Amazon.com Inc / AMZN

Equity | Generated Nov 9, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$267.44	+8.14 +3.14%	$267.86/$268.18	$259.30

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 9, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 9, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
67.3 / 100	Constructive	high	48 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$266.50	$288.00	$252.00	51 / 100

Options stance	**bullish**
Tail-risk safety	**35 / 100**
JW Rank data coverage / as of	**98.6% | Nov 9, 2026 6:50 PM EST**

Key insight

AMZN Option Market Prices in Continued Upside Potential

Market read

The AMZN option market displays bullish sentiment, pricing in continued upside potential despite recent volatility. Implied volatility is elevated but term structure suggests a belief that near-term uncertainty will subside. Strong technical indicators and positive news flow contribute to the optimistic outlook.

Strategy context

The market appears to be pricing in a potential breakout above recent resistance levels. Bullish call spreads are favored over bearish put spreads.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 9, 2026 9:50 AM EST**

Short-term scenario

Cautious buy on a pullback, not a chase of the open gap. 1-3 week bias is mildly bullish only if 266-270 holds; uncertainty is elevated into CPI and after a one-day ~5% spike.

Three-month outlook

Moderately bullish base case with material uncertainty: if AWS growth stays elevated, holiday retail holds the Q4 guide, and the market continues to fund AI capex, a grind toward $290-320 is plausible versus a ~$327 average analyst target. That path is not assured. A renewed tech or policy selloff, disappointment on free-cash-flow inflection, or a break and close below ~250 would favor a longer consolidation or retest of the post-earnings lows instead. This is not a forecast of returns.

Market sentiment

Near-term X tone is cautiously bullish on the bounce: traders flag AMZN among stocks reclaiming last week's lows, with some calling a hold above ~272.5 and 275 as the next upside marker, while longer-horizon accounts stay constructive on AWS growth, advertising, and operating leverage. Skepticism remains on AI capex, negative free cash flow, and whether the midterm/data-center backlash or tomorrow's CPI interrupts the rebound. Sentiment is not uniformly euphoric and is skewed by low-engagement promotional posts; treat it as a bounce narrative, not confirmed trend confirmation.

Supporting evidence

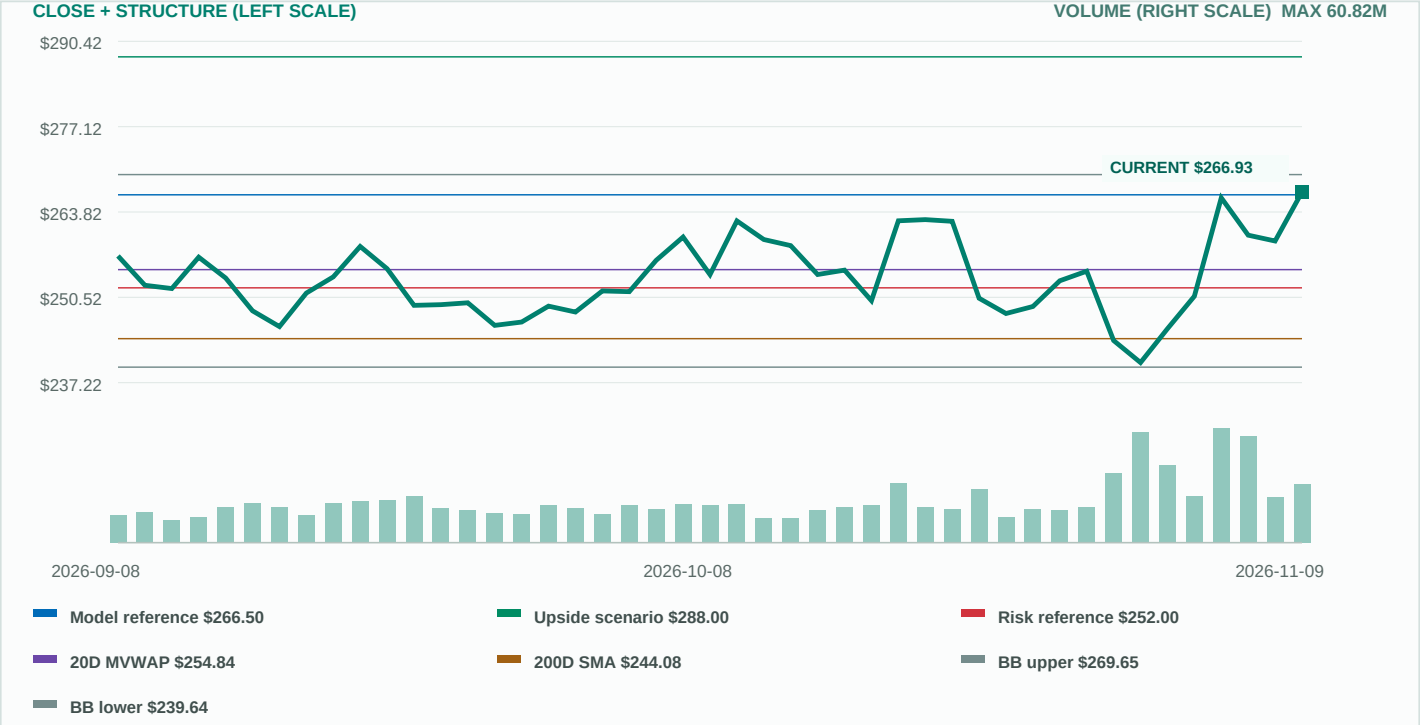
Implied volatility is elevated at 31.59%, reflecting market uncertainty surrounding upcoming earnings and macroeconomic factors. | The term structure of implied volatility shows a backwardation, with near-term options more expensive than longer-dated options, suggesting a belief that volatility will decline over time. | Strong technical indicators support the bullish stance, with price above key moving averages and positive momentum readings. | Positive news flow includes reports of Amazon's expansion into home robotics and a Prime partnership with Uber Eats, which could drive future growth.

