Amazon.com Inc / AMZN

Equity | Generated Nov 13, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$264.33	-3.11 -1.16%	-/-	$267.44

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 13, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 13, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
73.4 / 100	Constructive	high	43 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$264.00	$276.00	$256.00	66 / 100

Options stance	**bullish**
Tail-risk safety	**45 / 100**
JW Rank data coverage / as of	**98.6% | Nov 13, 2026 6:50 PM EST**

Key insight

Amazon Options Suggest Optimism Despite Recent Dip

Market read

AMZN options pricing reflects a cautiously bullish outlook despite recent price weakness. While near-term volatility is elevated, the term structure shows increasing implied volatility further out, suggesting anticipation of potential upside catalysts. The strong performance of AWS and positive analyst sentiment contribute to this bullish bias.

Strategy context

The recent dip in AMZN's share price has created opportunities for investors seeking to capitalize on potential future growth. The strong performance of AWS and positive analyst sentiment suggest that the long-term outlook remains favorable.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 13, 2026 2:01 PM EST**

Short-term scenario

Cautious buy-on-dip or hold for a 1-3 week horizon. Modest constructive bias if support holds, but conviction is limited by consolidation, sector sensitivity, and spending concerns. Not financial advice; price path is uncertain and can gap through levels.

Three-month outlook

Moderately bullish base case if AWS execution and holiday-quarter trends hold, supported by accelerating cloud growth, a $578B backlog, management commentary pointing to potential growth above 40% in later years, and Street targets implying meaningful 12-month upside. Q4 retail and advertising could provide a near-term tailwind. Material uncertainties include whether heavy ~$220B capex produces a timely free-cash-flow inflection, competitive pressure in cloud and AI, consumer or macro softness, and possible further multiple compression if returns lag expectations. A plausible three-month range is roughly flat to low-to-mid teens percent upside toward the high $280s or low $300s in a constructive scenario, with downside risk toward the mid-$240s on disappointment. Analyst targets and recent growth rates are not guarantees.

Market sentiment

Recent X discussion is mixed to cautiously bullish rather than euphoric. Supportive posts highlight AWS growth acceleration, the large backlog, and multi-year underperformance versus fundamentals, with some arguing for materially higher prices. Caution centers on sharply negative free cash flow from heavy AI and data-center spending relative to peers, plus unstable short-term momentum. Options-related comments are mixed, including longer-dated call interest alongside some bearish flow. Many posts have low engagement. Sentiment does not show a clear consensus extreme; views on the capex payoff timeline remain divided and uncertain.

