



Apple Inc / AAPL

Equity | Generated Oct 13, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$341.27	+0.30 +0.09%	-/-	\$340.97

Market	NYSE
Industry	Technology
Market data as of	Oct 13, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 13, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
76.9 / 100	Constructive	high	54 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$340.00	\$358.00	\$332.00	73 / 100

Options stance	bullish
Tail-risk safety	32 / 100
JW Rank data coverage / as of	100.0% Oct 13, 2026 7:50 PM EDT

Key insight

AAPL Option Market Implies Continued Upside Potential

Market read

The AAPL option market displays bullish sentiment, driven by strong technicals, positive news flow surrounding new product launches, and analyst upgrades. The stock is trading near a 52-week high, supported by rising moving averages and positive momentum indicators. Recent product announcements, including the HomeView smart display and foldable iPhone Duo, have fueled optimism. While valuation remains elevated, the market seems to be pricing in continued growth potential.

Strategy context

Bullish sentiment in the AAPL option market is driven by strong technicals, positive news flow, and analyst upgrades. The stock's recent performance suggests continued upside potential.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 13, 2026 1:40 PM EDT

Short-term scenario

Cautious buy on a modest pullback rather than chasing the session high. Launch momentum and analyst support favor a constructive 1-3 week bias, but elevated valuation, mixed iPhone-demand reports, and proximity to the November 2 earnings date increase volatility risk. This is not a high-conviction chase.

Three-month outlook

Moderately constructive with high uncertainty. A well-received smart-home lineup and foldable iPhone Duo could support a holiday-quarter narrative, and published targets cluster near 360-370. A trailing multiple near 39x leaves limited cushion if iPhone demand softens or if November 2 guidance disappoints. Base case is a gradual grind higher if services and the AI story hold; a meaningful pullback remains possible on demand disappointment or multiple compression. Product reception, consumer spending, and the earnings reaction are not yet known.

Market sentiment

Recent posts are cautiously bullish, highlighting strength at new highs, the \$5 trillion market-cap reclaim, and a technical pivot near 342 (hold for upside toward the mid-340s and higher extensions; a break risks the low-330s). Excitement over the smart-home and AI product news coexists with reluctance to chase records given valuation and macro concerns. Overall tone is mixed-to-positive rather than euphoric. Uncertainty: X sentiment is a small, noisy sample and is not a reliable forecast.

Supporting evidence

AAPL is trading near a 52-week high with strong upward momentum. | Implied volatility is elevated but not extreme, suggesting anticipation of further price movement. | The term structure of implied volatility is backwardated, indicating that shorter-term options are more expensive than longer-term options, which can be a sign of bullish sentiment. | Analyst upgrades and positive news flow surrounding new product launches contribute to the bullish outlook.

