Amazon.com Inc / AMZN

Equity | Generated Aug 31, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$260.00	**-6.43 -2.41%**	**$260.09/$260.32**	**$266.43**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Aug 31, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Aug 31, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
61.0 / 100	**Balanced**	**high**	**19 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$258.50	**$272.00**	**$252.00**	**59 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**98.6% | Aug 31, 2026 6:50 PM EDT**

Key insight

Amazon (AMZN) Shows Signs of Strength Despite Recent Pullback

Market read

Despite a recent dip, Amazon's options market suggests continued bullish sentiment. The stock is trading above key moving averages and the term structure shows backwardation, indicating expectations for future price appreciation. While short-term technical indicators are mixed, long-term fundamentals remain strong, supported by robust AWS growth and analyst optimism.

Strategy context

Options traders are positioning for continued upside in AMZN, despite recent market pressure. Bullish sentiment is evident in the skew and term structure.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Aug 31, 2026 1:51 PM EDT**

Short-term scenario

Cautious accumulation on confirmed support amid current pullback and mixed short-term technicals; high uncertainty from today's decline, capex concerns, and potential tech sector volatility. Not a high-conviction breakout setup yet.

Three-month outlook

Constructive bias toward $280-310 range if AWS growth remains above 30-35% and Q3/Q4 execution holds, supported by analyst targets around $328 and AI/cloud demand. However, significant uncertainty exists around the $220B 2026 capex (negative FCF, execution risk), Q3 guidance slightly below some Street numbers, potential regulatory/antitrust pressure on big tech, and broader market/AI spending scrutiny. Downside possible to $240-250 if growth decelerates or macro weakens. High-conviction long-term but elevated near-term risk.

Market sentiment

Cautiously bullish overall with retail accumulation on dips citing AWS/AI cloud strength, improving retail/ad margins, and long-term fundamentals. Mixed near-term: some traders note technical pressure, failure to hold momentum vs peers, and high capex sustainability questions; others wait for volume-confirmed support holds around $260 before adding. Options flow shows some hedging near current levels. Sentiment improved post-Q2 but remains watchful of spending vs growth.

Supporting evidence

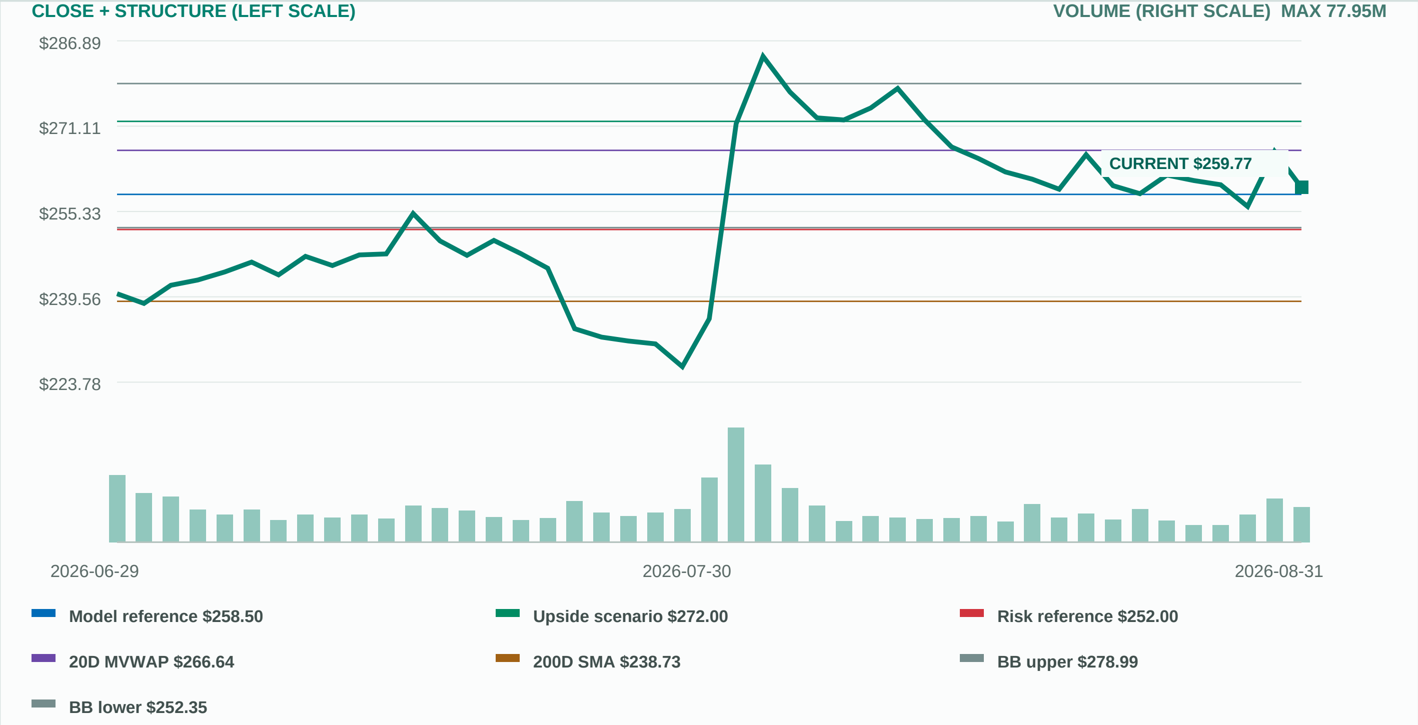
The stock is trading above both the 50-day and 200-day moving averages. | The term structure of options shows backwardation, with near-term implied volatility lower than further out expirations. | Analysts maintain a strong buy consensus with an average price target significantly above current levels.

