Amazon.com Inc / AMZN

Equity | Generated Nov 5, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$256.92	-9.11 -3.42%	$256.97/$257.35	$266.03

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 5, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 5, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
71.1 / 100	Constructive	high	56 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$256.50	$271.00	$248.50	78 / 100

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**98.6% | Nov 5, 2026 6:50 PM EST**

Key insight

AMZN Option Market Implies Continued Volatility Amidst Earnings Uncertainty

Market read

The AMZN option market reflects ongoing uncertainty following recent earnings. While implied volatility remains elevated, the term structure suggests a potential for easing volatility in the coming weeks. The stock's price action has been volatile, with a sharp decline on November 5th after a brief rally on November 4th. Analysts remain largely bullish, but concerns about capital expenditures and return on AI investments persist.

Strategy context

The current option market environment presents opportunities for both bullish and bearish strategies. Traders can consider selling covered calls against long stock positions or buying protective puts to hedge against potential downside risk.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Nov 5, 2026 2:00 PM EST**

Short-term scenario

Cautious 1-3 week bounce attempt only, not a high-conviction directional call. The stock is retesting the $252-$260 area after failing to hold the Nov. 4 close. A stabilization in the broader tech tape could allow a retest of $266-$272; a continuation of the AI-capex selloff can break the day's low quickly. Uncertainty is high: these levels are scenario markers, volatility is elevated, and this is not investment advice or a forecast.

Three-month outlook

Modestly constructive base case with wide error bars. If the holiday quarter lands inside the $240-$247B sales and $28.5-$33.5B operating-income guide, and if AWS stays near high-30s to 40% growth without another capex surprise, a path back toward the high $270s to low $300s is plausible and roughly consistent with Morningstar's $280 fair value, still below the roughly $327 average Street target. The downside path is a deeper multiple compression if free cash flow stays deeply negative, 2027 spending steps up further, or mega-cap AI sentiment worsens; support below about $248 is not well defined, and the 52-week low is $196. Key uncertainties are the return on AI infrastructure, power and capacity constraints, holiday retail and advertising growth, and overall risk appetite. None of these paths is a prediction.

Market sentiment

Discussion is mixed and dominated by the capex debate, not a one-sided bull or bear tape. After earnings, posts credited AWS acceleration and comments that data-center capacity is largely sold out through 2026-2028, while treating the roughly $220B capex plan and negative free cash flow as the reason the stock sold off. Longer-term accounts still describe AMZN as a core cloud/AI holding on forward multiples; nearer-term posts frame it as part of a broader mega-cap and semiconductor de-risking. Nov. 5 chatter places the name inside a wider tech selloff rather than an Amazon-specific shock. Sample size is small and anecdotal; social sentiment is not a reliable positioning signal.