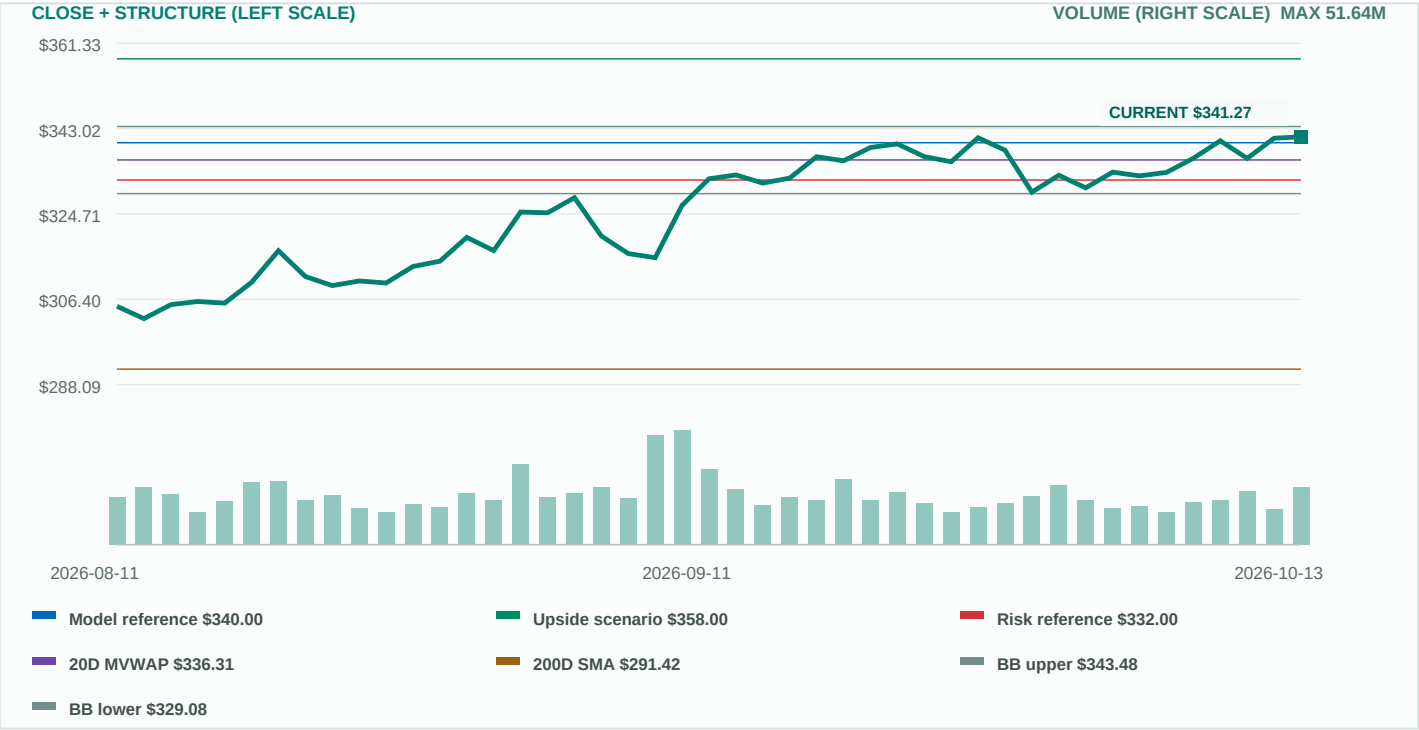
Risk watch

Elevated valuation could make AAPL susceptible to a pullback if growth expectations are not met. | Mixed iPhone demand signals and uncertainty surrounding the upcoming earnings report pose risks to the bullish outlook.



