



Apple Inc / AAPL

Equity | Generated Oct 6, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$333.63	+0.74 +0.22%	-/-	\$332.89

Market	NYSE
Industry	Technology
Market data as of	Oct 6, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 6, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
81.7 / 100	Strong setup	high	61 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$329.00	\$342.50	\$321.50	90 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 6, 2026 7:50 PM EDT

Key insight

AAPL Options Suggest Bullish Sentiment Despite Recent Price Consolidation

Market read

The market appears bullish on AAPL despite recent price consolidation near its 50-day moving average. The stock is trading above both the 10-day and 20-day SMAs, with strong support around \$330. Implied volatility is elevated but balanced, suggesting a potential for further upside movement.

Strategy context

Bullish options strategies like covered calls or bullish spreads could be employed to capitalize on potential upside while managing risk.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bearish

AI analysis updated

Oct 6, 2026 1:40 PM EDT

Short-term scenario

Cautious; do not chase. Over 1-3 weeks the setup looks range-bound into iPhone Duo availability on October 23 and estimated earnings around October 29. Prefer a dip toward first support over buying under \$336-\$345 resistance. Levels below are technical estimates only, not a recommendation. Uncertainty is high because launch and earnings gaps can invalidate stops quickly.

Three-month outlook

Base case is sideways to modestly higher, roughly a \$310-\$360 band, if Duo demand and the late-October report do not disappoint. A clean demand and margin outcome could support a retest of \$345 and a move toward the mid-\$350s. Soft guidance, weaker foldable sell-through, or unoffset memory-cost inflation could pull shares toward the 50-day area or the low \$300s. Uncertainty is substantial and should dominate the view: the stock already trades above the roughly \$328 average analyst target, at about 36-38x earnings, while at least one fair-value estimate sits well below the market price, and component-cost pressure may not be fully passed through. These ranges can be wrong.

Market sentiment

Recent X posts are sparse, low-engagement, and mostly technical rather than a clear fundamental consensus. The dominant question is whether \$345 can turn from resistance into support; above that is treated as breakout territory, \$320-\$345 as a bull-bear fight, and a break under \$320 as a loss of short-term momentum. Tone is watchful and extended after a strong multi-month run, not panicked and not euphoric. One broader post frames AAPL as a relative safe haven versus AI-capex-heavy peers, but that view is not uniformly echoed in the latest sample. Uncertainty: the social sample is small and is a weak proxy for institutional positioning.

Supporting evidence

AAPL options exhibit bullish sentiment, with call volume exceeding put volume. | The stock's price action remains above key moving averages, indicating underlying strength. | Implied volatility is elevated but balanced, suggesting a potential for both upward and downward movement.

