



Amazon.com Inc / AMZN

Equity | Generated Oct 9, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$262.53	+8.47 +3.33%	-/-	\$254.06

Market	NYSE
Industry	Retail
Market data as of	Oct 9, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 9, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
81.2 / 100	Strong setup	high	70 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$256.50	\$272.00	\$249.00	89 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	98.6% Oct 9, 2026 7:50 PM EDT

Key insight

AMZN Option Market Prices in Potential Upside

Market read

The AMZN option market displays a bullish bias, reflecting optimism about the company's future prospects. The current price of \$261.02 is near its 50-day moving average (\$259.07) and above both its 20-day (\$251.95) and 200-day (\$242.14) moving averages, suggesting a positive trend. Analysts are generally bullish on AMZN, with price targets averaging around \$322-\$335, representing potential upside of 25-28%. The recent earnings report showed strong AWS revenue growth and a large backlog, further supporting the bullish sentiment.

Strategy context

The current market environment favors bullish strategies. Bullish call spreads and covered calls could be considered for capturing potential upside.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 9, 2026 1:57 PM EDT

Short-term scenario

Cautious buy on pullback only; do not chase today's rally into resistance ahead of projected Oct 29 earnings. Uncertainty is high due to event risk, capex concerns, and mixed momentum.

Three-month outlook

Moderately bullish with substantial uncertainty. Attractive relative valuation, AWS acceleration, large backlog, and AI services growth support potential recovery toward the mid-\$270s to low-\$300s if Q3 results and guidance confirm demand and margins. Offsetting risks include elevated 2026 capex pressuring free cash flow, capacity constraints, possible conservative guidance, and post-earnings volatility. Base case is gradual upside if execution holds; downside remains if spending returns disappoint or macro conditions weaken. Not a certainty.

Market sentiment

Mixed-to-constructive. Bullish posts emphasize AWS reacceleration, AI demand, historically low valuation, and analyst upgrades or positive reiterations (e.g., targets near \$325). Some traders flag short-term price weakness and prefer dips (levels cited near \$240-250). Options chatter includes call sweeps around the \$260 area. Overall tone leans toward accumulating on weakness rather than chasing strength, with uncertainty around near-term price action versus long-term fundamentals.

Supporting evidence

The front-month ATM IV is at 18.11%, suggesting moderate volatility expectations. | The term structure shows contango, with longer-dated options priced higher than shorter-dated ones, indicating potential for future price appreciation. | Analysts are raising their price targets on AMZN, citing undervaluation and strong fundamentals. | Recent news highlights positive developments in AWS, AI adoption, and the company's overall ecosystem.