Risk watch

High implied volatility suggests potential for significant price swings. | Upcoming earnings and CPI data releases could trigger volatility and impact the 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	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)	**65.68 / 59.23 / 56.59**
RSI velocity	**-0.21**
MACD line / signal / histogram	**1.44 / - / -0.13**
MACD acceleration	**0.69**
Stochastic K / D	**73.43 / 73.61**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.52**
20-day MVWAP	**$254.84**
Price vs 20-day MVWAP	**+4.94%**
Daily reference VWAP	**$269.73**
Price vs daily reference	**-0.85%**
Volume	**30.86M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.17**
20-day / 200-day SMA	**$254.65 / $244.08**
Bollinger range	**$239.64 - $269.65**
Bollinger position	**0.909**

Options and volatility intelligence

Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
31 / 100	41 / 100	101.11	153.55

Market regime	**CRASH RISK**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-6.59 pts**
Skew read	**balanced**
Liquidity / quote coverage	**99.3%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:39 PM EST**
Options data quality	**Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



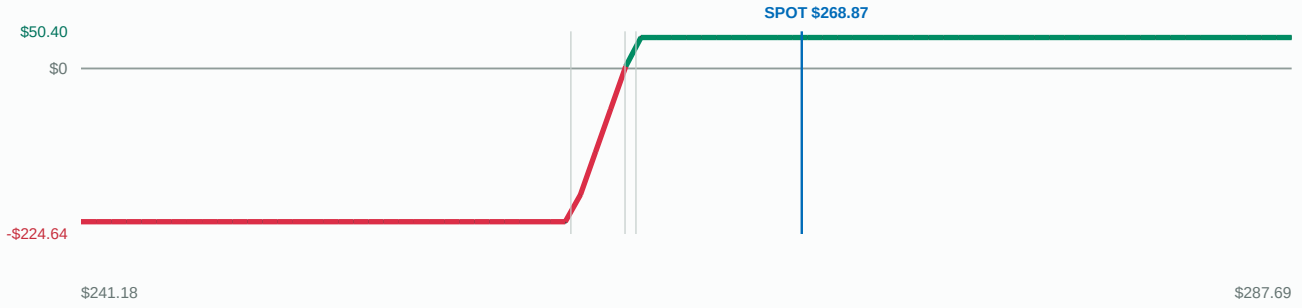
EXPIRATION	DTE	ATM IV	STATE
2026-11-11	2	38.8%	-
2026-11-16	7	32.9%	-
2026-11-27	18	32.2%	-

Reference spread payoff

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

Bull Put Spread reference

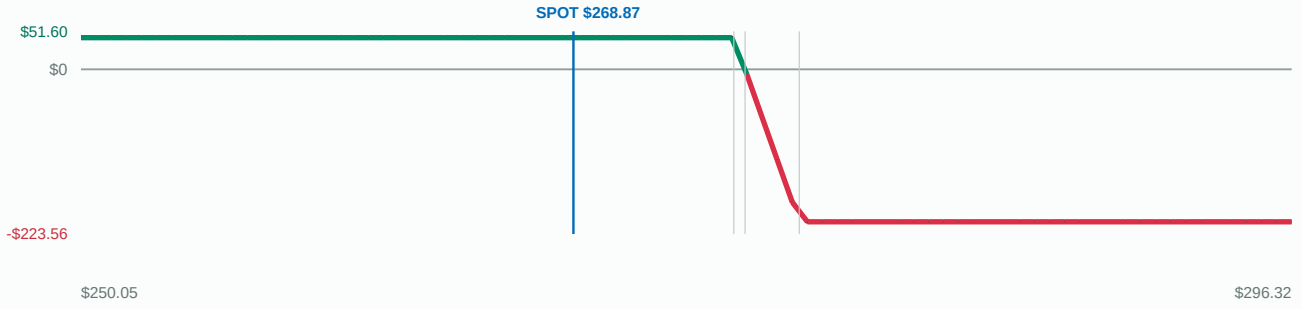
Short $262.50 | Long $260.00 | Width $2.50 | Net credit $0.42