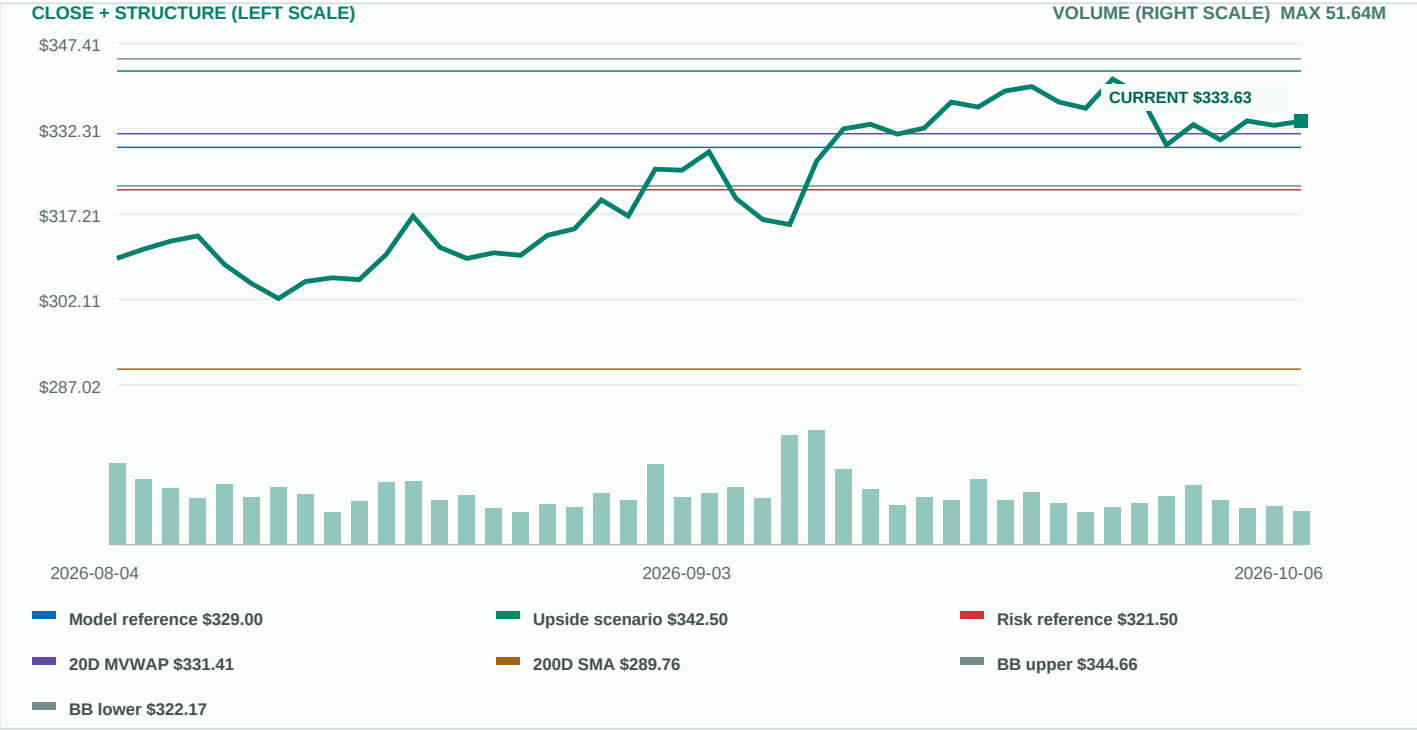
Risk watch

Rising DRAM and NAND costs pose a margin risk for AAPL. | The stock's valuation is elevated, with a P/E ratio above 35x.



Enhanced price structure

45 trading days with volume, model levels and current technical reference bands

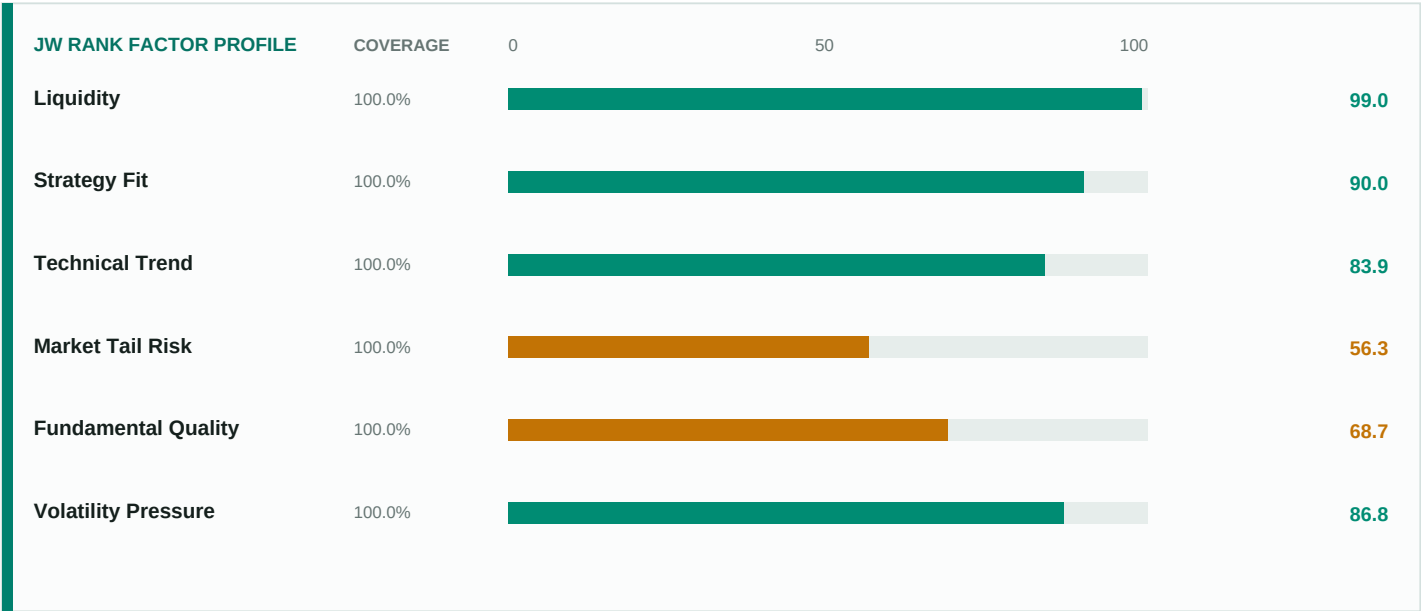


45 complete trading-session observations



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

low



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)	51.18 / 54.56 / 55.33
RSI velocity	1.04
MACD line / signal / histogram	3.25 / - / 4.29
MACD acceleration	-0.28
Stochastic K / D	38.88 / 35.01

