



Amazon.com Inc / AMZN

Equity | Generated Oct 8, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$254.06	-5.86 -2.25%	-/-	\$259.92

Market	NYSE
Industry	Retail
Market data as of	Oct 8, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 8, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
76.4 / 100	Constructive	high	73 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$253.50	\$266.00	\$246.50	90 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	98.6% Oct 8, 2026 6:50 PM EDT

Key insight

AMZN Option Market Shows Mixed Signals Ahead of Earnings

Market read

The AMZN option market presents a mixed picture ahead of its October 29th earnings release. While implied volatility is elevated, reflecting uncertainty surrounding the report, there are no clear directional biases in the options data. The term structure is in backwardation, suggesting a slight preference for near-term upside potential. However, recent price action has seen AMZN break below key support levels, raising concerns about short-term momentum.

Strategy context

The current option market environment suggests cautious positioning ahead of earnings. Traders are pricing in a high degree of uncertainty, but there is no clear consensus on the direction of price movement.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias	Mixed
AI analysis updated	Oct 8, 2026 2:00 PM EDT

Short-term scenario

Cautious tactical long only if \$250-\$254 support holds, aiming for a bounce toward recent resistance before the Oct 29 earnings event. This is not a high-conviction swing: today's breakdown, mixed indicators, and event risk make the setup uncertain. Reduce exposure if price cannot reclaim \$260, and avoid holding through the print unless risk tolerance is high.

Three-month outlook

Base case is modestly constructive over the next three months, with a plausible range of roughly \$240-\$290 and upside bias if Q3 operating income lands toward the high end of the \$22.5-\$26.5B guide, AWS growth stays elevated, and holiday retail commentary is solid. Analyst targets well above the current price support a longer re-rating case, but that is not a three-month forecast. Key uncertainties include updated capex and free-cash-flow commentary, AWS capacity constraints, competition, and any guidance disappointment that could retest the mid-\$240s or lower. Negative free cash flow and heavy AI spending remain the main offsets to the growth story. This is not a guarantee of returns.

Market sentiment

X discussion is mixed-to-moderately bullish on a multi-month basis and more cautious near term. Bullish posts emphasize AWS reacceleration, advertising, improving retail margins, a historically low trailing multiple near 20x, and analyst targets in the \$320s-\$380s, with some treating dips toward the mid-\$240s or even \$230 as accumulation. Today's decline is being noted, and promotional or low-quality posts dilute the signal. Options commentary earlier in the session leaned bullish on calls, but that does not confirm price direction. Sentiment is not uniform and can reverse quickly around earnings.

Supporting evidence

Implied volatility is elevated at 39.69%, indicating heightened uncertainty surrounding the upcoming earnings report. | The term structure of implied volatility is in backwardation, with near-term options more expensive than longer-dated options, potentially signaling a slight preference for near-term upside potential. | Recent price action has seen AMZN break below key support levels, raising concerns about short-term momentum and suggesting potential downside risk.

