



Apple Inc / AAPL

Equity | Generated Oct 2, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$333.60	+3.28 +0.99%	-/-	\$330.32

Market	NYSE
Industry	Technology
Market data as of	Oct 2, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 2, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
80.7 / 100	Strong setup	high	56 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$330.00	\$344.00	\$322.00	88 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 2, 2026 7:50 PM EDT

Key insight

AAPL Option Market Implies Range-Bound Movement

Market read

The AAPL option market suggests a neutral outlook with potential for modest upside towards mid-\$340s to low-\$350s. This is contingent on positive performance from the fall product cycle, services, and reported smart-home launch, aligning with consensus targets. However, downside risk exists if guidance disappoints, China demand weakens, component costs pressure margins, or AI competition intensifies.

Strategy context

The current option pricing suggests a range-bound market with potential for modest upside if the fall product cycle performs well. However, downside risk exists if guidance disappoints or competition intensifies.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 2, 2026 1:40 PM EDT

Short-term scenario

Neutral-to-cautious buy on a pullback only; do not chase \$333.30. For 1-3 weeks, prefer entry near prior-close support if it holds, with upside looking capped near the recent high unless a catalyst extends the move. Not investment advice. Levels are uncertain and can be invalidated by earnings headlines, macro moves, or a support break.

Three-month outlook

Base case is modest, range-bound upside toward the mid-\$340s to low-\$350s if the fall product cycle (iPhone 18/Duo, services, reported smart-home launch) and late-October earnings hold up, in line with consensus targets that imply only low-single-digit upside from here. A path toward Morgan Stanley's \$355 would likely need a clean beat and firmer guidance. Downside risk is a pullback toward the low \$300s or the 50-day area near \$322 if guidance disappoints, China demand lags, component costs squeeze margins, or AI-competition fears intensify. Uncertainty is high: the premium multiple (P/E ~38) already prices in a strong outcome, consensus upside is thin, and the next earnings print is the main near-term binary. Not a recommendation to buy or sell.

Market sentiment

Recent X discussion is mixed and low-conviction. Supportive posts cite product momentum, AI expectations, and a historically strong early-to-mid October seasonal window (one account cited a 92% historical bullish rate over 25 years, which is not a forecast). Cautious posts flag resistance near recent highs around \$345, fading momentum, a large block print near the bid read as distribution, and China/competitive risk. Overall tone is cautiously constructive with an emphasis on risk management, not a clear breakout consensus. Uncertainty: posts are anecdotal, often promotional, and a poor proxy for institutional positioning.

Supporting evidence

The term structure of implied volatility shows a slight contango, indicating a slightly higher expectation for volatility in the future. | The delta 25 skew is balanced, suggesting neutral sentiment towards both upside and downside moves. | Recent news flow is mixed with some positive factors like product momentum and AI expectations, but also concerns about resistance near recent highs, fading momentum, and China competition.

