Amazon.com Inc / AMZN

Equity | Generated Sep 15, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$248.74	-4.80 -1.89%	$248.65/$248.87	$253.54

Market	**NYSE**
Industry	**Retail**
Market data as of	**Sep 15, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 15, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
61.7 / 100	Balanced	high	36 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$245.00	$262.00	$238.00	77 / 100

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**98.6% | Sep 15, 2026 7:51 PM EDT**

Key insight

AMZN Option Market Implies Upside Potential Despite Short-Term Weakness

Market read

The AMZN option market displays a bullish outlook despite recent price declines. While short-term technical indicators are mixed to bearish, the longer-term trend remains positive. Elevated implied volatility suggests potential for significant price swings in either direction.

Strategy context

The market appears to be pricing in potential upside from upcoming events like Prime Big Deal Days and Q3 earnings.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 15, 2026 1:43 PM EDT**

Short-term scenario

Cautious speculative buy on further weakness (high uncertainty from yields, geopolitics, and mixed technicals; 1-3 week horizon could see range-bound or modest rebound if support holds, but further dip possible)

Three-month outlook

Moderately bullish but with significant uncertainty. AWS acceleration, Prime Days (Oct), and AI/backlog visibility could support a move toward $270-290 by year-end, consistent with analyst targets around $328 longer-term. Key risks: elevated 2026 capex keeping FCF negative, Q3 earnings (Oct 29) guidance, potential AWS disruptions from geopolitics, rising rates, and broader AI investment ROI questions. Macro volatility and rotation could delay upside.

Market sentiment

Cautiously bullish overall with short-term wariness. Posts highlight AWS/AI strength, potential FCF inflection if capex slows, and a large $15.4M Nov $265 call purchase as bullish conviction. Sentiment scores ~8/10. Concerns include Ark Invest selling shares, macro rotation away from large-caps, geopolitics, and yields. Long-term cloud/AI story favored but near-term technicals and market caution noted.

Supporting evidence

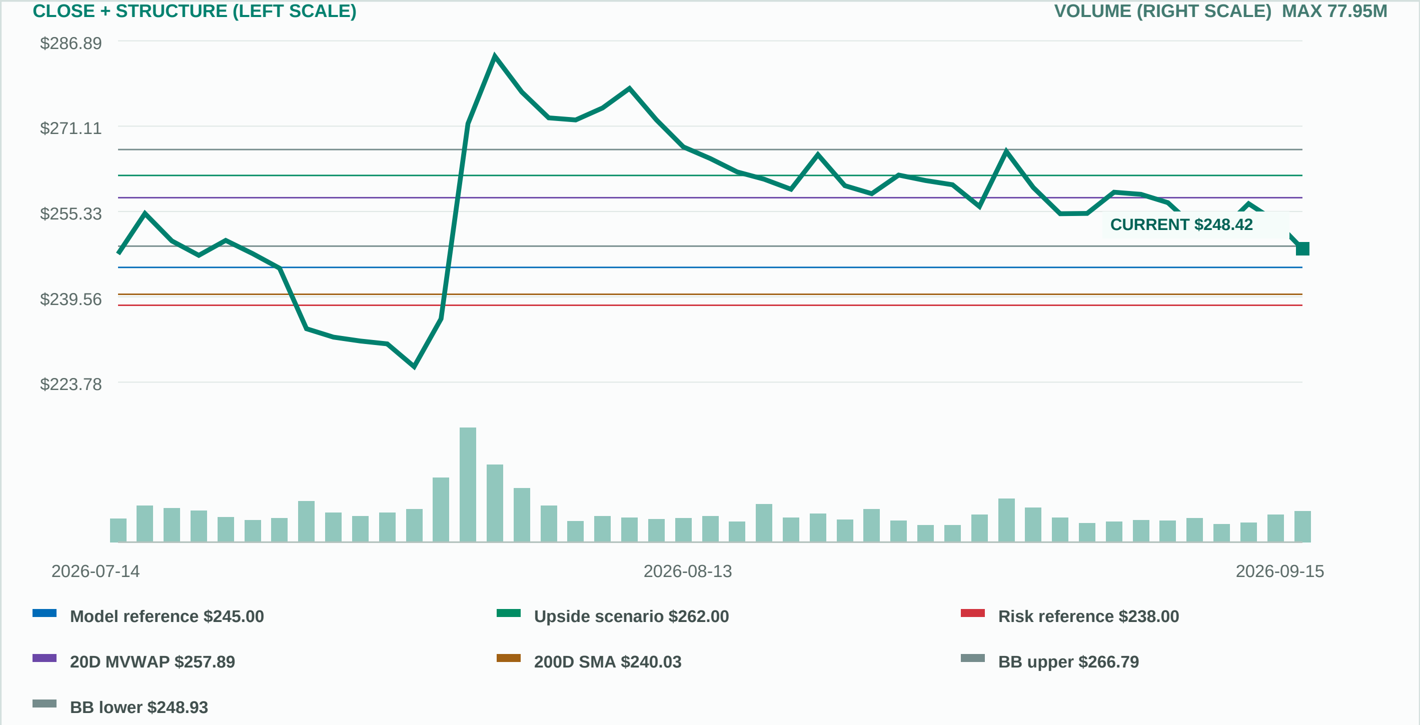
Implied volatility is elevated at 30.9%, indicating anticipation of increased price movement. | The term structure exhibits backwardation, with near-term options more expensive than longer-term options, suggesting a belief that the stock will move higher soon. | Analysts maintain a Strong Buy rating on AMZN with an average target price of $328, reflecting long-term confidence in the company's growth prospects.

