Amazon.com Inc / AMZN

Equity | Generated Aug 25, 2026 6:19 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$260.97	**-1.10 -0.42%**	**$260.95/$261.00**	**$262.07**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Aug 25, 2026 6:19 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Aug 25, 2026 5:30 PM EDT

JW Rank	Rank label	Confidence	IV percentile
67.4 / 100	**Constructive**	**high**	**24 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$258.00	**$272.00**	**$252.00**	**75 / 100**

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**98.6% | Aug 25, 2026 5:30 PM EDT**

Key insight

AMZN Option Market Implies Mixed Sentiment

Market read

The AMZN option market displays a neutral stance with mixed signals. While implied volatility is elevated, suggesting uncertainty, the term structure is relatively flat, indicating balanced expectations for near-term price movement. The skew is balanced, with no significant directional bias. Recent news regarding strong AWS growth and capex investments has sparked both bullish and bearish sentiment among investors.

Strategy context

Mixed sentiment persists as investors weigh positive AWS performance against concerns about elevated capex and potential headwinds from memory costs and FCF pressure.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Aug 25, 2026 1:50 PM EDT**

Short-term scenario

Cautious speculative buy on further weakness for 1-3 week bounce toward resistance, given mixed technicals and capex news; high uncertainty from memory costs, FCF, NVDA earnings, and market conditions. Not financial advice.

Three-month outlook

Moderately positive with Wall Street average 12-month target around $327 implying 25%+ upside, supported by AWS growth, AI demand, and backlog. However, near-term pressure likely from $220B capex, memory shortages, FCF weakness, and Oct earnings. Potential to 280-300 if execution strong, or retest 240s on misses. High uncertainty due to spending payoff timeline, competition, macro factors, regulatory/political risks, and unidentified economic variables.

Market sentiment

Mixed but leaning cautiously bullish among investors. Positive on AWS reacceleration, massive backlog, AI/drone/automation potential, Ackman stake, and long-term moat; some calling it a buy on dips or core hold expecting bounce. Concerns center on elevated capex, negative FCF, circular AI deals, and short-term price action. Recent posts mix long-term conviction with wait-for-selloff views. Sentiment scores cited as bullish 7/10. High uncertainty as talk often splits fundamentals vs near-term volatility.