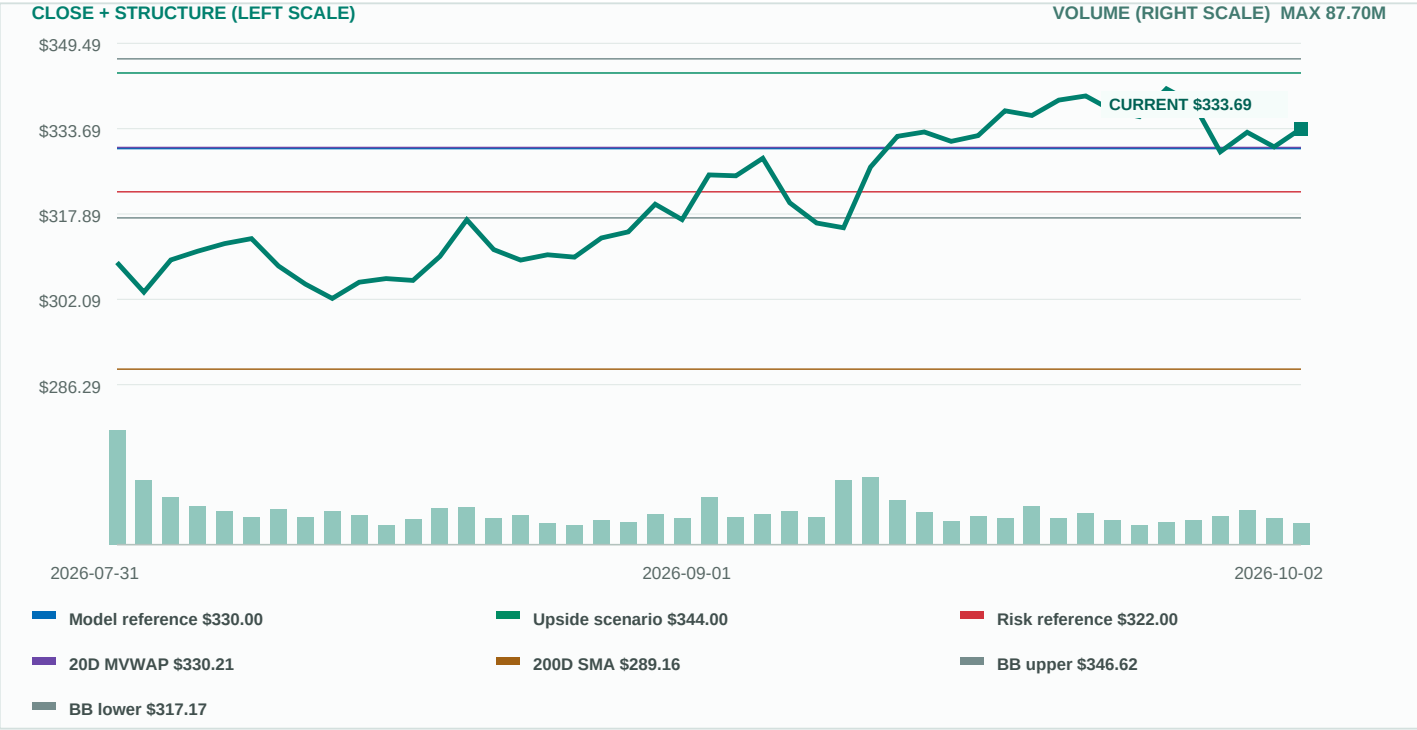
Risk watch

Earnings results in late October are a key catalyst that could significantly impact the stock price.



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



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

strong_bull

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	STRONG BULL neutral MACD decelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	51.13 / 54.72 / 55.46
RSI velocity	1.28
MACD line / signal / histogram	3.81 / - / 4.82
MACD acceleration	-0.46
Stochastic K / D	32.91 / 40.25

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.38
20-day MVWAP	\$330.21
Price vs 20-day MVWAP	+1.03%
Daily reference VWAP	\$332.95
Price vs daily reference	+0.20%
Volume	16.26M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.31
20-day / 200-day SMA	\$331.90 / \$289.16
Bollinger range	\$317.17 - \$346.62
Bollinger position	0.561



Options and volatility intelligence

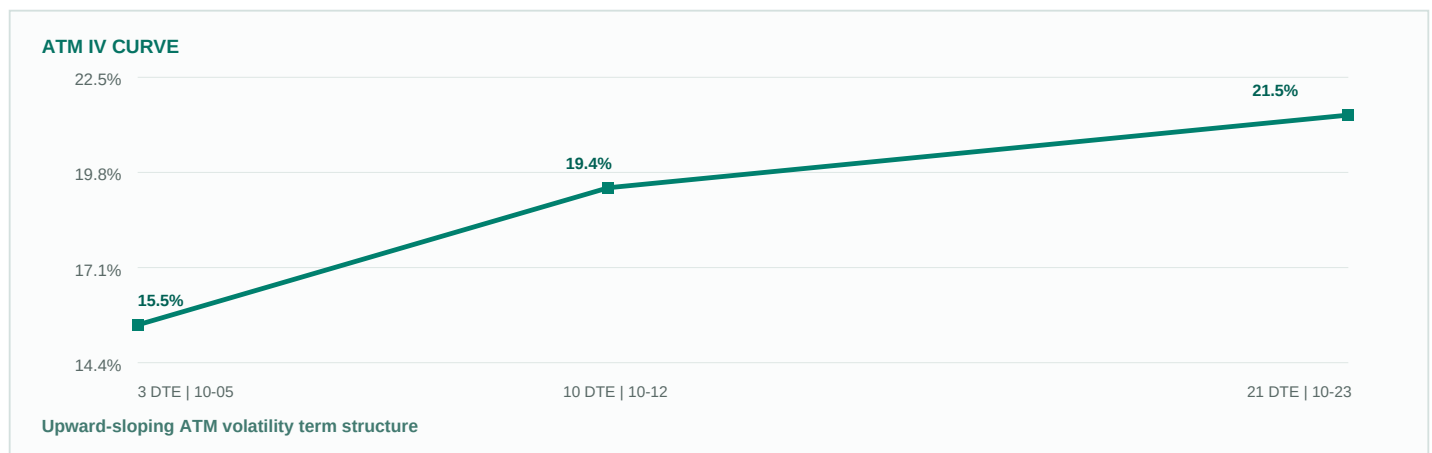
Structure, premium conditions and principal risks

