



Amazon.com Inc / AMZN

Equity | Generated Oct 7, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$260.32	+4.03 +1.57%	\$260.10/\$260.45	\$256.29

Market	NYSE
Industry	Retail
Market data as of	Oct 7, 2026 11:30 PM EDT

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
81.3 / 100	Strong setup	high	73 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$255.50	\$268.00	\$249.00	88 / 100

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

Key insight

Amazon Shows Strength Despite Near-Term Headwinds

Market read

AMZN is showing bullish momentum despite near-term concerns about capex and free cash flow. The stock price is up, technical indicators are mixed but leaning constructive, and analysts remain optimistic with a strong buy consensus and price targets above current levels. However, uncertainty remains high around the company's capital efficiency and upcoming earnings report.

Strategy context

AMZN's strong technical performance and positive analyst sentiment suggest potential for continued upside. However, investors should be aware of the risks associated with high capex and uncertainty surrounding earnings.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias	Mixed
AI analysis updated	Oct 7, 2026 1:58 PM EDT

Short-term scenario

Cautiously constructive over 1-3 weeks, but prefer a pullback entry rather than chasing the current uptick. Uncertainty is elevated into the estimated October 29 earnings report, with nearby resistance and only neutral momentum. A decisive break below recent support would invalidate the near-term long bias. This is analysis, not a recommendation; gaps and adverse reactions are possible.

Three-month outlook

Moderately positive base case if AWS AI demand and margins hold and the market looks through near-term free-cash-flow weakness, with many analyst targets in the low-to-mid \$300s implying upside from here. Uncertainty is substantial and could dominate the path: further capex increases may keep free cash flow negative into 2027, Q3 results or guidance could disappoint, regulatory developments including the FTC matter could pressure sentiment, and market multiples may compress. A disappointment scenario could retest roughly \$230-245. Risk/reward looks more suitable for patient accumulation on weakness than for aggressive short-term positioning. Analyst targets and historical reactions are not guarantees.

Market sentiment

Recent X discussion is moderately constructive but cautious, not euphoric. Investors often call the roughly 20x trailing multiple attractive given AWS growth near 37% and the AI backlog, and frame Amazon as a long-term compounder across cloud, ads, and retail. Counterpoints stress the \$220B-scale capex and negative free cash flow as the reason the multiple stays compressed; several comments prefer dips around \$245-255 over chasing strength. Engagement on pure sentiment posts has been modest. Tone leans bullish for multi-month holders, with explicit uncertainty about capital efficiency and the earnings reaction. Social sentiment is noisy and unreliable as a timing signal.

Supporting evidence

AMZN is trading near its 52-week high and has seen positive price action recently. | Analysts are bullish on AMZN with a strong buy consensus and price targets above current levels. | AWS continues to grow at a rapid pace, exceeding \$42 billion in revenue in Q2 2026. | The company is investing heavily in AI infrastructure, which could drive future growth.