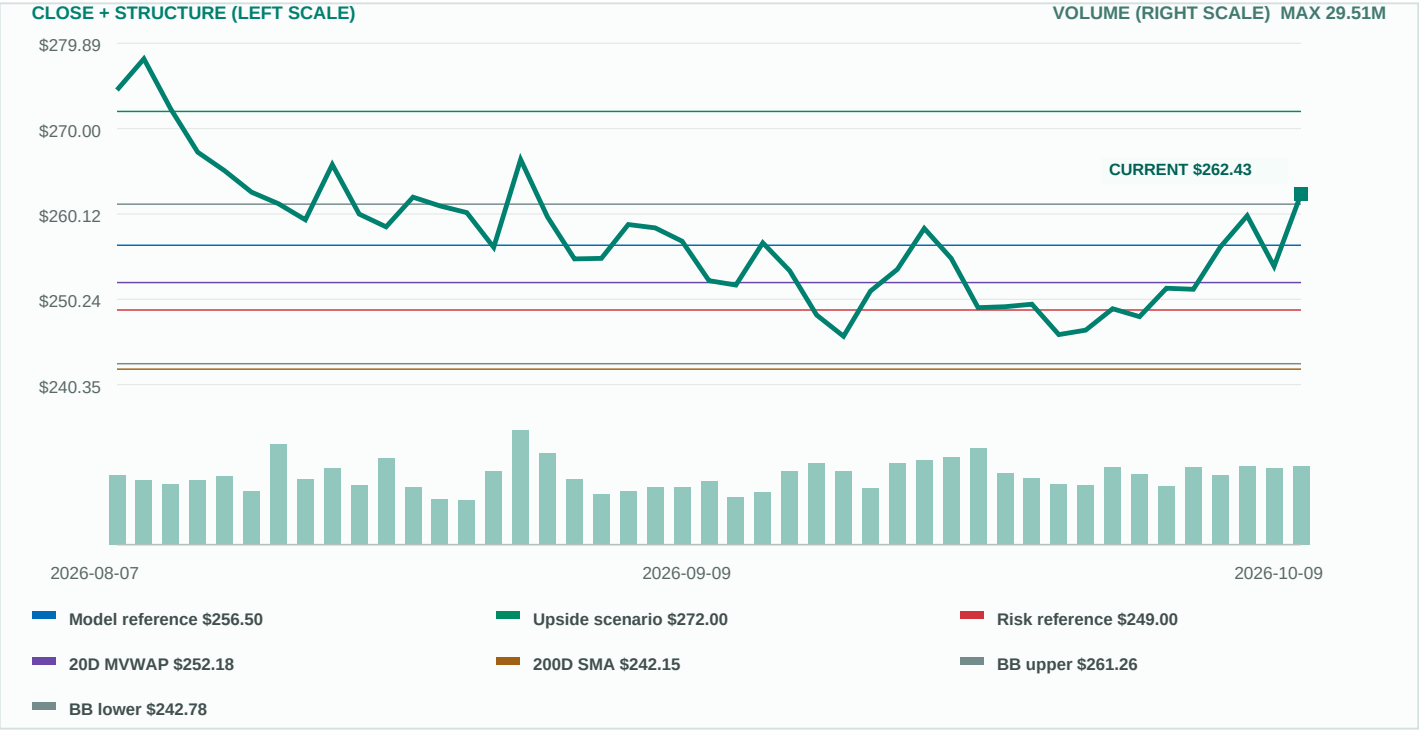
Risk watch

Elevated capex guidance for 2026 raises concerns about free cash flow. | Short-term price weakness may occur ahead of the upcoming earnings report on October 29th.



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)	67.47 / 59.05 / 55.69
RSI velocity	1.51
MACD line / signal / histogram	0.38 / - / -1.06
MACD acceleration	0.57
Stochastic K / D	85.70 / 79.80

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.28
20-day MVWAP	\$252.18
Price vs 20-day MVWAP	+4.10%
Daily reference VWAP	\$260.41
Price vs daily reference	+0.81%
Volume	20.26M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.26
20-day / 200-day SMA	\$252.02 / \$242.15
Bollinger range	\$242.78 - \$261.26
Bollinger position	1.064



Options and volatility intelligence

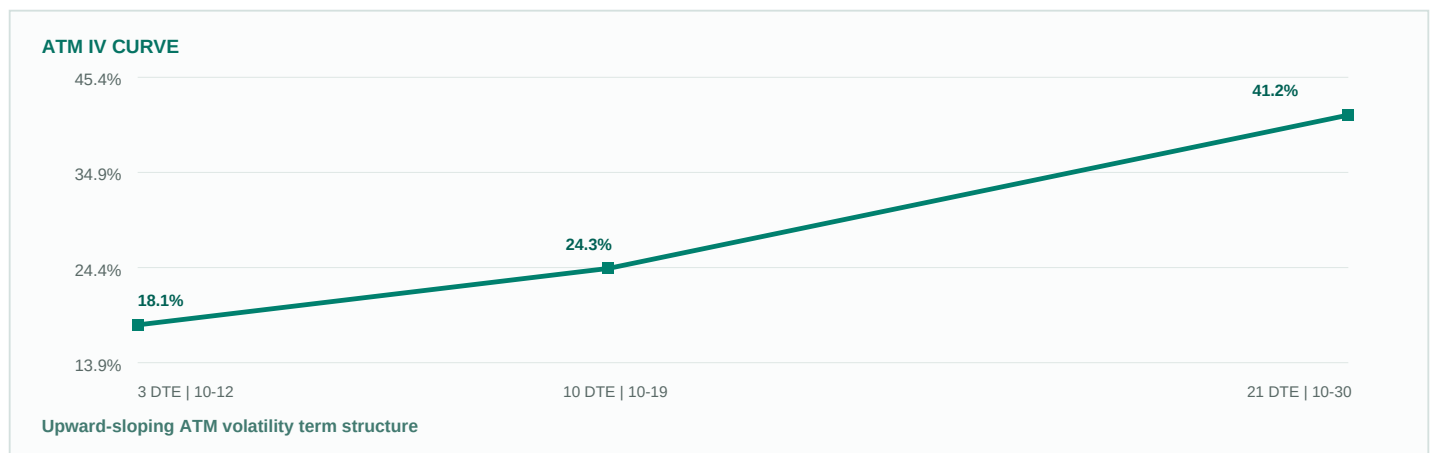
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
59 / 100	70 / 100	86.00	149.19

