



Apple Inc / AAPL

Equity | Generated Oct 12, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$340.97	+4.33 +1.29%	-/-	\$336.64

Market	NYSE
Industry	Technology
Market data as of	Oct 12, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 12, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
77.7 / 100	Constructive	high	56 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$337.00	\$352.00	\$328.50	74 / 100

Options stance	bullish
Tail-risk safety	32 / 100
JW Rank data coverage / as of	100.0% Oct 12, 2026 7:50 PM EDT

Key insight

AAPL Option Market Prices in Continued Upside Potential

Market read

The AAPL option market displays a bullish sentiment, pricing in continued upside potential despite recent news of production cuts for the iPhone 18 Pro and Pro Max. The stock's strong technical indicators, including its position above key moving averages and positive RSI readings, support this view. While some traders are cautious due to uncertainty surrounding upcoming product launches and valuation concerns, the overall market tone remains constructive.

Strategy context

The current option pricing suggests traders expect AAPL to move higher in the near term. This is supported by strong technical indicators and positive sentiment surrounding upcoming product launches.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 12, 2026 9:33 AM EDT

Short-term scenario

Cautious, selective long only on a dip for a 1-3 week trade. Do not chase near the 52-week high. Uncertainty is high: the order-cut report is unverified by Apple, product events from Oct 13-23 are binary, and valuation leaves little room for a disappointment.

Three-month outlook

Moderately constructive but not a high-conviction upside call. Base case is choppy trade with a bias toward \$350-\$365 if smart-home, Duo and services offset softer Pro volumes and memory-cost pressure, with the Nov 2 report and holiday guide as the main test. A bull case toward roughly \$370-\$380 needs clean execution and no further order cuts. A bear case (confirmed weaker premium demand or multiple compression) can retest the low \$320s or \$310s. Consensus targets clustering near the current price mean the three-month path is uncertain and event-driven, not a clear trend extension.

Market sentiment

Mixed and not extreme on Oct 12. Some traders cite buy volume and a push toward prior highs; others flag resistance where earlier advances stalled and prefer dips over chasing a record-area price after the order-cut headlines. Longer comments stay constructive on the ecosystem and AI narrative but cautious on valuation, yields and the dollar. Engagement on AAPL-specific posts is modest and promotional noise is high, so sentiment is a weak signal.

Supporting evidence

AAPL is trading near its 52-week high, indicating strong investor confidence. | The term structure of implied volatility shows a backwardation pattern, suggesting expectations for continued price appreciation. | Call options are more expensive than put options, reflecting a bullish bias in the market.

