# Amazon.com Inc / AMZN

Equity | Generated Sep 8, 2026 11:30 PM EDT

| Current price | Daily move | Bid / Ask | Previous close |
|---|---|---|---|
| $257.61 | -0.90 -0.35% | $257.57/$257.86 | $258.51 |

| | |
|---|---|
| Market | **NYSE** |
| Industry | **Retail** |
| Market data as of | **Sep 8, 2026 11:30 PM EDT** |

## JW Intelligence Report

Complete | 3 of 3 sections | Sep 8, 2026 6:50 PM EDT

| JW Rank | Rank label | Confidence | IV percentile |
|---|---|---|---|
| 63.2 / 100 | Balanced | high | 35 / 100 |

| Model reference | Upside scenario | Risk reference | Wheel strategy fit |
|---|---|---|---|
| $255.00 | $270.00 | $248.00 | 66 / 100 |

| | |
|---|---|
| Options stance | **bullish** |
| Tail-risk safety | **32 / 100** |
| JW Rank data coverage / as of | **98.6% \| Sep 8, 2026 6:50 PM EDT** |

### Key insight

Amazon Option Market Implies Continued Growth Despite Recent Volatility

### Market read

The Amazon (AMZN) option market suggests a bullish outlook despite recent price fluctuations and negative headlines. While the stock has pulled back from its 52-week high, implied volatility remains elevated, indicating anticipation of continued growth in the coming months. The term structure is relatively flat, suggesting balanced expectations for near-term and longer-term price movements.

### Strategy context

The recent earnings beat and strong AWS performance have fueled optimism about Amazon's long-term growth prospects. However, concerns remain regarding the company's high capital expenditures and potential legal issues.

# JW AI conclusions

Short- and medium-term model interpretation

| | |
|---|---|
| AI context bias | **Bullish** |
| AI analysis updated | **Sep 8, 2026 1:43 PM EDT** |

### Short-term scenario

Cautious accumulate / Hold with tight risk management. Neutral-to-slightly-bullish setup in consolidation; wait for confirmation above 260 or dip to support. High uncertainty from mixed technicals, recent negative headlines (crash, lawsuit), and no near-term earnings catalyst (next report late October). Capex and FCF remain watch items. Position sizing conservative.

### Three-month outlook

Moderately bullish but with notable uncertainty. AWS acceleration, $496B backlog, AI/chip momentum, and advertising/retail scale support potential move toward 280-300+ if Q3 (late Oct) shows continued cloud strength and no major capex disappointments. Analyst 12-month targets imply ~27% upside. Risks include execution on $220B capex (negative FCF), possible sequential sales slowdown, legal/regulatory issues, and broader market/tech rotation. Macro and AI demand sustainability are key variables; not a low-risk setup.

### Market sentiment

Cautiously bullish to mixed among investors. Strong long-term conviction in AWS/AI growth, backlog, and Qualcomm deal as positive catalysts; many viewing current levels as attractive for accumulation despite YTD lag vs broader market. High analyst Buy ratings frequently cited. Some traders rotating capital to semis/power names or waiting for better entries. Occasional notes of insider selling tilt and legal overhangs, but overall sentiment leans constructive rather than panicked. Short-term price action frustration mentioned but fundamentals praised.

