



Amazon.com Inc / AMZN

Equity | Generated Oct 12, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$258.10	-4.33 -1.65%	\$258.08/\$258.50	\$262.43

Market	NYSE
Industry	Retail
Market data as of	Oct 12, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 12, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
75.6 / 100	Constructive	high	70 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$258.50	\$272.00	\$250.00	79 / 100

Options stance	bullish
Tail-risk safety	32 / 100
JW Rank data coverage / as of	98.6% Oct 12, 2026 6:50 PM EDT

Key insight

Amazon Shows Signs of Strength Despite Recent Dip

Market read

AMZN is showing signs of strength despite a recent dip in price. The stock is trading above its key moving averages, and technical indicators suggest a bullish trend. While there are concerns about AI-related capital expenditures and upcoming earnings, the overall market sentiment towards AMZN remains positive.

Strategy context

The recent dip in AMZN presents a potential buying opportunity for traders looking to capitalize on the long-term bullish trend. However, caution is advised due to upcoming earnings and uncertainty surrounding AI-related spending.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bearish

AI analysis updated

Oct 12, 2026 2:01 PM EDT

Short-term scenario

Cautious small long on weakness for 1-3 weeks, not a full-size entry into earnings. Uncertainty is high: the Oct 29 report, unconfirmed Decart talks, and capex commentary can gap through both the target and the stop. This is a scenario, not a recommendation.

Three-month outlook

Moderately constructive but uncertain, and not a forecast guarantee. If Q3 confirms AWS growth near the high-30s and guidance avoids a sharp capex or margin miss, a drift toward the mid-\$270s to low-\$280s is a reasonable three-month path; Street targets near \$310-\$330 are a longer reference, not the base case. A guidance, FCF, or AI-spend disappointment could retest roughly \$240-\$250. Key uncertainties: whether infrastructure spend earns its cost of capital, holiday retail, the Decart outcome, regulation, and rates. Estimates and targets already disagree across sources, so treat all figures as approximate.

Market sentiment

Recent X/FinTwit tone is cautiously bullish, not euphoric. Posts frame AWS/AI reacceleration as the reason to own AMZN, with dip-buy zones cited around \$245-\$270 and longer targets near \$340, while some traders say the tape is buy-dip/sell-rip and prefer waiting for a setup or a red day. Concerns focus on AI-capex digestion, rates, and the Oct 29 report. High-quality flow is moderate; sentiment can reverse quickly on guidance or deal headlines.

Supporting evidence

AMZN is trading above its 20, 50, 100, and 200-day SMAs and EMAs, indicating a strong bullish trend. | The daily MACD is positive, further supporting the bullish momentum. | Recent price action shows buying interest around dips, with targets cited near \$340. | Analyst ratings remain overwhelmingly positive, with most maintaining Overweight/Buy ratings and target prices above current levels.