Supporting evidence

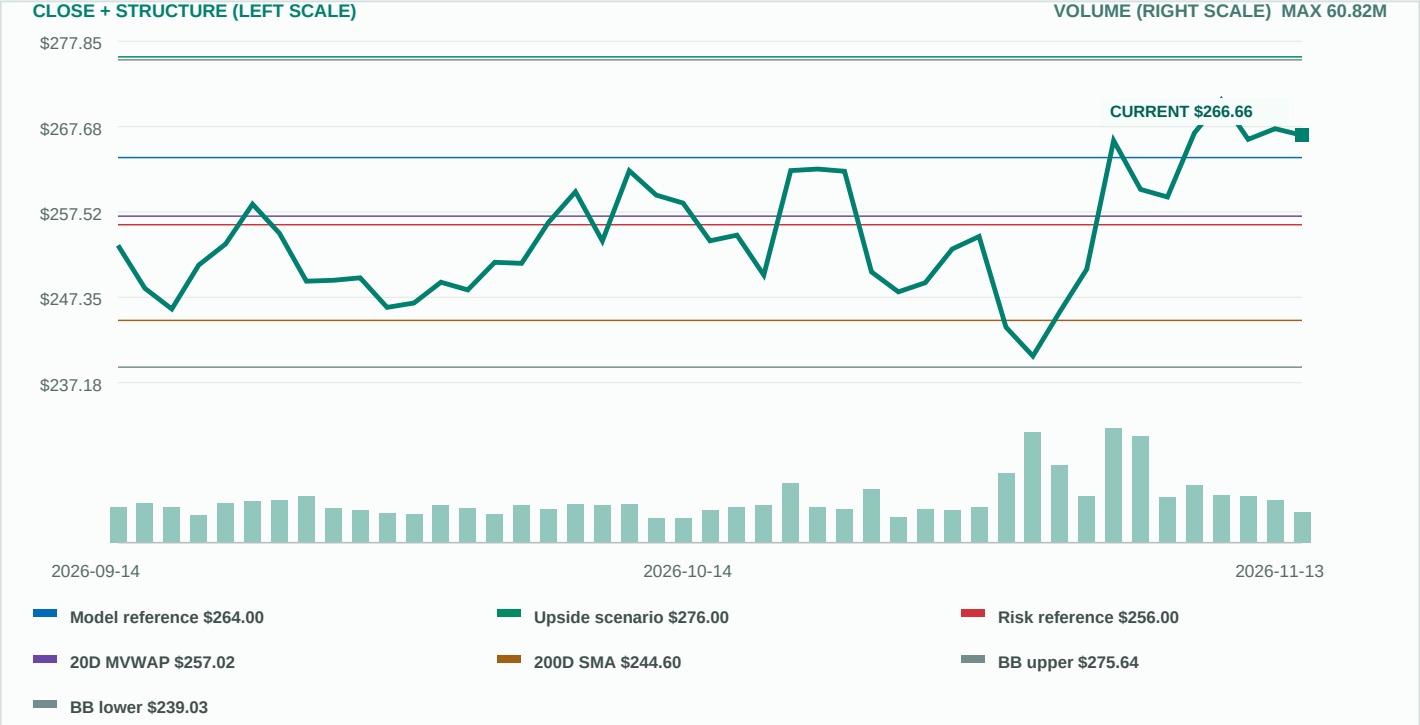
The front-month ATM IV is 24.52%, while the next observed expiration's ATM IV is 33.08%, indicating a steeper term structure with higher implied volatility for longer-dated options. | Put-call skew is balanced, suggesting neutral sentiment towards directionality but potential for upside movement. | Analyst consensus remains strongly bullish with an average price target of $327, implying around 23% upside from current levels.

Risk watch

Elevated capex spending and negative free cash flow raise concerns about the company's ability to generate returns on investment in the near term.

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)	**60.38 / 57.43 / 55.64**
RSI velocity	**-1.38**
MACD line / signal / histogram	**3.50 / - / 1.80**
MACD acceleration	**0.34**
Stochastic K / D	**81.33 / 83.24**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.55**
20-day MVWAP	**$257.02**
Price vs 20-day MVWAP	**+2.84%**
Daily reference VWAP	**$266.87**
Price vs daily reference	**-0.95%**
Volume	**16.28M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.69**
20-day / 200-day SMA	**$257.33 / $244.60**
Bollinger range	**$239.03 - $275.64**
Bollinger position	**0.755**