### Supporting evidence

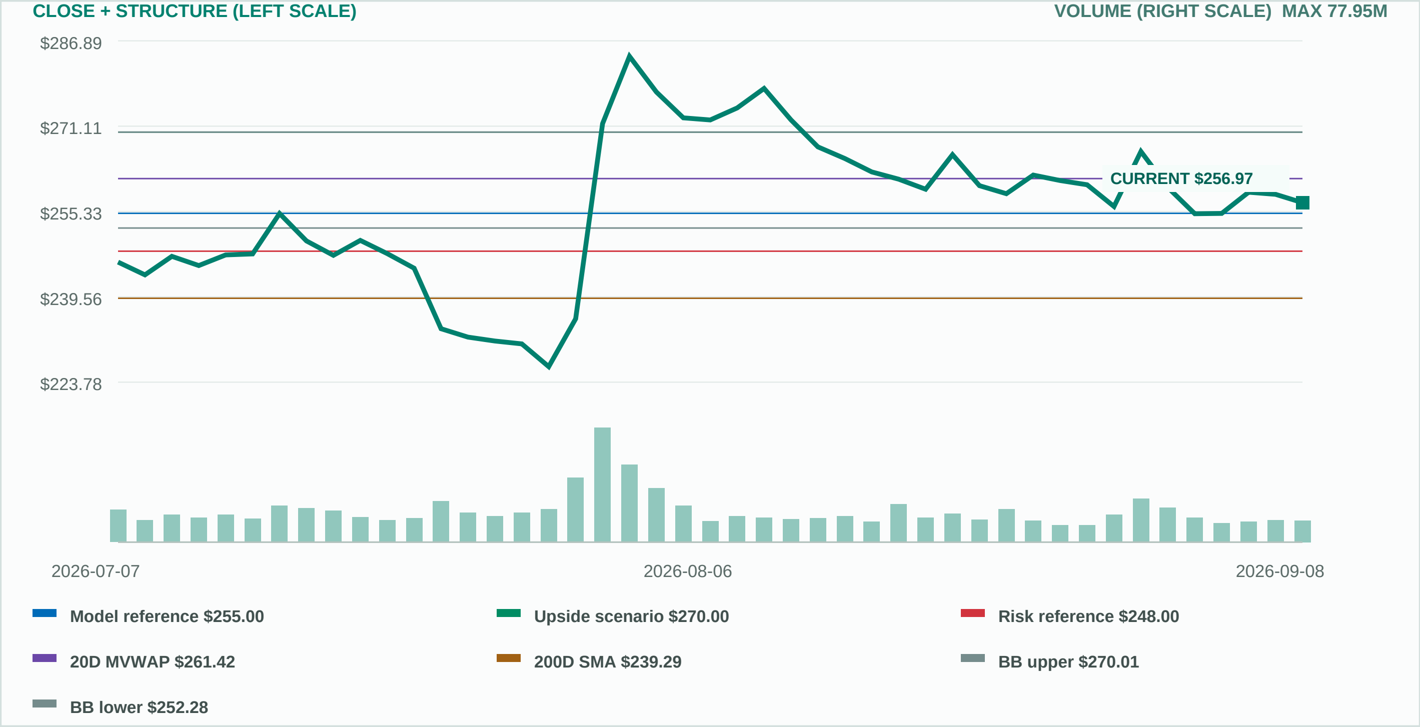
Implied volatility (IV) stands at 30.3%, reflecting market expectations for significant price swings. | The skew is balanced, indicating a neutral outlook on the direction of future price movement. | Strong demand for call options, particularly those with strikes above the current price, suggests bullish sentiment among option traders.

### Risk watch

Recent negative headlines, including a cargo plane crash and a class-action lawsuit, could weigh on investor sentiment.

## 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% | 66.2 |
| Technical Trend | 100.0% | 66.9 |
| Market Tail Risk | 100.0% | 32.0 |
| Fundamental Quality | 85.7% | 60.8 |
| Volatility Pressure | 100.0% | 54.6 |

## 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) | **44.28 / 48.12 / 49.80** |
| RSI velocity | **0.58** |
| MACD line / signal / histogram | **0.12 / - / 1.24** |
| MACD acceleration | **-0.15** |
| Stochastic K / D | **39.65 / 34.02** |

## Institutional footprints

Volume-weighted cost, price location and flow

| | |
|---|---|
| Current read | **Below institutional MVWAP \| Distribution bias** |
| Institutional flow | **-0.79** |
| 20-day MVWAP | **$261.42** |
| Price vs 20-day MVWAP | **-1.46%** |
| Daily reference VWAP | **$256.57** |
| Price vs daily reference | **+0.41%** |
| Volume | **14.66M** |