Risk watch

Geopolitical risks related to AWS infrastructure disruptions could negatively impact the stock price. | Rising interest rates and a potential macro rotation away from large-cap tech stocks pose downside risks.

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	Score (0–100)
Liquidity	100.0%	98.7
Strategy Fit	100.0%	76.5
Technical Trend	100.0%	45.0
Market Tail Risk	100.0%	56.3
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	55.8

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bullish_recovery	**Below MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | neutral | MACD decelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**33.20 / 41.42 / 45.06**
RSI velocity	**-0.73**
MACD line / signal / histogram	**-1.62 / - / -0.32**
MACD acceleration	**-0.25**
Stochastic K / D	**22.66 / 22.90**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.60**
20-day MVWAP	**$257.89**
Price vs 20-day MVWAP	**-3.55%**
Daily reference VWAP	**$249.64**
Price vs daily reference	**-0.36%**
Volume	**21.16M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-0.51**
20-day / 200-day SMA	**$257.86 / $240.03**
Bollinger range	**$248.93 - $266.79**
Bollinger position	**-0.029**

Options and volatility intelligence

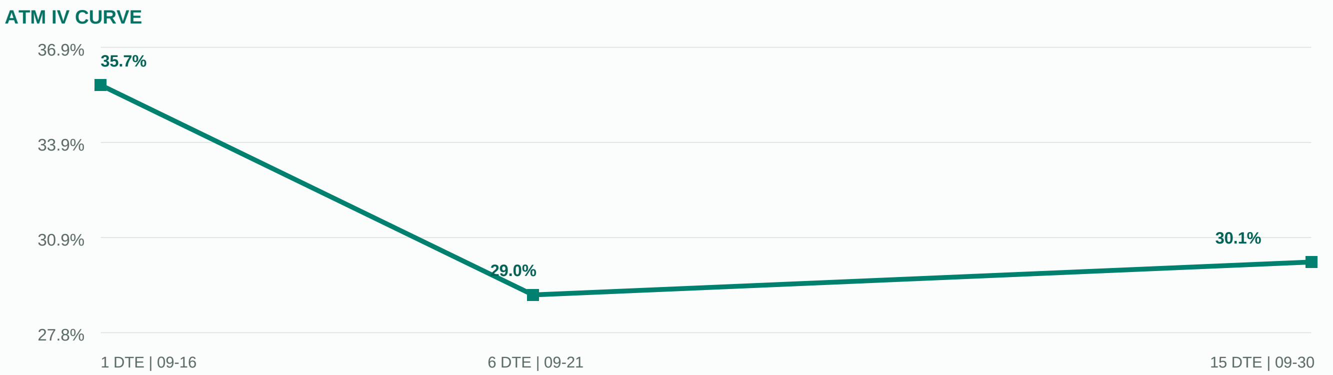
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
28 / 100	38 / 100	96.24	152.09

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-5.65 pts**
Skew read	**balanced**
Liquidity / quote coverage	**93.9%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:37 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

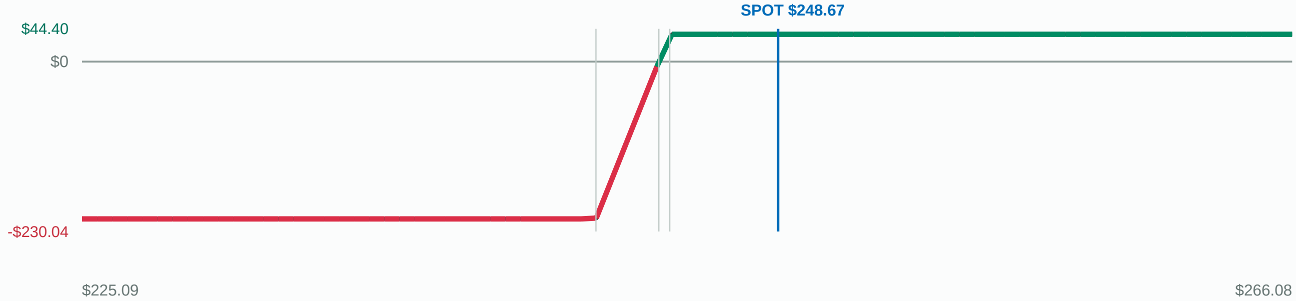
EXPIRATION	DTE	ATM IV	STATE
2026-09-16	1	35.7%	-
2026-09-21	6	29.0%	-
2026-09-30	15	30.1%	-

