Amazon.com Inc / AMZN

Equity | Generated Nov 12, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$268.00	+1.83 +0.69%	$267.84/$268.19	$266.17

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 12, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 12, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
71.6 / 100	Constructive	high	47 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$266.50	$278.00	$261.50	63 / 100

Options stance	**bullish**
Tail-risk safety	**45 / 100**
JW Rank data coverage / as of	**98.6% | Nov 12, 2026 6:50 PM EST**

Key insight

Amazon Shows Signs of Strength Despite Macro Uncertainty

Market read

AMZN's price action and technical indicators suggest a bullish outlook, supported by strong AWS growth and positive analyst sentiment. However, concerns remain regarding negative free cash flow, high capex, and the potential impact of macroeconomic factors.

Strategy context

The current market environment presents both opportunities and risks for AMZN. While the stock shows signs of strength, investors should remain cautious due to ongoing macroeconomic uncertainty and concerns about free cash flow.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Nov 12, 2026 2:05 PM EST**

Short-term scenario

Cautious dip-buy or hold over 1-3 weeks; do not chase strength into nearby resistance. Prefer a pullback entry. This is a tactical idea only, not investment advice, and can fail if the bounce stalls under 272-273.

Three-month outlook

Moderately constructive base case, with high uncertainty. AWS re-acceleration and a Strong Buy Street view (average targets near $330) support a grind higher if risk appetite holds, but negative free cash flow, very large AI capex, holiday retail, macro rates, and Anthropic volatility can cap or reverse the move. A reasonable uncertain 3-month band is roughly $250-$300, with a bias toward the high $270s to low $290s only if AWS commentary stays firm and the tape remains risk-on. A tech derating or weaker capex-payback evidence could retest the mid-$250s. Not a price guarantee and not investment advice.

Market sentiment

Recent X posts are mixed and often low quality. A few technical accounts describe a bullish higher-timeframe structure and pullback-long ideas (illustrative levels near a 267 entry, ~275 target and ~263.5 stop), while others call the short-term trend unconfirmed, flag bearish reaction zones, or note DeMark-style sell countdowns including AMZN. Anthropic supplier/investor chatter appears, but much of the feed is promotional buy-zone spam that should be discounted. No clear euphoric or panicked consensus. Uncertainty: X is a noisy sample, not a reliable positioning or flow indicator.

