Amazon.com Inc / AMZN

Equity | Generated Aug 28, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$266.16	**+9.90 +3.86%**	**-/-**	**$256.26**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Aug 28, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Aug 28, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
69.4 / 100	**Constructive**	**high**	**19 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$262.00	**$278.00**	**$252.00**	**72 / 100**

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**98.6% | Aug 28, 2026 7:51 PM EDT**

Key insight

AMZN Option Market Prices in Continued Upside Potential

Market read

The AMZN option market displays bullish sentiment, pricing in continued upside potential for the stock. This is reflected in elevated call option activity, particularly at higher strike prices, and a positive skew with put options trading at a discount to calls.

Strategy context

Call options with strikes above $267.50 are seeing significant buying pressure, indicating bullish bets on further upside.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Aug 28, 2026 1:51 PM EDT**

Short-term scenario

Cautious/opportunistic buy on any near-term pullback or consolidation after today's 3.5%+ surge; wait for hold above $267 for confirmation of continuation. High uncertainty from post-rally profit-taking, mixed MACD, Q3 guidance, and ongoing capex debates.

Three-month outlook

Moderately bullish with potential to test $280-300+ if AWS AI momentum and analyst targets ($327 consensus, some at $355) materialize, supported by advertising growth, retail margin improvements, and custom silicon. However, significant uncertainty exists around the $220B 2026 capex (already driving negative FCF), sustainability of 37%+ AWS growth amid competition, potential AI demand fluctuations, macro/economic slowdown risks, and regulatory issues. A pullback toward $240-250 remains possible if spending concerns intensify or broader tech sentiment sours. Q3 results (expected late October) will be a key catalyst.

Market sentiment

Leaning bullish with mixed short-term notes. Posts highlight AMZN as a top AI/cloud/robotics play, Evercore PT hike to $355, heavy call options accumulation (e.g., repeated buying of Nov $285 calls and others totaling millions in premium), and $300+ year-end targets. Some traders see it as pending a rerate versus peers. Counterpoints include short-term consolidation after the rally, relative weakness vs. other mega-caps, capex/FCF concerns, and a few technical short setups targeting lower levels. Retail accumulation on dips noted alongside institutional flow; overall tone positive on AWS/AI fundamentals.

Supporting evidence

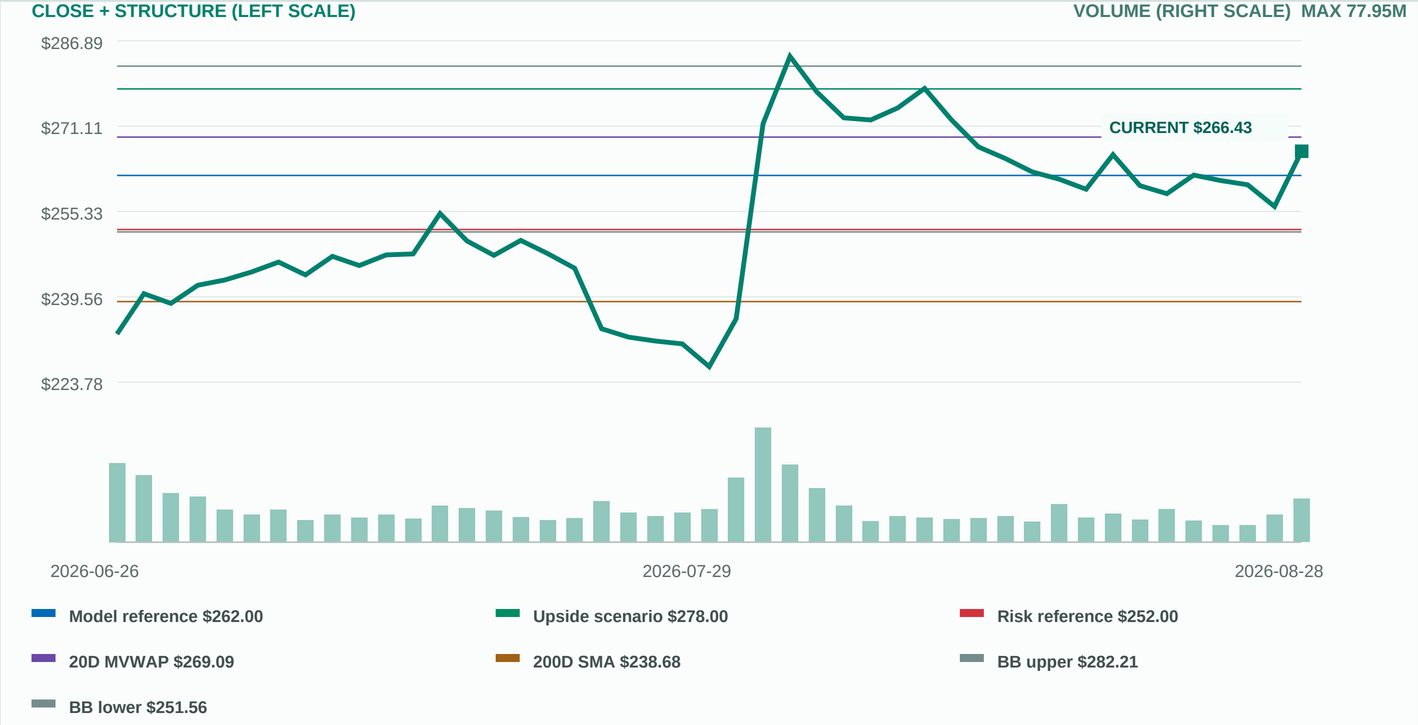
Elevated call option volume, especially at strikes above the current price, suggests strong bullish sentiment. | A positive 25-delta skew indicates that investors are more willing to pay for upside protection than downside protection. | The term structure shows a steep upward slope (contango), suggesting expectations of higher volatility and potential price increases in the future.