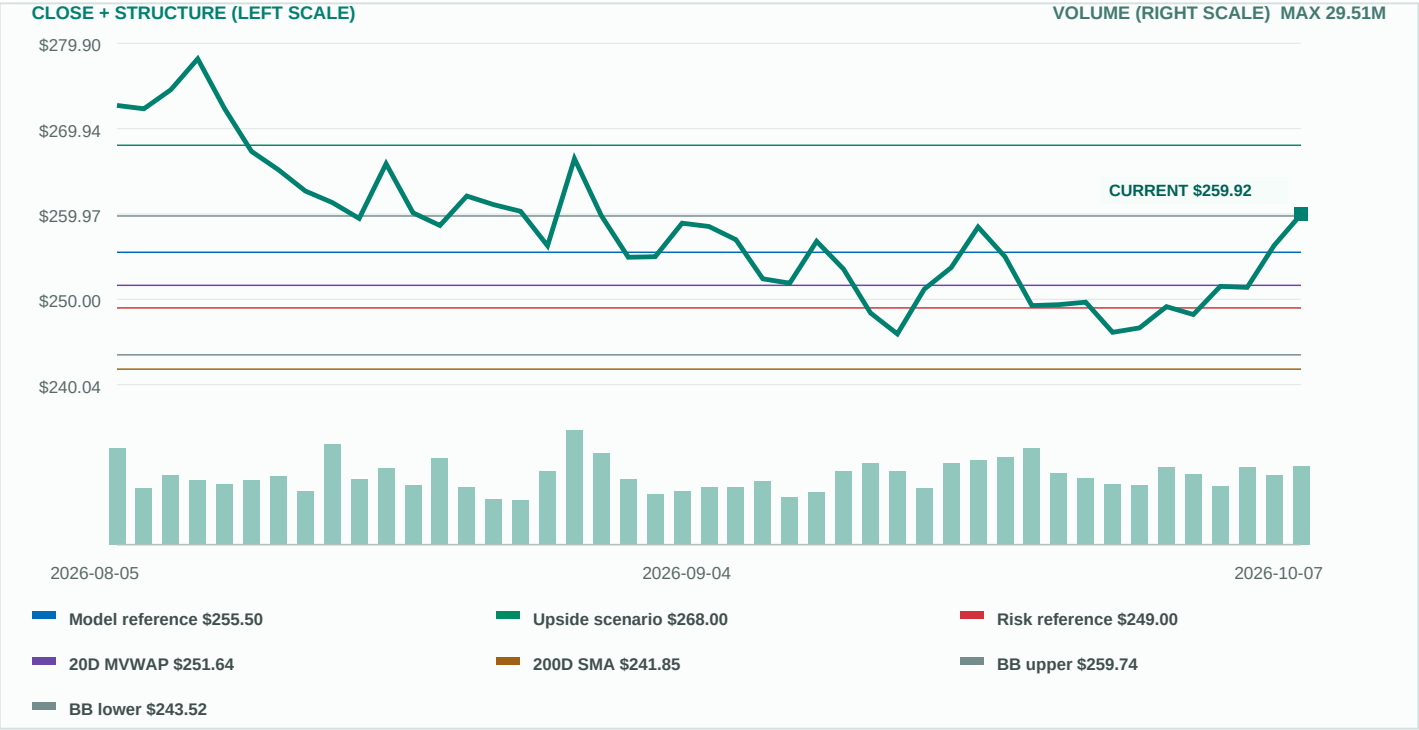
Risk watch

High capital expenditures are putting pressure on free cash flow. | Upcoming earnings report could disappoint and impact 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

strong_bull

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	STRONG BULL neutral MACD accelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	72.24 / 58.45 / 54.72
RSI velocity	3.30
MACD line / signal / histogram	-0.56 / - / -1.67
MACD acceleration	0.54
Stochastic K / D	74.55 / 57.38

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Distribution bias
Institutional flow	0.00
20-day MVWAP	\$251.64
Price vs 20-day MVWAP	+3.45%
Daily reference VWAP	\$257.74
Price vs daily reference	+1.00%
Volume	20.17M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Negative macro velocity
Macro velocity	0.00
20-day / 200-day SMA	\$251.63 / \$241.85
Bollinger range	\$243.52 - \$259.74
Bollinger position	1.011