Supporting evidence

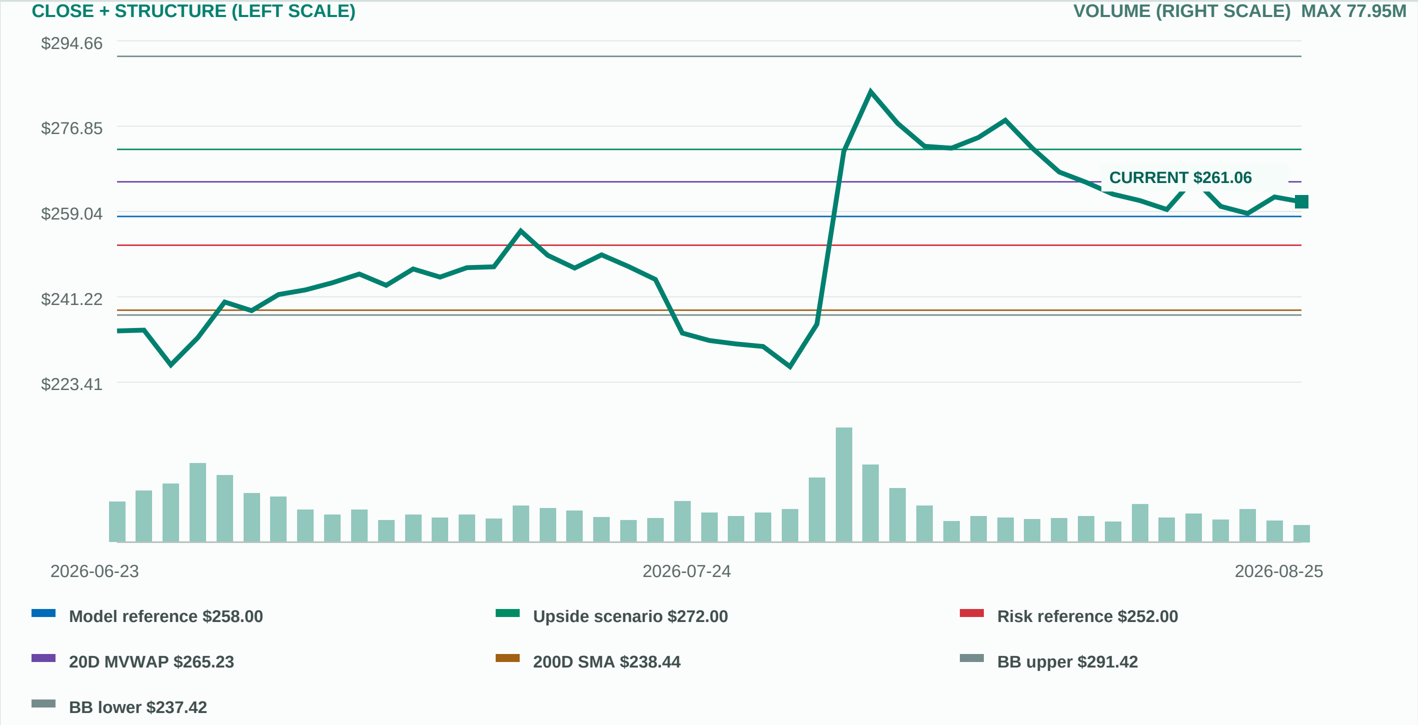
Implied volatility at 28.77% suggests heightened market uncertainty. | The term structure is flat, indicating balanced expectations for near-term price movement. | Balanced delta skew implies no strong directional bias in the options market.

Risk watch

Elevated capex spending could impact future free cash flow. | Memory shortages and rising costs may strain profitability.

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%	98.2
Strategy Fit	100.0%	74.6
Technical Trend	100.0%	77.1
Market Tail Risk	100.0%	56.3
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	37.4

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bull	**Below 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 decelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**47.26 / 51.59 / 52.50**
RSI velocity	**0.23**
MACD line / signal / histogram	**2.81 / - / 4.27**
MACD acceleration	**-0.45**
Stochastic K / D	**14.40 / 13.21**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Accumulation bias**
Institutional flow	**1.10**
20-day MVWAP	**$265.23**
Price vs 20-day MVWAP	**-1.61%**
Daily reference VWAP	**$261.59**
Price vs daily reference	**-0.24%**
Volume	**11.62M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.46**
20-day / 200-day SMA	**$264.42 / $238.44**
Bollinger range	**$237.42 - $291.42**
Bollinger position	**0.438**

Options and volatility intelligence

Structure, premium conditions and principal risks

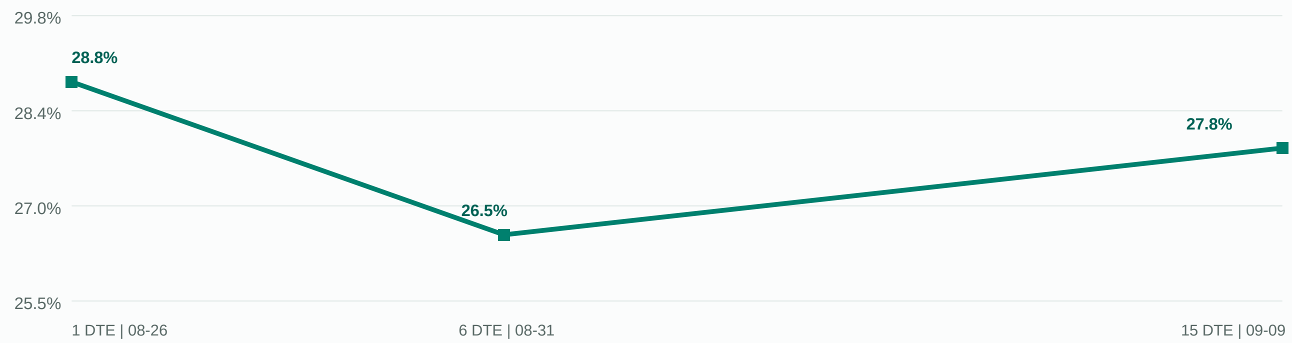
IV rank	IV percentile	VVIX	SKEW
22 / 100	**24 / 100**	**86.49**	**145.64**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.00 pts**
Skew read	**balanced**
Liquidity / quote coverage	**91.8%**
Options observation	**Aug 25, 2026 4:16 PM EDT | Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