## Structural context

Long-term trend and volatility boundaries

| | |
|---|---|
| Current read | **Above 200-day trend \| Negative macro velocity** |
| Macro velocity | **-0.84** |
| 20-day / 200-day SMA | **$261.14 / $239.29** |
| Bollinger range | **$252.28 - $270.01** |
| Bollinger position | **0.265** |

## Options and volatility intelligence

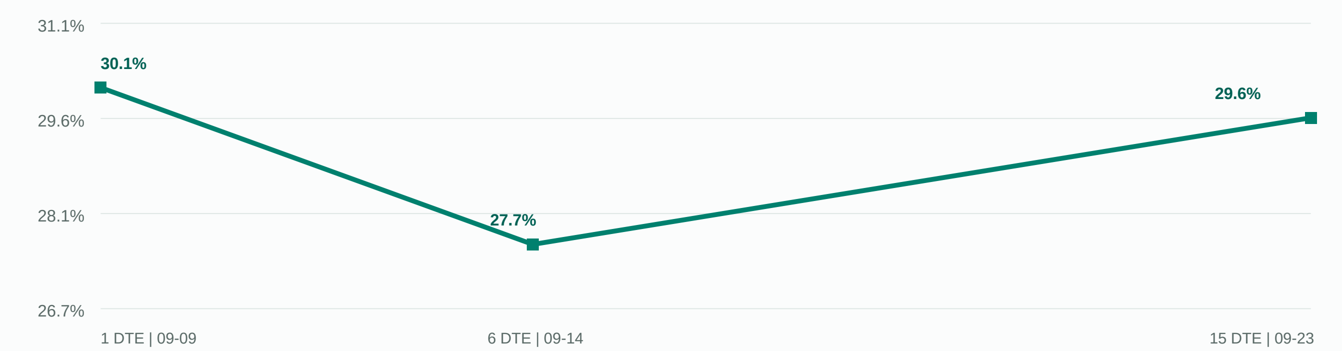
Structure, premium conditions and principal risks

| IV rank | IV percentile | VVIX | SKEW |
|---|---|---|---|
| 26 / 100 | 34 / 100 | 87.47 | 151.58 |

| | |
|---|---|
| Market regime | **DANGER ZONE** |
| Tail-risk regime | **NORMAL TAIL RISK** |
| Term structure | **flat** |
| Term slope | **-0.47 pts** |
| Skew read | **balanced** |
| Liquidity / quote coverage | **89.6%** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 8, 2026 2:35 PM EDT** |
| Options data quality | **Coverage 88.9%** |

## Option term structure

ATM implied-volatility curve by days to expiration



Downward-sloping ATM volatility term structure

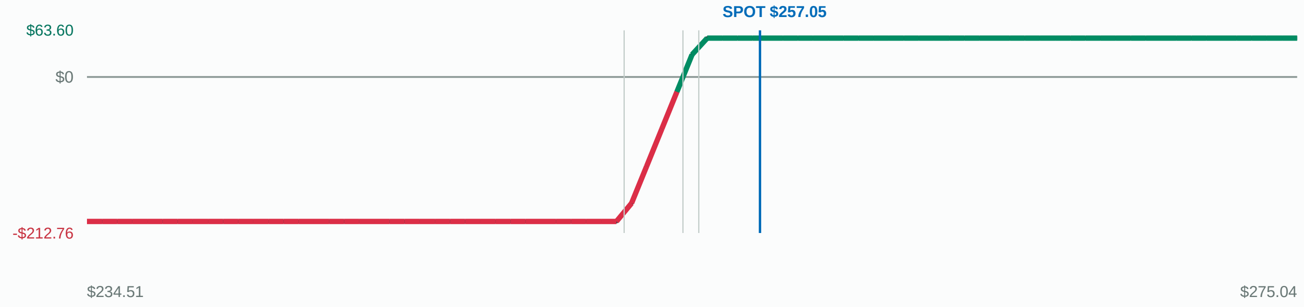
| EXPIRATION | DTE | ATM IV | STATE |
|---|---|---|---|
| **2026-09-09** | 1 | 30.1% | - |
| **2026-09-14** | 6 | 27.7% | - |
| **2026-09-23** | 15 | 29.6% | - |

