Amazon.com Inc / AMZN

Equity | Generated Sep 23, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$249.40	**-5.58 -2.19%**	**$248.80/$249.40**	**$254.98**

Market	**NYSE**
Industry	**Retail**
Market data as of	**Sep 23, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 23, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
54.2 / 100	**Balanced**	**high**	**27 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$247.00	**$262.00**	**$239.00**	**62 / 100**

Options stance	**neutral**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**98.6% | Sep 23, 2026 7:50 PM EDT**

Key insight

Amazon Option Pricing Suggests Neutral Sentiment

Market read

The current option pricing for Amazon (AMZN) reflects a neutral market sentiment. While recent news regarding AI advancements and rehiring efforts has been met with mixed reactions, the overall implied volatility suggests that traders are not overly bullish or bearish on the stock's near-term direction.

Strategy context

Option pricing suggests a neutral market outlook with potential for short-term volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 23, 2026 1:51 PM EDT**

Short-term scenario

Cautious dip accumulation for a 1-3 week bounce attempt, not an aggressive chase. Momentum is soft and the stock is below short-term averages, so size small and expect chop. This is not a guarantee; a break of the 200-day average would invalidate the setup.

Three-month outlook

Base case is modestly constructive over three months if AWS growth and AI monetization continue to offset heavy capex, with a path toward the mid-$260s to high-$270s and a wider bull case nearer analyst targets only if October earnings and guidance reassure on operating income and cash flow. Risks include prolonged free-cash-flow pressure from ~$220B capex, AI competition (including shopping agents), talent costs highlighted by rehiring reports, and multiple compression if growth decelerates. Uncertainty is high: earnings are estimated for Oct 29, trailing earnings are inflated by investment gains, and technicals do not yet confirm a durable reversal.

Market sentiment

Recent X discussion is cautiously constructive rather than panicked. Several investors described adding on the red day, framed AMZN as a Mag7 laggard with strong fundamentals, or asked whether others were buying the dip; options chatter included positioning around a potential bounce. AI-agent news was discussed as Amazon defending its commerce ecosystem on its own terms. Engagement on many posts was modest. Uncertainty: X samples are noisy, not a representative survey, and can skew toward active traders.

Supporting evidence

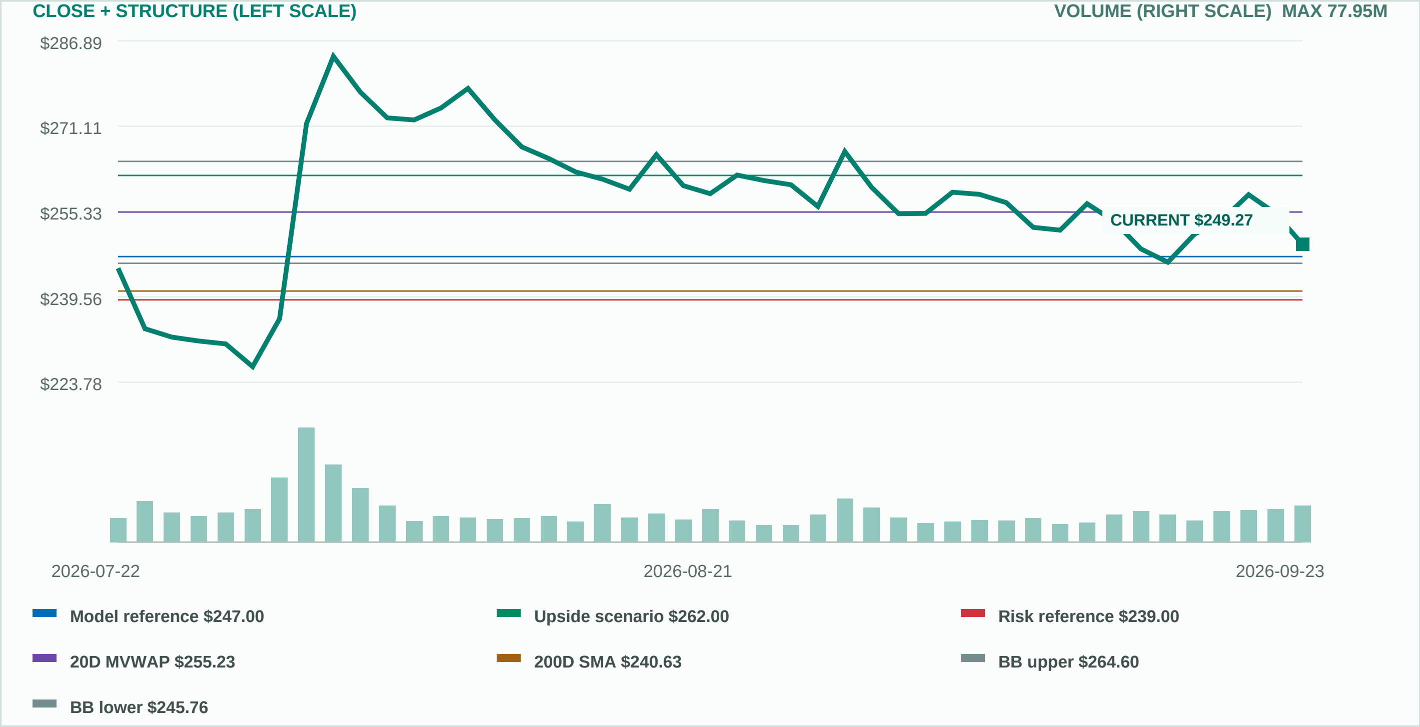
The term structure of AMZN options exhibits backwardation, indicating a slight preference for shorter-dated contracts. | Implied volatility is elevated at 29.42%, suggesting uncertainty surrounding future price movements.