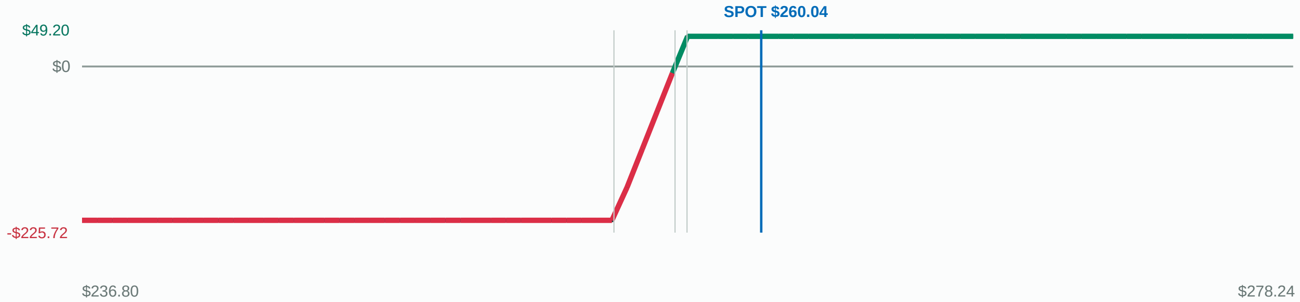
EXPIRATION	DTE	ATM IV	STATE
2026-08-26	1	28.8%	-
2026-08-31	6	26.5%	-
2026-09-09	15	27.8%	-

Reference spread payoff

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

Bull Put Spread reference

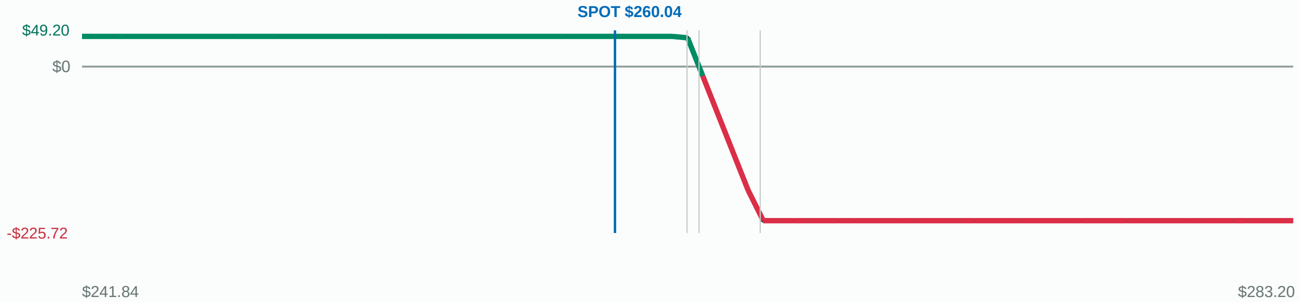
Short $257.50 | Long $255.00 | Width $2.50 | Net credit $0.41



Max profit $41.00 | Max loss -$209.00 | Break-even $257.09 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.41



Max profit $41.00 | Max loss -$209.00 | Break-even $262.91 | 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	**15.55**
VVIX	**86.49**
SKEW index	**145.64**
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	**112**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays a neutral stance with mixed signals. While implied volatility is elevated, suggesting uncertainty, the term structure is relatively flat, indicating balanced expectations for near-term price movement. The skew is balanced, with no significant directional bias. Recent news regarding strong AWS growth and capex investments has sparked both bullish and bearish sentiment among investors.