Supporting evidence

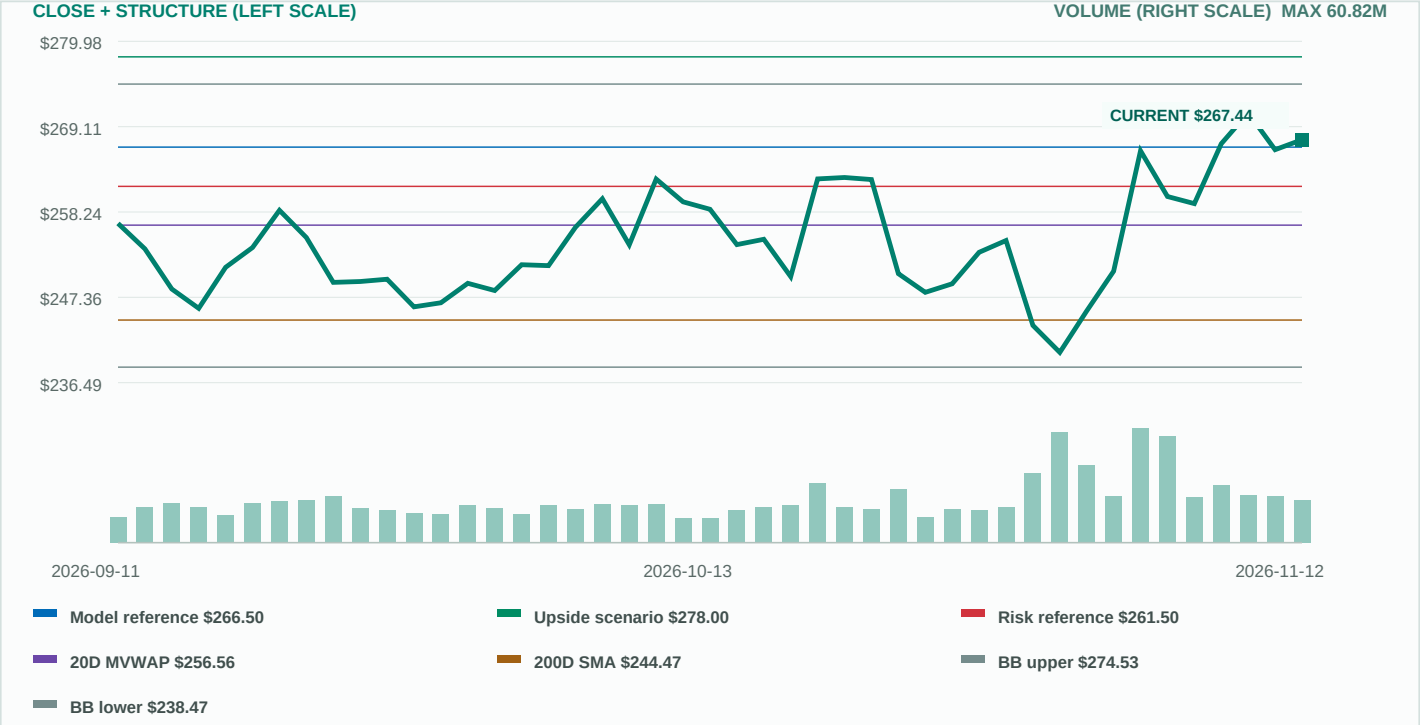
AMZN closed up 1.11% on November 12th, driven by broader market strength and positive news surrounding Amazon's Anthropic investment and upcoming satellite launches. | Technical indicators show a bullish trend with moving averages in Strong Buy and oscillators neutral. | Analysts maintain a Strong Buy rating with average price targets around $330. | AWS continues to demonstrate strong growth, reaching 39% year-over-year growth in Q3 2026.

Risk watch

Negative free cash flow and high capital expenditures could weigh on the stock price. | Macroeconomic factors such as rising interest rates and inflation could impact investor 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)	**62.03 / 58.18 / 56.13**
RSI velocity	**-0.35**
MACD line / signal / histogram	**3.29 / - / 1.37**
MACD acceleration	**0.62**
Stochastic K / D	**84.38 / 82.83**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.57**
20-day MVWAP	**$256.56**
Price vs 20-day MVWAP	**+4.46%**
Daily reference VWAP	**$269.41**
Price vs daily reference	**-0.52%**
Volume	**22.34M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.62**
20-day / 200-day SMA	**$256.50 / $244.47**
Bollinger range	**$238.47 - $274.53**
Bollinger position	**0.803**

