



Amazon.com Inc / AMZN

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

Current price	Daily move	Bid / Ask	Previous close
\$240.80	-2.99 -1.23%	-/-	\$243.79

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

JW Intelligence Report

Complete | 3 of 3 sections | Oct 30, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
56.6 / 100	Balanced	high	50 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$230.00	\$248.00	\$222.00	71 / 100

Options stance	mixed
Tail-risk safety	56 / 100
JW Rank data coverage / as of	98.6% Oct 30, 2026 6:50 PM EDT

Key insight

AMZN Option Market Shows Caution After Earnings Miss

Market read

The AMZN option market reflects a cautious outlook following the company's Q3 earnings report, which missed consensus estimates. While AWS growth exceeded expectations, concerns about free cash flow and AI spending weighed on investor sentiment. The term structure is flat with moderate implied volatility.

Strategy context

The earnings IV crush was moderate, suggesting some reprieve from the initial post-earnings selloff. However, the overall market sentiment remains cautious due to concerns about free cash flow and AI spending.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 30, 2026 1:58 PM EDT

Short-term scenario

Cautious / prefer sidelines for 1-3 weeks. Post-earnings technical damage and FCF/capex concerns favor waiting for either a retest of support or a reclaim of resistance. A speculative bounce long is only reasonable near support with tight risk; uncertainty is high and the easy rebound from the session low may already be partially priced. This is not a high-conviction entry at current levels.

Three-month outlook

Moderately constructive base case if AWS growth remains strong (management's >40% outlook for 2027-28) and holiday-quarter results land toward the upper half of guidance, supported by a still-bullish analyst community and a wide economic moat. A recovery toward the \$260-280 area is plausible if execution holds and multiple compression stabilizes. Uncertainty is high and material: sustained negative free cash flow, a further capex step-up in 2027, risk that advertising does not reaccelerate to the high teens, and ongoing AI-spend skepticism could keep the stock range-bound or push it toward \$210-230. Downside scenarios are not remote if Q4 guidance disappoints or macro/financing conditions tighten. Treat 3-month outcomes as wide and path-dependent rather than a straight-line recovery.

Market sentiment

Near-term X sentiment is cautious to negative. Dominant themes are the swing to deeply negative free cash flow, the scale of AI-related capex (\$220B in 2026 and higher in 2027), and comparisons to prior hyperscaler overinvestment periods (notably 2022). Some posts highlight durable positives—AWS reacceleration, record operating margin, and the growing services mix—and selective dip-buying interest, but the prevailing tone questions returns on spend and whether advertising growth reaccelerates as guided. Broader posts frame Amazon within a Mag7 valuation reset. Sentiment can change rapidly and is not a reliable timing signal.

Supporting evidence

Implied volatility is elevated at 32.23%, reflecting uncertainty surrounding future performance. | The put skew is slightly positive, suggesting a higher probability of downside movement in the near term. | Short-term options are trading at a premium, indicating heightened market anxiety and potential for volatility. | Technical indicators show a bearish to neutral bias with price action below key moving averages.

