Apple Inc / AAPL

Equity | Generated Sep 23, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$337.02	**-2.73 -0.80%**	**-/-**	**$339.75**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 23, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 23, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
69.3 / 100	**Constructive**	**high**	**15 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$334.50	**$346.00**	**$328.50**	**57 / 100**

Options stance	**neutral**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 23, 2026 7:50 PM EDT**

Key insight

AAPL Option Market Implies Range-Bound Consolidation

Market read

The AAPL option market suggests a period of consolidation with modest upside bias. While technical indicators favor buying, the recent pullback after reaching near record highs and mixed iPhone demand signals contribute to caution. Elevated valuation and potential risks from memory costs and supply constraints create downside risk.

Strategy context

The current option market structure favors range-bound trading with limited directional conviction. Bull Put Spreads and Bear Call Spreads offer potential strategies for managing risk within a defined range.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 23, 2026 1:40 PM EDT**

Short-term scenario

Cautious/neutral for 1-3 weeks. Prefer selective entries on dips toward support rather than chasing near highs, given mixed iPhone lead-time data, elevated valuation, and resistance overhead. Upside appears limited unless demand data improves further; clearly uncertain.

Three-month outlook

Moderately constructive but constrained. The iPhone 18 cycle plus October Duo launch and services/AI narrative could support a test of the mid-$340s to low-$360s if lead times hold and margins stabilize. However, trading above many fair-value and consensus targets, memory-cost risks, supply constraints, and China variability create material downside risk toward the low-$320s or lower on disappointment. Base case is range-bound consolidation with modest upside bias; outcome is highly uncertain and not a high-conviction directional call.

Market sentiment

Mildly constructive to mixed. Trackers recently cited sentiment scores around 6-7/10 with limited resistance noted. Traders discuss the pullback after a strong run, key support levels, and possible short-term resistance near $338-340, including some fade setups. Broader comments reference ecosystem and AI themes, but high-engagement AAPL-specific posts are sparse. Uncertainty is high given low discussion volume and conflicting short-term technical views.

Supporting evidence

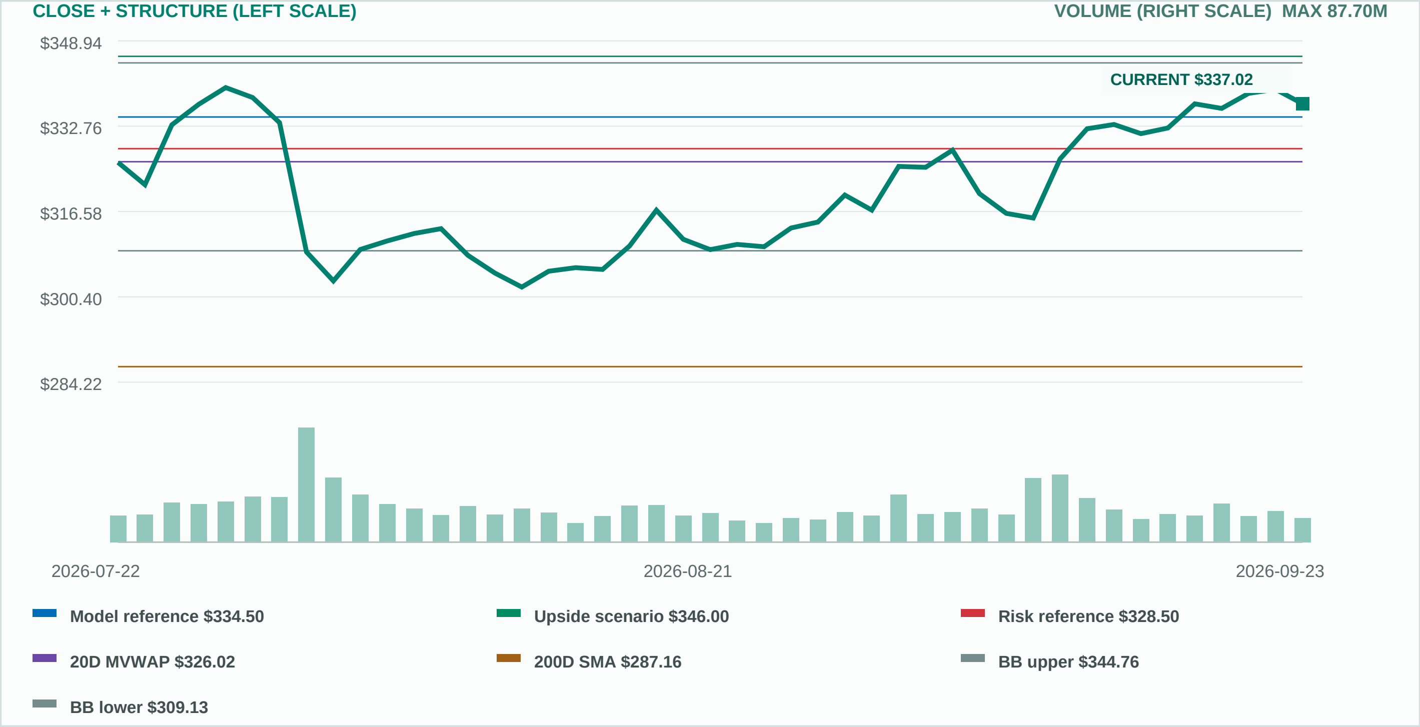
AAPL's implied volatility is 22.08%, indicating moderate expected price movement. | The term structure of implied volatility shows a backwardation, with near-term options more expensive than longer-term options, suggesting a potential for range-bound trading. | Technical indicators are mixed, with the price above key moving averages but nearing resistance levels and oscillators showing neutral signals.

