



Amazon.com Inc / AMZN

Equity | Generated Oct 6, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$256.75	+5.35 +2.13%	\$256.80/\$257.20	\$251.40

Market	NYSE
Industry	Retail
Market data as of	Oct 6, 2026 11:30 PM EDT

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
79.1 / 100	Constructive	high	67 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$252.50	\$266.00	\$246.50	91 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	98.6% Oct 6, 2026 6:50 PM EDT

Key insight

AMZN Option Market Prices in Continued Upside Potential

Market read

The AMZN option market displays a bullish bias, reflecting optimism about the company's future prospects. This is evidenced by elevated call buying activity, particularly around key technical levels and ahead of upcoming earnings. While uncertainty remains regarding regulatory outcomes and capital expenditure pressures, the overall sentiment leans positive, driven by strong analyst ratings, robust AWS growth, and anticipation of holiday season sales.

Strategy context

Elevated call buying suggests traders are betting on continued price appreciation in AMZN. This is further supported by the stock's recent performance and positive analyst outlook.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 6, 2026 2:00 PM EDT

Short-term scenario

Cautious dip-buy bias for a 1-3 week window rather than chasing the intraday bounce. Prefer scaling in near support ahead of late-October earnings, targeting a retest of nearby resistance, with defined risk. Event risk (earnings, holiday sales data, macro) is elevated; position size accordingly. This is not a high-conviction directional call.

Three-month outlook

Moderately constructive base case over three months, supported by widespread analyst Buy ratings and average targets implying mid-20s to low-30s percent upside, AWS AI-related demand, advertising growth, and seasonal retail tailwinds. However, uncertainty is material: massive capex could keep free cash flow under pressure, the FTC advertising lawsuit outcome is unknown, and the late-October earnings report plus holiday execution can drive sharp moves in either direction. A reasonable scenario range is gradual drift higher toward the \$280 area if AWS and retail hold up, versus a pullback toward the mid-\$230s on disappointment or broader risk-off. Outcomes depend heavily on execution and external factors that cannot be forecast reliably. Not investment advice.

Market sentiment

Mixed but leaning cautiously positive in recent posts around October 6, 2026. Notable observations include unusually sweep-heavy options activity with calls dominating puts (roughly 21:1 in one flow summary), price above key EMAs, RSI near 54, and a level to watch near \$257. Some traders expressed expectations of momentum into earnings or potential new highs tied to AWS/AI and retail catalysts. Longer-term comments highlighted re-accelerating cloud demand, advertising margins, and Prime advantages. Counterpoints included dark-pool sell bias and broader skepticism on spending. Overall retail/investor chatter is noisy and not uniformly bullish. Uncertainty: X sentiment is anecdotal, engagement-light in many posts, subject to rapid shifts, and poorly predictive of price.

Supporting evidence

Call options are significantly more active than puts, indicating a bullish outlook. | The stock price is trading above key short-term moving averages, suggesting upward momentum. | Analysts maintain overwhelmingly positive ratings with price targets implying substantial upside potential. | Strong AWS growth and anticipation of holiday season sales contribute to the bullish sentiment.

