Apple Inc / AAPL

Equity | Generated Sep 21, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$338.98	**+2.85 +0.85%**	**-/-**	**$336.13**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 21, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 21, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
70.6 / 100	**Constructive**	**high**	**25 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$334.00	**$348.00**	**$326.00**	**60 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 21, 2026 7:50 PM EDT**

Key insight

AAPL Options Suggest Optimism Despite Elevated Valuation

Market read

The market appears bullish on AAPL, with implied volatility suggesting strong expectations for price movement around its upcoming earnings release. While the stock is trading near 52-week highs and valuation metrics are elevated, positive sentiment surrounding iPhone demand and new product launches contributes to the optimistic outlook. However, risks remain, including potential supply chain constraints and a possible slowdown in September quarter growth.

Strategy context

The current market environment favors bullish strategies with a focus on near-term upside potential. Bull Put Spreads and covered calls could be considered for those seeking to capitalize on expected volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 21, 2026 1:35 PM EDT**

Short-term scenario

Hold or cautious buy-the-dip only; positive iPhone demand and technical uptrend support modest upside, but the stock is near highs with a rich multiple, unproven foldable, and supply/memory-cost overhangs. High uncertainty—any disappointment in early Duo or iPhone 18 sell-through, or broader market pullback, could reverse quickly. Not a high-conviction short-term trade.

Three-month outlook

Modestly positive bias if the iPhone 18 upgrade cycle and Duo launch convert well, potentially allowing a test of $360-$380, supported by services growth and capital returns. However, substantial uncertainty exists: current ~38x TTM P/E leaves little room for error; September-quarter growth guided slower; new CEO execution, rising memory costs, China/India mix, and possible earnings-day volatility (late October) could produce a 10-15% drawdown toward $300-$320. Range-bound 320-370 outcome is plausible; clearly identify that product-cycle optimism is already priced in and macro or competitive setbacks remain material risks.

Market sentiment

Cautiously constructive among analysts and some traders, with posts highlighting Bank of America and Evercore target raises ($370-$380) on iPhone demand and carrier incentives; comments note the stock held up unusually well after the product event rather than selling off; mixed technical setups (some bullish continuation, one older exhaustion view); scattered mentions of Apple hiring crypto talent for payments/tokenization. Overall retail chatter is not euphoric; valuation and execution risks are acknowledged. Sample size of recent posts is limited and includes unrelated tokenized-stock noise.

