Unproven demand for foldable iPhone Duo | Potential demand disappointment at higher prices

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.85T**	P/E (TTM) **37.51**
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 **$235.03 - $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 **40.0%**
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 17, 2026 2:11 PM EDT

Covered Call | 2026-09-21

At signal $335.73 | Current $337.00

SHORT **Option $340.00 B $1.18 / A $1.25**

High turnover | CR $1.22

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.40**
ATR as % of price	**2.2%**
Volatility environment	**medium**
Current IV	**26.0%**
IV rank	**64 / 100**
IV percentile	**58 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 17, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**79 / 100**
Trend health	**92 / 100**
Momentum health	**81 / 100**
Volatility health	**77 / 100**
Structure health	**56 / 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)	**$321.40 / $319.74 / $286.08**
EMA (9 / 21)	**$329.21 / $323.52**
Bollinger upper / middle / lower	**$339.28 / $321.40 / $303.52**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.936**
True high / low	**$338.34 / $330.18**
5-day true high / low	**$338.34 / $326.30**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.138	**-**
SMA50	0.427	**-**
MVWAP20	0.987	**-**
MACD	0.422	**-**
RSI	0.692	**-**
Volume	-1654952.330	**-**
ATR	-0.119	**-**
T1	-	**4.63 / 320.76 / 335.48 / 330.70**
T2	-	**4.30 / 319.62 / 333.08 / 328.35**
T3	-	**3.93 / 318.69 / 335.50 / 331.34**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$335.75**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 17, 2026 2:34 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-18 | 1 DTE**
Front at-the-money IV	**26.6%**
25-delta skew	**-0.61**
Put / Call 25-delta	**$332.50 Delta -0.247 / $345.00**
Median option bid/ask spread	**5.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**127 / 122**

Price context

Last Price: 335.75 | Bid: 335.76 | Ask: 335.77 | Previous Close: 332.41 | Change: 3.34 | Daily change: 1.00% | Update Time: 2026-09-17T14:34:47.990159-04:00 | Latest History Date: 2026-09-17 | Latest History Price: 335.75

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-24 | Latest Date: 2026-09-17 | Latest Price: 335.75 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 24.40% | Iv Rank: 54.72 | Iv Percentile: 43.20 | 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.

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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