Options and volatility intelligence

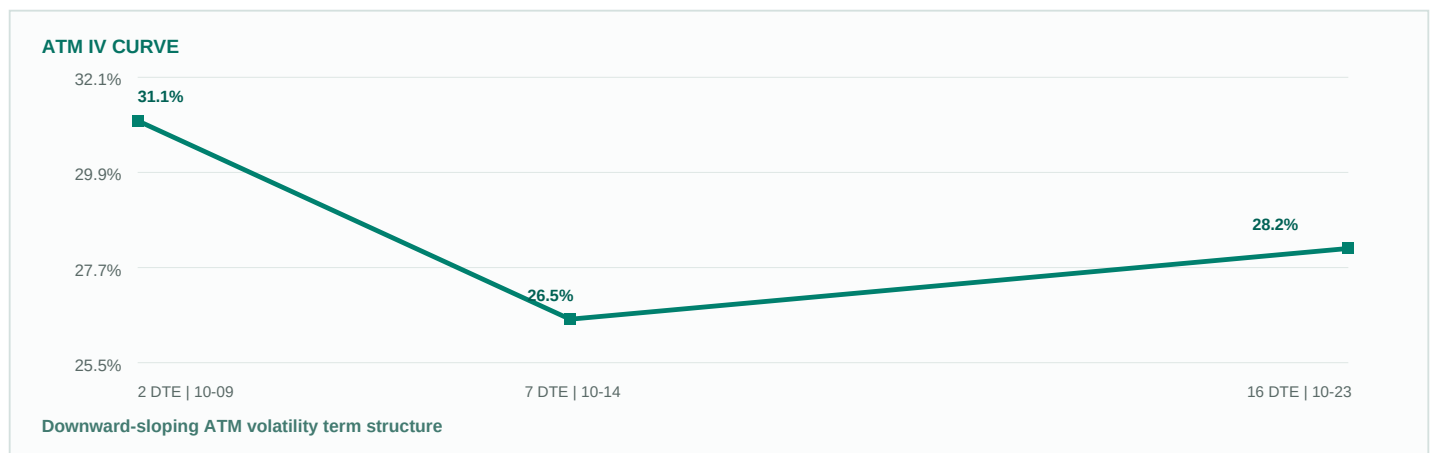
Structure, premium conditions and principal risks

IV rank 60 / 100	IV percentile 71 / 100	VVIX 84.24	SKEW 141.21
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Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-2.94 pts
Skew read	balanced
Liquidity / quote coverage	97.9%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 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
2026-10-09	2	31.1%	-
2026-10-14	7	26.5%	-
2026-10-23	16	28.2%	-