Risk watch

Short-term technical indicators show mixed signals, with some suggesting potential for further consolidation or even a pullback. | High capital expenditure plans raise concerns about future profitability and free cash flow.

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%	98.8
Strategy Fit	100.0%	58.9
Technical Trend	100.0%	72.5
Market Tail Risk	100.0%	32.0
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	38.4

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)	**46.71 / 50.08 / 51.29**
RSI velocity	**-0.27**
MACD line / signal / histogram	**1.76 / - / 2.91**
MACD acceleration	**-0.23**
Stochastic K / D	**26.20 / 20.21**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.06**
20-day MVWAP	**$266.64**
Price vs 20-day MVWAP	**-2.49%**
Daily reference VWAP	**$260.42**
Price vs daily reference	**-0.16%**
Volume	**23.79M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-0.14**
20-day / 200-day SMA	**$265.67 / $238.73**
Bollinger range	**$252.35 - $278.99**
Bollinger position	**0.279**

Options and volatility intelligence

Structure, premium conditions and principal risks

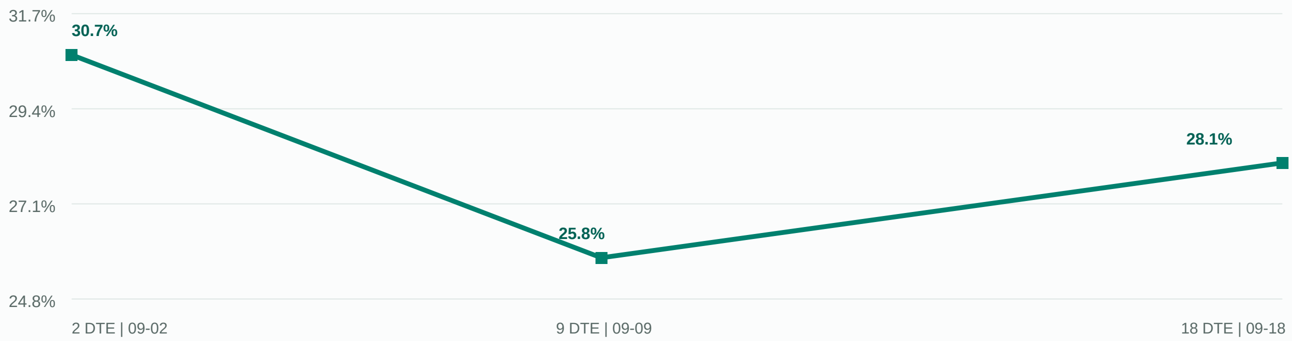
IV rank	IV percentile	VVIX	SKEW
17 / 100	**16 / 100**	**87.63**	**144.05**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-2.62 pts**
Skew read	**balanced**
Liquidity / quote coverage	**95.6%**
Options observation	**Aug 31, 2026 4:22 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

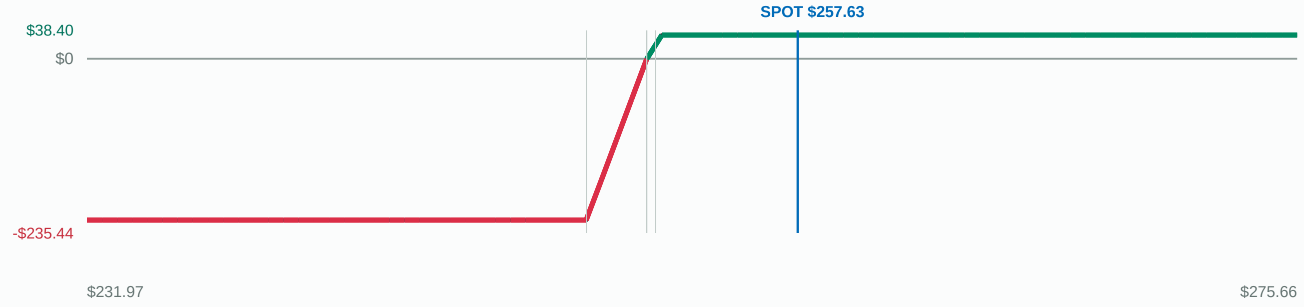
EXPIRATION	DTE	ATM IV	STATE
2026-09-02	2	30.7%	-
2026-09-09	9	25.8%	-
2026-09-18	18	28.1%	-