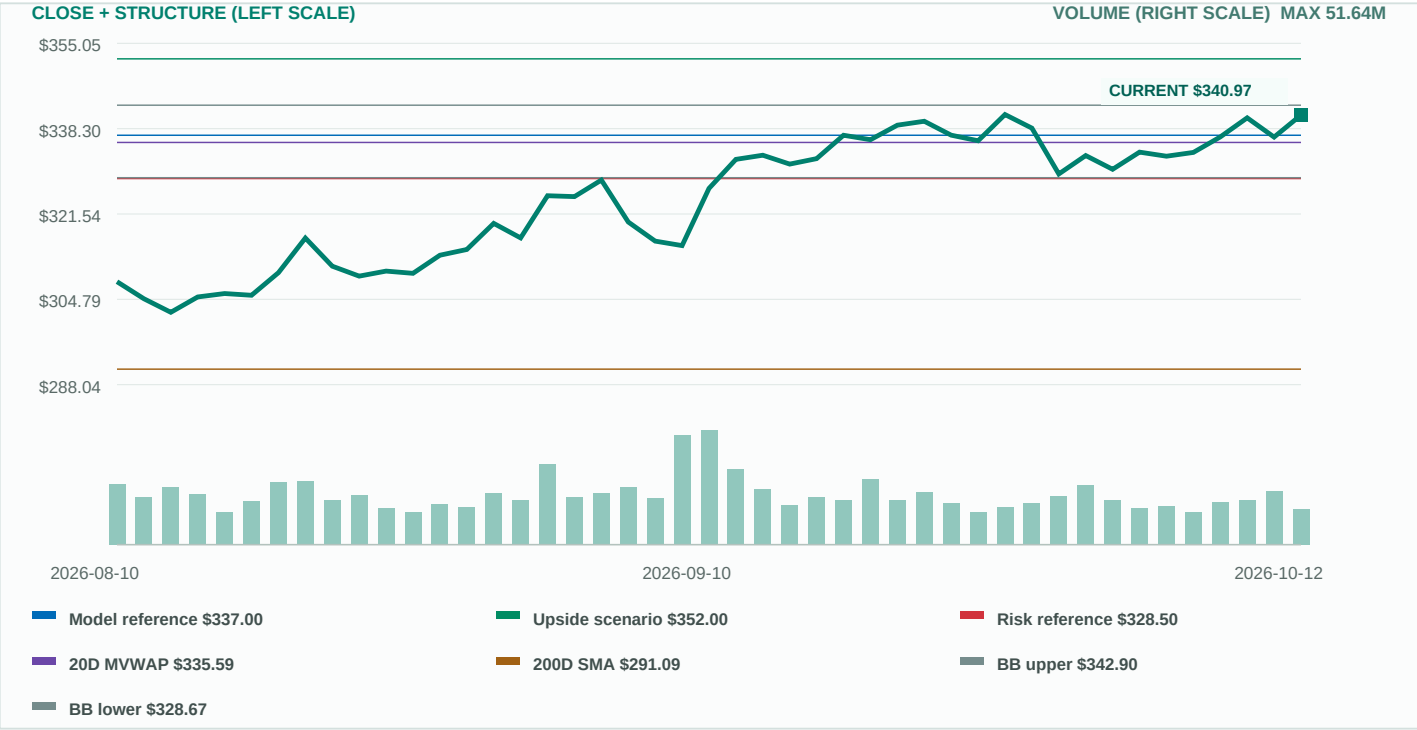
Risk watch

Recent news of production cuts for the iPhone 18 Pro and Pro Max could dampen demand and impact future earnings. | High valuation multiples leave little room for disappointment, increasing the risk of a pullback if expectations are not met.



Enhanced price structure

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

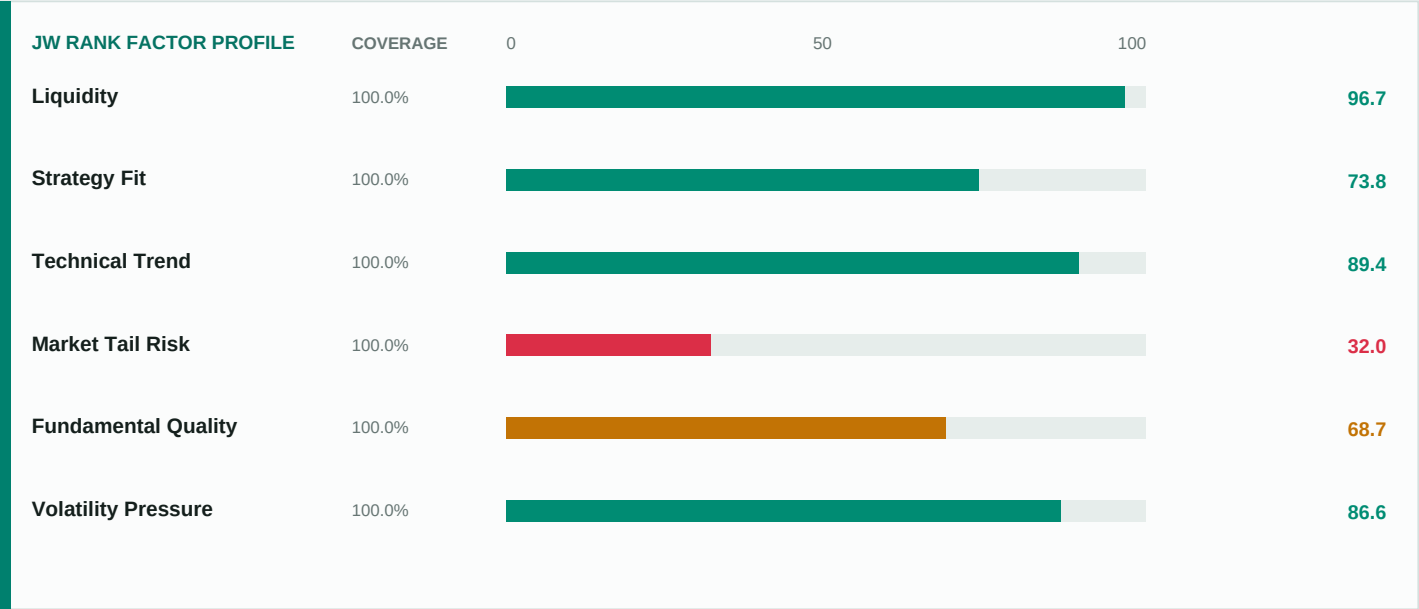


45 complete trading-session observations



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 accelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	63.12 / 60.21 / 58.97
RSI velocity	0.84
MACD line / signal / histogram	3.64 / - / 3.82
MACD acceleration	0.12
Stochastic K / D	72.83 / 63.87