Options and volatility intelligence

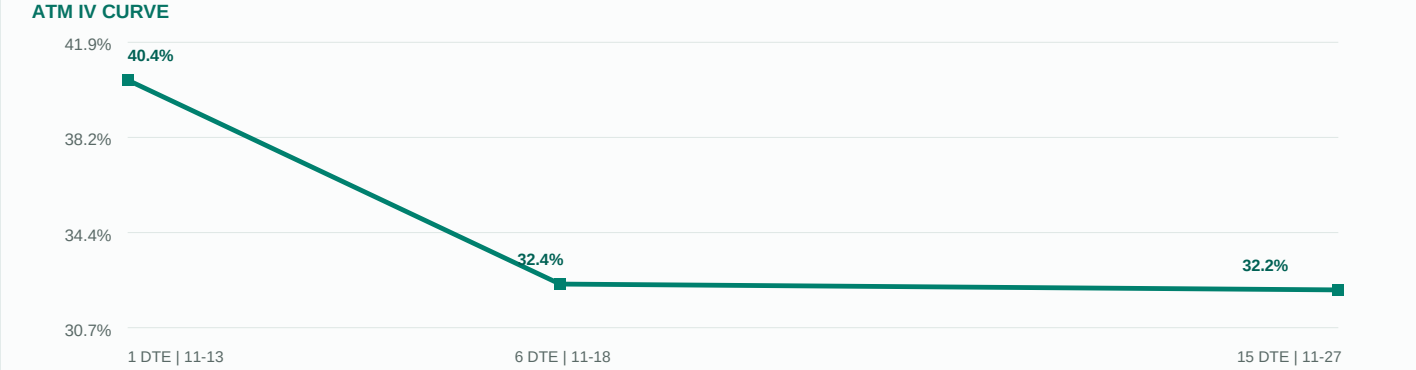
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
34 / 100	**47 / 100**	**97.16**	**149.09**

Market regime	**COMPRESSION RISK**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-8.28 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.5%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 12, 2026 2:41 PM EST**
Options data quality	**Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



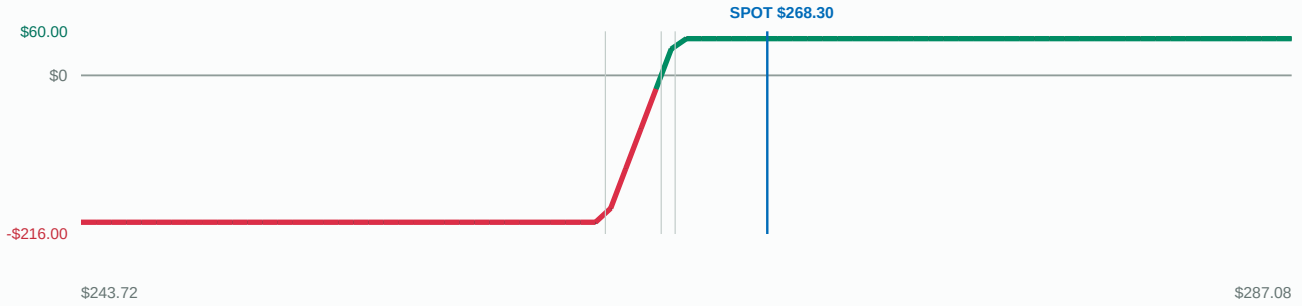
EXPIRATION	DTE	ATM IV	STATE
2026-11-13	1	40.4%	-
2026-11-18	6	32.4%	-
2026-11-27	15	32.2%	-

Reference spread payoff

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

Bull Put Spread reference

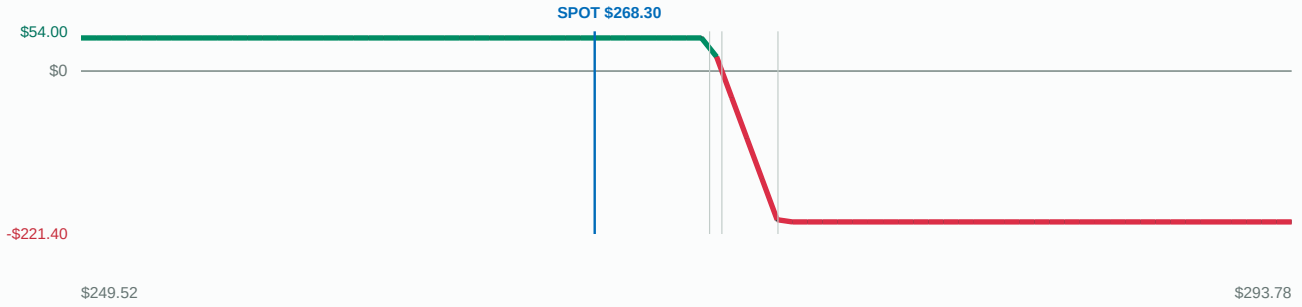
Short $265.00 | Long $262.50 | Width $2.50 | Net credit $0.50