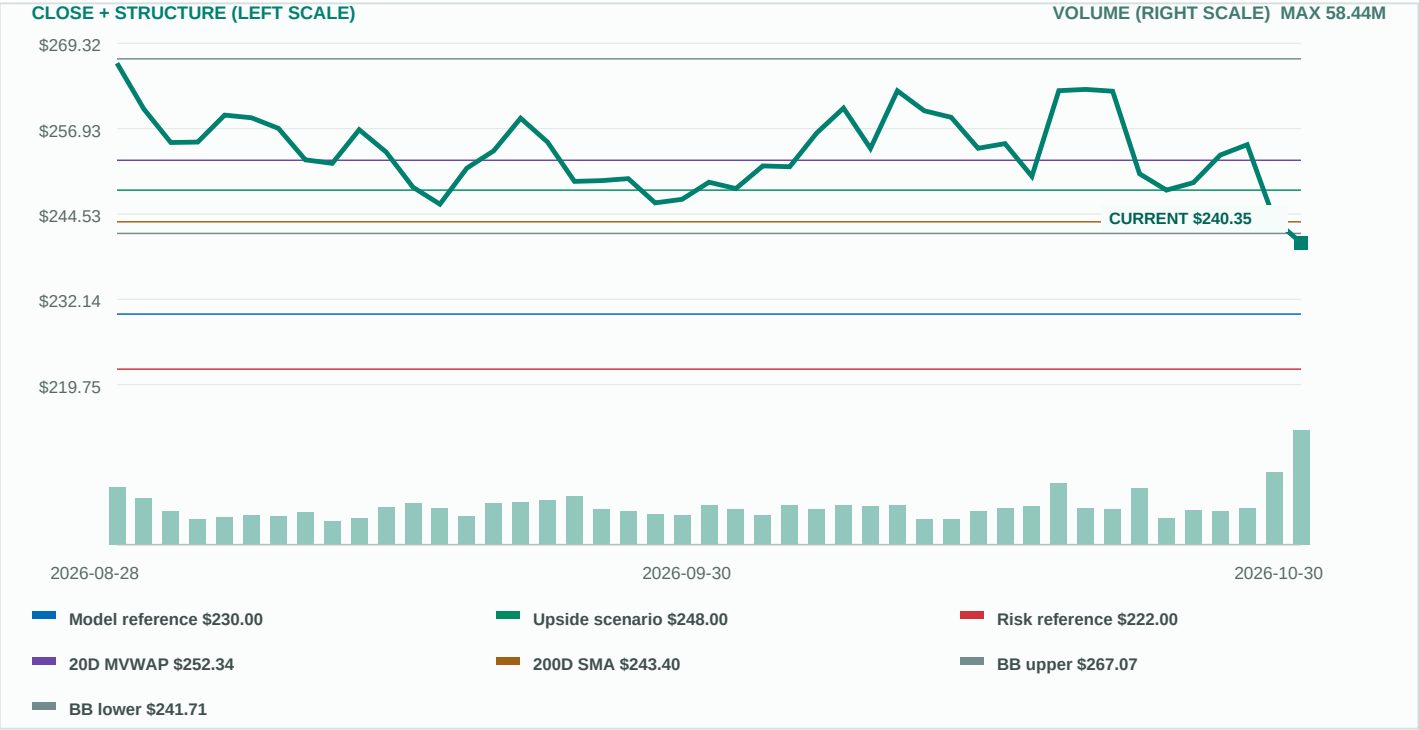
Risk watch

Free cash flow concerns are a key risk factor for AMZN's future performance.



Enhanced price structure

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

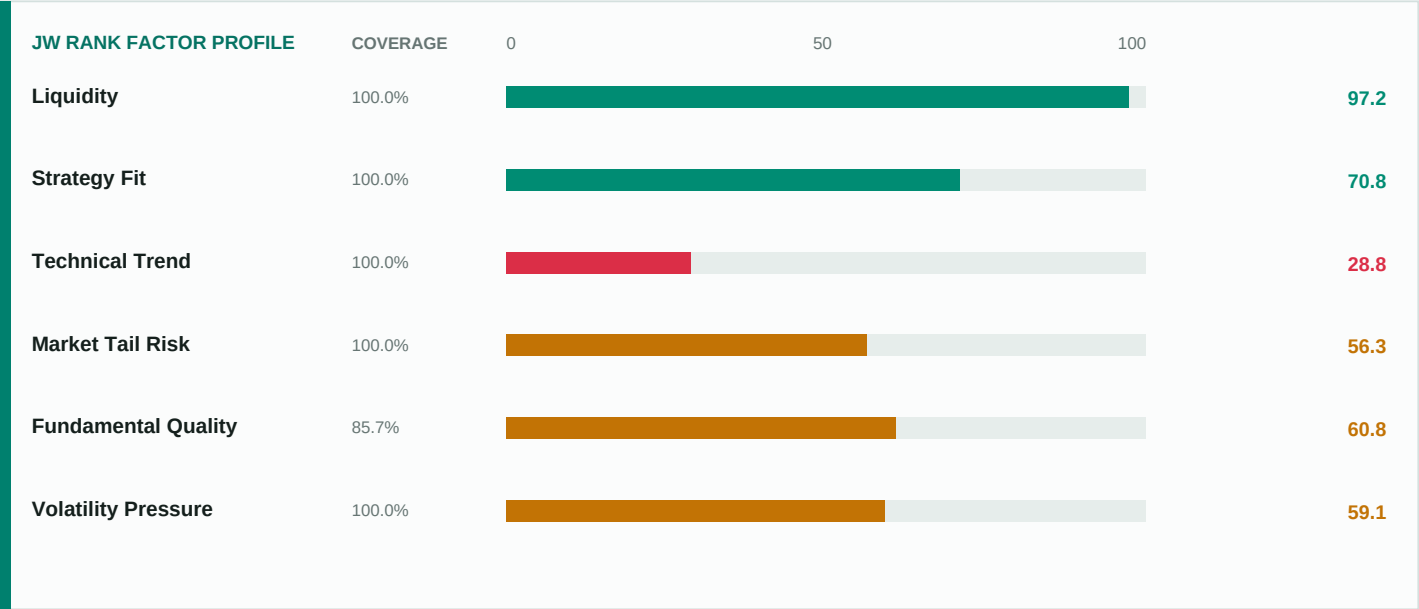


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bearish_warning

Institutional flow

Below MVWAP

Structure

Below 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	BEARISH WARNING neutral MACD decelerating
Trend signal	BEARISH WARNING
RSI signal	neutral
RSI (7 / 14 / 21)	30.05 / 38.26 / 41.76
RSI velocity	-3.44
MACD line / signal / histogram	-2.01 / - / -0.49
MACD acceleration	-0.54
Stochastic K / D	28.09 / 29.50