Supporting evidence

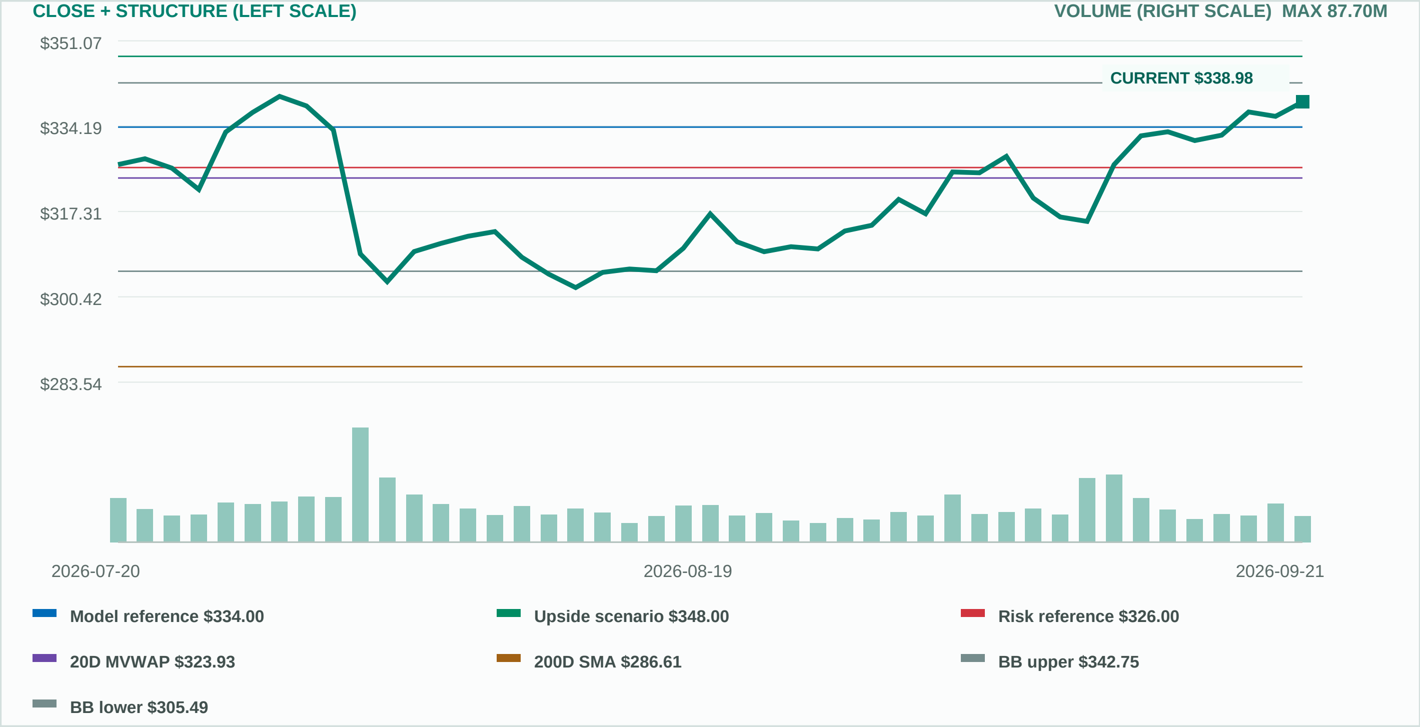
Implied volatility is elevated at 22.81%, suggesting anticipation of significant price swings around the upcoming earnings release on October 29th. | The term structure shows a slight negative slope, indicating that near-term options are more expensive than longer-dated options, potentially reflecting heightened uncertainty surrounding the short-term outlook. | Strong technical indicators like the RSI and MACD suggest continued upward momentum in the stock price.

Risk watch

AAPL's valuation is currently high, trading at ~38x TTM P/E, leaving limited room for error. | Supply chain constraints and rising memory costs pose potential risks to future earnings 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%	97.9
Strategy Fit	100.0%	59.5
Technical Trend	100.0%	89.6
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	57.2

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)	**74.46 / 66.32 / 62.43**
RSI velocity	**1.41**
MACD line / signal / histogram	**5.93 / - / 4.32**
MACD acceleration	**0.43**
Stochastic K / D	**94.94 / 91.21**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.06**
20-day MVWAP	**$323.93**
Price vs 20-day MVWAP	**+4.65%**
Daily reference VWAP	**$337.22**
Price vs daily reference	**+0.52%**
Volume	**20.08M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.24**
20-day / 200-day SMA	**$324.12 / $286.61**
Bollinger range	**$305.49 - $342.75**
Bollinger position	**0.899**