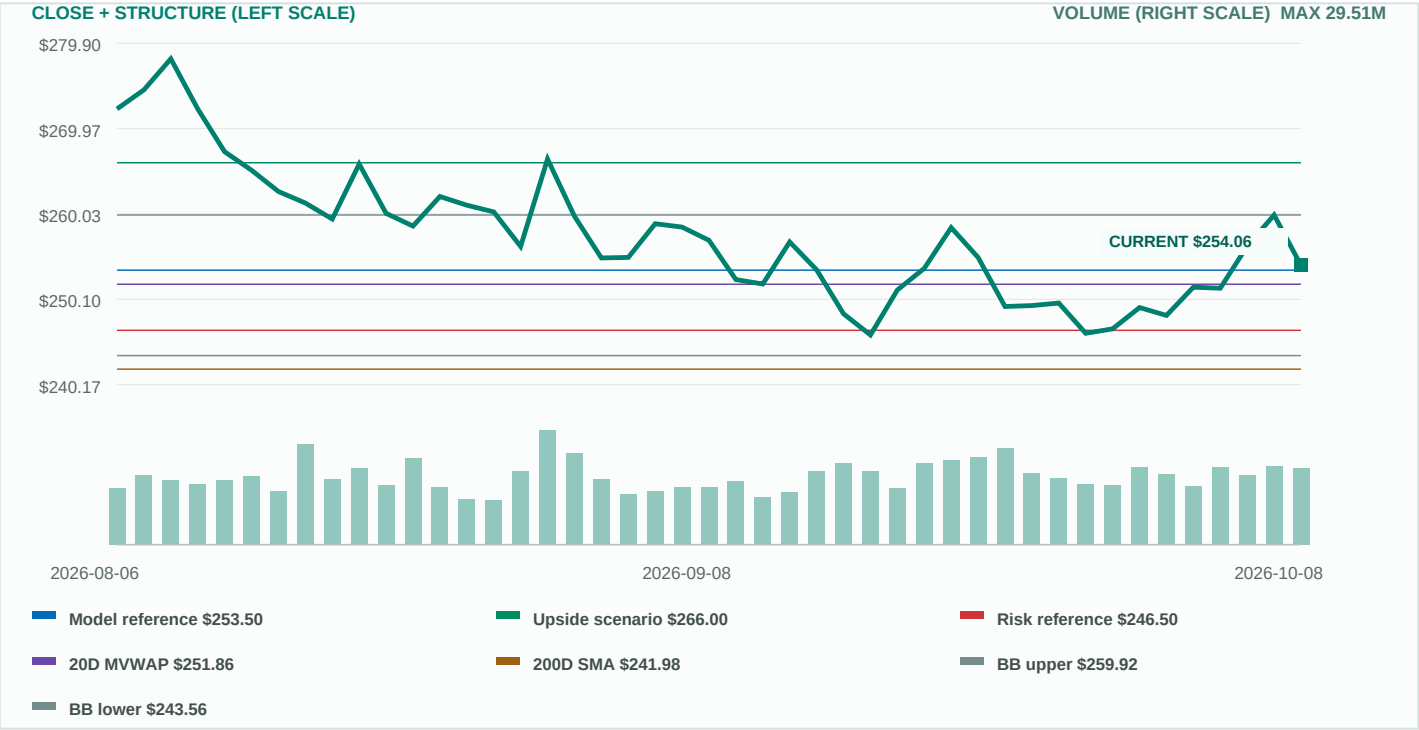
Risk watch

Earnings report on October 29th could trigger significant volatility in AMZN's stock price.



Enhanced price structure

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

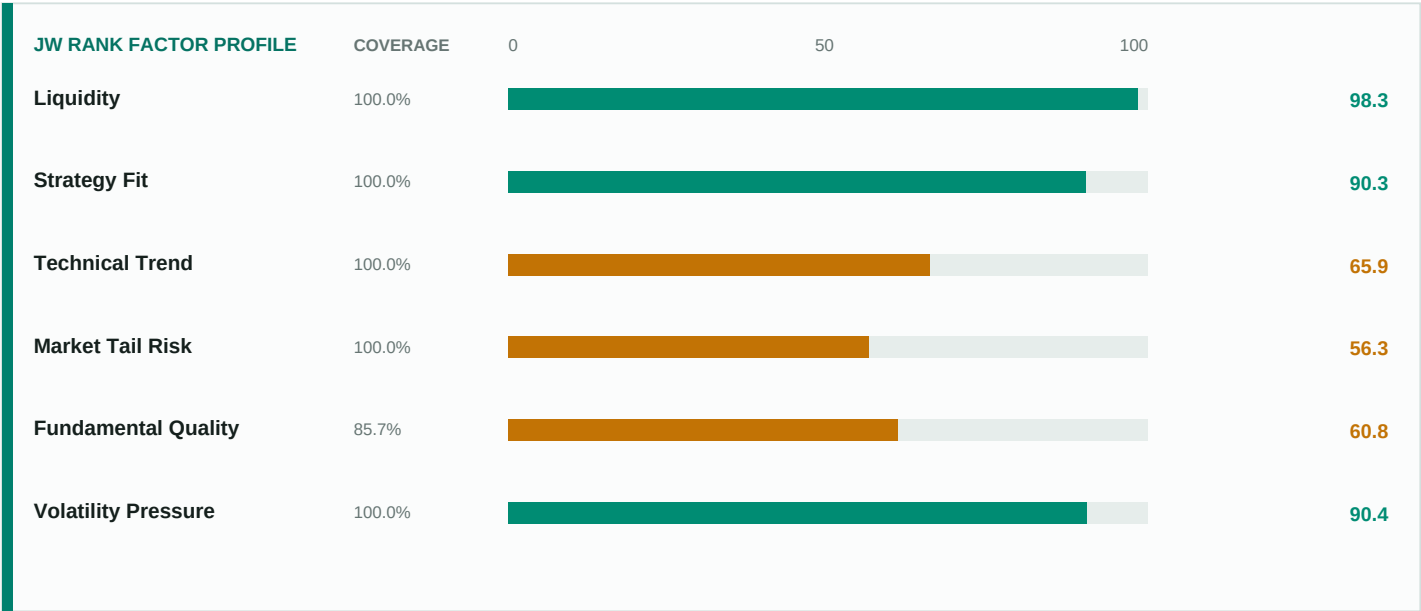


45 complete trading-session observations



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)	53.14 / 50.82 / 50.22
RSI velocity	0.80
MACD line / signal / histogram	-0.41 / - / -1.42
MACD acceleration	0.51
Stochastic K / D	79.16 / 70.41