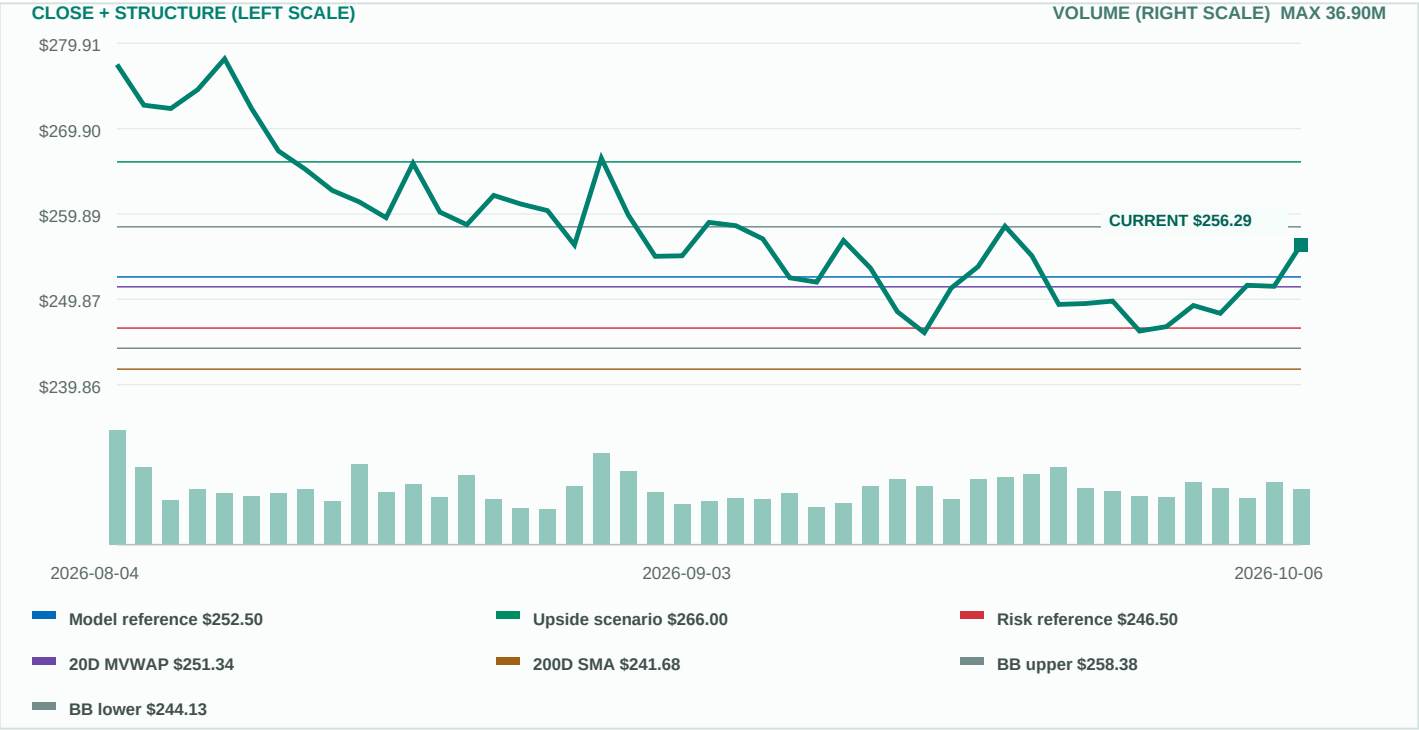
Risk watch

Regulatory uncertainty surrounding advertising practices poses a potential downside risk. | High capital expenditures could impact free cash flow and 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



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bullish_recovery

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

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)	65.69 / 54.52 / 52.20
RSI velocity	3.44
MACD line / signal / histogram	-1.34 / - / -1.94
MACD acceleration	0.38
Stochastic K / D	57.54 / 44.23

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Distribution bias
Institutional flow	-0.18
20-day MVWAP	\$251.34
Price vs 20-day MVWAP	+2.15%
Daily reference VWAP	\$254.68
Price vs daily reference	+0.81%
Volume	17.81M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Negative macro velocity
Macro velocity	-0.25
20-day / 200-day SMA	\$251.25 / \$241.68
Bollinger range	\$244.13 - \$258.38
Bollinger position	0.853