Options and volatility intelligence

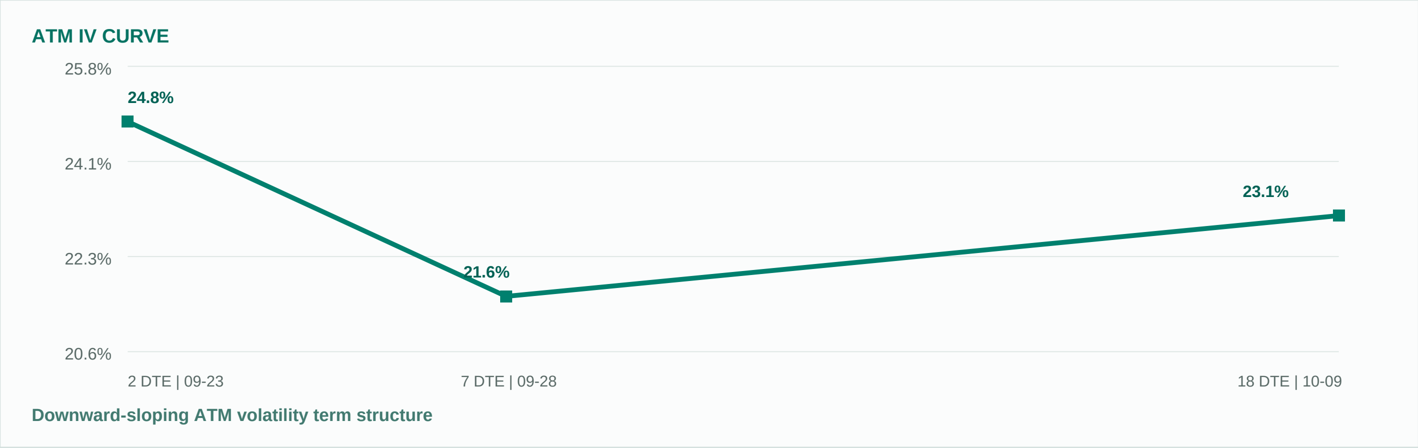
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
46 / 100	**23 / 100**	**86.00**	**148.10**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.70 pts**
Skew read	**balanced**
Liquidity / quote coverage	**98.5%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 21, 2026 2:30 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



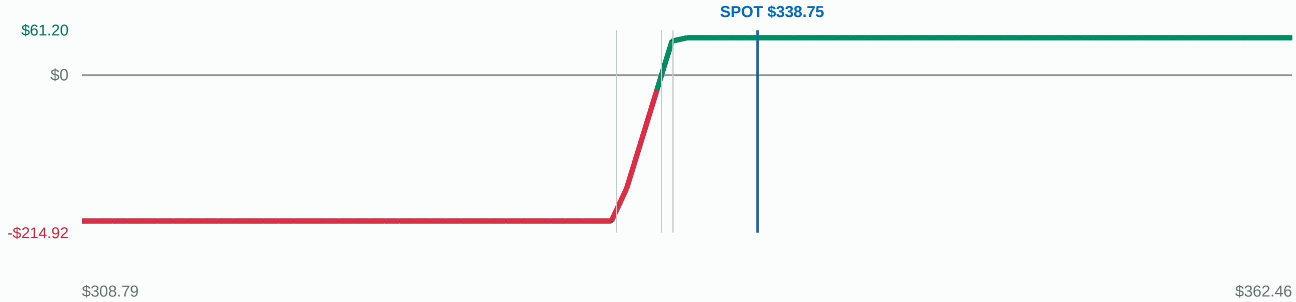
EXPIRATION	DTE	ATM IV	STATE
2026-09-23	2	24.8%	-
2026-09-28	7	21.6%	-
2026-10-09	18	23.1%	-

Reference spread payoff

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

Bull Put Spread reference

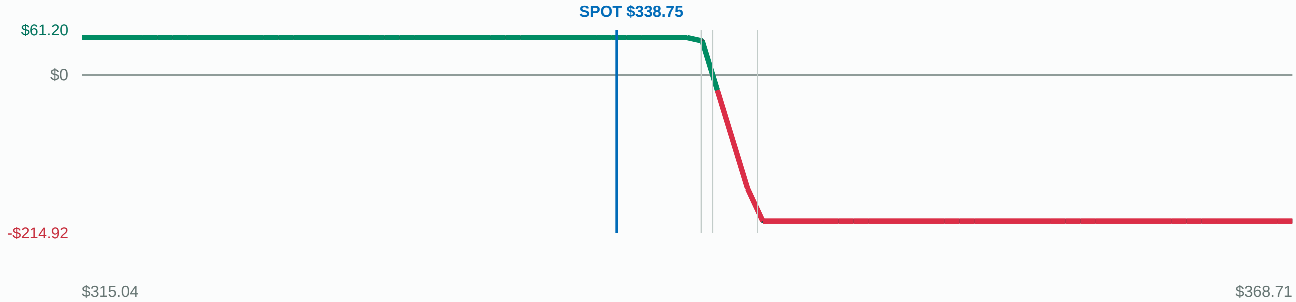
Short $335.00 | Long $332.50 | Width $2.50 | Net credit $0.51