Options and volatility intelligence

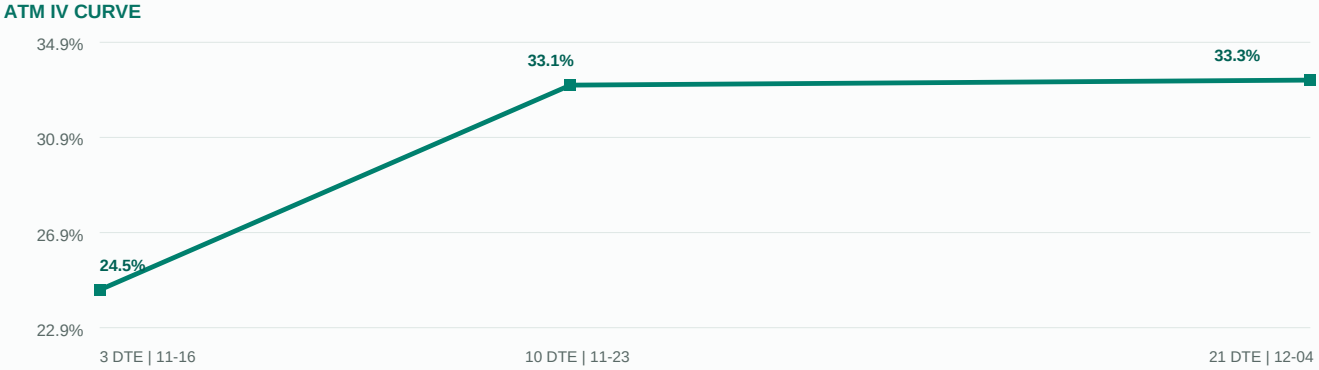
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
37 / 100	**53 / 100**	**102.62**	**150.16**

Market regime	**COMPRESSION RISK**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+8.77 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 13, 2026 2:41 PM EST**
Options data quality	**Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



Upward-sloping ATM volatility term structure

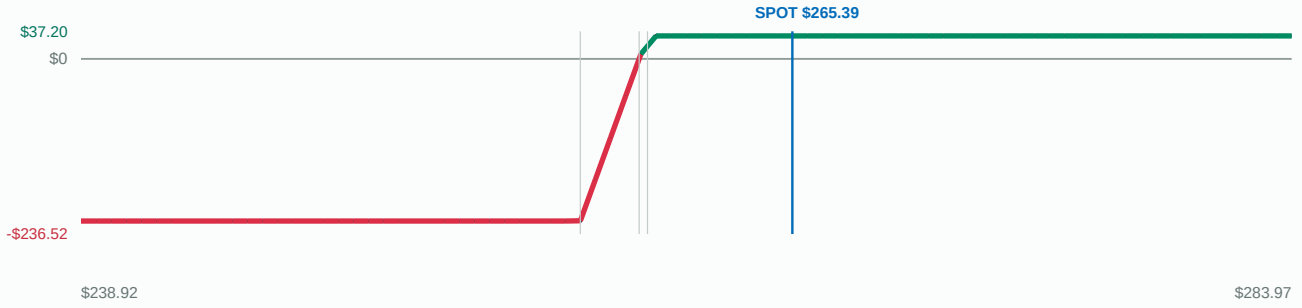
EXPIRATION	DTE	ATM IV	STATE
2026-11-16	3	24.5%	-
2026-11-23	10	33.1%	-
2026-12-04	21	33.3%	-

Reference spread payoff

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

Bull Put Spread reference

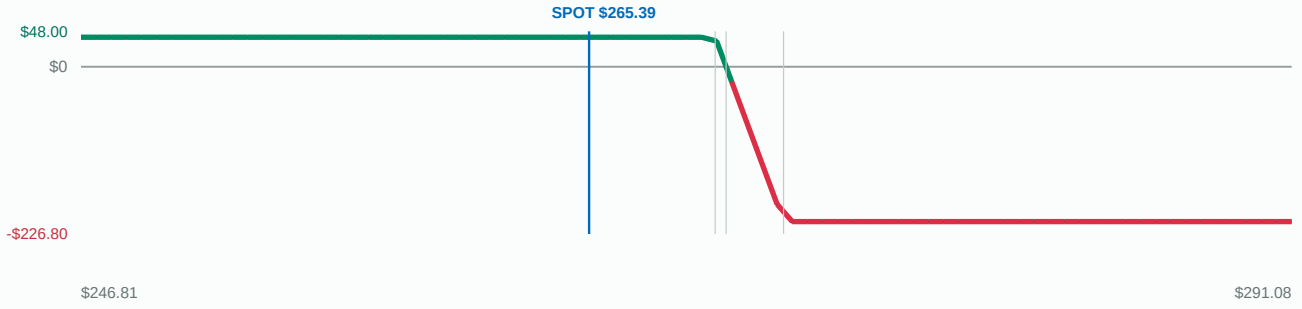
Short $260.00 | Long $257.50 | Width $2.50 | Net credit $0.31