Risk watch

Mixed iPhone demand signals from various analysts create uncertainty about future sales momentum.

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%	99.3
Strategy Fit	100.0%	56.9
Technical Trend	100.0%	91.3
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	48.5

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)	**65.00 / 62.90 / 60.50**
RSI velocity	**-0.45**
MACD line / signal / histogram	**6.21 / - / 5.00**
MACD acceleration	**0.23**
Stochastic K / D	**86.18 / 90.79**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.08**
20-day MVWAP	**$326.02**
Price vs 20-day MVWAP	**+3.37%**
Daily reference VWAP	**$338.11**
Price vs daily reference	**-0.32%**
Volume	**18.60M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.44**
20-day / 200-day SMA	**$326.95 / $287.16**
Bollinger range	**$309.13 - $344.76**
Bollinger position	**0.783**

Options and volatility intelligence

Structure, premium conditions and principal risks

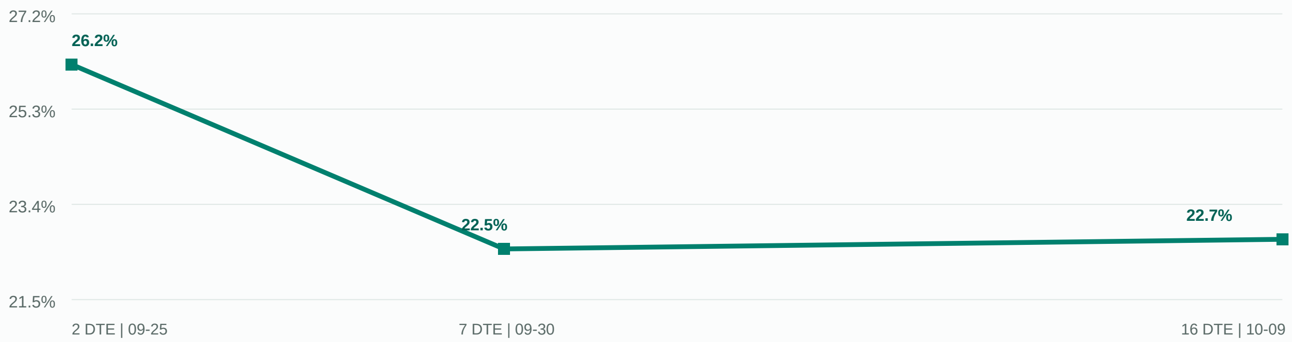
IV rank	IV percentile	VVIX	SKEW
42 / 100	**16 / 100**	**87.82**	**142.19**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-3.45 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 23, 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

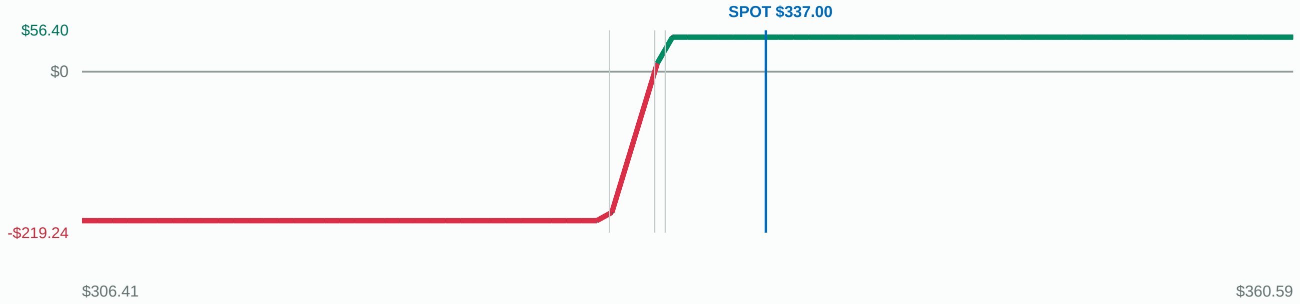
EXPIRATION	DTE	ATM IV	STATE
2026-09-25	2	26.2%	-
2026-09-30	7	22.5%	-
2026-10-09	16	22.7%	-