Enhanced price structure

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

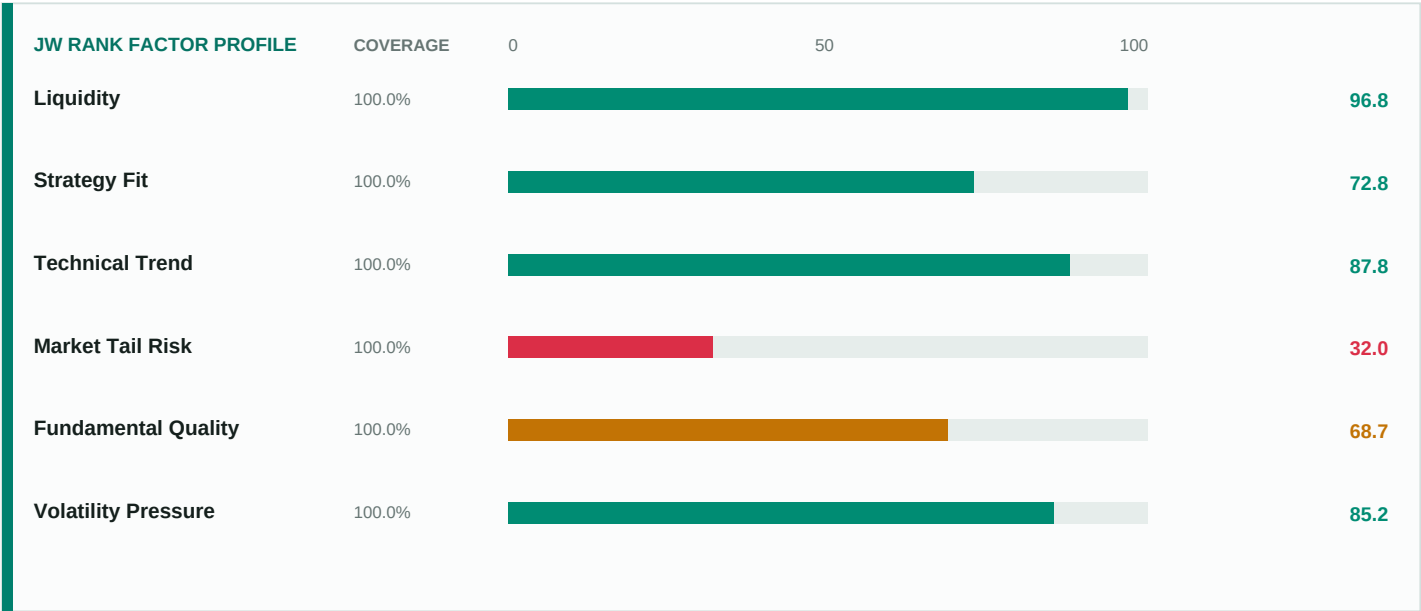


45 complete trading-session observations



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)	63.67 / 60.48 / 59.15
RSI velocity	-0.24
MACD line / signal / histogram	3.78 / - / 3.82
MACD acceleration	0.08
Stochastic K / D	70.97 / 68.59

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.45
20-day MVWAP	\$336.31
Price vs 20-day MVWAP	+1.47%
Daily reference VWAP	\$343.39
Price vs daily reference	-0.62%
Volume	25.75M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.37
20-day / 200-day SMA	\$336.28 / \$291.42
Bollinger range	\$329.08 - \$343.48
Bollinger position	0.847



Options and volatility intelligence

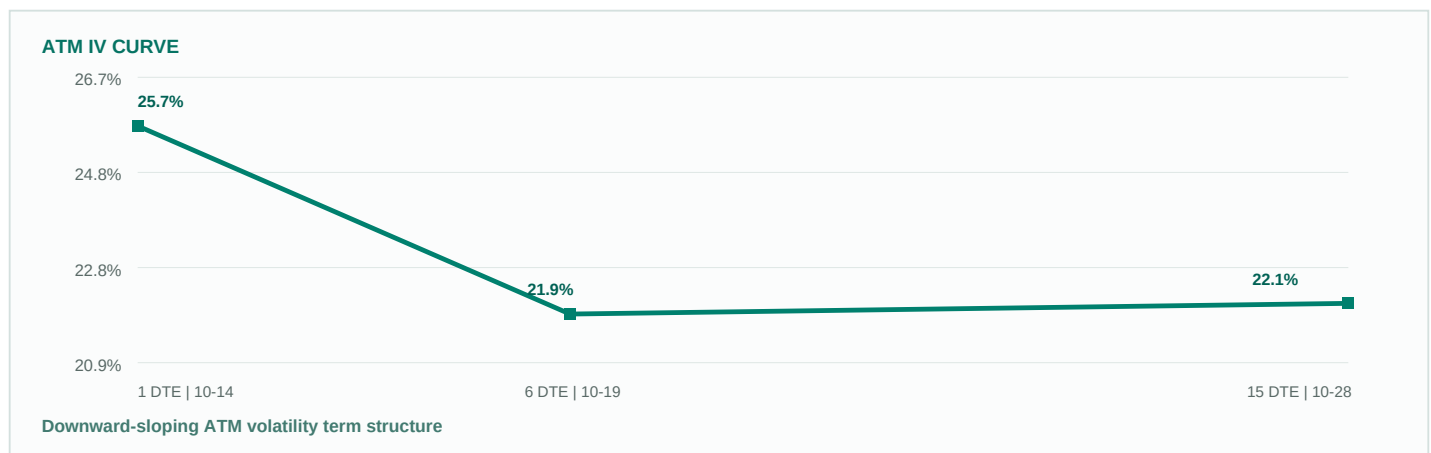
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
65 / 100	62 / 100	85.87	155.06

