Amazon.com Inc / AMZN

Equity | Generated Sep 21, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$259.45	**+5.74 +2.26%**	**$259.43/$259.49**	**$253.71**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Sep 21, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 21, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
65.5 / 100	**Constructive**	**high**	**31 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$254.50	**$268.00**	**$247.00**	**67 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**98.6% | Sep 21, 2026 7:50 PM EDT**

Key insight

Amazon Shows Strength Despite Short-Term Consolidation

Market read

The market appears cautiously bullish on Amazon (AMZN) despite recent short-term consolidation. Strong technical indicators, including a golden cross and price trading above key moving averages, suggest an underlying bullish trend. Recent news regarding AWS acceleration, AI investments, and operational improvements further support this view. However, concerns about high capital expenditures, negative free cash flow, and upcoming earnings results contribute to near-term uncertainty.

Strategy context

The market is pricing in potential upside driven by AWS growth and AI infrastructure bets. However, high capex and negative FCF create a balancing factor.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 21, 2026 1:50 PM EDT**

Short-term scenario

Cautious buy on a pullback given mixed short-term technicals and today's bounce; high uncertainty from capex/FCF and upcoming earnings. Not financial advice.

Three-month outlook

Moderately positive with potential toward $280-300 by late 2026, driven by AWS growth reacceleration and AI infrastructure bets, though massive capex, negative FCF, competition, and regulatory risks create substantial uncertainty. Next earnings (est. Oct 29) is a key catalyst. Street 12-month targets imply ~27% upside but near-term volatility likely. High uncertainty around AI ROI realization.

Market sentiment

Cautiously bullish among recent posts, with investors calling AMZN a 'must have' in portfolios due to AWS/AI strength and adding on dips. Some technical commentary notes short-term no-man's land or consolidation but leans toward bullish setups and calls. Operational news like smart glasses and deals viewed positively; older posts mixed on valuation and trends.

Supporting evidence

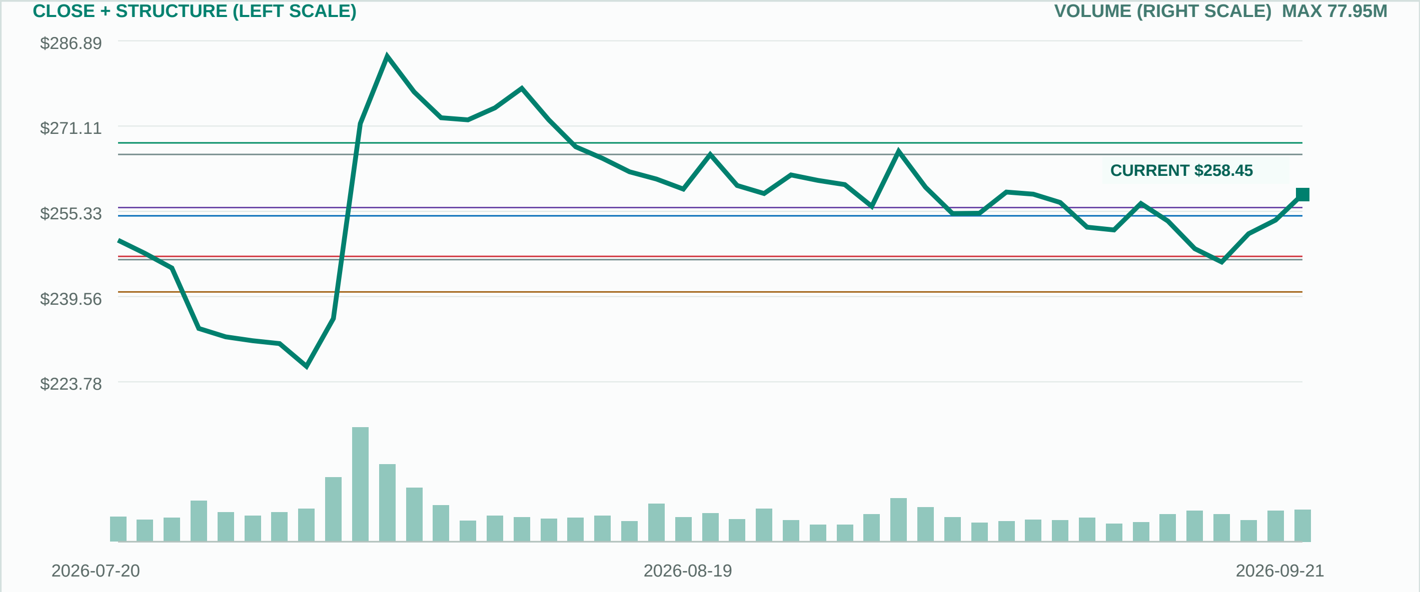
Strong technical indicators: Price above 200-day MA and around the 50-day MA with a golden cross in place. | Positive news flow: AWS acceleration, AI investments, smart glasses for drivers, and deals with Generac. | Analyst sentiment: Strong Buy consensus with average 12-month price target of $328.