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Below institutional MVWAP Distribution bias
Institutional flow	-0.89
20-day MVWAP	\$252.34
Price vs 20-day MVWAP	-4.57%
Daily reference VWAP	\$237.09
Price vs daily reference	+1.56%
Volume	58.44M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Negative macro velocity
Macro velocity	-0.17
20-day / 200-day SMA	\$254.39 / \$243.40
Bollinger range	\$241.71 - \$267.07
Bollinger position	-0.054



Options and volatility intelligence

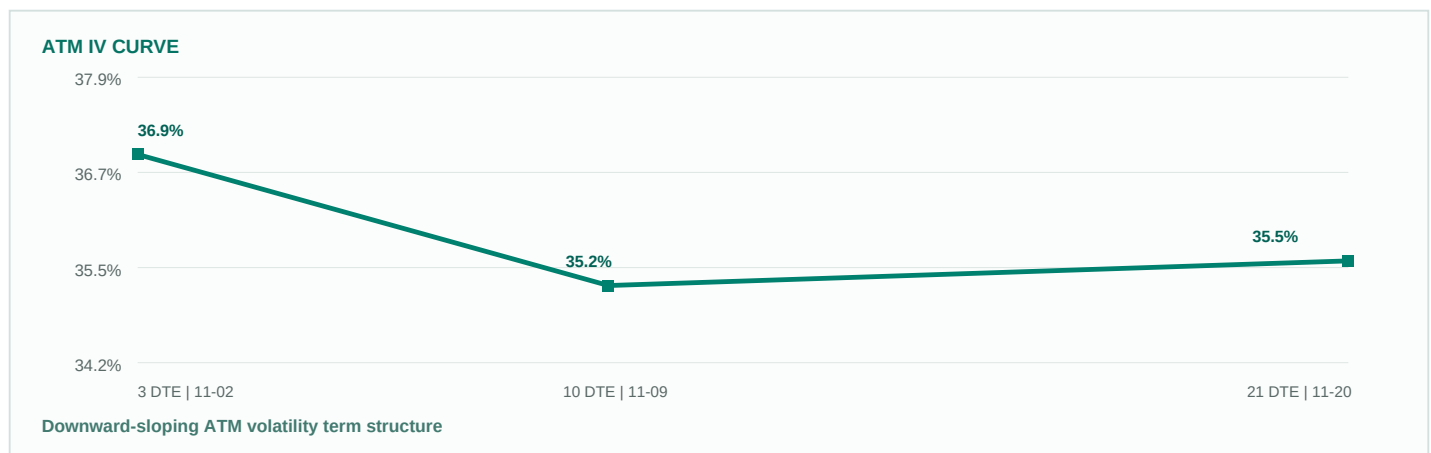
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
33 / 100	48 / 100	121.93	151.03

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	flat
Term slope	-1.38 pts
Skew read	balanced
Liquidity / quote coverage	100.0%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 30, 2026 2:40 PM EDT
Options data quality	Coverage 100.0%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-11-02	3	36.9%	-
2026-11-09	10	35.2%	-
2026-11-20	21	35.5%	-