## Reference spread payoff

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

### Bull Put Spread reference

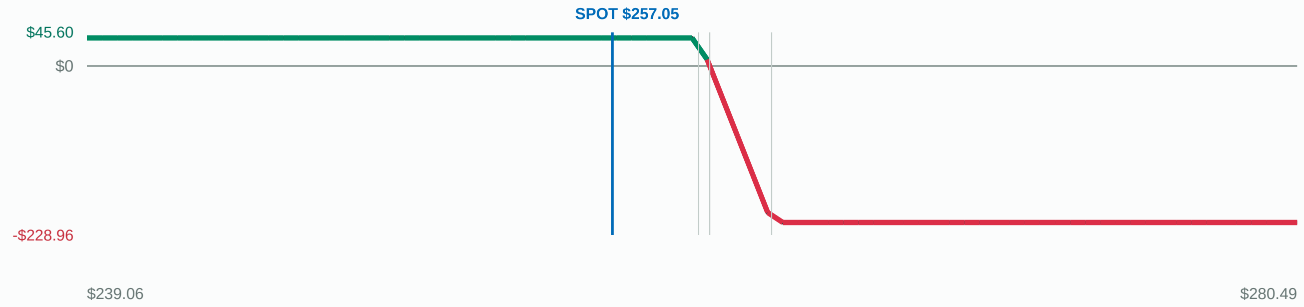
Short $255.00 | Long $252.50 | Width $2.50 | Net credit $0.53




**Max profit $53.00 | Max loss -$197.00 | Break-even $254.47 | Per contract at expiry**

### Bear Call Spread reference

Short $260.00 | Long $262.50 | Width $2.50 | Net credit $0.38




**Max profit $38.00 | Max loss -$212.00 | Break-even $260.38 | 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 | **15.29** |
| VVIX | **87.47** |
| SKEW index | **151.58** |
| Observation confidence | **high** |
| Option quote quality | **reliable** |
| Contracts observed | **96** |

## Event and tail-risk context (continued)

Known event windows and broad volatility conditions

| FIELD | VALUE |
|---|---|
| Contracts with quotes | **86** |

# Strategy fit

Generalized structure fit; not a personalized recommendation

### Market structure

The Amazon (AMZN) option market suggests a bullish outlook despite recent price fluctuations and negative headlines. While the stock has pulled back from its 52-week high, implied volatility remains elevated, indicating anticipation of continued growth in the coming months. The term structure is relatively flat, suggesting balanced expectations for near-term and longer-term price movements.

### Options context

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### Wheel context

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### Observed evidence

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### Principal risks to monitor

Recent negative headlines, including a cargo plane crash and a class-action lawsuit, could weigh on investor sentiment.

## Fundamentals and events

Business quality, valuation and upcoming event context

| | |
|---|---|
| Market capitalization<br>**$2.79T** | P/E (TTM)<br>**20.61** |
| ROE<br>**30.5%** | Revenue growth<br>**11.7%** |
| EPS growth<br>**-** | Operating margin<br>**12.1%** |
| Net profit margin<br>**17.4%** | Gross margin<br>**-** |
| Free cash flow CAGR<br>**-21.6%** | Debt / equity<br>**0.22** |
| Dividend yield<br>**-** | Beta<br>**1.50** |
| 52-week range<br>**$196.00 - $287.20** | |

## Company or fund profile

Issuer identity and classification

| | |
|---|---|
| Name<br>**Amazon.com Inc** | Market<br>**NYSE** |
| Industry<br>**Retail** | Country<br>**US** |
| Currency<br>**USD** | IPO date<br>**1997-05-15** |
| Shares outstanding<br>**10.76B** | 52-week return<br>**11.3%** |
| Book value per share<br>**$51.16** | Revenue per share<br>**$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 8, 2026 1:29 PM EDT