Supporting evidence

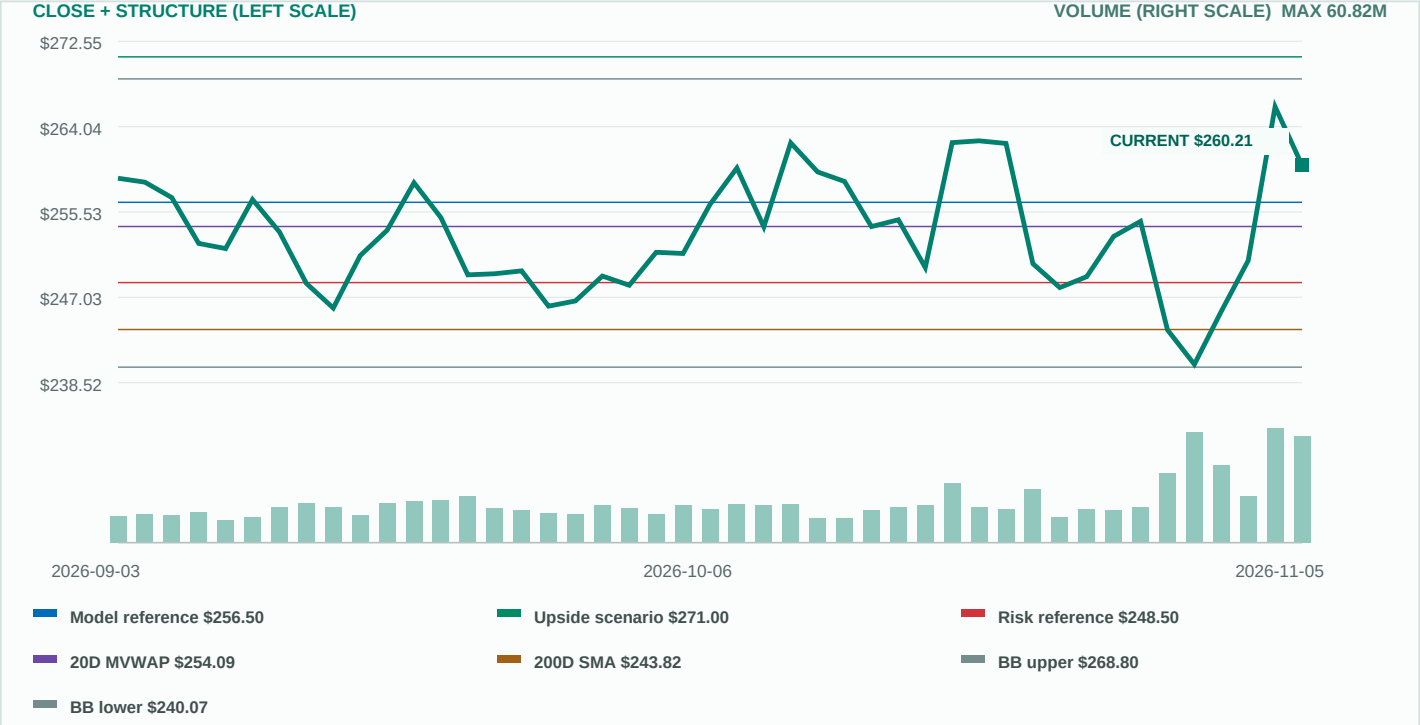
Implied volatility is elevated at 35.56%, ranking in the 62nd percentile historically. | The term structure shows a backwardation pattern with near-term IV exceeding further-dated IV, suggesting potential for volatility to decrease over time. | Put options are more expensive than calls, indicating a slight skew towards downside risk. | Analyst sentiment remains positive, but recent price action and earnings news have introduced uncertainty.

Risk watch

Earnings season volatility could persist as investors digest the company's guidance and outlook. | Continued concerns about high capital expenditures and return on AI investments may weigh on sentiment.