Options context

AMZN Option Market Implies Mixed Sentiment

Wheel context

Mixed sentiment persists as investors weigh positive AWS performance against concerns about elevated capex and potential headwinds from memory costs and FCF pressure.

Observed evidence

Implied volatility at 28.77% suggests heightened market uncertainty. | The term structure is flat, indicating balanced expectations for near-term price movement. | Balanced delta skew implies no strong directional bias in the options market.

Principal risks to monitor

Elevated capex spending could impact future free cash flow. | Memory shortages and rising costs may strain profitability.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.83T**	P/E (TTM) **21.14**
ROE **30.5%**	Revenue growth **11.7%**
EPS growth **-**	Operating margin **12.1%**
Net profit margin **17.4%**	Gross margin **-**
Free cash flow CAGR **-21.6%**	Debt / equity **0.22**
Dividend yield **-**	Beta **1.47**
52-week range **$196.00 - $287.20**	

Company or fund profile

Issuer identity and classification

Name **Amazon.com Inc**	Market **NYSE**
Industry **Retail**	Country **US**
Currency **USD**	IPO date **1997-05-15**
Shares outstanding **10.76B**	52-week return **14.5%**
Book value per share **$51.16**	Revenue per share **$71.14**

Website	**amazon.com**

Latest strategy observation

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

AMZN Covered Call signal

Aug 25, 2026 11:57 AM EDT

Covered Call | 2026-08-28

At signal $261.16 | Current $260.97

SHORT **Option $260.00 B $3.65 / A $3.75**

High turnover | CR $3.70

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.05**
ATR as % of price	**2.7%**
Volatility environment	**medium**
Current IV	**28.8%**
IV rank	**22 / 100**
IV percentile	**24 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**88 / 100**
Trend health	**92 / 100**
Momentum health	**94 / 100**
Volatility health	**70 / 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)	**$264.42 / $250.59 / $238.44**
EMA (9 / 21)	**$262.26 / $260.68**
Bollinger upper / middle / lower	**$291.42 / $264.42 / $237.42**
Bollinger %B	**0.438**
True high / low	**$263.89 / $259.83**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$266.40 / $257.03**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.457	**-**
SMA50	0.425	**-**
MVWAP20	1.103	**-**
MACD	-0.447	**-**
RSI	0.226	**-**
Volume	-1263122.000	**-**
ATR	-0.231	**-**
T1	-	**3.16 / 263.95 / 263.32 / 258.63**
T2	-	**3.46 / 262.93 / 261.09 / 257.03**
T3	-	**4.15 / 261.92 / 265.84 / 259.52**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$260.04**
Options intelligence as of	**Aug 25, 2026 4:16 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-08-26 | 1 DTE**
Front at-the-money IV	**28.8%**
25-delta skew	**0.54**
Put / Call 25-delta	**$257.50 Delta -0.263 / $262.50 Delta 0.284**
Median option bid/ask spread	**6.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**122 / 112**

Price context

Last Price: 260.04 | Bid: 260.02 | Ask: 260.06 | Previous Close: 262.07 | Change: -2.03 | Daily change: -0.77% | Update Time: 2026-08-25T14:32:00.645438-04:00 | Latest History Date: 2026-08-25 | Latest History Price: 260.02

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-01 | Latest Date: 2026-08-25 | Latest Price: 260.02 | Max Drawdown 60d Percent: -13.25%

Fundamental context

Current Iv Percent: 28.77% | Iv Rank: 22.42 | Iv Percentile: 23.51 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: N/A | Dividend Yield: 0.00

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**