Reference spread payoff

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

Bull Put Spread reference

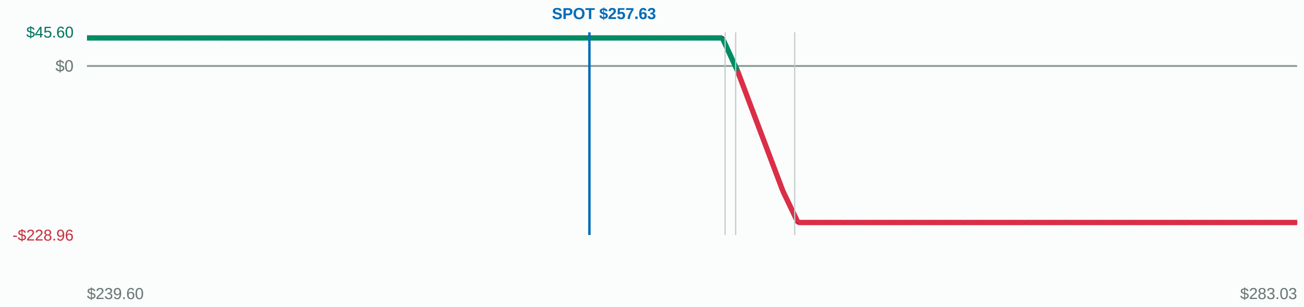
Short $252.50 | Long $250.00 | Width $2.50 | Net credit $0.32



Max profit $32.00 | Max loss -$218.00 | Break-even $252.18 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.38



Max profit $38.00 | Max loss -$212.00 | Break-even $262.88 | 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	**15.05**
VVIX	**87.63**
SKEW index	**144.05**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**135**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**129**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

Despite a recent dip, Amazon's options market suggests continued bullish sentiment. The stock is trading above key moving averages and the term structure shows backwardation, indicating expectations for future price appreciation. While short-term technical indicators are mixed, long-term fundamentals remain strong, supported by robust AWS growth and analyst optimism.

Options context

Amazon (AMZN) Shows Signs of Strength Despite Recent Pullback

Wheel context

Options traders are positioning for continued upside in AMZN, despite recent market pressure. Bullish sentiment is evident in the skew and term structure.

Observed evidence

The stock is trading above both the 50-day and 200-day moving averages. | The term structure of options shows backwardation, with near-term implied volatility lower than further out expirations. | Analysts maintain a strong buy consensus with an average price target significantly above current levels.

Principal risks to monitor

Short-term technical indicators show mixed signals, with some suggesting potential for further consolidation or even a pullback. | High capital expenditure plans raise concerns about future profitability and free cash flow.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.87T**	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 **15.0%**
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 31, 2026 9:38 AM EDT

Covered Call | 2026-09-02

At signal $261.64 | Current $260.00

SHORT **Option $262.50 B $2.27 / A $2.38**

High turnover | CR $2.33

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.20**
ATR as % of price	**2.8%**
Volatility environment	**medium**
Current IV	**28.3%**
IV rank	**18 / 100**
IV percentile	**19 / 100**

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	**68 / 100**
Structure health	**78 / 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)	**$265.67 / $251.97 / $238.73**
EMA (9 / 21)	**$261.46 / $260.71**
Bollinger upper / middle / lower	**$278.99 / $265.67 / $252.35**
Bollinger %B	**0.279**
True high / low	**$266.43 / $257.12**

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	-0.144	**-**
SMA50	0.364	**-**
MVWAP20	-0.056	**-**
MACD	-0.226	**-**
RSI	-0.265	**-**
Volume	4093999.000	**-**
ATR	0.126	**-**
T1	-	**2.09 / 269.09 / 267.56 / 256.26**
T2	-	**1.80 / 269.39 / 260.28 / 255.02**
T3	-	**2.43 / 266.80 / 262.05 / 258.24**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$257.63**
Options intelligence as of	**Aug 31, 2026 4:22 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-02 | 2 DTE**
Front at-the-money IV	**30.7%**
25-delta skew	**1.62**
Put / Call 25-delta	**$252.50 Delta -0.194 / $262.50 Delta 0.213**
Median option bid/ask spread	**6.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**135 / 129**

Price context

Last Price: 257.63 | Bid: 257.61 | Ask: 257.64 | Previous Close: 266.43 | Change: -8.80 | Daily change: -3.30% | Update Time: 2026-08-31T14:35:43.528739-04:00 | Latest History Date: 2026-08-31 | Latest History Price: 257.71

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-05 | Latest Date: 2026-08-31 | Latest Price: 257.71 | Max Drawdown 60d Percent: -11.10%

Fundamental context

Current Iv Percent: 27.99% | Iv Rank: 17.02 | Iv Percentile: 16.33 | 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

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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 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

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