Amazon.com Inc / AMZN

Equity | Generated Nov 17, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$259.08	+1.33 +0.52%	$258.56/$259.36	$257.75

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 17, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 17, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
71.2 / 100	Constructive	high	65 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$256.50	$268.00	$248.00	68 / 100

Options stance	**neutral**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**98.6% | Nov 17, 2026 6:50 PM EST**

Key insight

AMZN Option Market Implies Mixed Sentiment

Market read

The AMZN option market displays mixed sentiment, with both bullish and bearish signals present. While implied volatility is elevated, reflecting uncertainty surrounding recent events like the satellite launch failure and new AI export regulations, traders are also selling far out-of-the-money puts, suggesting perceived downside support. The term structure shows backwardation, indicating a preference for near-term options, potentially driven by upcoming earnings.

Strategy context

The option market is pricing in a range of potential outcomes for AMZN, reflecting both the risks and opportunities associated with its business.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Nov 17, 2026 9:50 AM EST**

Short-term scenario

Cautious, small long bias for a potential 1-3 week bounce if price holds nearby support. Prefer scaling in rather than a full position. Outcome is highly uncertain given recent catalysts, upcoming large-cap tech earnings, and policy headlines. This is not a high-conviction directional call and is not investment advice.

Three-month outlook

Moderately constructive if AWS growth holds and AI-infrastructure demand stays firm, supported by a valuation discount versus history and Street targets still clustered well above the current price. A base-case path could see a grind toward the high $270s to low $300s, but this is uncertain. Key risks include further AI-chip export restrictions, satellite-program delays, heavy capex, margin variability, and broader tech or macro rotation. Downside toward the mid-$240s remains plausible if sentiment deteriorates. All figures are approximate, markets can gap, and past patterns do not predict future results.

Market sentiment

Mixed and cautious. Several posts treat the satellite loss as a schedule delay rather than a core thesis break, noting that AWS and advertising remain the primary drivers. Options traders are selling far out-of-the-money puts, which implies perceived downside support. Some accounts list AMZN among dip buys, while others describe short-term momentum as unstable. Initial reaction to the launch failure skewed negative. Overall tone is cautiously constructive on weakness but not strongly directional, with elevated uncertainty around AI export rules and broader tech sentiment.

Supporting evidence

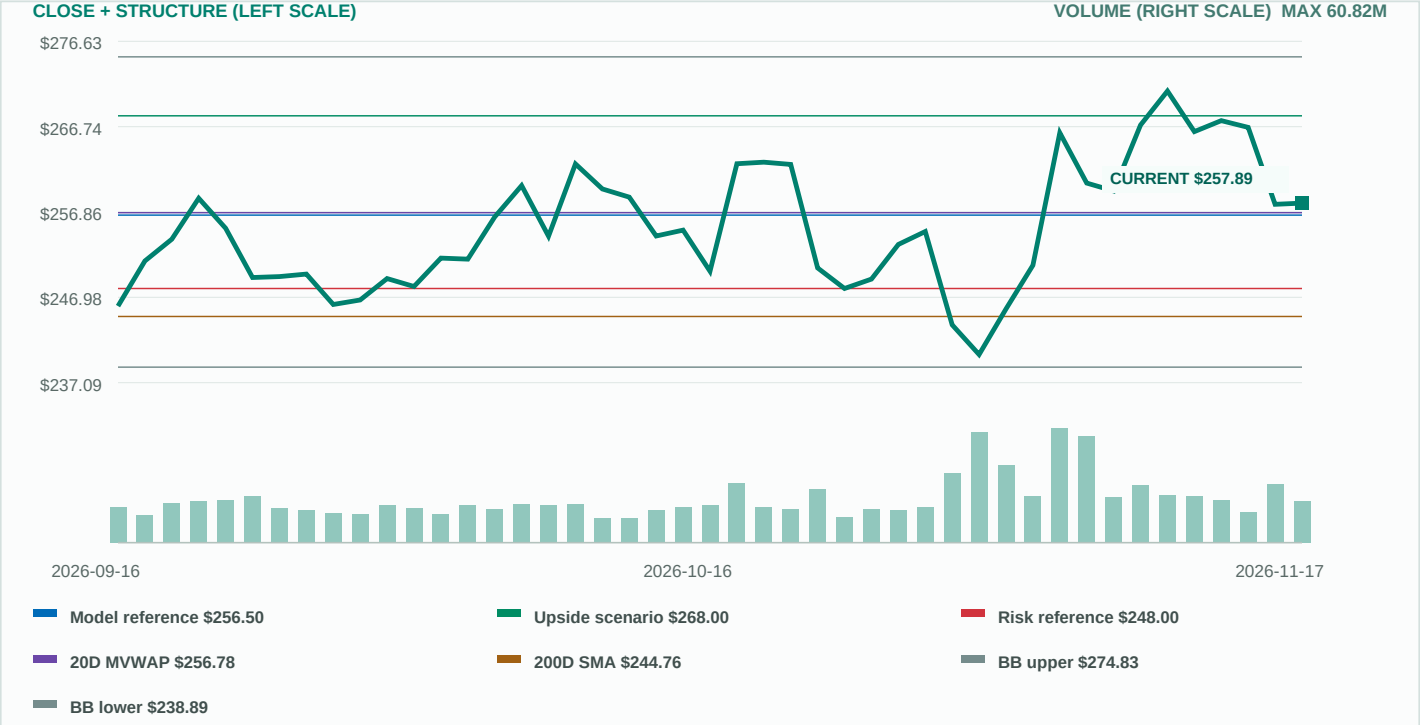
Elevated implied volatility (37.62%) suggests market uncertainty surrounding recent events and future regulatory developments. | Selling of far out-of-the-money puts implies perceived downside support. | Backwardated term structure with higher near-term IV points to potential earnings-related activity.