Enhanced price structure

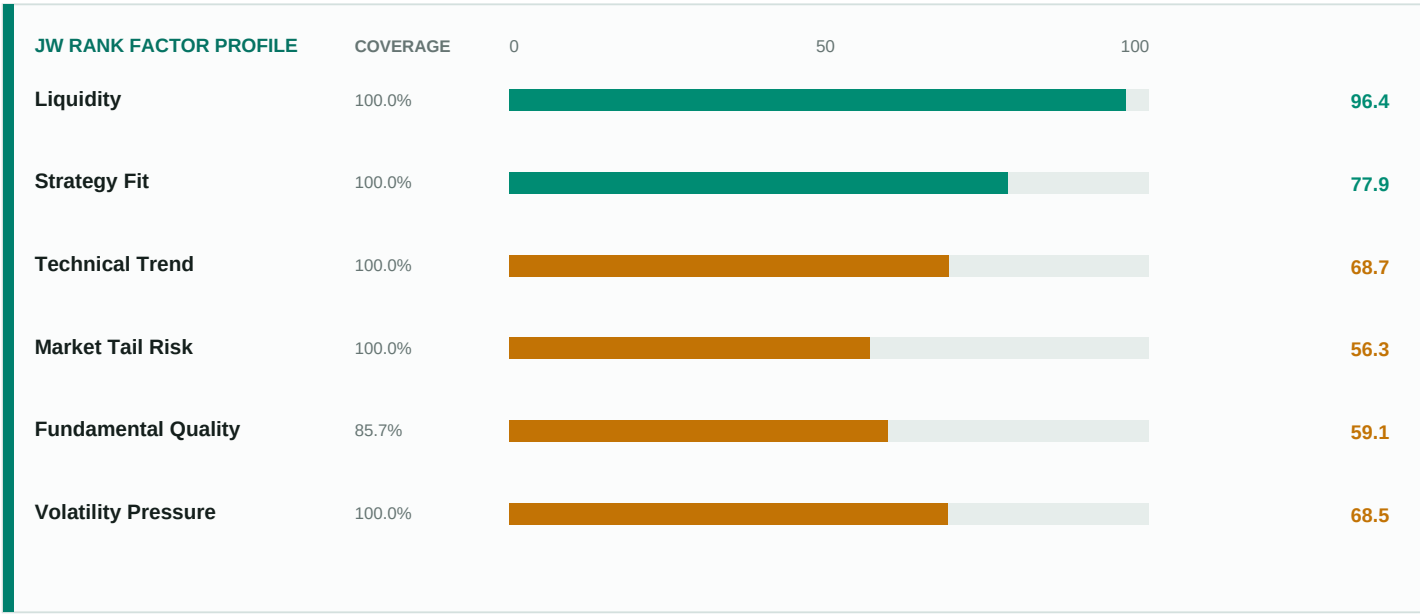
45 trading days with volume, model levels and current technical reference bands



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	Institutional flow	Structure	Volatility
strong_bull	Above MVWAP	Above 200D trend	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)	**58.98 / 54.97 / 53.41**
RSI velocity	**3.70**
MACD line / signal / histogram	**0.05 / - / -0.78**
MACD acceleration	**0.77**
Stochastic K / D	**72.21 / 60.36**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.73**
20-day MVWAP	**$254.09**
Price vs 20-day MVWAP	**+1.11%**
Daily reference VWAP	**$261.90**
Price vs daily reference	**-1.90%**
Volume	**56.63M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.11**
20-day / 200-day SMA	**$254.44 / $243.82**
Bollinger range	**$240.07 - $268.80**
Bollinger position	**0.701**

Options and volatility intelligence

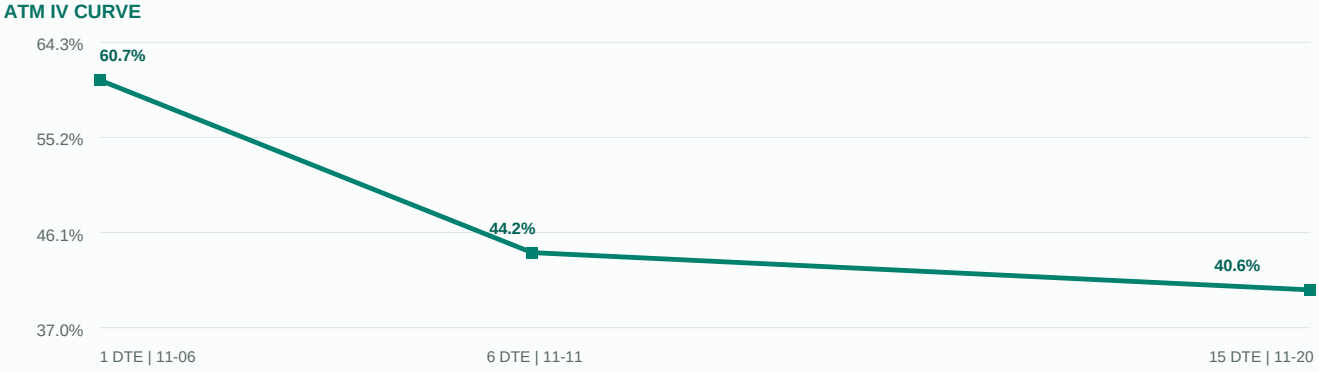
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
46 / 100	62 / 100	124.07	150.90