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.47
20-day MVWAP	\$331.41
Price vs 20-day MVWAP	+0.67%
Daily reference VWAP	\$332.88
Price vs daily reference	+0.23%
Volume	14.86M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.60
20-day / 200-day SMA	\$333.41 / \$289.76
Bollinger range	\$322.17 - \$344.66
Bollinger position	0.510



Options and volatility intelligence

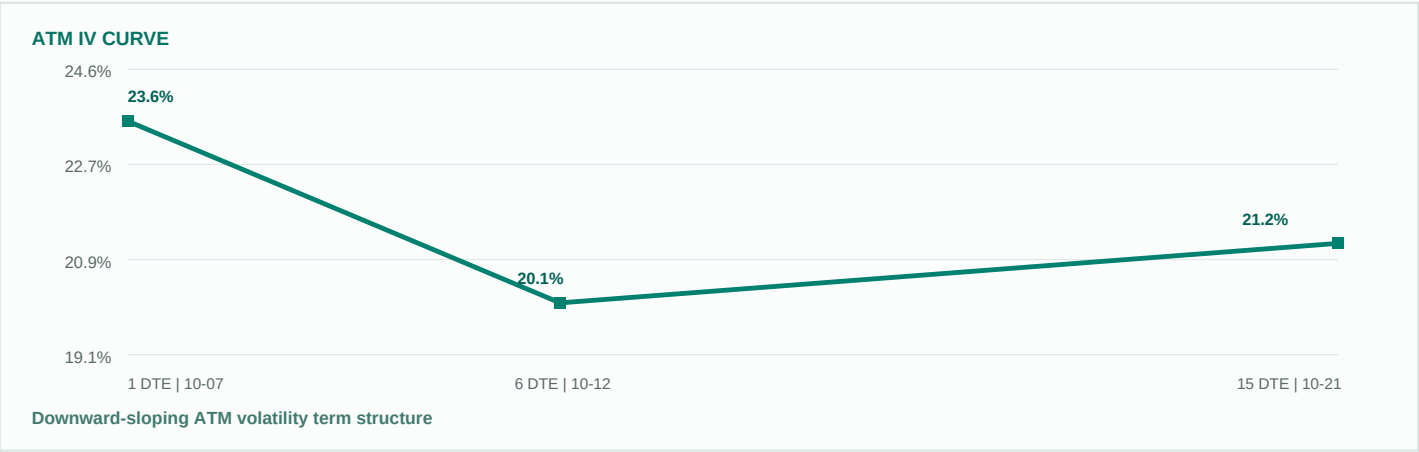
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
62 / 100	54 / 100	82.24	143.04

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-2.36 pts
Skew read	balanced
Liquidity / quote coverage	93.5%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 6, 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
2026-10-07	1	23.6%	-
2026-10-12	6	20.1%	-
2026-10-21	15	21.2%	-