Risk watch

Satellite launch failure and regulatory uncertainty around AI chip exports pose significant downside risk.

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 decelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**44.83 / 49.75 / 50.46**
RSI velocity	**-2.81**
MACD line / signal / histogram	**2.43 / - / 2.10**
MACD acceleration	**-0.29**
Stochastic K / D	**68.31 / 74.96**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.07**
20-day MVWAP	**$256.78**
Price vs 20-day MVWAP	**+0.90%**
Daily reference VWAP	**$257.26**
Price vs daily reference	**+0.71%**
Volume	**22.09M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.12**
20-day / 200-day SMA	**$256.86 / $244.76**
Bollinger range	**$238.89 - $274.83**
Bollinger position	**0.529**

Options and volatility intelligence

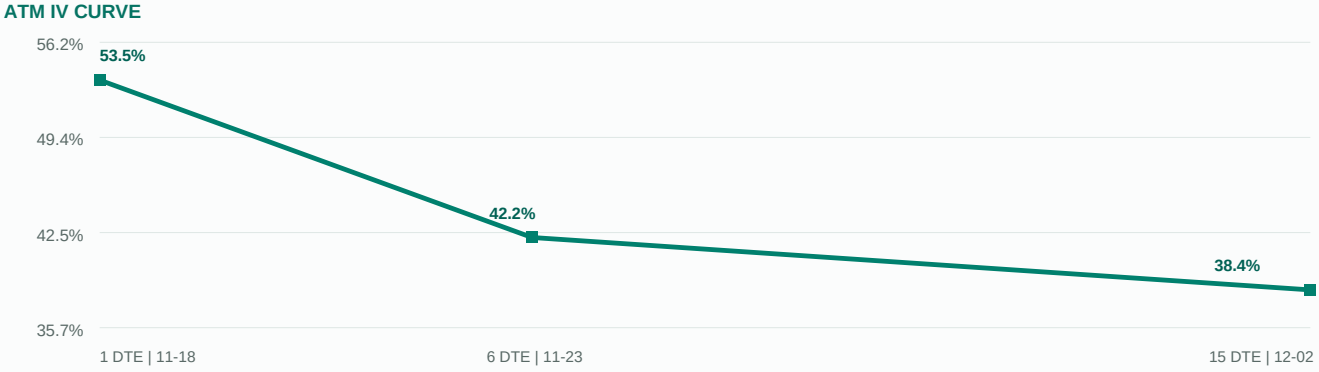
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
54 / 100	65 / 100	124.35	146.33

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-15.13 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**97.1%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 17, 2026 2:41 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

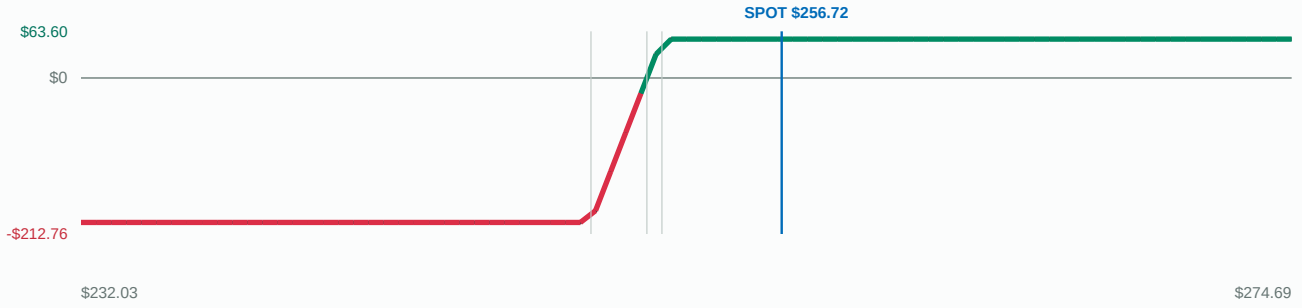
EXPIRATION	DTE	ATM IV	STATE
2026-11-18	1	53.5%	-
2026-11-23	6	42.2%	-
2026-12-02	15	38.4%	-