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-20.08 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**98.6%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 5, 2026 2:40 PM EST**
Options data quality	**Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



Downward-sloping ATM volatility term structure

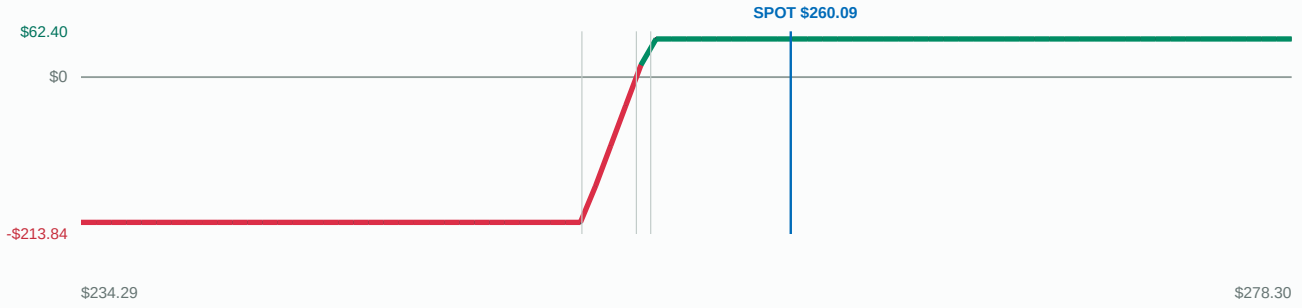
EXPIRATION	DTE	ATM IV	STATE
2026-11-06	1	60.7%	-
2026-11-11	6	44.2%	-
2026-11-20	15	40.6%	-

Reference spread payoff

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

Bull Put Spread reference

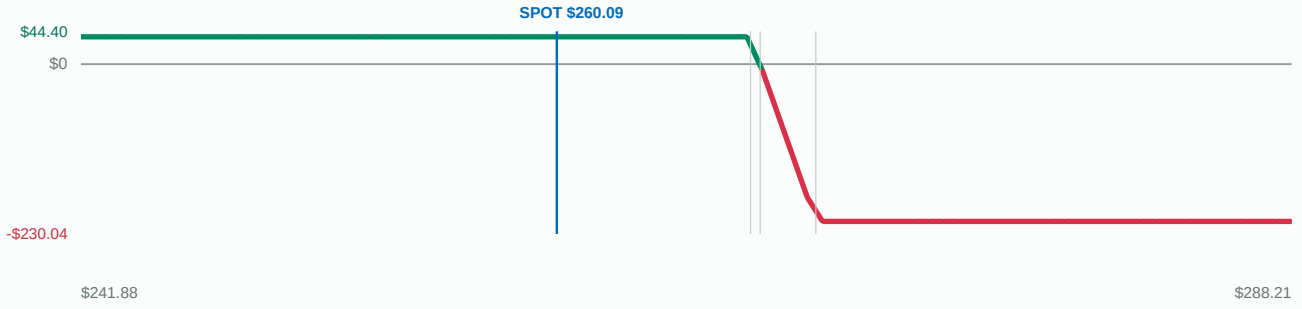
Short $255.00 | Long $252.50 | Width $2.50 | Net credit $0.52



Max profit $52.00 | Max loss -$198.00 | Break-even $254.48 | Per contract at expiry

Bear Call Spread reference

Short $267.50 | Long $270.00 | Width $2.50 | Net credit $0.37



Max profit $37.00 | Max loss -$213.00 | Break-even $267.87 | 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	**high**
Event IV premium	**16.51**
VIX	**26.33**
VVIX	**124.07**
SKEW index	**150.90**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**138**
Contracts with quotes	**136**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market reflects ongoing uncertainty following recent earnings. While implied volatility remains elevated, the term structure suggests a potential for easing volatility in the coming weeks. The stock's price action has been volatile, with a sharp decline on November 5th after a brief rally on November 4th. Analysts remain largely bullish, but concerns about capital expenditures and return on AI investments persist.