Risk watch

High capital expenditures and negative free cash flow raise concerns about future profitability.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



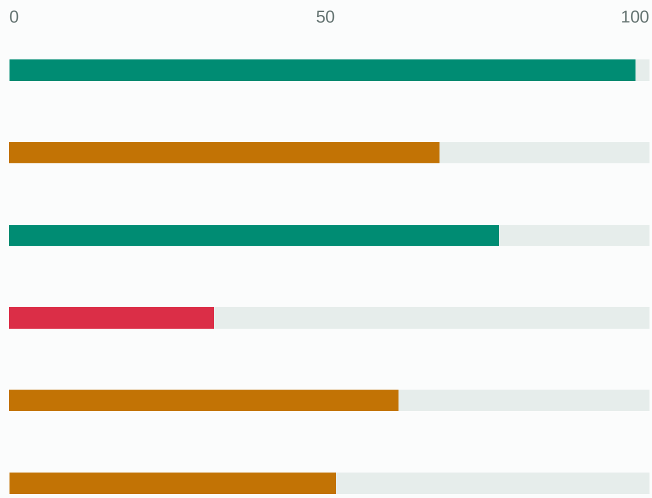
Model reference $254.50
Upside scenario $268.00
Risk reference $247.00
20D MVWAP $256.03
200D SMA $240.42
BB upper $265.86
BB lower $246.39

45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	
Liquidity	100.0%	97.8
Strategy Fit	100.0%	67.2
Technical Trend	100.0%	76.5
Market Tail Risk	100.0%	32.0
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	51.0



Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bull	**Above 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 accelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**59.23 / 52.69 / 51.80**
RSI velocity	**4.41**
MACD line / signal / histogram	**-1.54 / - / -1.30**
MACD acceleration	**0.23**
Stochastic K / D	**53.55 / 31.89**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Distribution bias**
Institutional flow	**-0.38**
20-day MVWAP	**$256.03**
Price vs 20-day MVWAP	**+1.34%**
Daily reference VWAP	**$257.18**
Price vs daily reference	**+0.88%**
Volume	**21.88M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-0.35**
20-day / 200-day SMA	**$256.12 / $240.42**
Bollinger range	**$246.39 - $265.86**
Bollinger position	**0.619**