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.72
20-day MVWAP	\$335.59
Price vs 20-day MVWAP	+1.60%
Daily reference VWAP	\$340.40
Price vs daily reference	+0.17%
Volume	15.80M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.44
20-day / 200-day SMA	\$335.78 / \$291.09
Bollinger range	\$328.67 - \$342.90
Bollinger position	0.864



Options and volatility intelligence

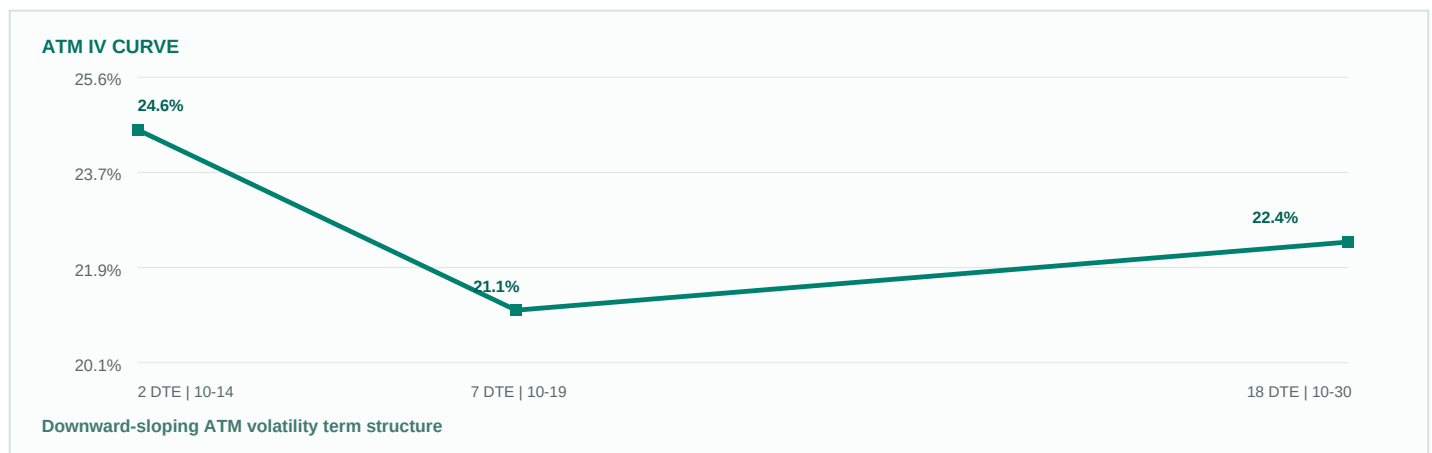
Structure, premium conditions and principal risks

IV rank 60 / 100	IV percentile 52 / 100	VVIX 86.75	SKEW 154.34
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Market regime	DANGER ZONE
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-2.14 pts
Skew read	balanced
Liquidity / quote coverage	97.9%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 12, 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
2026-10-14	2	24.6%	-
2026-10-19	7	21.1%	-
2026-10-30	18	22.4%	-