Max profit $50.00 | Max loss -$200.00 | Break-even $264.50 | Per contract at expiry

Bear Call Spread reference

Short $272.50 | Long $275.00 | Width $2.50 | Net credit $0.45



Max profit $45.00 | Max loss -$205.00 | Break-even $272.95 | 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	**8.05**
VIX	**18.31**
VVIX	**97.16**
SKEW index	**149.09**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**144**
Contracts with quotes	**139**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

AMZN's price action and technical indicators suggest a bullish outlook, supported by strong AWS growth and positive analyst sentiment. However, concerns remain regarding negative free cash flow, high capex, and the potential impact of macroeconomic factors.

Options context

Amazon Shows Signs of Strength Despite Macro Uncertainty

Wheel context

The current market environment presents both opportunities and risks for AMZN. While the stock shows signs of strength, investors should remain cautious due to ongoing macroeconomic uncertainty and concerns about free cash flow.

Observed evidence

AMZN closed up 1.11% on November 12th, driven by broader market strength and positive news surrounding Amazon's Anthropic investment and upcoming satellite launches. | Technical indicators show a bullish trend with moving averages in Strong Buy and oscillators neutral. | Analysts maintain a Strong Buy rating with average price targets around $330. | AWS continues to demonstrate strong growth, reaching 39% year-over-year growth in Q3 2026.

Principal risks to monitor

Negative free cash flow and high capital expenditures could weigh on the stock price. | Macroeconomic factors such as rising interest rates and inflation could impact investor sentiment.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$2.88T**	P/E (TTM) **21.35**
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 **6.9%**
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 11, 2026 12:05 PM EST

Covered Call | 2026-11-13

At signal $267.25 | Current $268.00

SHORT **Option $267.50 B $2.95 / A $2.98**

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	**$9.30**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**32.4%**
IV rank	**34 / 100**
IV percentile	**47 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 12, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**81 / 100**
Trend health	**92 / 100**
Momentum health	**94 / 100**
Volatility health	**58 / 100**
Structure health	**70 / 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)	**$256.50 / $254.66 / $244.47**
EMA (9 / 21)	**$262.58 / $258.43**
Bollinger upper / middle / lower	**$274.53 / $256.50 / $238.47**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.803**
True high / low	**$273.60 / $266.17**
5-day true high / low	**$275.34 / $258.53**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.618	**-**
SMA50	0.232	**-**
MVWAP20	0.573	**-**
MACD	0.617	**-**
RSI	-0.351	**-**
Volume	-2811218.670	**-**
ATR	-0.125	**-**
T1	-	**2.90 / 255.95 / 274.87 / 265.62**
T2	-	**2.49 / 255.39 / 272.88 / 266.21**
T3	-	**1.44 / 254.84 / 275.34 / 259.30**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$268.30**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 12, 2026 2:41 PM EST**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-11-13 | 1 DTE**
Front at-the-money IV	**40.4%**
25-delta skew	**1.64**
Put / Call 25-delta	**$265.00 Delta -0.288 / $272.50 Delta 0.236**
Median option bid/ask spread	**7.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**144 / 139**

Price context

Last Price: 268.30 | Bid: 268.28 | Ask: 268.31 | Previous Close: 266.18 | Change: 2.12 | Daily change: 0.80% | Update Time: 2026-11-12T14:41:48.417753-05:00 | Latest History Date: 2026-11-12 | Latest History Price: 268.30

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-20 | Latest Date: 2026-11-12 | Latest Price: 268.30 | Max Drawdown 60d Percent: -9.79%

Fundamental context

Current Iv Percent: 32.38% | Iv Rank: 33.73 | Iv Percentile: 47.41 | 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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Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

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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