Options and volatility intelligence

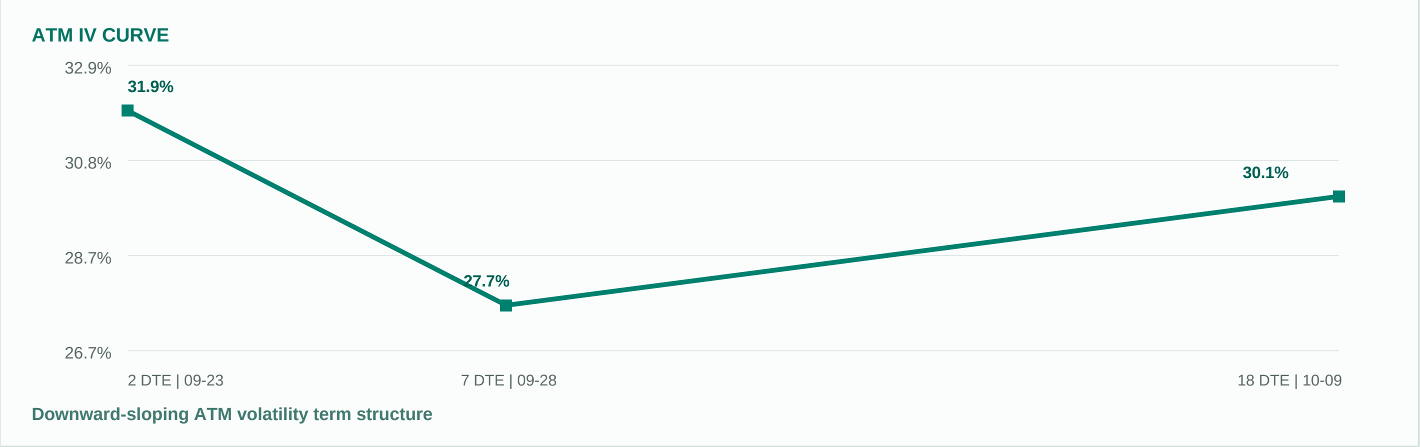
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
23 / 100	**28 / 100**	**86.00**	**148.10**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.89 pts**
Skew read	**balanced**
Liquidity / quote coverage	**97.6%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 21, 2026 2:40 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



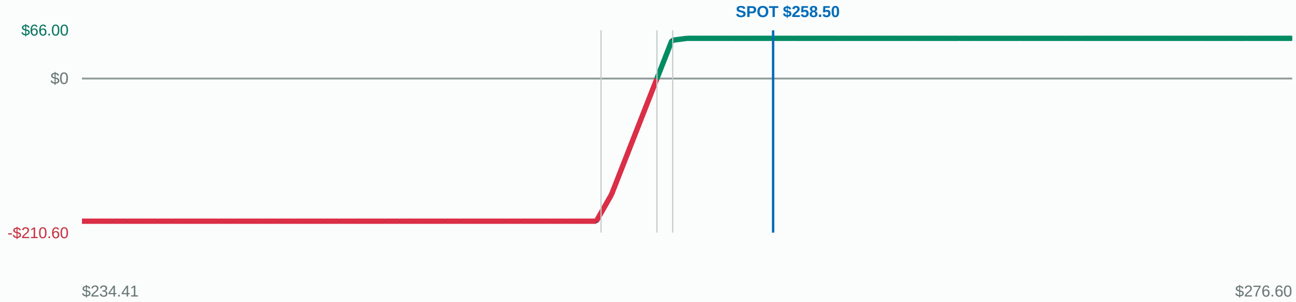
EXPIRATION	DTE	ATM IV	STATE
2026-09-23	2	31.9%	-
2026-09-28	7	27.7%	-
2026-10-09	18	30.1%	-

Reference spread payoff

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

Bull Put Spread reference

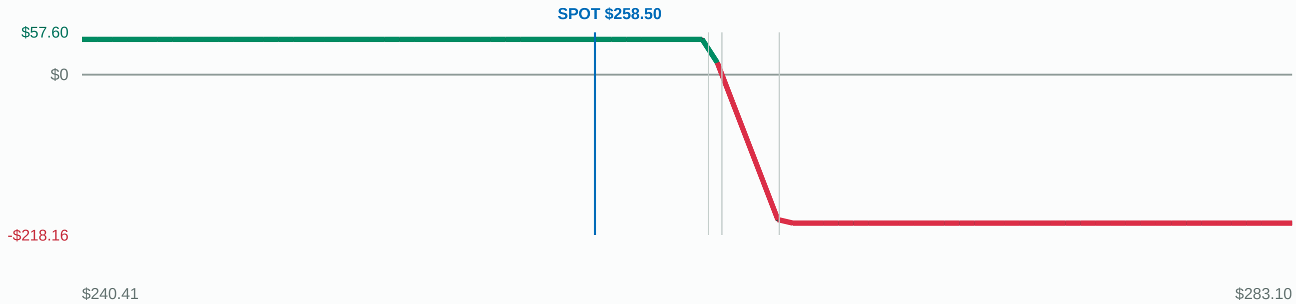
Short $255.00 | Long $252.50 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $254.45 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.48