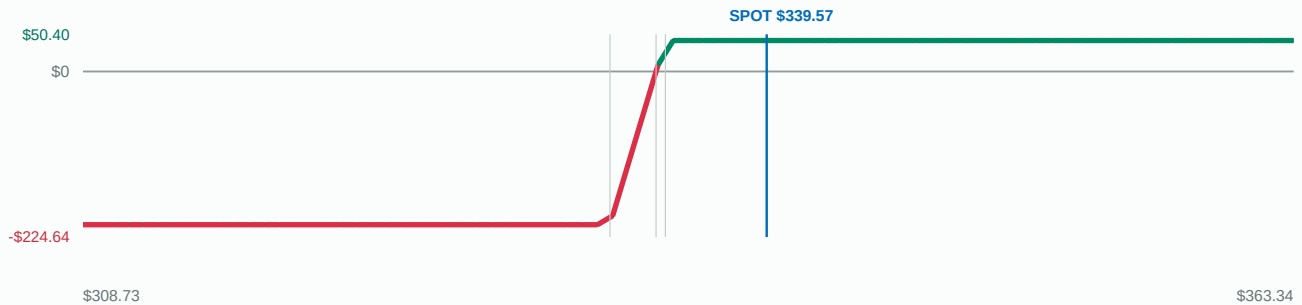


Reference spread payoff

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

Bull Put Spread reference

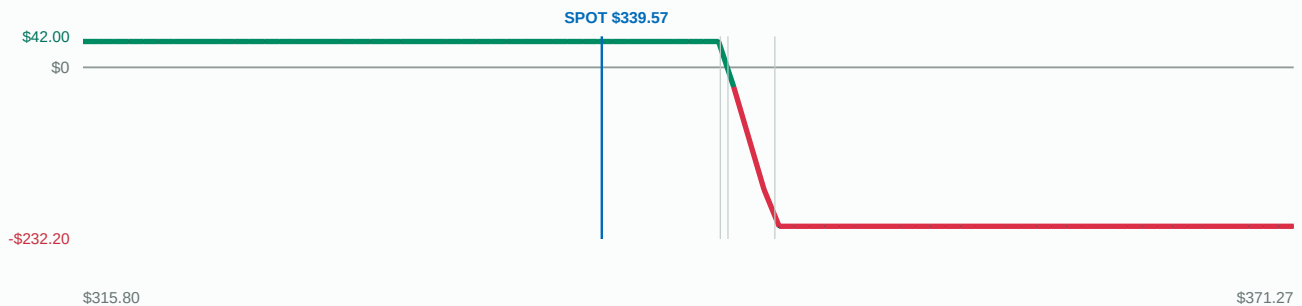
Short \$335.00 | Long \$332.50 | Width \$2.50 | Net credit \$0.42



Max profit \$42.00 | Max loss -\$208.00 | Break-even \$334.58 | Per contract at expiry

Bear Call Spread reference

Short \$345.00 | Long \$347.50 | Width \$2.50 | Net credit \$0.35



Max profit \$35.00 | Max loss -\$215.00 | Break-even \$345.35 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-11-02
Earnings IV-crush risk	NOT MEASURED
VIX	15.23
VVIX	86.75
SKEW index	154.34
Observation confidence	high
Option quote quality	reliable
Contracts observed	146



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	143

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays a bullish sentiment, pricing in continued upside potential despite recent news of production cuts for the iPhone 18 Pro and Pro Max. The stock's strong technical indicators, including its position above key moving averages and positive RSI readings, support this view. While some traders are cautious due to uncertainty surrounding upcoming product launches and valuation concerns, the overall market tone remains constructive.

Options context

AAPL Option Market Prices in Continued Upside Potential

Wheel context

The current option pricing suggests traders expect AAPL to move higher in the near term. This is supported by strong technical indicators and positive sentiment surrounding upcoming product launches.

Observed evidence

AAPL is trading near its 52-week high, indicating strong investor confidence. | The term structure of implied volatility shows a backwardation pattern, suggesting expectations for continued price appreciation. | Call options are more expensive than put options, reflecting a bullish bias in the market.

Principal risks to monitor

Recent news of production cuts for the iPhone 18 Pro and Pro Max could dampen demand and impact future earnings. | High valuation multiples leave little room for disappointment, increasing the risk of a pullback if expectations are not met.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$4.91T	38.11
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%	1.10
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	32.5%
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 12, 2026 1:37 PM EDT
Covered Call 2026-10-14	
At signal \$339.21 Current \$340.97	
SHORT Option \$342.50 B \$1.15 / A \$1.21	
Conservative CR \$1.18	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$6.69
ATR as % of price	2.0%
Volatility environment	low
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 12, 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	91 / 100
Volatility health	81 / 100
Structure health	64 / 100
Earnings risk / date	medium 2026-11-02
Macro risk	unknown
Volatility risk	low
Structure risk	medium

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$335.78 / \$323.03 / \$291.09
EMA (9 / 21)	\$336.75 / \$333.75
Bollinger upper / middle / lower	\$342.90 / \$335.78 / \$328.67



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.864
True high / low	\$342.63 / \$336.64
5-day true high / low	\$342.63 / \$330.62

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.435	-
SMA50	0.250	-
MVWAP20	0.723	-
MACD	0.122	-
RSI	0.843	-
Volume	-1082745.000	-
ATR	0.037	-
T1	-	3.43 / 335.27 / 340.42 / 330.70
T2	-	3.55 / 334.96 / 341.57 / 335.90
T3	-	3.27 / 333.42 / 338.67 / 332.78



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$339.57
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 12, 2026 2:30 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-14 2 DTE
Front at-the-money IV	24.6%
25-delta skew	1.10
Put / Call 25-delta	\$335.00 Delta -0.235 / \$345.00 Delta 0.198
Median option bid/ask spread	8.0%
Bid/ask spread	-
Contracts observed / quoted	146 / 143

Price context

Last Price: 339.57 | Bid: 339.56 | Ask: 339.60 | Previous Close: 336.64 | Change: 2.93 | Daily change: 0.87% | Update Time: 2026-10-12T14:30:42.026616-04:00 | Latest History Date: 2026-10-12 | Latest History Price: 339.59

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-20 | Latest Date: 2026-10-12 | Latest Price: 339.59 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 25.40% | Iv Rank: 60.18 | Iv Percentile: 51.60 | Next Earnings Date: 2026-11-02 | 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.

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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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