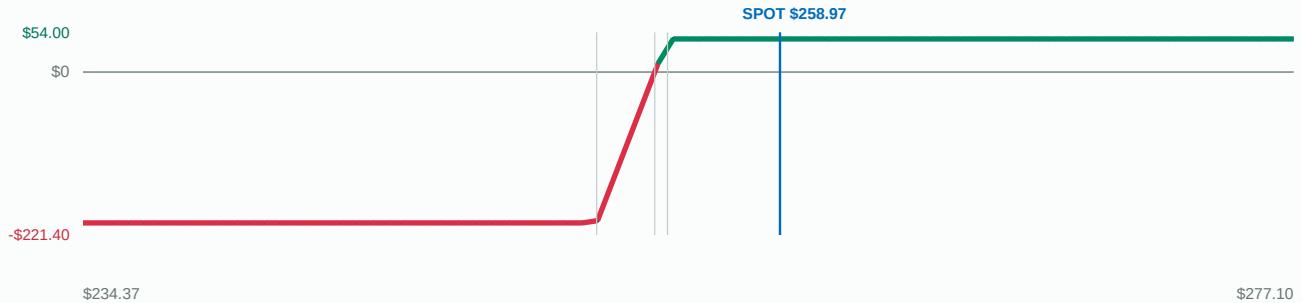


Reference spread payoff

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

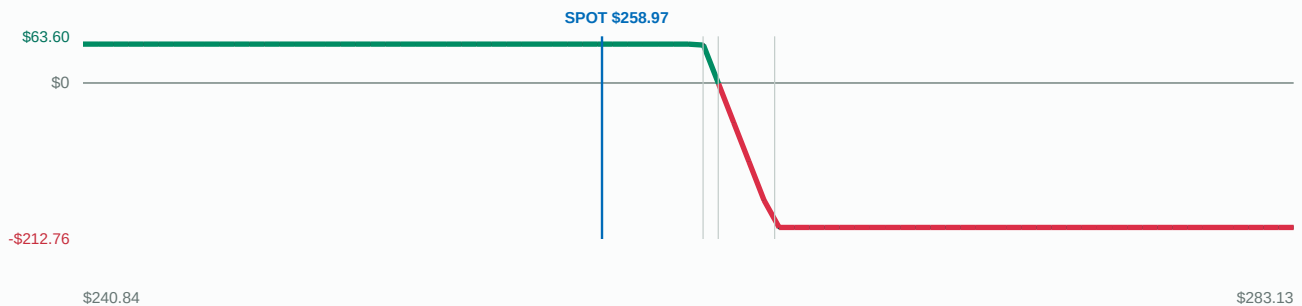
Bull Put Spread reference

Short \$255.00 | Long \$252.50 | Width \$2.50 | Net credit \$0.45



Bear Call Spread reference

Short \$262.50 | Long \$265.00 | Width \$2.50 | Net credit \$0.53



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	15.14
VVIX	84.24
SKEW index	141.21
Observation confidence	high
Option quote quality	reliable
Contracts observed	144



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	141

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

AMZN is showing bullish momentum despite near-term concerns about capex and free cash flow. The stock price is up, technical indicators are mixed but leaning constructive, and analysts remain optimistic with a strong buy consensus and price targets above current levels. However, uncertainty remains high around the company's capital efficiency and upcoming earnings report.

Options context

Amazon Shows Strength Despite Near-Term Headwinds

Wheel context

AMZN's strong technical performance and positive analyst sentiment suggest potential for continued upside. However, investors should be aware of the risks associated with high capex and uncertainty surrounding earnings.

Observed evidence

AMZN is trading near its 52-week high and has seen positive price action recently. | Analysts are bullish on AMZN with a strong buy consensus and price targets above current levels. | AWS continues to grow at a rapid pace, exceeding \$42 billion in revenue in Q2 2026. | The company is investing heavily in AI infrastructure, which could drive future growth.

Principal risks to monitor

High capital expenditures are putting pressure on free cash flow. | Upcoming earnings report could disappoint and impact investor sentiment.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.76T	20.04
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	14.5%
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	Oct 7, 2026 9:57 AM EDT
Covered Call 2026-10-09	
At signal \$255.28 Current \$260.32	
SHORT Option \$257.50 B \$1.61 / A \$1.65	
Conservative CR \$1.63	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.65
ATR as % of price	2.2%
Volatility environment	medium
Current IV	39.7%
IV rank	61 / 100
IV percentile	73 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 7, 2026 3:51 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	81 / 100
Trend health	92 / 100
Momentum health	94 / 100
Volatility health	77 / 100
Structure health	49 / 100
Earnings risk / date	medium 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)	\$251.63 / \$258.01 / \$241.85
EMA (9 / 21)	\$253.09 / \$252.96
Bollinger upper / middle / lower	\$259.74 / \$251.63 / \$243.52



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	1.011
True high / low	\$260.14 / \$253.17
5-day true high / low	\$260.14 / \$246.11

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.005	-
SMA50	0.488	-
MVWAP20	-0.002	-
MACD	0.544	-
RSI	3.297	-
Volume	1739446.330	-
ATR	0.005	-
T1	-	-1.34 / 251.34 / 256.68 / 251.08
T2	-	-1.95 / 251.39 / 254.53 / 250.17
T3	-	-2.20 / 251.64 / 253.56 / 248.23



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$258.97
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 2026 2:40 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-09 2 DTE
Front at-the-money IV	31.1%
25-delta skew	-0.54
Put / Call 25-delta	\$255.00 Delta -0.242 / \$262.50 Delta 0.292
Median option bid/ask spread	8.1%
Bid/ask spread	-
Contracts observed / quoted	144 / 141

Price context

Last Price: 258.97 | Bid: 258.97 | Ask: 259.01 | Previous Close: 256.29 | Change: 2.68 | Daily change: 1.05% | Update Time: 2026-10-07T14:40:16.400401-04:00 | Latest History Date: 2026-10-07 | Latest History Price: 258.90

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-15 | Latest Date: 2026-10-07 | Latest Price: 258.90 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 39.37% | Iv Rank: 60.24 | Iv Percentile: 70.92 | 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.

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Reference documents

Official product terms and standardized options disclosure

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