Reference spread payoff

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

Bull Put Spread reference

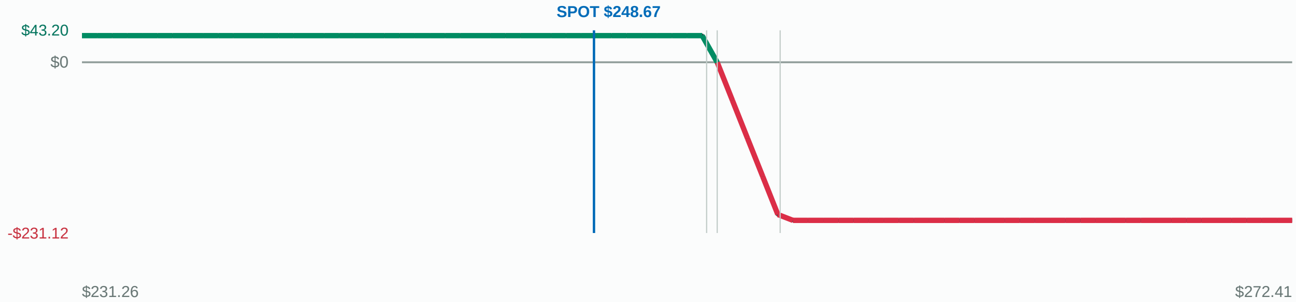
Short $245.00 | Long $242.50 | Width $2.50 | Net credit $0.37



Max profit $37.00 | Max loss -$213.00 | Break-even $244.63 | Per contract at expiry

Bear Call Spread reference

Short $252.50 | Long $255.00 | Width $2.50 | Net credit $0.36



Max profit $36.00 | Max loss -$214.00 | Break-even $252.86 | 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	**17.43**
VVIX	**96.24**
SKEW index	**152.09**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**115**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**108**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays a bullish outlook despite recent price declines. While short-term technical indicators are mixed to bearish, the longer-term trend remains positive. Elevated implied volatility suggests potential for significant price swings in either direction.

Options context

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Wheel context

The market appears to be pricing in potential upside from upcoming events like Prime Big Deal Days and Q3 earnings.

Observed evidence

Implied volatility is elevated at 30.9%, indicating anticipation of increased price movement. | The term structure exhibits backwardation, with near-term options more expensive than longer-term options, suggesting a belief that the stock will move higher soon. | Analysts maintain a Strong Buy rating on AMZN with an average target price of $328, reflecting long-term confidence in the company's growth prospects.

Principal risks to monitor

Geopolitical risks related to AWS infrastructure disruptions could negatively impact the stock price. | Rising interest rates and a potential macro rotation away from large-cap tech stocks pose downside risks.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.73T**	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 **11.7%**
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 15, 2026 9:48 AM EDT

Covered Call | 2026-09-16

At signal $252.85 | Current $248.74

SHORT **Option $252.50 B $2.25 / A $2.33**

High turnover | CR $2.29

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.22**
ATR as % of price	**2.5%**
Volatility environment	**medium**
Current IV	**30.6%**
IV rank	**27 / 100**
IV percentile	**36 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 15, 2026 3:51 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**70 / 100**
Trend health	**78 / 100**
Momentum health	**76 / 100**
Volatility health	**73 / 100**
Structure health	**47 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**high**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$257.86 / $255.56 / $240.03**
EMA (9 / 21)	**$254.31 / $256.71**
Bollinger upper / middle / lower	**$266.79 / $257.86 / $248.93**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**-0.029**
True high / low	**$253.54 / $247.22**
5-day true high / low	**$257.59 / $247.22**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.506	**-**
SMA50	0.201	**-**
MVWAP20	-0.602	**-**
MACD	-0.247	**-**
RSI	-0.734	**-**
Volume	3003852.670	**-**
ATR	-0.015	**-**
T1	-	**-1.05 / 258.69 / 256.78 / 250.74**
T2	-	**-0.84 / 259.18 / 257.59 / 251.89**
T3	-	**-0.88 / 259.69 / 253.15 / 249.58**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$248.67**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:37 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-16 | 1 DTE**
Front at-the-money IV	**35.7%**
25-delta skew	**-0.03**
Put / Call 25-delta	**$245.00 Delta -0.222 / $252.50 Delta 0.217**
Median option bid/ask spread	**5.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**115 / 108**

Price context

Last Price: 248.67 | Bid: 248.65 | Ask: 248.68 | Previous Close: 253.54 | Change: -4.87 | Daily change: -1.92% | Update Time: 2026-09-15T14:37:37.221404-04:00 | Latest History Date: 2026-09-15 | Latest History Price: 248.67

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-22 | Latest Date: 2026-09-15 | Latest Price: 248.67 | Max Drawdown 60d Percent: -12.45%

Fundamental context

Current Iv Percent: 30.90% | Iv Rank: 28.04 | Iv Percentile: 38.25 | 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

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.

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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.

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**