Max profit $48.00 | Max loss -$202.00 | Break-even $262.98 | 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	**15.04**
VVIX	**86.00**
SKEW index	**148.10**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**123**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**120**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears cautiously bullish on Amazon (AMZN) despite recent short-term consolidation. Strong technical indicators, including a golden cross and price trading above key moving averages, suggest an underlying bullish trend. Recent news regarding AWS acceleration, AI investments, and operational improvements further support this view. However, concerns about high capital expenditures, negative free cash flow, and upcoming earnings results contribute to near-term uncertainty.

Options context

Amazon Shows Strength Despite Short-Term Consolidation

Wheel context

The market is pricing in potential upside driven by AWS growth and AI infrastructure bets. However, high capex and negative FCF create a balancing factor.

Observed evidence

Strong technical indicators: Price above 200-day MA and around the 50-day MA with a golden cross in place. | Positive news flow: AWS acceleration, AI investments, smart glasses for drivers, and deals with Generac. | Analyst sentiment: Strong Buy consensus with average 12-month price target of $328.

Principal risks to monitor

High capital expenditures and negative free cash flow raise concerns about future profitability.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.74T**	P/E (TTM) **20.23**
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 **9.7%**
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 21, 2026 9:48 AM EDT

Covered Call | 2026-09-23

At signal $253.69 | Current $259.45

SHORT **Option $252.50 B $3.20 / A $3.50**

High turnover | CR $3.35

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.03**
ATR as % of price	**2.3%**
Volatility environment	**medium**
Current IV	**30.0%**
IV rank	**25 / 100**
IV percentile	**31 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 21, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**89 / 100**
Trend health	**92 / 100**
Momentum health	**96 / 100**
Volatility health	**75 / 100**
Structure health	**88 / 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)	**$256.12 / $256.10 / $240.42**
EMA (9 / 21)	**$253.79 / $255.47**
Bollinger upper / middle / lower	**$265.86 / $256.12 / $246.39**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.619**
True high / low	**$259.49 / $253.60**
5-day true high / low	**$259.49 / $244.30**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.354	**-**
SMA50	0.182	**-**
MVWAP20	-0.380	**-**
MACD	0.234	**-**
RSI	4.415	**-**
Volume	1027762.670	**-**
ATR	-0.034	**-**
T1	-	**-2.09 / 256.14 / 255.43 / 251.19**
T2	-	**-2.29 / 256.53 / 252.73 / 245.96**
T3	-	**-2.24 / 257.17 / 249.26 / 244.30**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$258.50**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 21, 2026 2:40 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-23 | 2 DTE**
Front at-the-money IV	**31.9%**
25-delta skew	**-1.55**
Put / Call 25-delta	**$255.00 Delta -0.277 / $262.50 Delta 0.277**
Median option bid/ask spread	**5.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**123 / 120**

Price context

Last Price: 258.50 | Bid: 258.48 | Ask: 258.53 | Previous Close: 253.71 | Change: 4.79 | Daily change: 1.89% | Update Time: 2026-09-21T14:40:36.290341-04:00 | Latest History Date: 2026-09-21 | Latest History Price: 258.50

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-26 | Latest Date: 2026-09-21 | Latest Price: 258.50 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 29.67% | Iv Rank: 23.38 | Iv Percentile: 28.29 | 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.

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.

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**