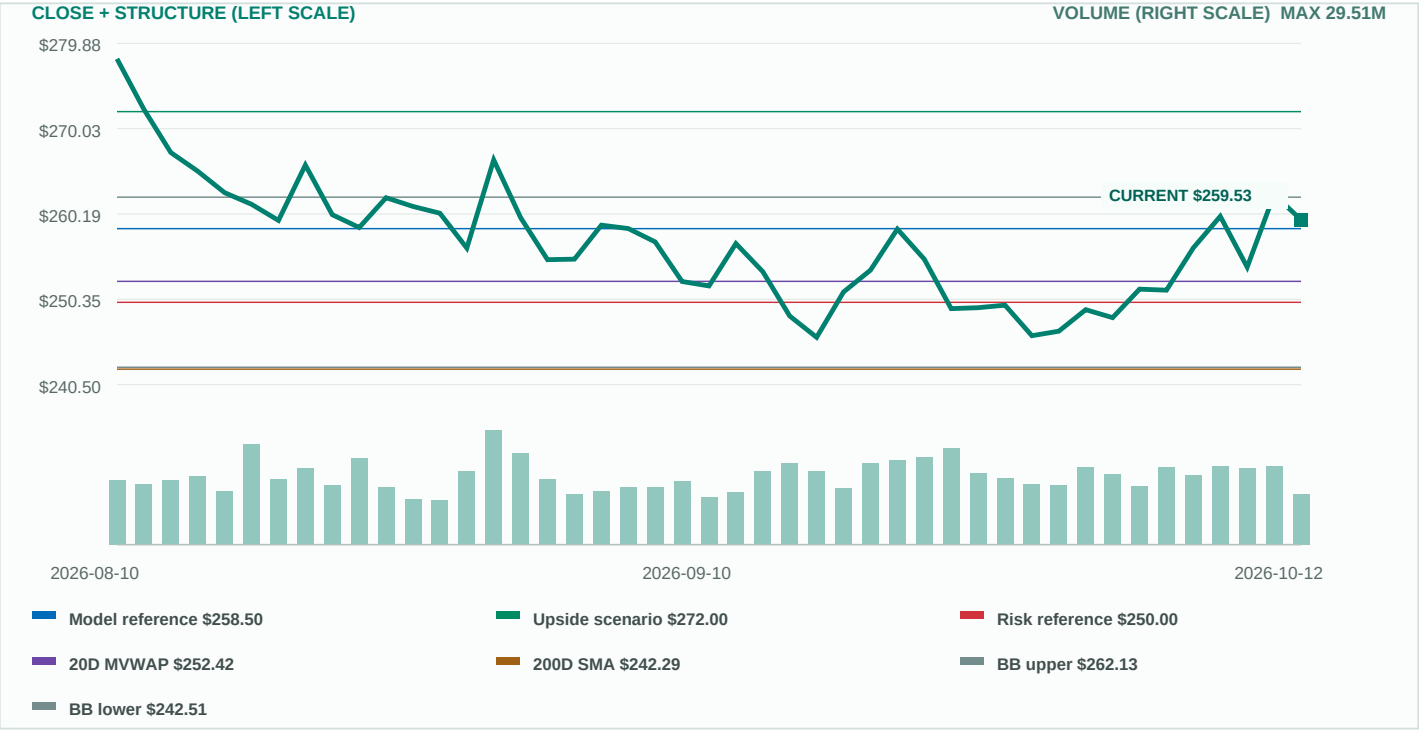
Risk watch

Upcoming Q3 earnings could impact the stock price significantly. | Uncertainty around Amazon's AI investments and their impact on margins and free cash flow.



Enhanced price structure

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

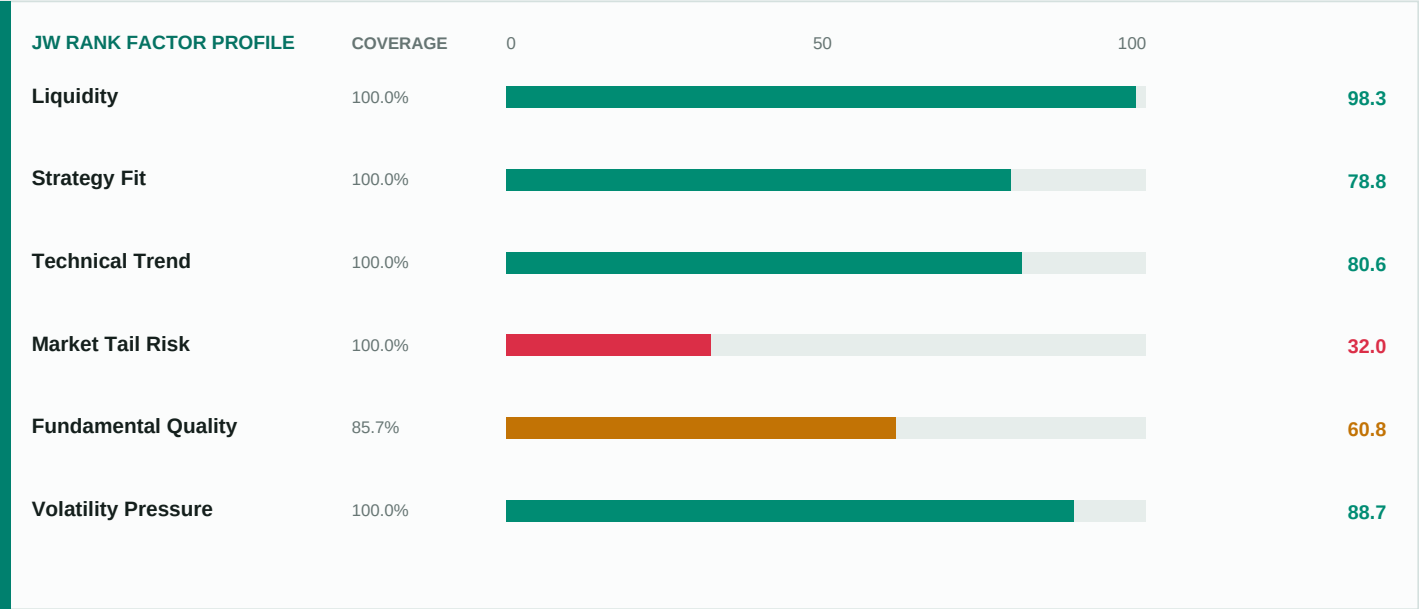


45 complete trading-session observations



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)	60.05 / 55.58 / 53.55
RSI velocity	-0.96
MACD line / signal / histogram	0.76 / - / -0.70
MACD acceleration	0.44
Stochastic K / D	78.85 / 81.24