Risk watch

High capex spending could impact profitability and free cash flow in the near term. | Competition in the cloud computing market remains intense, posing a risk to AWS growth.

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%	99.5
Strategy Fit	100.0%	71.8
Technical Trend	100.0%	82.1
Market Tail Risk	100.0%	56.3
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	40.2

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)	**58.80 / 55.85 / 55.10**
RSI velocity	**1.42**
MACD line / signal / histogram	**2.09 / - / 3.20**
MACD acceleration	**-0.24**
Stochastic K / D	**22.30 / 17.16**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Accumulation bias**
Institutional flow	**1.29**
20-day MVWAP	**$269.09**
Price vs 20-day MVWAP	**-1.09%**
Daily reference VWAP	**$263.92**
Price vs daily reference	**+0.85%**
Volume	**29.49M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.82**
20-day / 200-day SMA	**$266.88 / $238.68**
Bollinger range	**$251.56 - $282.21**
Bollinger position	**0.485**

Options and volatility intelligence

Structure, premium conditions and principal risks

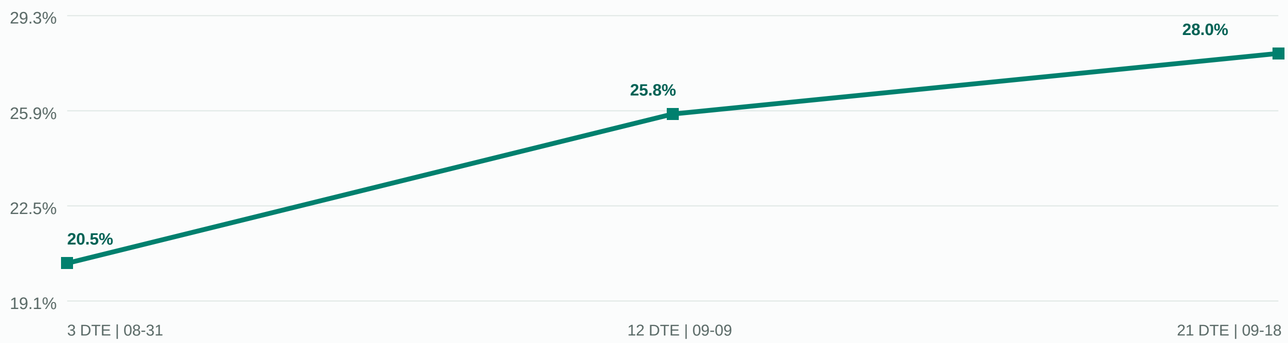
IV rank	IV percentile	VVIX	SKEW
21 / 100	**23 / 100**	**87.10**	**144.05**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+7.48 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**97.1%**
Options observation	**Aug 28, 2026 4:21 PM EDT | Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Upward-sloping ATM volatility term structure