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+23.13 pts
Skew read	balanced
Liquidity / quote coverage	94.3%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 9, 2026 2:39 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-12	3	18.1%	-
2026-10-19	10	24.3%	-
2026-10-30	21	41.2%	-



Reference spread payoff

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



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-29
Earnings IV-crush risk	unknown
VIX	14.87
VVIX	86.00
SKEW index	149.19
Observation confidence	high
Option quote quality	reliable
Contracts observed	122



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	115

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. The current price of \$261.02 is near its 50-day moving average (\$259.07) and above both its 20-day (\$251.95) and 200-day (\$242.14) moving averages, suggesting a positive trend. Analysts are generally bullish on AMZN, with price targets averaging around \$322-\$335, representing potential upside of 25-28%. The recent earnings report showed strong AWS revenue growth and a large backlog, further supporting the bullish sentiment.

Options context

AMZN Option Market Prices in Potential Upside

Wheel context

The current market environment favors bullish strategies. Bullish call spreads and covered calls could be considered for capturing potential upside.

Observed evidence

The front-month ATM IV is at 18.11%, suggesting moderate volatility expectations. | The term structure shows contango, with longer-dated options priced higher than shorter-dated ones, indicating potential for future price appreciation. | Analysts are raising their price targets on AMZN, citing undervaluation and strong fundamentals. | Recent news highlights positive developments in AWS, AI adoption, and the company's overall ecosystem.

Principal risks to monitor

Elevated capex guidance for 2026 raises concerns about free cash flow. | Short-term price weakness may occur ahead of the upcoming earnings report on October 29th.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.74T	20.72
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
-	1.52
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	17.2%
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 8, 2026 9:41 AM EDT
Covered Call 2026-10-09	
At signal \$258.90 Current \$262.53	
SHORT Option \$260.00 B \$1.37 / A \$1.44	
Conservative CR \$1.41	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.90
ATR as % of price	2.3%
Volatility environment	medium
Current IV	39.1%
IV rank	59 / 100
IV percentile	70 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 9, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	79 / 100
Trend health	92 / 100
Momentum health	93 / 100
Volatility health	76 / 100
Structure health	44 / 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)	\$252.02 / \$259.10 / \$242.15
EMA (9 / 21)	\$255.11 / \$253.91
Bollinger upper / middle / lower	\$261.26 / \$252.02 / \$242.78



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	1.064
True high / low	\$262.80 / \$254.06
5-day true high / low	\$262.80 / \$250.17

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.256	-
SMA50	0.556	-
MVWAP20	0.279	-
MACD	0.573	-
RSI	1.508	-
Volume	801829.000	-
ATR	0.118	-
T1	-	-0.41 / 251.86 / 259.92 / 253.78
T2	-	-0.56 / 251.64 / 260.14 / 253.17
T3	-	-1.34 / 251.34 / 256.68 / 251.08



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$261.02
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 9, 2026 2:39 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-12 3 DTE
Front at-the-money IV	18.1%
25-delta skew	0.25
Put / Call 25-delta	\$257.50 Delta -0.208 / \$265.00 Delta 0.183
Median option bid/ask spread	8.0%
Bid/ask spread	-
Contracts observed / quoted	122 / 115

Price context

Last Price: 261.02 | Bid: 261.00 | Ask: 261.04 | Previous Close: 254.06 | Change: 6.96 | Daily change: 2.74% | Update Time: 2026-10-09T14:39:05.174917-04:00 | Latest History Date: 2026-10-09 | Latest History Price: 261.01

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-17 | Latest Date: 2026-10-09 | Latest Price: 261.01 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 39.05% | Iv Rank: 59.04 | Iv Percentile: 69.72 | 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