Risk watch

Earnings are scheduled for October 29th, which could trigger significant price swings.

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%	96.8
Strategy Fit	100.0%	62.3
Technical Trend	100.0%	43.6
Market Tail Risk	100.0%	32.0
Fundamental Quality	85.7%	60.8
Volatility Pressure	100.0%	47.7

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 accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**40.52 / 44.07 / 46.24**
RSI velocity	**-1.32**
MACD line / signal / histogram	**-1.67 / - / -1.38**
MACD acceleration	**0.14**
Stochastic K / D	**59.06 / 59.15**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.30**
20-day MVWAP	**$255.23**
Price vs 20-day MVWAP	**-2.28%**
Daily reference VWAP	**$250.36**
Price vs daily reference	**-0.38%**
Volume	**24.96M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-0.32**
20-day / 200-day SMA	**$255.18 / $240.63**
Bollinger range	**$245.76 - $264.60**
Bollinger position	**0.186**

Options and volatility intelligence

Structure, premium conditions and principal risks

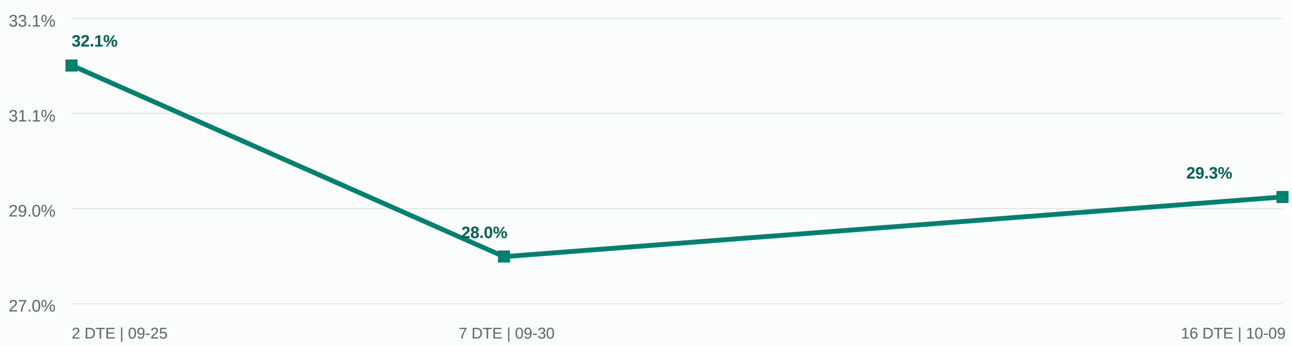
IV rank	IV percentile	VVIX	SKEW
22 / 100	27 / 100	88.11	142.19

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-2.80 pts**
Skew read	**CALL DEMAND ELEVATED**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:41 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

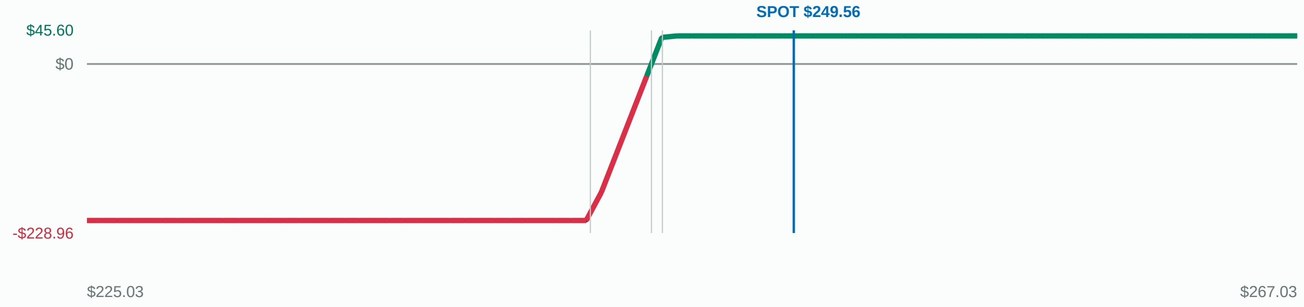
EXPIRATION	DTE	ATM IV	STATE
2026-09-25	2	32.1%	-
2026-09-30	7	28.0%	-
2026-10-09	16	29.3%	-