**Covered Call | 2026-09-11**

At signal $257.07 | Current $257.61

**SHORT** **Option $257.50 B $2.93 / A $2.98**

**High turnover | CR $2.96**

## Complete technical details

Full supporting indicator set used by the symbol detail experience

## Volatility and options market

Price movement and premium conditions

| | |
|---|---|
| ATR | **$6.48** |
| ATR as % of price | **2.5%** |
| Volatility environment | **medium** |
| Current IV | **30.5%** |
| IV rank | **26 / 100** |
| IV percentile | **35 / 100** |
| Technical Snapshot IV source | **Private fundamentals snapshot** |
| Technical Snapshot IV observed at | **Sep 8, 2026 7:30 PM EDT** |

## Technical health and risk radar

Derived indicator health and event context

| | |
|---|---|
| Overall health | **84 / 100** |
| Trend health | **92 / 100** |
| Momentum health | **88 / 100** |
| Volatility health | **72 / 100** |
| Structure health | **76 / 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) | **$261.14 / $254.44 / $239.29** |
| EMA (9 / 21) | **$258.56 / $259.30** |
| Bollinger upper / middle / lower | **$270.01 / $261.14 / $252.28** |

## Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

| FIELD | VALUE |
|---|---|
| Bollinger %B | **0.265** |
| True high / low | **$258.51 / $254.75** |
| 5-day true high / low | **$261.12 / $251.93** |

## Three-day indicator history

Short-horizon change and the underlying three-session observations

| INDICATOR | 3-DAY CHANGE | SESSION 1 / 2 / 3 |
|---|---|---|
| **SMA20** | -0.841 | **-** |
| **SMA50** | 0.536 | **-** |
| **MVWAP20** | -0.792 | **-** |
| **MACD** | -0.150 | **-** |
| **RSI** | 0.580 | **-** |
| **Volume** | 572448.330 | **-** |
| **ATR** | -0.149 | **-** |
| **T1** | - | **0.34 / 262.37 / 261.12 / 255.29** |
| **T2** | - | **0.46 / 263.20 / 259.50 / 254.98** |
| **T3** | - | **0.57 / 263.79 / 256.24 / 253.40** |

# Detailed options evidence

Supporting option-chain, execution and data-quality observations

| | |
|---|---|
| Underlying price at observation | **$257.05** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 8, 2026 2:35 PM EDT** |
| Options data coverage | **88.9%** |
| SKEW regime | **HIGH TAIL RISK SKEW** |
| VVIX regime | **VVIX FLAT** |
| Front expiration / DTE | **2026-09-09 \| 1 DTE** |
| Front at-the-money IV | **30.1%** |
| 25-delta skew | **-0.92** |
| Put / Call 25-delta | **$255.00 Delta -0.303 / $260.00 Delta 0.255** |
| Median option bid/ask spread | **6.9%** |
| Bid/ask spread | **-** |
| Contracts observed / quoted | **96 / 86** |

### Price context

Last Price: 257.05 | Bid: 257.03 | Ask: 257.07 | Previous Close: 258.51 | Change: -1.46 | Daily change: -0.56% | Update Time: 2026-09-08T14:35:23.668325-04:00 | Latest History Date: 2026-09-08 | Latest History Price: 257.05

### Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-12 | Latest Date: 2026-09-08 | Latest Price: 257.05 | Max Drawdown 60d Percent: -11.10%

### Fundamental context

Current Iv Percent: 30.30% | Iv Rank: 25.75 | Iv Percentile: 33.86 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: N/A

## 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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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** |
| Terms of Use | **jasonwheel.com / Terms** |
| Privacy Policy | **jasonwheel.com / Privacy** |
| Options Disclosure Document | **theocc.com / Options Disclosure Document** |