Max profit $51.00 | Max loss -$199.00 | Break-even $334.49 | Per contract at expiry

Bear Call Spread reference

Short $342.50 | Long $345.00 | Width $2.50 | Net credit $0.51



Max profit $51.00 | Max loss -$199.00 | Break-even $343.01 | 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	**15.04**
VVIX	**86.00**
SKEW index	**148.10**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**133**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**131**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on AAPL, with implied volatility suggesting strong expectations for price movement around its upcoming earnings release. While the stock is trading near 52-week highs and valuation metrics are elevated, positive sentiment surrounding iPhone demand and new product launches contributes to the optimistic outlook. However, risks remain, including potential supply chain constraints and a possible slowdown in September quarter growth.

Options context

AAPL Options Suggest Optimism Despite Elevated Valuation

Wheel context

The current market environment favors bullish strategies with a focus on near-term upside potential. Bull Put Spreads and covered calls could be considered for those seeking to capitalize on expected volatility.

Observed evidence

Implied volatility is elevated at 22.81%, suggesting anticipation of significant price swings around the upcoming earnings release on October 29th. | The term structure shows a slight negative slope, indicating that near-term options are more expensive than longer-dated options, potentially reflecting heightened uncertainty surrounding the short-term outlook. | Strong technical indicators like the RSI and MACD suggest continued upward momentum in the stock price.

Principal risks to monitor

AAPL's valuation is currently high, trading at ~38x TTM P/E, leaving limited room for error. | Supply chain constraints and rising memory costs pose potential risks to future earnings growth.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.91T**	P/E (TTM) **38.05**
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 **$236.65 - $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 **41.3%**
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 21, 2026 9:48 AM EDT

Covered Call | 2026-09-23

At signal $335.18 | Current $338.98

SHORT **Option $335.00 B $2.80 / A $2.89**

High turnover | CR $2.85

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.25**
ATR as % of price	**2.1%**
Volatility environment	**medium**
Current IV	**22.9%**
IV rank	**46 / 100**
IV percentile	**25 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 21, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**80 / 100**
Trend health	**92 / 100**
Momentum health	**80 / 100**
Volatility health	**78 / 100**
Structure health	**60 / 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)	**$324.12 / $320.62 / $286.61**
EMA (9 / 21)	**$332.27 / $325.97**
Bollinger upper / middle / lower	**$342.75 / $324.12 / $305.49**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.899**
True high / low	**$339.64 / $333.05**
5-day true high / low	**$339.64 / $328.35**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.244	**-**
SMA50	0.448	**-**
MVWAP20	1.058	**-**
MACD	0.433	**-**
RSI	1.406	**-**
Volume	-464095.330	**-**
ATR	-0.032	**-**
T1	-	**5.52 / 322.78 / 338.49 / 332.53**
T2	-	**5.20 / 321.66 / 338.34 / 330.18**
T3	-	**4.63 / 320.76 / 335.48 / 330.70**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$338.75**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 21, 2026 2:30 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-23 | 2 DTE**
Front at-the-money IV	**24.8%**
25-delta skew	**1.65**
Put / Call 25-delta	**$335.00 Delta -0.274 / $342.50 Delta 0.275**
Median option bid/ask spread	**8.2%**
Bid/ask spread	**-**
Contracts observed / quoted	**133 / 131**

Price context

Last Price: 338.75 | Bid: 338.75 | Ask: 338.78 | Previous Close: 336.13 | Change: 2.62 | Daily change: 0.78% | Update Time: 2026-09-21T14:30:53.962699-04:00 | Latest History Date: 2026-09-21 | Latest History Price: 338.97

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-26 | Latest Date: 2026-09-21 | Latest Price: 338.97 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 22.81% | Iv Rank: 45.79 | Iv Percentile: 22.80 | 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.

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

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

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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