Market regime	DANGER ZONE
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-3.65 pts
Skew read	balanced
Liquidity / quote coverage	95.9%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 13, 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	1	25.7%	-
2026-10-19	6	21.9%	-
2026-10-28	15	22.1%	-



Reference spread payoff

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



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	15.42
VVIX	85.87
SKEW index	155.06
Observation confidence	high
Option quote quality	reliable
Contracts observed	122



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	117

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays bullish sentiment, driven by strong technicals, positive news flow surrounding new product launches, and analyst upgrades. The stock is trading near a 52-week high, supported by rising moving averages and positive momentum indicators. Recent product announcements, including the HomeView smart display and foldable iPhone Duo, have fueled optimism. While valuation remains elevated, the market seems to be pricing in continued growth potential.

Options context

AAPL Option Market Implies Continued Upside Potential

Wheel context

Bullish sentiment in the AAPL option market is driven by strong technicals, positive news flow, and analyst upgrades. The stock's recent performance suggests continued upside potential.

Observed evidence

AAPL is trading near a 52-week high with strong upward momentum. | Implied volatility is elevated but not extreme, suggesting anticipation of further price movement. | The term structure of implied volatility is backwardated, indicating that shorter-term options are more expensive than longer-term options, which can be a sign of bullish sentiment. | Analyst upgrades and positive news flow surrounding new product launches contribute to the bullish outlook.

Principal risks to monitor

Elevated valuation could make AAPL susceptible to a pullback if growth expectations are not met. | Mixed iPhone demand signals and uncertainty surrounding the upcoming earnings report pose risks to the bullish outlook.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$4.98T	38.44
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
Covered Call | 2026-10-14
At signal \$339.21 | Current \$341.27
SHORT Option \$342.50 B \$1.15 / A \$1.21
Conservative | CR \$1.18

Oct 12, 2026 1:37 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	\$6.74
ATR as % of price	2.0%
Volatility environment	low
Current IV	25.7%
IV rank	62 / 100
IV percentile	54 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 13, 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	90 / 100
Volatility health	80 / 100
Structure health	65 / 100
Earnings risk / date	medium 2026-11-02
Macro risk	unknown
Volatility risk	low
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$336.28 / \$323.79 / \$291.42
EMA (9 / 21)	\$337.65 / \$334.44
Bollinger upper / middle / lower	\$343.48 / \$336.28 / \$329.08



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.847
True high / low	\$348.15 / \$340.74
5-day true high / low	\$348.15 / \$330.70

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.370	-
SMA50	0.488	-
MVWAP20	0.449	-
MACD	0.078	-
RSI	-0.245	-
Volume	1873390.000	-
ATR	0.076	-
T1	-	3.64 / 335.59 / 342.63 / 336.64
T2	-	3.43 / 335.27 / 340.42 / 330.70
T3	-	3.55 / 334.96 / 341.57 / 335.90



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$342.79
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 13, 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 1 DTE
Front at-the-money IV	25.7%
25-delta skew	1.00
Put / Call 25-delta	\$340.00 Delta -0.279 / \$345.00 Delta 0.327
Median option bid/ask spread	13.0%
Bid/ask spread	-
Contracts observed / quoted	122 / 117

Price context

Last Price: 342.79 | Bid: 342.77 | Ask: 342.81 | Previous Close: 340.97 | Change: 1.82 | Daily change: 0.53% | Update Time: 2026-10-13T14:30:51.309878-04:00 | Latest History Date: 2026-10-13 | Latest History Price: 342.62

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-21 | Latest Date: 2026-10-13 | Latest Price: 342.62 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 26.35% | Iv Rank: 65.49 | Iv Percentile: 61.60 | 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.

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

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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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