Options and volatility intelligence

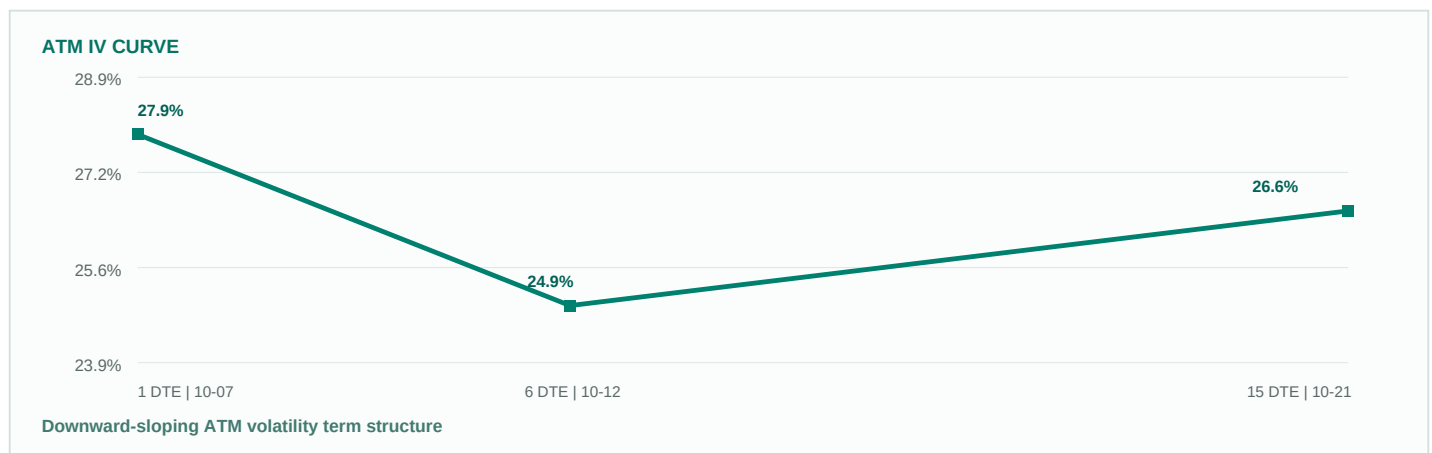
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
59 / 100	69 / 100	82.09	143.04

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	flat
Term slope	-1.34 pts
Skew read	CALL DEMAND ELEVATED
Liquidity / quote coverage	90.5%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 6, 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
2026-10-07	1	27.9%	-
2026-10-12	6	24.9%	-
2026-10-21	15	26.6%	-

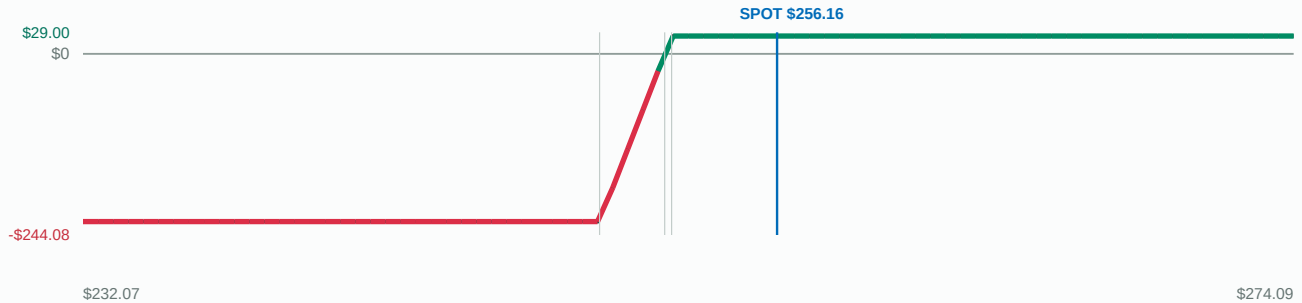


Reference spread payoff

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

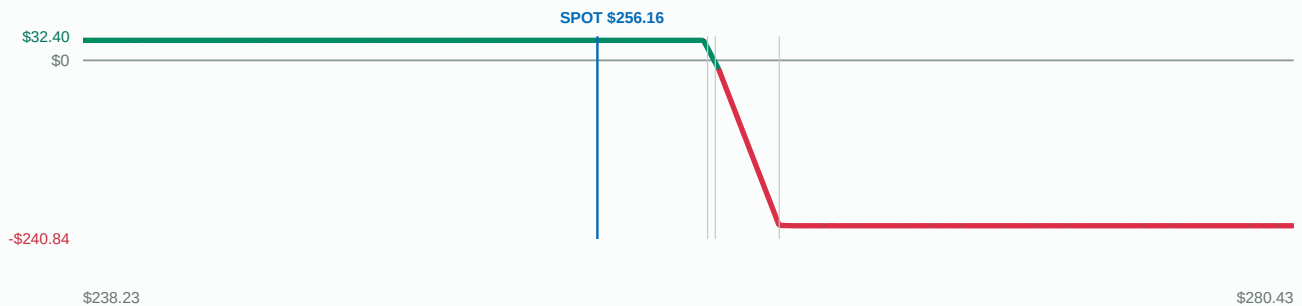
Bull Put Spread reference

Short \$252.50 | Long \$250.00 | Width \$2.50 | Net credit \$0.24



Bear Call Spread reference

Short \$260.00 | Long \$262.50 | Width \$2.50 | Net credit \$0.27



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	15.03
VVIX	82.09
SKEW index	143.04
Observation confidence	high
Option quote quality	reliable
Contracts observed	126



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	114

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays a bullish bias, reflecting optimism about the company's future prospects. This is evidenced by elevated call buying activity, particularly around key technical levels and ahead of upcoming earnings. While uncertainty remains regarding regulatory outcomes and capital expenditure pressures, the overall sentiment leans positive, driven by strong analyst ratings, robust AWS growth, and anticipation of holiday season sales.