Max profit $31.00 | Max loss -$219.00 | Break-even $259.69 | Per contract at expiry

Bear Call Spread reference

Short $270.00 | Long $272.50 | Width $2.50 | Net credit $0.40



Max profit $40.00 | Max loss -$210.00 | Break-even $270.40 | 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	**-8.56**
VIX	**18.90**
VVIX	**102.62**
SKEW index	**150.16**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**126**
Contracts with quotes	**121**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

AMZN options pricing reflects a cautiously bullish outlook despite recent price weakness. While near-term volatility is elevated, the term structure shows increasing implied volatility further out, suggesting anticipation of potential upside catalysts. The strong performance of AWS and positive analyst sentiment contribute to this bullish bias.

Options context

Amazon Options Suggest Optimism Despite Recent Dip

Wheel context

The recent dip in AMZN's share price has created opportunities for investors seeking to capitalize on potential future growth. The strong performance of AWS and positive analyst sentiment suggest that the long-term outlook remains favorable.

Observed evidence

The front-month ATM IV is 24.52%, while the next observed expiration's ATM IV is 33.08%, indicating a steeper term structure with higher implied volatility for longer-dated options. | Put-call skew is balanced, suggesting neutral sentiment towards directionality but potential for upside movement. | Analyst consensus remains strongly bullish with an average price target of $327, implying around 23% upside from current levels.

Principal risks to monitor

Elevated capex spending and negative free cash flow raise concerns about the company's ability to generate returns on investment in the near term.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$2.87T	**21.46**
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
-	**1.54**

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	**9.5%**
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 13, 2026 9:43 AM EST

Covered Call | 2026-11-16

At signal $268.57 | Current $264.33

SHORT **Option $270.00 B $1.96 / A $2.12**

Conservative | CR $2.04

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$9.08**
ATR as % of price	**3.4%**
Volatility environment	**medium**
Current IV	**31.9%**
IV rank	**32 / 100**
IV percentile	**43 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 13, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**83 / 100**
Trend health	**92 / 100**
Momentum health	**96 / 100**
Volatility health	**59 / 100**
Structure health	**75 / 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)	**$257.33 / $254.81 / $244.60**
EMA (9 / 21)	**$263.39 / $259.18**
Bollinger upper / middle / lower	**$275.64 / $257.33 / $239.03**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.755**
True high / low	**$270.05 / $263.91**
5-day true high / low	**$275.34 / $259.30**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.691	**-**
SMA50	0.210	**-**
MVWAP20	0.545	**-**
MACD	0.338	**-**
RSI	-1.378	**-**
Volume	-3012368.000	**-**
ATR	-0.129	**-**
T1	-	**3.29 / 256.56 / 273.60 / 266.17**
T2	-	**2.90 / 255.95 / 274.87 / 265.62**
T3	-	**2.49 / 255.39 / 272.88 / 266.21**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$265.39**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 13, 2026 2:41 PM EST**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-11-16 | 3 DTE**
Front at-the-money IV	**24.5%**
25-delta skew	**2.30**
Put / Call 25-delta	**$260.00 Delta -0.191 / $270.00 Delta 0.224**
Median option bid/ask spread	**8.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**126 / 121**

Price context

Last Price: 265.39 | Bid: 265.37 | Ask: 265.40 | Previous Close: 267.45 | Change: -2.06 | Daily change: -0.77% | Update Time: 2026-11-13T14:41:48.775619-05:00 | Latest History Date: 2026-11-13 | Latest History Price: 265.39

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-21 | Latest Date: 2026-11-13 | Latest Price: 265.39 | Max Drawdown 60d Percent: -9.79%

Fundamental context

Current Iv Percent: 33.18% | Iv Rank: 36.75 | Iv Percentile: 53.39 | 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 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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