Amazon.com Inc / AMZN

Equity | Generated Sep 4, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$258.30	**-0.60 -0.23%**	**-/-**	**$258.90**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Sep 4, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 4, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
68.3 / 100	**Constructive**	**high**	**26 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$254.50	**$268.00**	**$247.00**	**75 / 100**

Options stance	**mixed**
Tail-risk safety	**64 / 100**
JW Rank data coverage / as of	**98.6% | Sep 4, 2026 7:50 PM EDT**

Key insight

AMZN Option Market Shows Mixed Sentiment Amidst Earnings Tailwinds and Regulatory Concerns

Market read

The AMZN option market displays a mixed sentiment, reflecting both positive earnings momentum and concerns surrounding regulatory scrutiny and capex pressures. Elevated implied volatility suggests uncertainty about future price movements. While strong AWS growth and a robust backlog are attracting bullish interest, the recent FTC lawsuit and high capital expenditure plans are causing some caution.

Strategy context

Elevated put demand coupled with strong call buying at the 260 strike suggests a mixed market sentiment. Traders are hedging against potential downside risk while also expressing bullishness on AMZN's long-term prospects.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Sep 4, 2026 1:56 PM EDT**

Short-term scenario

Cautious accumulate on further weakness toward support; mixed/neutral technicals and recent correction imply limited 1-3 week upside without catalyst, high uncertainty from FTC news, capex, and Mag7 rotation. Not a high-conviction short-term trade.

Three-month outlook

Moderately positive if AWS 37% growth and $496B backlog convert amid AI demand, potentially targeting $280-300 (still well below $328 analyst average), supported by advertising/retail tailwinds. However, substantial uncertainty from $220B+ 2026 capex driving negative FCF, FTC regulatory overhang, possible further Mag7 weakness, and broader market/volatility risks; path likely choppy with 10-15% swings possible. Identify all forecasts as highly uncertain.

Market sentiment

Mixed-to-cautiously constructive: bulls call $257 a discount to $350 potential citing AWS/AI/backlog strength and view FTC as noise; some trimming oversized positions due to 'danger zone' after 11% drop, negative FCF from capex, and lawsuit headlines. Price action currently outweighs fundamentals in short-term posts, with long-term holders adding on dips.

Supporting evidence

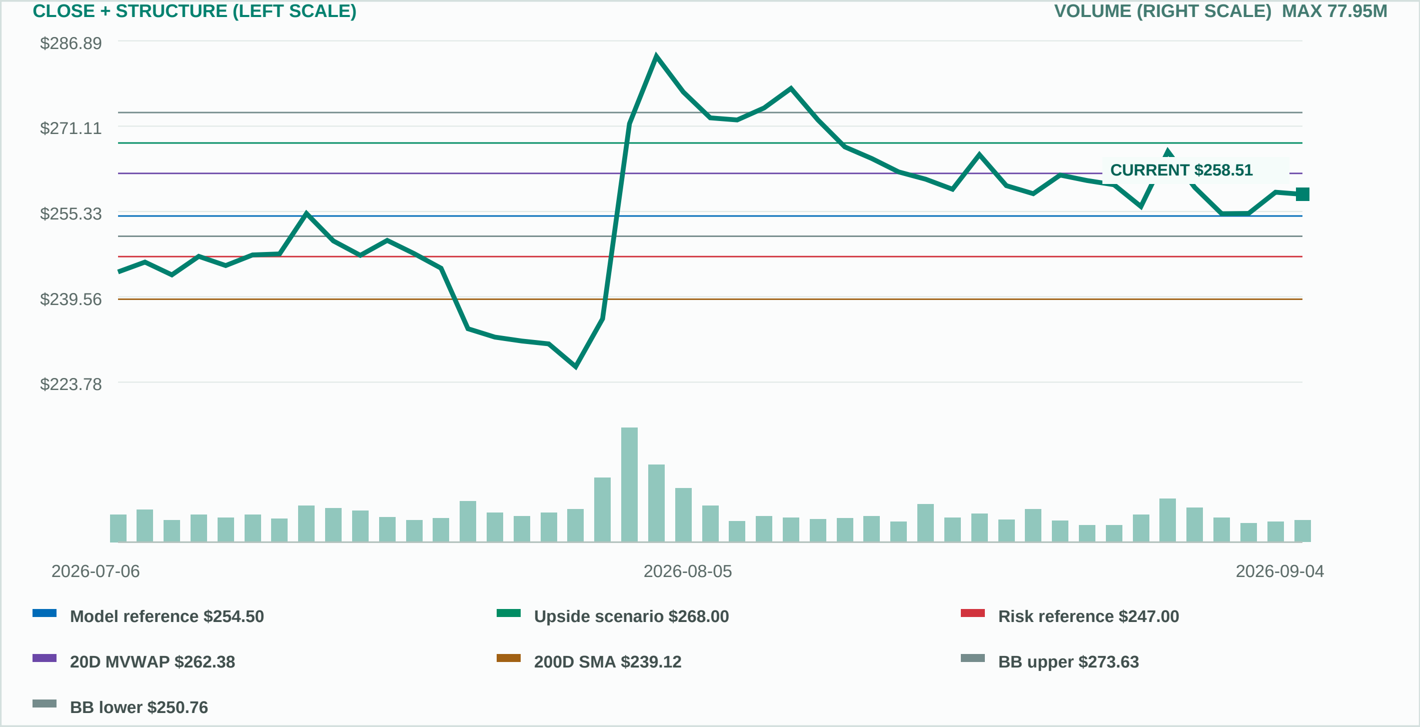
Elevated implied volatility (28.49%) indicates market uncertainty surrounding AMZN's future price direction. | Put demand is elevated, suggesting potential downside risk perception. | Strong call buying at the 260 strike suggests bullish sentiment driven by positive earnings and AWS growth. | The stock is trading below its 20-day EMA but above its 50-day SMA, indicating a neutral to slightly bearish short-term trend.