Options context

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Wheel context

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Observed evidence

Implied volatility is elevated at 35.56%, ranking in the 62nd percentile historically. | The term structure shows a backwardation pattern with near-term IV exceeding further-dated IV, suggesting potential for volatility to decrease over time. | Put options are more expensive than calls, indicating a slight skew towards downside risk. | Analyst sentiment remains positive, but recent price action and earnings news have introduced uncertainty.

Principal risks to monitor

Earnings season volatility could persist as investors digest the company's guidance and outlook. | Continued concerns about high capital expenditures and return on AI investments may weigh on sentiment.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.88T**	P/E (TTM) **21.34**
ROE **26.7%**	Revenue growth **11.7%**
EPS growth **-**	Operating margin **13.1%**
Net profit margin **16.9%**	Gross margin **-**
Free cash flow CAGR **-21.6%**	Debt / equity **0.22**
Dividend yield **-**	Beta **1.55**
52-week range **$196.00 - $287.20**	

Company or fund profile

Issuer identity and classification

Name **Amazon.com Inc**	Market **NYSE**
Industry **Retail**	Country **US**
Currency **USD**	IPO date **1997-05-15**
Shares outstanding **10.81B**	52-week return **6.7%**
Book value per share **$56.76**	Revenue per share **$72.97**

Website	**amazon.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

AMZN Covered Call signal

Nov 5, 2026 9:37 AM EST

Covered Call | 2026-11-06

At signal $270.26 | Current $256.92

SHORT **Option $270.00 B $3.20 / A $3.50**

Conservative | CR $3.35

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$9.46**
ATR as % of price	**3.6%**
Volatility environment	**medium**
Current IV	**33.5%**
IV rank	**38 / 100**
IV percentile	**56 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 5, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**84 / 100**
Trend health	**92 / 100**
Momentum health	**100 / 100**
Volatility health	**55 / 100**
Structure health	**80 / 100**
Earnings risk / date	**unknown | 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)	**$254.44 / $253.89 / $243.82**
EMA (9 / 21)	**$254.07 / $253.56**
Bollinger upper / middle / lower	**$268.80 / $254.44 / $240.07**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.701**
True high / low	**$273.23 / $252.27**
5-day true high / low	**$273.23 / $229.36**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.111	**-**
SMA50	-0.043	**-**
MVWAP20	0.730	**-**
MACD	0.772	**-**
RSI	3.703	**-**
Volume	5237402.670	**-**
ATR	0.587	**-**
T1	-	**-0.61 / 253.28 / 271.49 / 250.69**
T2	-	**-2.04 / 251.67 / 252.45 / 245.63**
T3	-	**-2.27 / 251.90 / 253.81 / 240.35**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$260.09**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 5, 2026 2:40 PM EST**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-06 | 1 DTE**
Front at-the-money IV	**60.7%**
25-delta skew	**8.51**
Put / Call 25-delta	**$255.00 Delta -0.288 / $267.50 Delta 0.180**
Median option bid/ask spread	**8.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**138 / 136**

Price context

Last Price: 260.09 | Bid: 260.07 | Ask: 260.10 | Previous Close: 266.03 | Change: -5.94 | Daily change: -2.23% | Update Time: 2026-11-05T14:41:01.924769-05:00 | Latest History Date: 2026-11-05 | Latest History Price: 260.14

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-13 | Latest Date: 2026-11-05 | Latest Price: 260.14 | Max Drawdown 60d Percent: -9.79%

Fundamental context

Current Iv Percent: 35.56% | Iv Rank: 45.78 | Iv Percentile: 62.15 | 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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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

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