Max profit $42.00 | Max loss -$208.00 | Break-even $262.08 | Per contract at expiry

Bear Call Spread reference

Short $275.00 | Long $277.50 | Width $2.50 | Net credit $0.43



Max profit $43.00 | Max loss -$207.00 | Break-even $275.43 | 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	**5.96**
VIX	**20.24**
VVIX	**101.11**
SKEW index	**153.55**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**146**
Contracts with quotes	**145**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays bullish sentiment, pricing in continued upside potential despite recent volatility. Implied volatility is elevated but term structure suggests a belief that near-term uncertainty will subside. Strong technical indicators and positive news flow contribute to the optimistic outlook.

Options context

AMZN Option Market Prices in Continued Upside Potential

Wheel context

The market appears to be pricing in a potential breakout above recent resistance levels. Bullish call spreads are favored over bearish put spreads.

Observed evidence

Implied volatility is elevated at 31.59%, reflecting market uncertainty surrounding upcoming earnings and macroeconomic factors. | The term structure of implied volatility shows a backwardation, with near-term options more expensive than longer-dated options, suggesting a belief that volatility will decline over time. | Strong technical indicators support the bullish stance, with price above key moving averages and positive momentum readings. | Positive news flow includes reports of Amazon's expansion into home robotics and a Prime partnership with Uber Eats, which could drive future growth.

Principal risks to monitor

High implied volatility suggests potential for significant price swings. | Upcoming earnings and CPI data releases could trigger volatility and impact the stock price.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$2.80T	**20.80**
ROE	Revenue growth
26.7%	**11.7%**
EPS growth	Operating margin
-	**13.1%**
Net profit margin	Gross margin
16.9%	**-**
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
10.81B	**6.7%**
Book value per share	Revenue per share
$56.76	**$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 6, 2026 9:38 AM EST

Covered Call | 2026-11-09

At signal $262.88 | Current $267.44

SHORT **Option $265.00 B $2.89 / A $3.05**

Conservative | CR $2.97

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$9.68**
ATR as % of price	**3.6%**
Volatility environment	**medium**
Current IV	**32.4%**
IV rank	**34 / 100**
IV percentile	**48 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 9, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**78 / 100**
Trend health	**92 / 100**
Momentum health	**92 / 100**
Volatility health	**56 / 100**
Structure health	**59 / 100**
Earnings risk / date	**unknown | 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)	**$254.65 / $253.96 / $244.08**
EMA (9 / 21)	**$257.48 / $255.25**
Bollinger upper / middle / lower	**$269.65 / $254.65 / $239.64**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.909**
True high / low	**$275.34 / $259.30**
5-day true high / low	**$275.34 / $245.63**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.174	**-**
SMA50	0.023	**-**
MVWAP20	0.519	**-**
MACD	0.685	**-**
RSI	-0.215	**-**
Volume	-9988057.330	**-**
ATR	0.367	**-**
T1	-	**0.49 / 254.14 / 264.19 / 258.53**
T2	-	**0.05 / 254.09 / 273.23 / 252.27**
T3	-	**-0.61 / 253.28 / 271.49 / 250.69**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$268.87**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:39 PM EST**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-11 | 2 DTE**
Front at-the-money IV	**38.8%**
25-delta skew	**4.24**
Put / Call 25-delta	**$262.50 Delta -0.216 / $275.00 Delta 0.218**
Median option bid/ask spread	**10.3%**
Bid/ask spread	**-**
Contracts observed / quoted	**146 / 145**

Price context

Last Price: 268.87 | Bid: 268.84 | Ask: 268.90 | Previous Close: 259.31 | Change: 9.56 | Daily change: 3.69% | Update Time: 2026-11-09T14:39:39.580242-05:00 | Latest History Date: 2026-11-09 | Latest History Price: 268.80

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-17 | Latest Date: 2026-11-09 | Latest Price: 268.80 | Max Drawdown 60d Percent: -9.79%

Fundamental context

Current Iv Percent: 31.59% | Iv Rank: 30.72 | Iv Percentile: 41.04 | 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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