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.16
20-day MVWAP	\$251.86
Price vs 20-day MVWAP	+0.87%
Daily reference VWAP	\$255.88
Price vs daily reference	-0.71%
Volume	19.60M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.15
20-day / 200-day SMA	\$251.74 / \$241.98
Bollinger range	\$243.56 - \$259.92
Bollinger position	0.642



Options and volatility intelligence

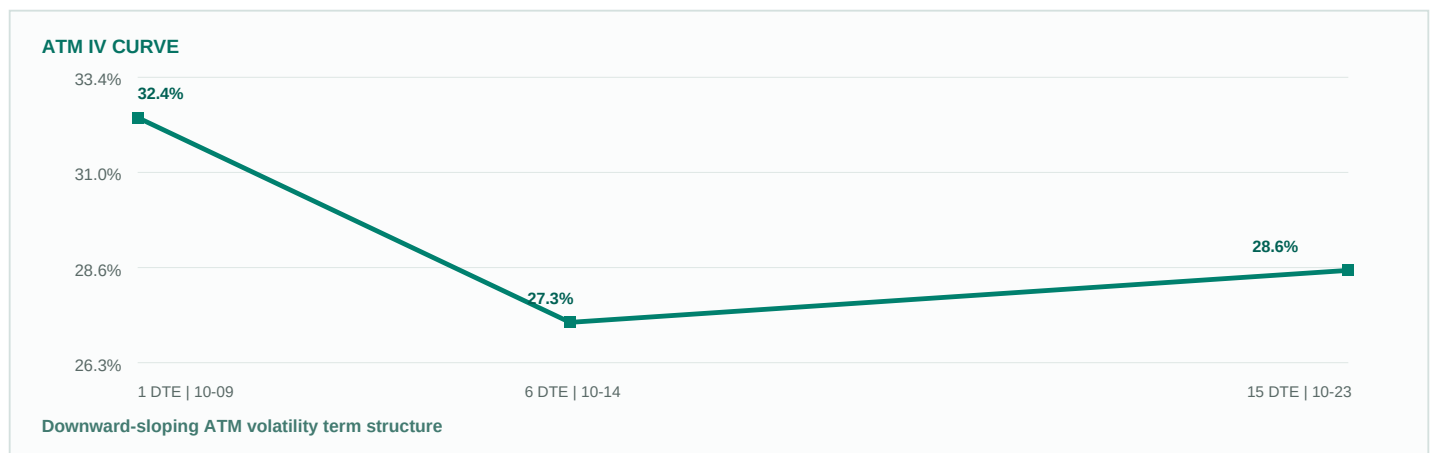
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
61 / 100	73 / 100	88.65	141.84

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-3.79 pts
Skew read	balanced
Liquidity / quote coverage	94.6%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 8, 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	1	32.4%	-
2026-10-14	6	27.3%	-
2026-10-23	15	28.6%	-