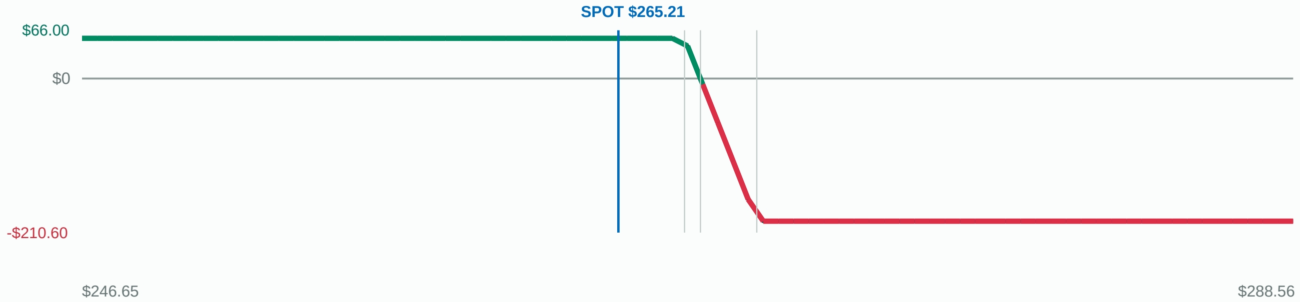
EXPIRATION	DTE	ATM IV	STATE
2026-08-31	3	20.5%	-
2026-09-09	12	25.8%	-
2026-09-18	21	28.0%	-

Reference spread payoff

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

Bear Call Spread reference

Short $267.50 | Long $270.00 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $268.05 | 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	**14.60**
VVIX	**87.10**
SKEW index	**144.05**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**139**
Contracts with quotes	**135**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

AMZN Option Market Prices in Continued Upside Potential

Wheel context

Call options with strikes above $267.50 are seeing significant buying pressure, indicating bullish bets on further upside.

Observed evidence

Elevated call option volume, especially at strikes above the current price, suggests strong bullish sentiment. | A positive 25-delta skew indicates that investors are more willing to pay for upside protection than downside protection. | The term structure shows a steep upward slope (contango), suggesting expectations of higher volatility and potential price increases in the future.

Principal risks to monitor

High capex spending could impact profitability and free cash flow in the near term. | Competition in the cloud computing market remains intense, posing a risk to AWS growth.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.76T**	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 **1.46**
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 **11.8%**
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 28, 2026 9:33 AM EDT

Covered Call | 2026-08-31

At signal $258.45 | Current $266.16

SHORT **Option $257.50 B $2.55 / A $2.70**

High turnover | Conservative | CR $2.63

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.04**
ATR as % of price	**2.6%**
Volatility environment	**medium**
Current IV	**28.3%**
IV rank	**20 / 100**
IV percentile	**19 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**90 / 100**
Trend health	**92 / 100**
Momentum health	**98 / 100**
Volatility health	**70 / 100**
Structure health	**99 / 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)	**$266.88 / $251.66 / $238.68**
EMA (9 / 21)	**$261.88 / $260.81**
Bollinger upper / middle / lower	**$282.21 / $266.88 / $251.56**
Bollinger %B	**0.485**
True high / low	**$267.56 / $256.26**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$267.56 / $255.02**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.821	**-**
SMA50	0.356	**-**
MVWAP20	1.288	**-**
MACD	-0.240	**-**
RSI	1.419	**-**
Volume	5956698.330	**-**
ATR	-0.005	**-**
T1	-	**1.80 / 269.39 / 260.28 / 255.02**
T2	-	**2.43 / 266.80 / 262.05 / 258.24**
T3	-	**2.81 / 265.23 / 263.89 / 259.83**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$265.21**
Options intelligence as of	**Aug 28, 2026 4:21 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-08-31 | 3 DTE**
Front at-the-money IV	**20.5%**
25-delta skew	**14.40**
Put / Call 25-delta	**$245.00 / $267.50 Delta 0.325**
Median option bid/ask spread	**5.8%**
Bid/ask spread	**-**
Contracts observed / quoted	**139 / 135**

Price context

Last Price: 265.21 | Bid: 265.21 | Ask: 265.25 | Previous Close: 256.26 | Change: 8.95 | Daily change: 3.49% | Update Time: 2026-08-28T14:35:08.647767-04:00 | Latest History Date: 2026-08-28 | Latest History Price: 265.21

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-04 | Latest Date: 2026-08-28 | Latest Price: 265.21 | Max Drawdown 60d Percent: -11.10%

Fundamental context

Current Iv Percent: 28.68% | Iv Rank: 21.21 | Iv Percentile: 22.71 | 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.

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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.

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**