IV rank 60 / 100	IV percentile 51 / 100	VVIX 88.65	SKEW 142.77
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Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+5.95 pts
Skew read	balanced
Liquidity / quote coverage	92.7%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 2, 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
2026-10-05	3	15.5%	-
2026-10-12	10	19.4%	-
2026-10-23	21	21.5%	-

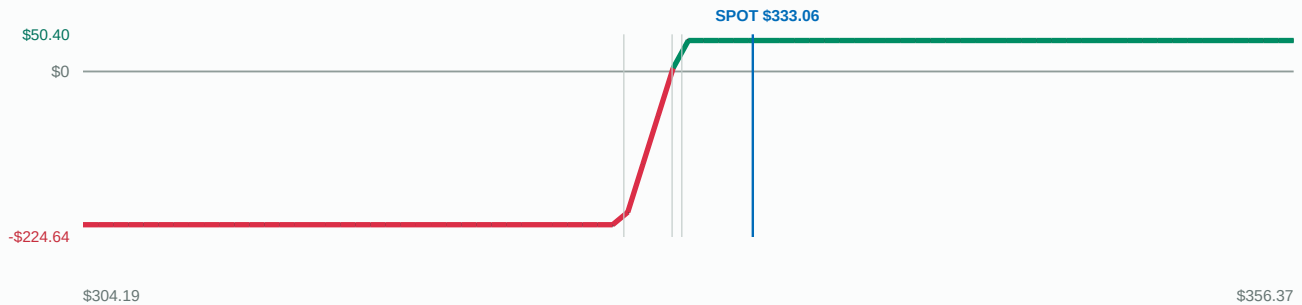


Reference spread payoff

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

Bull Put Spread reference

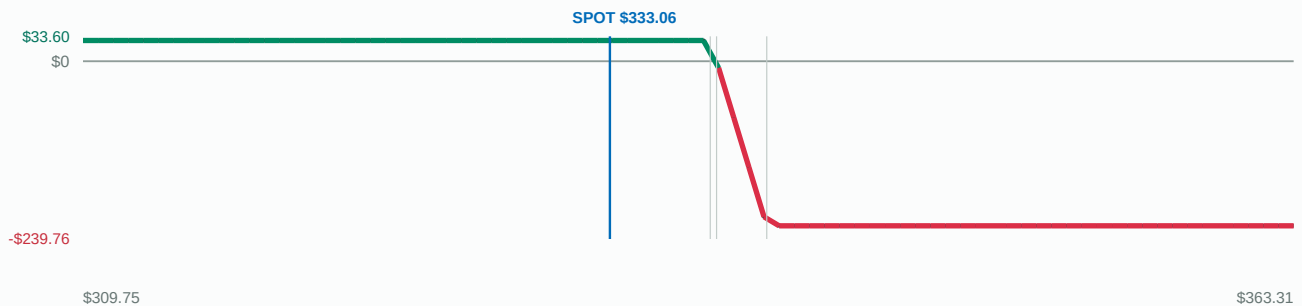
Short \$330.00 | Long \$327.50 | Width \$2.50 | Net credit \$0.42



Max profit \$42.00 | Max loss -\$208.00 | Break-even \$329.58 | Per contract at expiry