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.26
20-day MVWAP	\$252.42
Price vs 20-day MVWAP	+2.25%
Daily reference VWAP	\$260.83
Price vs daily reference	-1.05%
Volume	12.92M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	0.23
20-day / 200-day SMA	\$252.32 / \$242.29
Bollinger range	\$242.51 - \$262.13
Bollinger position	0.867



Options and volatility intelligence

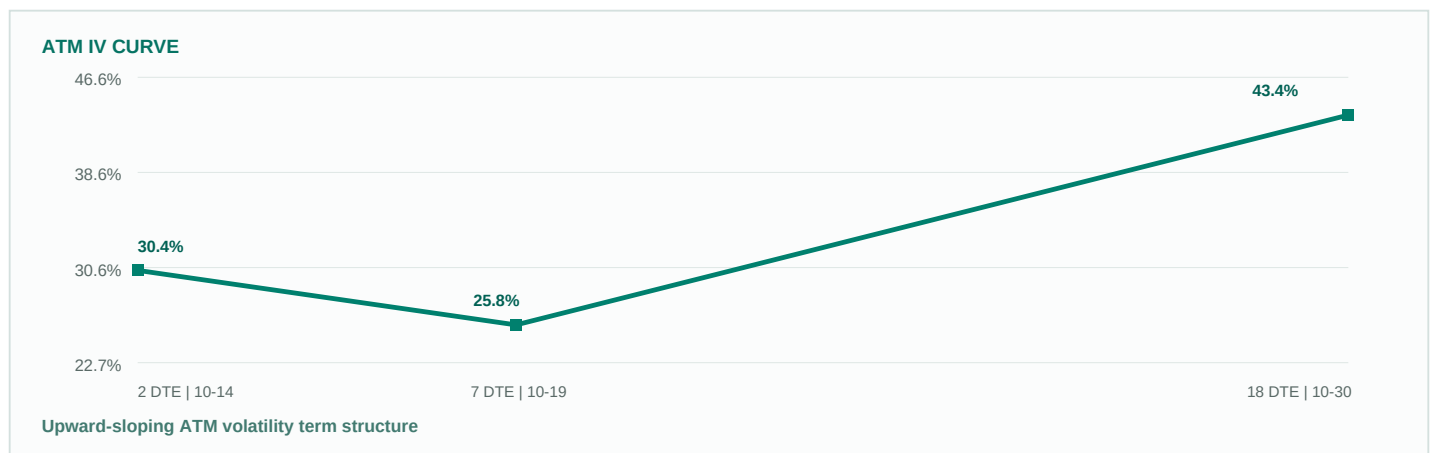
Structure, premium conditions and principal risks

IV rank 58 / 100	IV percentile 69 / 100	VVIX 86.75	SKEW 154.34
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Market regime	DANGER ZONE
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+13.01 pts
Skew read	balanced
Liquidity / quote coverage	98.6%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 12, 2026 2:38 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-14	2	30.4%	-
2026-10-19	7	25.8%	-
2026-10-30	18	43.4%	-