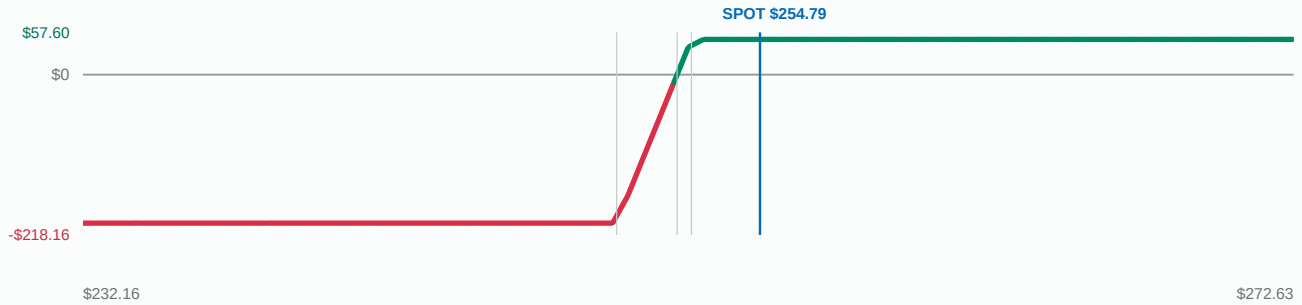


Reference spread payoff

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

Bull Put Spread reference

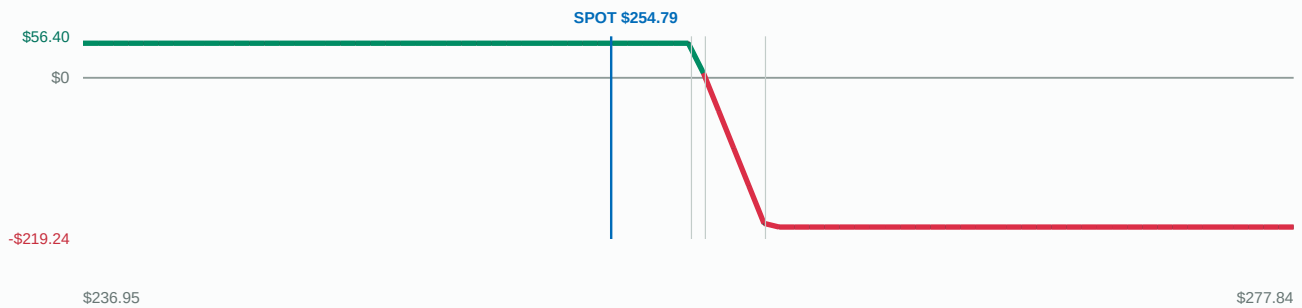
Short \$252.50 | Long \$250.00 | Width \$2.50 | Net credit \$0.48



Max profit \$48.00 | Max loss -\$202.00 | Break-even \$252.02 | Per contract at expiry

Bear Call Spread reference

Short \$257.50 | Long \$260.00 | Width \$2.50 | Net credit \$0.47



Max profit \$47.00 | Max loss -\$203.00 | Break-even \$257.97 | 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	15.70
VVIX	88.65
SKEW index	141.84
Observation confidence	high
Option quote quality	reliable
Contracts observed	148



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	140

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market presents a mixed picture ahead of its October 29th earnings release. While implied volatility is elevated, reflecting uncertainty surrounding the report, there are no clear directional biases in the options data. The term structure is in backwardation, suggesting a slight preference for near-term upside potential. However, recent price action has seen AMZN break below key support levels, raising concerns about short-term momentum.

Options context

AMZN Option Market Shows Mixed Signals Ahead of Earnings

Wheel context

The current option market environment suggests cautious positioning ahead of earnings. Traders are pricing in a high degree of uncertainty, but there is no clear consensus on the direction of price movement.

Observed evidence

Implied volatility is elevated at 39.69%, indicating heightened uncertainty surrounding the upcoming earnings report. | The term structure of implied volatility is in backwardation, with near-term options more expensive than longer-dated options, potentially signaling a slight preference for near-term upside potential. | Recent price action has seen AMZN break below key support levels, raising concerns about short-term momentum and suggesting potential downside risk.

Principal risks to monitor

Earnings report on October 29th could trigger significant volatility in AMZN's stock price.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.80T	20.22
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	16.0%
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 2026-10-09 At signal \$258.90 Current \$254.06 SHORT Option \$260.00 B \$1.37 / A \$1.44 Conservative CR \$1.41	Oct 8, 2026 9:41 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	\$5.69
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 8, 2026 7:30 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	83 / 100
Trend health	78 / 100
Momentum health	92 / 100
Volatility health	76 / 100
Structure health	86 / 100
Earnings risk / date	medium 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)	\$251.74 / \$258.56 / \$241.98
EMA (9 / 21)	\$253.28 / \$253.06
Bollinger upper / middle / lower	\$259.92 / \$251.74 / \$243.56



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.642
True high / low	\$259.92 / \$253.78
5-day true high / low	\$260.14 / \$248.23

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.150	-
SMA50	0.543	-
MVWAP20	0.158	-
MACD	0.512	-
RSI	0.800	-
Volume	-135106.670	-
ATR	0.047	-
T1	-	-0.56 / 251.64 / 260.14 / 253.17
T2	-	-1.34 / 251.34 / 256.68 / 251.08
T3	-	-1.95 / 251.39 / 254.53 / 250.17



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$254.79
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 8, 2026 2:40 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FALLING
Front expiration / DTE	2026-10-09 1 DTE
Front at-the-money IV	32.4%
25-delta skew	-0.76
Put / Call 25-delta	\$252.50 Delta -0.289 / \$257.50 Delta 0.289
Median option bid/ask spread	8.7%
Bid/ask spread	-
Contracts observed / quoted	148 / 140

Price context

Last Price: 254.79 | Bid: 254.77 | Ask: 254.79 | Previous Close: 259.92 | Change: -5.13 | Daily change: -1.97% | Update Time: 2026-10-08T14:40:17.382335-04:00 | Latest History Date: 2026-10-08 | Latest History Price: 254.82

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-16 | Latest Date: 2026-10-08 | Latest Price: 254.82 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 39.69% | Iv Rank: 61.45 | Iv Percentile: 72.91 | 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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Options Disclosure Document	theocc.com / Options Disclosure Document