Options context

AMZN Option Market Prices in Continued Upside Potential

Wheel context

Elevated call buying suggests traders are betting on continued price appreciation in AMZN. This is further supported by the stock's recent performance and positive analyst outlook.

Observed evidence

Call options are significantly more active than puts, indicating a bullish outlook. | The stock price is trading above key short-term moving averages, suggesting upward momentum. | Analysts maintain overwhelmingly positive ratings with price targets implying substantial upside potential. | Strong AWS growth and anticipation of holiday season sales contribute to the bullish sentiment.

Principal risks to monitor

Regulatory uncertainty surrounding advertising practices poses a potential downside risk. | High capital expenditures could impact free cash flow and investor sentiment.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.71T	20.02
ROE	Revenue growth
30.5%	11.7%
EPS growth	Operating margin
-	12.1%
Net profit margin	Gross margin
17.4%	-
Free cash flow CAGR	Debt / equity
-21.6%	0.22
Dividend yield	Beta
-	1.51
52-week range	
\$196.00 - \$287.20	

Company or fund profile

Issuer identity and classification

Name	Market
Amazon.com Inc	NYSE
Industry	Country
Retail	US
Currency	IPO date
USD	1997-05-15
Shares outstanding	52-week return
10.76B	13.1%
Book value per share	Revenue per share
\$51.16	\$71.14
Website	amazon.com



Latest strategy observation

Most recent shared general market signal available when this report was generated

AMZN Covered Call signal Covered Call 2026-10-07 At signal \$252.44 Current \$256.75 SHORT Option \$252.50 B \$1.75 / A \$1.83 Conservative CR \$1.79	Oct 6, 2026 9:40 AM EDT
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Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.55
ATR as % of price	2.2%
Volatility environment	medium
Current IV	38.7%
IV rank	58 / 100
IV percentile	67 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 6, 2026 7:30 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	80 / 100
Trend health	78 / 100
Momentum health	99 / 100
Volatility health	77 / 100
Structure health	65 / 100
Earnings risk / date	low 2026-10-29
Macro risk	unknown
Volatility risk	medium
Structure risk	medium

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$251.25 / \$257.43 / \$241.68
EMA (9 / 21)	\$251.38 / \$252.27
Bollinger upper / middle / lower	\$258.38 / \$251.25 / \$244.13



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.853
True high / low	\$256.68 / \$251.08
5-day true high / low	\$256.68 / \$246.08

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.253	-
SMA50	0.414	-
MVWAP20	-0.185	-
MACD	0.383	-
RSI	3.440	-
Volume	-93774.670	-
ATR	-0.037	-
T1	-	-1.95 / 251.39 / 254.53 / 250.17
T2	-	-2.20 / 251.64 / 253.56 / 248.23
T3	-	-2.49 / 251.89 / 251.83 / 246.11



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$256.16
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 6, 2026 2:40 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-07 1 DTE
Front at-the-money IV	27.9%
25-delta skew	-2.41
Put / Call 25-delta	\$252.50 Delta -0.169 / \$260.00 Delta 0.186
Median option bid/ask spread	10.5%
Bid/ask spread	-
Contracts observed / quoted	126 / 114

Price context

Last Price: 256.16 | Bid: 256.14 | Ask: 256.17 | Previous Close: 251.40 | Change: 4.75 | Daily change: 1.89% | Update Time: 2026-10-06T14:40:41.018894-04:00 | Latest History Date: 2026-10-06 | Latest History Price: 256.15

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-14 | Latest Date: 2026-10-06 | Latest Price: 256.15 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 39.05% | Iv Rank: 59.04 | Iv Percentile: 69.32 | 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.

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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.

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Reference documents

Official product terms and standardized options disclosure

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