Reference spread payoff

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

Bull Put Spread reference

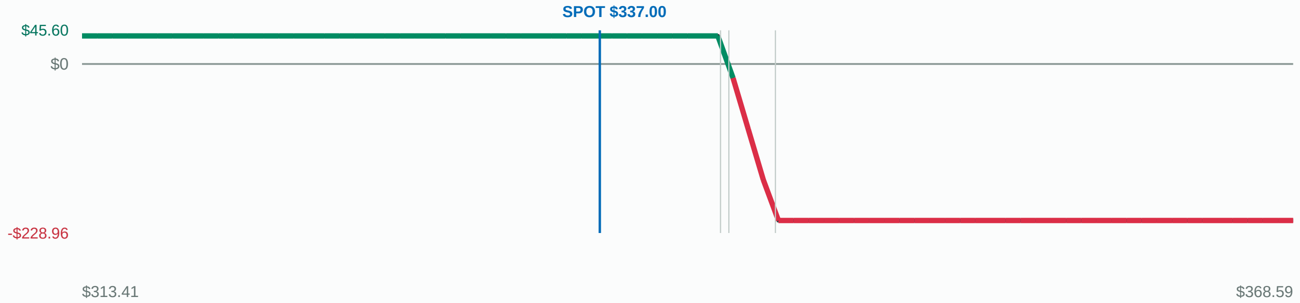
Short $332.50 | Long $330.00 | Width $2.50 | Net credit $0.47



Max profit $47.00 | Max loss -$203.00 | Break-even $332.03 | Per contract at expiry

Bear Call Spread reference

Short $342.50 | Long $345.00 | Width $2.50 | Net credit $0.38



Max profit $38.00 | Max loss -$212.00 | Break-even $342.88 | 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	**14.94**
VVIX	**87.82**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**137**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**135**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market suggests a period of consolidation with modest upside bias. While technical indicators favor buying, the recent pullback after reaching near record highs and mixed iPhone demand signals contribute to caution. Elevated valuation and potential risks from memory costs and supply constraints create downside risk.

Options context

AAPL Option Market Implies Range-Bound Consolidation

Wheel context

The current option market structure favors range-bound trading with limited directional conviction. Bull Put Spreads and Bear Call Spreads offer potential strategies for managing risk within a defined range.

Observed evidence

AAPL's implied volatility is 22.08%, indicating moderate expected price movement. | The term structure of implied volatility shows a backwardation, with near-term options more expensive than longer-term options, suggesting a potential for range-bound trading. | Technical indicators are mixed, with the price above key moving averages but nearing resistance levels and oscillators showing neutral signals.

Principal risks to monitor

Mixed iPhone demand signals from various analysts create uncertainty about future sales momentum.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.96T**	P/E (TTM) **38.64**
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 **$240.21 - $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 **38.1%**
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 23, 2026 9:39 AM EDT

Covered Call | 2026-09-25

At signal $339.27 | Current $337.02

SHORT **Option $340.00 B $2.53 / A $2.62**

High turnover | CR $2.58

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.14**
ATR as % of price	**2.1%**
Volatility environment	**medium**
Current IV	**21.9%**
IV rank	**41 / 100**
IV percentile	**15 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 23, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**84 / 100**
Trend health	**92 / 100**
Momentum health	**86 / 100**
Volatility health	**78 / 100**
Structure health	**72 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$326.95 / $321.51 / $287.16**
EMA (9 / 21)	**$334.42 / $328.11**
Bollinger upper / middle / lower	**$344.76 / $326.95 / $309.13**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.783**
True high / low	**$341.80 / $335.50**
5-day true high / low	**$345.34 / $330.18**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.436	**-**
SMA50	0.455	**-**
MVWAP20	1.082	**-**
MACD	0.230	**-**
RSI	-0.450	**-**
Volume	-3700873.670	**-**
ATR	-0.054	**-**
T1	-	**6.25 / 325.14 / 345.34 / 338.75**
T2	-	**5.93 / 323.93 / 339.64 / 333.05**
T3	-	**5.52 / 322.78 / 338.49 / 332.53**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$337.00**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:31 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-25 | 2 DTE**
Front at-the-money IV	**26.2%**
25-delta skew	**0.40**
Put / Call 25-delta	**$332.50 Delta -0.243 / $342.50 Delta 0.217**
Median option bid/ask spread	**9.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**137 / 135**

Price context

Last Price: 337.00 | Bid: 336.99 | Ask: 337.02 | Previous Close: 339.75 | Change: -2.75 | Daily change: -0.81% | Update Time: 2026-09-23T14:31:05.963640-04:00 | Latest History Date: 2026-09-23 | Latest History Price: 337.00

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-30 | Latest Date: 2026-09-23 | Latest Price: 337.00 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 22.08% | Iv Rank: 41.75 | Iv Percentile: 16.00 | 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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Options Disclosure Document	**theocc.com / Options Disclosure Document**