Risk watch

The FTC lawsuit alleging overcharges in advertising could lead to regulatory fines and negative publicity, impacting investor confidence.

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%	97.8
Strategy Fit	100.0%	75.4
Technical Trend	100.0%	69.8
Market Tail Risk	100.0%	63.8
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	47.0

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)	**47.55 / 49.55 / 50.72**
RSI velocity	**1.07**
MACD line / signal / histogram	**0.34 / - / 1.52**
MACD acceleration	**-0.25**
Stochastic K / D	**35.40 / 27.72**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.84**
20-day MVWAP	**$262.38**
Price vs 20-day MVWAP	**-1.55%**
Daily reference VWAP	**$258.31**
Price vs daily reference	**0.00%**
Volume	**14.85M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-0.78**
20-day / 200-day SMA	**$262.20 / $239.12**
Bollinger range	**$250.76 - $273.63**
Bollinger position	**0.339**

Options and volatility intelligence

Structure, premium conditions and principal risks

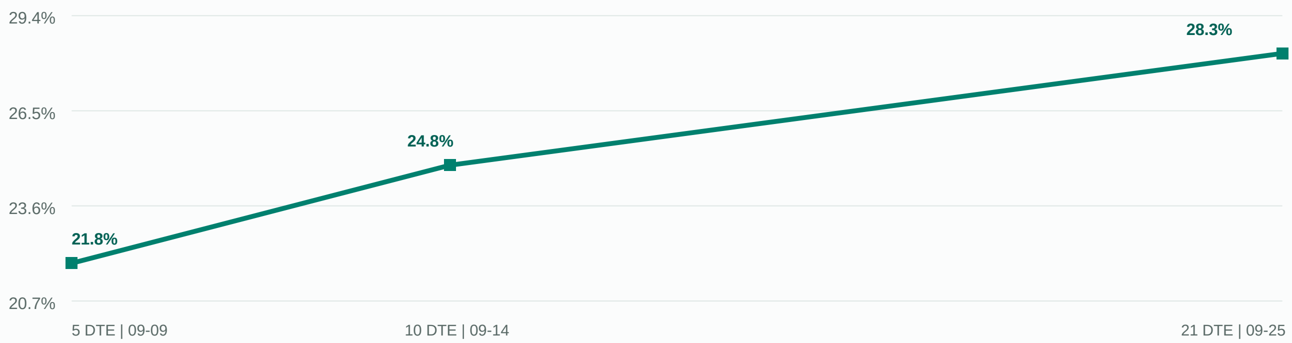
IV rank	IV percentile	VVIX	SKEW
19 / 100	21 / 100	82.43	150.63

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+6.44 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**98.6%**
Options observation	**Sep 4, 2026 4:45 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

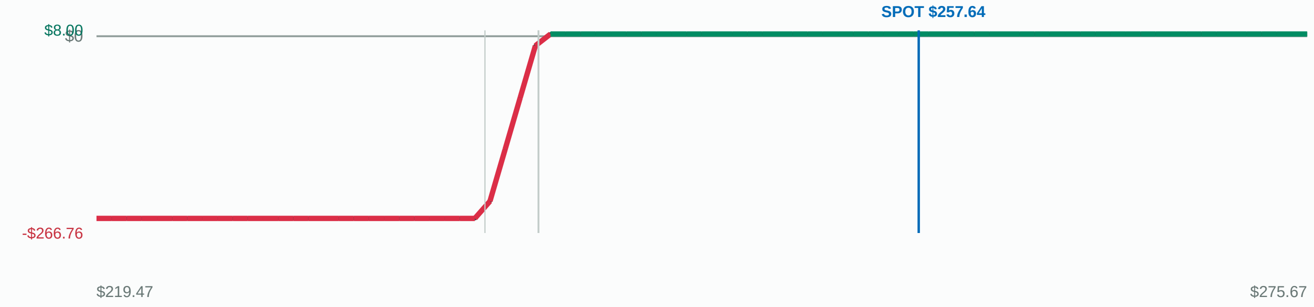
EXPIRATION	DTE	ATM IV	STATE
2026-09-09	5	21.8%	-
2026-09-14	10	24.8%	-
2026-09-25	21	28.3%	-