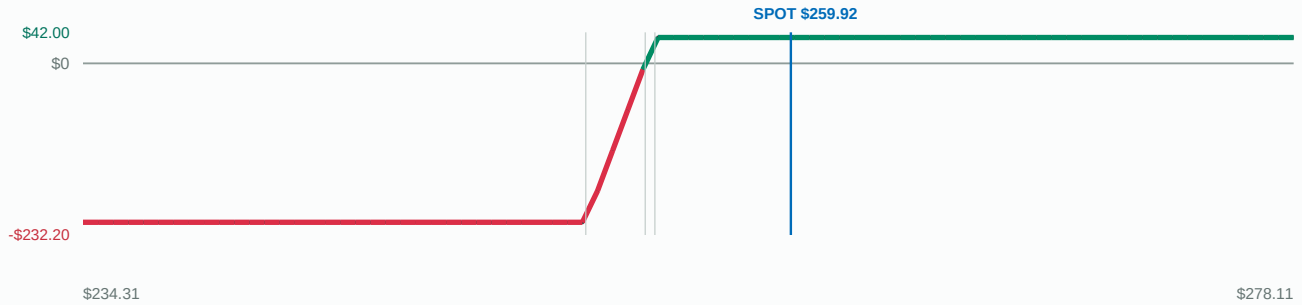


Reference spread payoff

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

Bull Put Spread reference

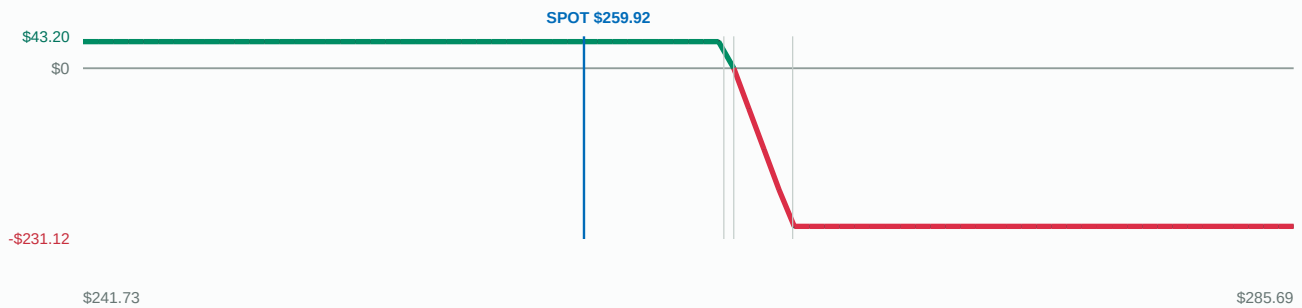
Short \$255.00 | Long \$252.50 | Width \$2.50 | Net credit \$0.35



Max profit \$35.00 | Max loss -\$215.00 | Break-even \$254.65 | Per contract at expiry

Bear Call Spread reference

Short \$265.00 | Long \$267.50 | Width \$2.50 | Net credit \$0.36



Max profit \$36.00 | Max loss -\$214.00 | Break-even \$265.36 | 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	unknown
VIX	15.23
VVIX	86.75
SKEW index	154.34
Observation confidence	high
Option quote quality	reliable
Contracts observed	141



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	139

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

AMZN is showing signs of strength despite a recent dip in price. The stock is trading above its key moving averages, and technical indicators suggest a bullish trend. While there are concerns about AI-related capital expenditures and upcoming earnings, the overall market sentiment towards AMZN remains positive.

Options context

Amazon Shows Signs of Strength Despite Recent Dip

Wheel context

The recent dip in AMZN presents a potential buying opportunity for traders looking to capitalize on the long-term bullish trend. However, caution is advised due to upcoming earnings and uncertainty surrounding AI-related spending.

Observed evidence

AMZN is trading above its 20, 50, 100, and 200-day SMAs and EMAs, indicating a strong bullish trend. | The daily MACD is positive, further supporting the bullish momentum. | Recent price action shows buying interest around dips, with targets cited near \$340. | Analyst ratings remain overwhelmingly positive, with most maintaining Overweight/Buy ratings and target prices above current levels.

Principal risks to monitor

Upcoming Q3 earnings could impact the stock price significantly. | Uncertainty around Amazon's AI investments and their impact on margins and free cash flow.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.83T	20.92
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	15.2%
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
Covered Call | 2026-10-14
At signal \$262.40 | Current \$258.10
SHORT Option \$262.50 B \$2.40 / A \$2.48
Conservative | CR \$2.44

Oct 12, 2026 9:46 AM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.80
ATR as % of price	2.2%
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 12, 2026 7:30 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	85 / 100
Trend health	92 / 100
Momentum health	99 / 100
Volatility health	77 / 100
Structure health	63 / 100
Earnings risk / date	medium 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)	\$252.32 / \$258.85 / \$242.29
EMA (9 / 21)	\$256.00 / \$254.42
Bollinger upper / middle / lower	\$262.13 / \$252.32 / \$242.51



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.867
True high / low	\$263.70 / \$259.27
5-day true high / low	\$263.70 / \$251.08

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.230	-
SMA50	0.282	-
MVWAP20	0.260	-
MACD	0.441	-
RSI	-0.959	-
Volume	-2417970.000	-
ATR	0.049	-
T1	-	0.38 / 252.18 / 262.80 / 254.06
T2	-	-0.41 / 251.86 / 259.92 / 253.78
T3	-	-0.56 / 251.64 / 260.14 / 253.17



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$259.92
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 12, 2026 2:38 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-14 2 DTE
Front at-the-money IV	30.4%
25-delta skew	0.84
Put / Call 25-delta	\$255.00 Delta -0.199 / \$265.00 Delta 0.206
Median option bid/ask spread	6.5%
Bid/ask spread	-
Contracts observed / quoted	141 / 139

Price context

Last Price: 259.92 | Bid: 259.91 | Ask: 259.93 | Previous Close: 262.43 | Change: -2.51 | Daily change: -0.96% | Update Time: 2026-10-12T14:38:43.196958-04:00 | Latest History Date: 2026-10-12 | Latest History Price: 259.91

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-20 | Latest Date: 2026-10-12 | Latest Price: 259.91 | Max Drawdown 60d Percent: -13.40%

Fundamental context

Current Iv Percent: 38.89% | Iv Rank: 58.43 | Iv Percentile: 68.53 | 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

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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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