Reference spread payoff

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

Bull Put Spread reference

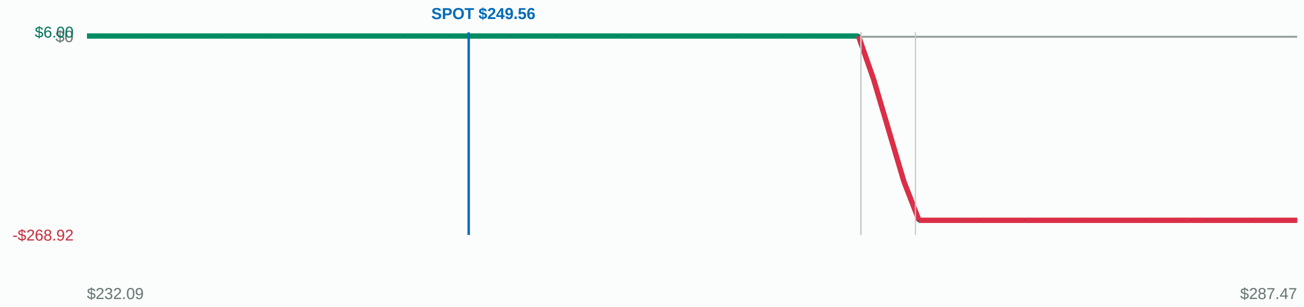
Short $245.00 | Long $242.50 | Width $2.50 | Net credit $0.38



Max profit $38.00 | Max loss -$212.00 | Break-even $244.62 | Per contract at expiry

Bear Call Spread reference

Short $267.50 | Long $270.00 | Width $2.50 | Net credit $0.01



Max profit $1.00 | Max loss -$249.00 | Break-even $267.51 | 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	**15.09**
VVIX	**88.11**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**142**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**142**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The current option pricing for Amazon (AMZN) reflects a neutral market sentiment. While recent news regarding AI advancements and rehiring efforts has been met with mixed reactions, the overall implied volatility suggests that traders are not overly bullish or bearish on the stock's near-term direction.

Options context

Amazon Option Pricing Suggests Neutral Sentiment

Wheel context

Option pricing suggests a neutral market outlook with potential for short-term volatility.

Observed evidence

The term structure of AMZN options exhibits backwardation, indicating a slight preference for shorter-dated contracts. | Implied volatility is elevated at 29.42%, suggesting uncertainty surrounding future price movements.

Principal risks to monitor

Earnings are scheduled for October 29th, which could trigger significant price swings.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.75T**	P/E (TTM) **20.58**
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 23, 2026 9:55 AM EDT

Covered Call | 2026-09-25

At signal $250.62 | Current $249.40

SHORT **Option $250.00 B $2.74 / A $2.90**

High turnover | CR $2.82

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.06**
ATR as % of price	**2.4%**
Volatility environment	**medium**
Current IV	**29.4%**
IV rank	**22 / 100**
IV percentile	**27 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 23, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**76 / 100**
Trend health	**78 / 100**
Momentum health	**80 / 100**
Volatility health	**74 / 100**
Structure health	**69 / 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)	**$255.18 / $256.29 / $240.63**
EMA (9 / 21)	**$253.08 / $254.87**
Bollinger upper / middle / lower	**$264.60 / $255.18 / $245.76**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.186**
True high / low	**$254.98 / $247.76**
5-day true high / low	**$259.49 / $245.96**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.318	**-**
SMA50	0.150	**-**
MVWAP20	-0.305	**-**
MACD	0.141	**-**
RSI	-1.323	**-**
Volume	1324411.670	**-**
ATR	0.007	**-**
T1	-	**-1.37 / 255.79 / 259.00 / 253.78**
T2	-	**-1.54 / 256.03 / 259.49 / 253.60**
T3	-	**-2.09 / 256.14 / 255.43 / 251.19**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$249.56**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:41 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-25 | 2 DTE**
Front at-the-money IV	**32.1%**
25-delta skew	**-11.17**
Put / Call 25-delta	**$245.00 Delta -0.213 / $267.50**
Median option bid/ask spread	**4.3%**
Bid/ask spread	**-**
Contracts observed / quoted	**142 / 142**

Price context

Last Price: 249.56 | Bid: 249.55 | Ask: 249.56 | Previous Close: 254.98 | Change: -5.42 | Daily change: -2.13% | Update Time: 2026-09-23T14:41:31.036111-04:00 | Latest History Date: 2026-09-23 | Latest History Price: 249.55

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-30 | Latest Date: 2026-09-23 | Latest Price: 249.55 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 29.42% | Iv Rank: 22.43 | Iv Percentile: 27.09 | 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.

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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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