Reference spread payoff

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

Bull Put Spread reference

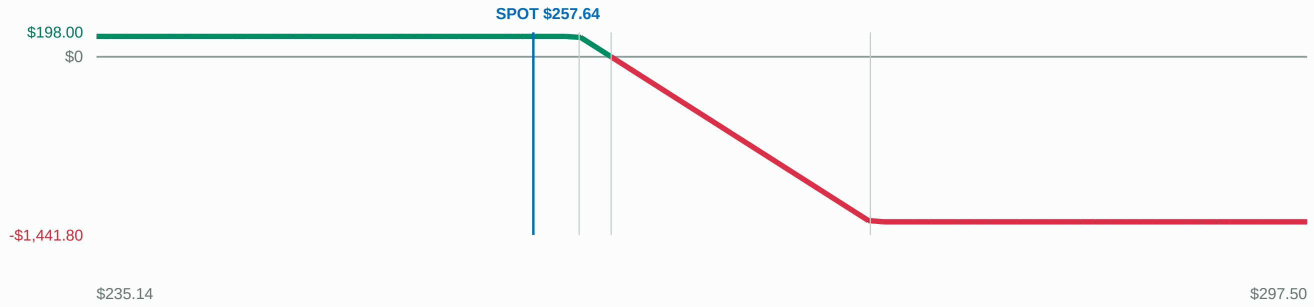
Short $240.00 | Long $237.50 | Width $2.50 | Net credit $0.03



Max profit $3.00 | Max loss -$247.00 | Break-even $239.97 | Per contract at expiry

Bear Call Spread reference

Short $260.00 | Long $275.00 | Width $15.00 | Net credit $1.65



Max profit $165.00 | Max loss -$1,335.00 | Break-even $261.65 | 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	**14.02**
VVIX	**82.43**
SKEW index	**150.63**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**69**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**68**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays a mixed sentiment, reflecting both positive earnings momentum and concerns surrounding regulatory scrutiny and capex pressures. Elevated implied volatility suggests uncertainty about future price movements. While strong AWS growth and a robust backlog are attracting bullish interest, the recent FTC lawsuit and high capital expenditure plans are causing some caution.

Options context

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Wheel context

Elevated put demand coupled with strong call buying at the 260 strike suggests a mixed market sentiment. Traders are hedging against potential downside risk while also expressing bullishness on AMZN's long-term prospects.

Observed evidence

Elevated implied volatility (28.49%) indicates market uncertainty surrounding AMZN's future price direction. | Put demand is elevated, suggesting potential downside risk perception. | Strong call buying at the 260 strike suggests bullish sentiment driven by positive earnings and AWS growth. | The stock is trading below its 20-day EMA but above its 50-day SMA, indicating a neutral to slightly bearish short-term trend.

Principal risks to monitor

The FTC lawsuit alleging overcharges in advertising could lead to regulatory fines and negative publicity, impacting investor confidence.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.79T**	P/E (TTM) **20.33**
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 **1.50**
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 **12.8%**
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

Sep 4, 2026 10:27 AM EDT

Covered Call | 2026-09-09

At signal $257.43 | Current $258.30

SHORT **Option $255.00 B $4.10 / A $4.35**

High turnover | CR $4.23

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	**2.6%**
Volatility environment	**medium**
Current IV	**29.1%**
IV rank	**21 / 100**
IV percentile	**26 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**86 / 100**
Trend health	**92 / 100**
Momentum health	**90 / 100**
Volatility health	**71 / 100**
Structure health	**84 / 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)	**$262.20 / $253.95 / $239.12**
EMA (9 / 21)	**$258.96 / $259.54**
Bollinger upper / middle / lower	**$273.63 / $262.20 / $250.76**
Bollinger %B	**0.339**
True high / low	**$261.12 / $255.29**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$266.43 / $251.93**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.783	**-**
SMA50	0.513	**-**
MVWAP20	-0.843	**-**
MACD	-0.252	**-**
RSI	1.074	**-**
Volume	-667687.000	**-**
ATR	-0.185	**-**
T1	-	**0.46 / 263.20 / 259.50 / 254.98**
T2	-	**0.57 / 263.79 / 256.24 / 253.40**
T3	-	**1.09 / 264.90 / 259.77 / 251.93**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$257.64**
Options intelligence as of	**Sep 4, 2026 4:45 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-09 | 5 DTE**
Front at-the-money IV	**21.8%**
25-delta skew	**8.04**
Put / Call 25-delta	**$240.00 / $260.00 Delta 0.373**
Median option bid/ask spread	**5.5%**
Bid/ask spread	**-**
Contracts observed / quoted	**69 / 68**

Price context

Last Price: 257.64 | Bid: 257.62 | Ask: 257.64 | Previous Close: 258.90 | Change: -1.26 | Daily change: -0.49% | Update Time: 2026-09-04T14:40:52.211670-04:00 | Latest History Date: 2026-09-04 | Latest History Price: 257.63

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-11 | Latest Date: 2026-09-04 | Latest Price: 257.63 | Max Drawdown 60d Percent: -11.10%

Fundamental context

Current Iv Percent: 28.49% | Iv Rank: 18.90 | Iv Percentile: 21.43 | 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.

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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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