Bear Call Spread reference

Short \$337.50 | Long \$340.00 | Width \$2.50 | Net credit \$0.28



Max profit \$28.00 | Max loss -\$222.00 | Break-even \$337.78 | 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	15.59
VVIX	88.65
SKEW index	142.77
Observation confidence	high
Option quote quality	reliable
Contracts observed	124



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	115

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market suggests a neutral outlook with potential for modest upside towards mid-\$340s to low-\$350s. This is contingent on positive performance from the fall product cycle, services, and reported smart-home launch, aligning with consensus targets. However, downside risk exists if guidance disappoints, China demand weakens, component costs pressure margins, or AI competition intensifies.

Options context

AAPL Option Market Implies Range-Bound Movement

Wheel context

The current option pricing suggests a range-bound market with potential for modest upside if the fall product cycle performs well. However, downside risk exists if guidance disappoints or competition intensifies.

Observed evidence

The term structure of implied volatility shows a slight contango, indicating a slightly higher expectation for volatility in the future. | The delta 25 skew is balanced, suggesting neutral sentiment towards both upside and downside moves. | Recent news flow is mixed with some positive factors like product momentum and AI expectations, but also concerns about resistance near recent highs, fading momentum, and China competition.

Principal risks to monitor

Earnings results in late October are a key catalyst that could significantly impact the stock price.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$4.82T	37.30
ROE	Revenue growth
137.2%	1.8%
EPS growth	Operating margin
6.9%	33.2%
Net profit margin	Gross margin
27.6%	-
Free cash flow CAGR	Debt / equity
6.1%	1.35
Dividend yield	Beta
0.5%	1.09
52-week range	
\$243.42 - \$345.34	

Company or fund profile

Issuer identity and classification

Name	Market
Apple Inc	NYSE
Industry	Country
Technology	US
Currency	IPO date
USD	1980-12-12
Shares outstanding	52-week return
14.69B	30.8%
Book value per share	Revenue per share
\$7.36	\$31.73
Website	apple.com



Latest strategy observation

Most recent shared general market signal available when this report was generated

AAPL Covered Call signal	Oct 2, 2026 9:45 AM EDT
Covered Call 2026-10-05	
At signal \$331.51 Current \$333.60	
SHORT Option \$332.50 B \$1.80 / A \$1.87	
Conservative CR \$1.84	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$7.03
ATR as % of price	2.1%
Volatility environment	medium
Current IV	25.9%
IV rank	63 / 100
IV percentile	56 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 2, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	91 / 100
Trend health	92 / 100
Momentum health	99 / 100
Volatility health	78 / 100
Structure health	94 / 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)	\$331.90 / \$322.42 / \$289.16
EMA (9 / 21)	\$333.76 / \$331.03
Bollinger upper / middle / lower	\$346.62 / \$331.90 / \$317.17



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.561
True high / low	\$334.54 / \$330.32
5-day true high / low	\$342.99 / \$325.81

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.312	-
SMA50	0.145	-
MVWAP20	0.377	-
MACD	-0.460	-
RSI	1.281	-
Volume	-1913697.000	-
ATR	0.000	-
T1	-	4.08 / 330.00 / 333.02 / 325.81
T2	-	4.72 / 329.84 / 339.50 / 329.40
T3	-	5.19 / 329.08 / 338.40 / 328.70



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$333.06
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 2, 2026 2:30 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-05 3 DTE
Front at-the-money IV	15.5%
25-delta skew	0.80
Put / Call 25-delta	\$330.00 Delta -0.261 / \$337.50 Delta 0.174
Median option bid/ask spread	10.0%
Bid/ask spread	-
Contracts observed / quoted	124 / 115

Price context

Last Price: 333.06 | Bid: 333.06 | Ask: 333.07 | Previous Close: 330.32 | Change: 2.74 | Daily change: 0.83% | Update Time: 2026-10-02T14:30:59.252625-04:00 | Latest History Date: 2026-10-02 | Latest History Price: 333.06

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-10 | Latest Date: 2026-10-02 | Latest Price: 333.06 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 25.40% | Iv Rank: 60.18 | Iv Percentile: 51.20 | 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.

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.

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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.

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Reference documents

Official product terms and standardized options disclosure

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