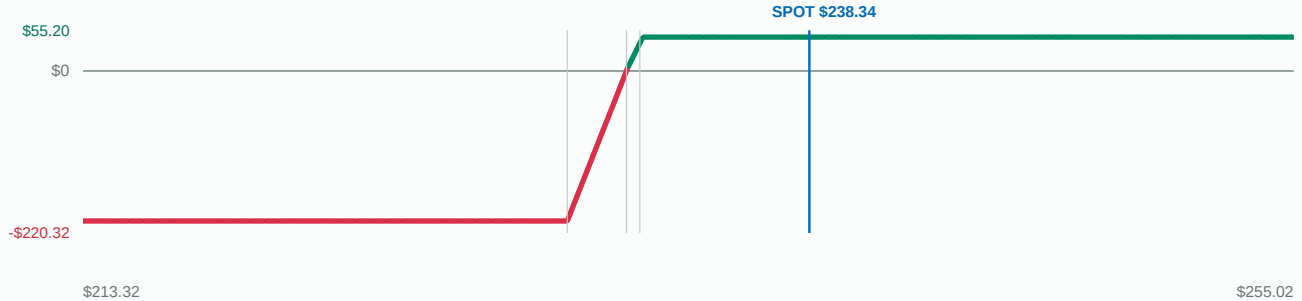


Reference spread payoff

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

Bull Put Spread reference

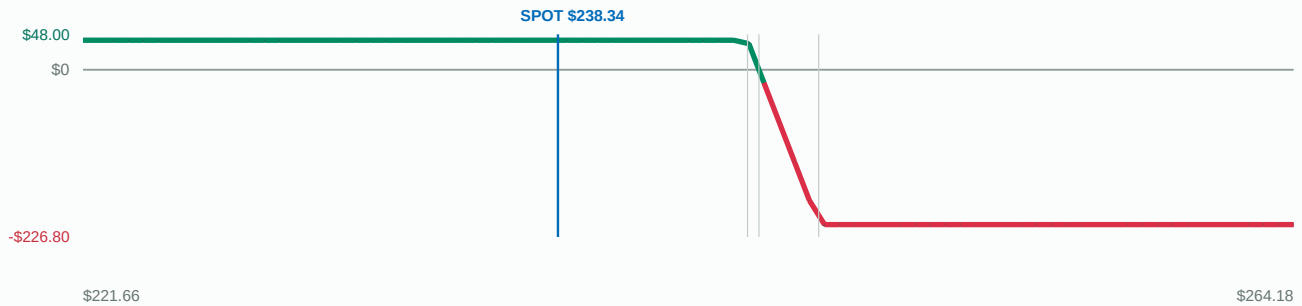
Short \$232.50 | Long \$230.00 | Width \$2.50 | Net credit \$0.46



Max profit \$46.00 | Max loss -\$204.00 | Break-even \$232.04 | Per contract at expiry

Bear Call Spread reference

Short \$245.00 | Long \$247.50 | Width \$2.50 | Net credit \$0.40



Max profit \$40.00 | Max loss -\$210.00 | Break-even \$245.40 | 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	moderate
Event IV premium	1.70
VIX	22.61
VVIX	121.93
SKEW index	151.03
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	140
Contracts with quotes	140

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

AMZN Option Market Shows Caution After Earnings Miss

Wheel context

The earnings IV crush was moderate, suggesting some reprieve from the initial post-earnings selloff. However, the overall market sentiment remains cautious due to concerns about free cash flow and AI spending.

Observed evidence

Implied volatility is elevated at 32.23%, reflecting uncertainty surrounding future performance. | The put skew is slightly positive, suggesting a higher probability of downside movement in the near term. | Short-term options are trading at a premium, indicating heightened market anxiety and potential for volatility. | Technical indicators show a bearish to neutral bias with price action below key moving averages.

Principal risks to monitor

Free cash flow concerns are a key risk factor for AMZN's future performance.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$2.63T	19.51
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
10.79B	11.1%
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	Oct 20, 2026 9:51 AM EDT
Covered Call 2026-10-21	
At signal \$261.81 Current \$240.80	
SHORT Option \$262.50 B \$2.03 / A \$2.09	
High turnover CR \$2.06	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$7.26
ATR as % of price	3.0%
Volatility environment	medium
Current IV	32.4%
IV rank	34 / 100
IV percentile	50 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 30, 2026 7:30 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	53 / 100
Trend health	38 / 100
Momentum health	70 / 100
Volatility health	65 / 100
Structure health	45 / 100
Earnings risk / date	unknown 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)	\$254.39 / \$254.28 / \$243.40
EMA (9 / 21)	\$249.57 / \$252.27
Bollinger upper / middle / lower	\$267.07 / \$254.39 / \$241.71



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	-0.054
True high / low	\$243.79 / \$229.36
5-day true high / low	\$255.36 / \$229.36

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.169	-
SMA50	-0.311	-
MVWAP20	-0.886	-
MACD	-0.543	-
RSI	-3.438	-
Volume	13740003.000	-
ATR	0.283	-
T1	-	-1.12 / 254.57 / 254.60 / 241.24
T2	-	-0.32 / 255.26 / 255.36 / 251.98
T3	-	-0.38 / 255.00 / 254.68 / 248.71



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$238.34
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 30, 2026 2:40 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-11-02 3 DTE
Front at-the-money IV	36.9%
25-delta skew	2.03
Put / Call 25-delta	\$232.50 Delta -0.225 / \$245.00 Delta 0.202
Median option bid/ask spread	9.2%
Bid/ask spread	-
Contracts observed / quoted	140 / 140

Price context

Last Price: 238.34 | Bid: 238.31 | Ask: 238.37 | Previous Close: 243.79 | Change: -5.45 | Daily change: -2.24% | Update Time: 2026-10-30T14:40:33.055730-04:00 | Latest History Date: 2026-10-30 | Latest History Price: 238.31

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-07 | Latest Date: 2026-10-30 | Latest Price: 238.31 | Max Drawdown 60d Percent: -14.30%

Fundamental context

Current Iv Percent: 32.23% | Iv Rank: 33.13 | Iv Percentile: 48.21 | 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.

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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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