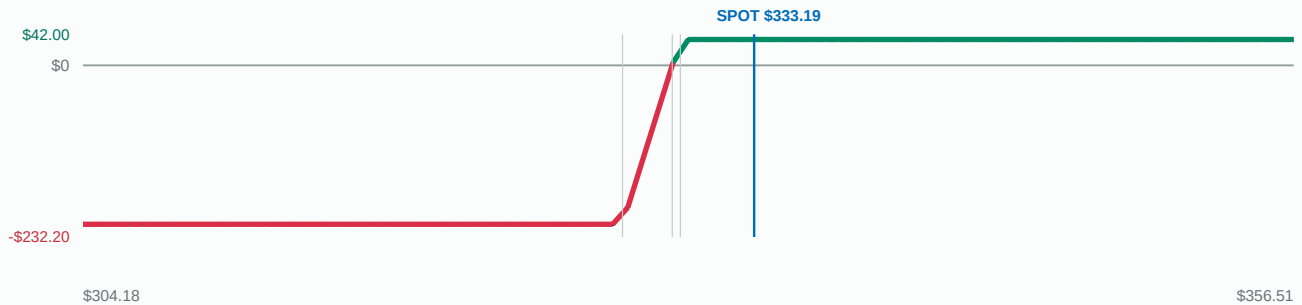


Reference spread payoff

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

Bull Put Spread reference

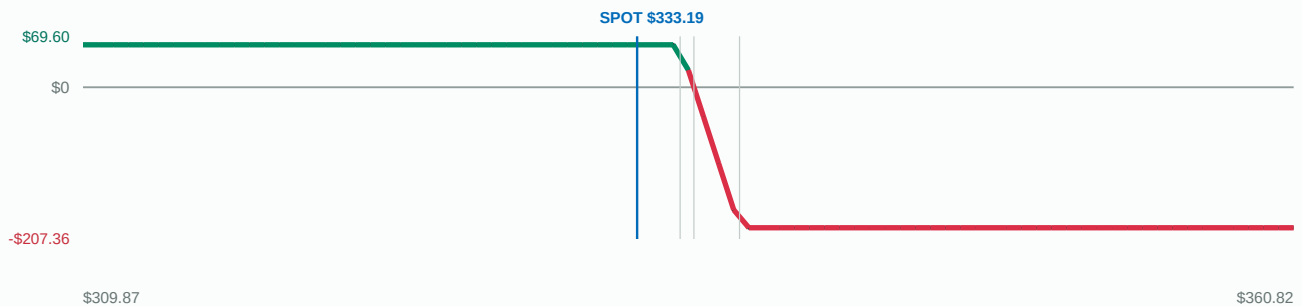
Short \$330.00 | Long \$327.50 | Width \$2.50 | Net credit \$0.35



Max profit \$35.00 | Max loss -\$215.00 | Break-even \$329.65 | Per contract at expiry

Bear Call Spread reference

Short \$335.00 | Long \$337.50 | Width \$2.50 | Net credit \$0.58



Max profit \$58.00 | Max loss -\$192.00 | Break-even \$335.58 | 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	15.08
VVIX	82.24
SKEW index	143.04
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	116

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on AAPL despite recent price consolidation near its 50-day moving average. The stock is trading above both the 10-day and 20-day SMAs, with strong support around \$330. Implied volatility is elevated but balanced, suggesting a potential for further upside movement.

Options context

AAPL Options Suggest Bullish Sentiment Despite Recent Price Consolidation

Wheel context

Bullish options strategies like covered calls or bullish spreads could be employed to capitalize on potential upside while managing risk.

Observed evidence

AAPL options exhibit bullish sentiment, with call volume exceeding put volume. | The stock's price action remains above key moving averages, indicating underlying strength. | Implied volatility is elevated but balanced, suggesting a potential for both upward and downward movement.

Principal risks to monitor

Rising DRAM and NAND costs pose a margin risk for AAPL. | The stock's valuation is elevated, with a P/E ratio above 35x.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$4.86T	37.76
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%	1.11
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	29.8%
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
Covered Call | 2026-10-09
At signal \$332.51 | Current \$333.63
SHORT Option \$337.50 B \$1.14 / A \$1.24
Conservative | CR \$1.19

Oct 6, 2026 12:48 PM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$6.63
ATR as % of price	2.0%
Volatility environment	low
Current IV	26.4%
IV rank	65 / 100
IV percentile	61 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 6, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	93 / 100
Trend health	92 / 100
Momentum health	99 / 100
Volatility health	80 / 100
Structure health	99 / 100
Earnings risk / date	low 2026-10-29
Macro risk	unknown
Volatility risk	low
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$333.41 / \$322.35 / \$289.76
EMA (9 / 21)	\$333.60 / \$331.42
Bollinger upper / middle / lower	\$344.66 / \$333.41 / \$322.17



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.510
True high / low	\$334.38 / \$330.62
5-day true high / low	\$339.50 / \$325.81

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.597	-
SMA50	0.058	-
MVWAP20	0.468	-
MACD	-0.278	-
RSI	1.042	-
Volume	-1727346.000	-
ATR	-0.205	-
T1	-	3.48 / 330.75 / 336.21 / 331.65
T2	-	3.81 / 330.21 / 334.54 / 330.32
T3	-	4.08 / 330.00 / 333.02 / 325.81



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$333.19
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 6, 2026 2:30 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-07 1 DTE
Front at-the-money IV	23.6%
25-delta skew	0.72
Put / Call 25-delta	\$330.00 Delta -0.226 / \$335.00 Delta 0.338
Median option bid/ask spread	10.2%
Bid/ask spread	-
Contracts observed / quoted	124 / 116

Price context

Last Price: 333.19 | Bid: 333.18 | Ask: 333.19 | Previous Close: 332.89 | Change: 0.30 | Daily change: 0.09% | Update Time: 2026-10-06T14:30:40.700104-04:00 | Latest History Date: 2026-10-06 | Latest History Price: 333.10

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-14 | Latest Date: 2026-10-06 | Latest Price: 333.10 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 25.72% | Iv Rank: 61.95 | Iv Percentile: 53.60 | 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

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.

Generated Oct 6, 2026 11:30 PM EDT. Jason Wheel Terms of Use and Privacy Policy apply. Copyright Jason Wheel Research LLC. All rights reserved.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	jasonwheel.com
Terms of Use	jasonwheel.com / Terms
Privacy Policy	jasonwheel.com / Privacy
Options Disclosure Document	theocc.com / Options Disclosure Document