Reference spread payoff

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

Bull Put Spread reference

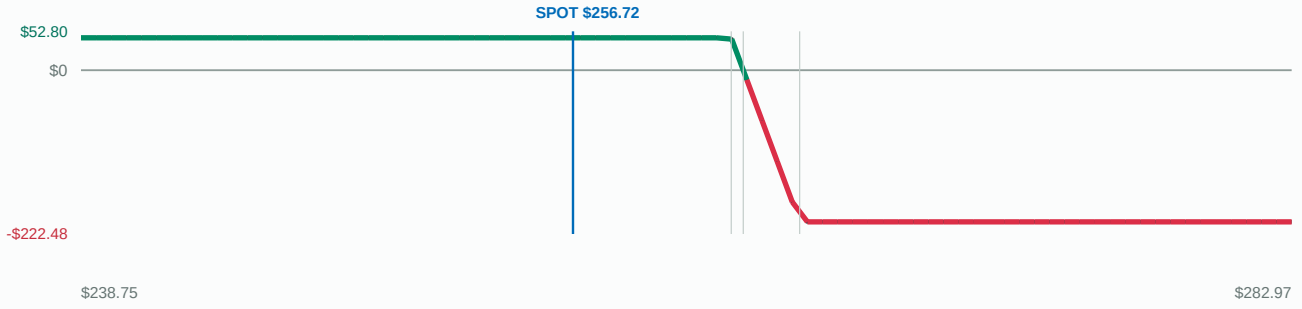
Short $252.50 | Long $250.00 | Width $2.50 | Net credit $0.53



Max profit $53.00 | Max loss -$197.00 | Break-even $251.97 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.44



Max profit $44.00 | Max loss -$206.00 | Break-even $262.94 | 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	**11.35**
VIX	**25.99**
VVIX	**124.35**
SKEW index	**146.33**
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	**136**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AMZN option market displays mixed sentiment, with both bullish and bearish signals present. While implied volatility is elevated, reflecting uncertainty surrounding recent events like the satellite launch failure and new AI export regulations, traders are also selling far out-of-the-money puts, suggesting perceived downside support. The term structure shows backwardation, indicating a preference for near-term options, potentially driven by upcoming earnings.

Options context

AMZN Option Market Implies Mixed Sentiment

Wheel context

The option market is pricing in a range of potential outcomes for AMZN, reflecting both the risks and opportunities associated with its business.

Observed evidence

Elevated implied volatility (37.62%) suggests market uncertainty surrounding recent events and future regulatory developments. | Selling of far out-of-the-money puts implies perceived downside support. | Backwardated term structure with higher near-term IV points to potential earnings-related activity.

Principal risks to monitor

Satellite launch failure and regulatory uncertainty around AI chip exports pose significant downside risk.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$2.79T	**20.68**
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
-	**1.52**

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	**9.8%**
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 17, 2026 9:51 AM EST

Covered Call | 2026-11-18

At signal $258.43 | Current $259.08

SHORT **Option $260.00 B $2.11 / A $2.23**

Conservative | CR $2.17

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$8.91**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**37.5%**
IV rank	**53 / 100**
IV percentile	**65 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 17, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**86 / 100**
Trend health	**92 / 100**
Momentum health	**91 / 100**
Volatility health	**58 / 100**
Structure health	**97 / 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)	**$256.86 / $254.81 / $244.76**
EMA (9 / 21)	**$261.39 / $258.94**
Bollinger upper / middle / lower	**$274.83 / $256.86 / $238.89**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.529**
True high / low	**$259.90 / $254.00**
5-day true high / low	**$274.87 / $254.00**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.120	**-**
SMA50	0.053	**-**
MVWAP20	0.071	**-**
MACD	-0.288	**-**
RSI	-2.811	**-**
Volume	-144220.330	**-**
ATR	-0.131	**-**
T1	-	**2.91 / 256.95 / 266.66 / 256.68**
T2	-	**3.50 / 257.02 / 270.05 / 263.91**
T3	-	**3.29 / 256.56 / 273.60 / 266.17**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$256.72**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 17, 2026 2:41 PM EST**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-11-18 | 1 DTE**
Front at-the-money IV	**53.5%**
25-delta skew	**5.29**
Put / Call 25-delta	**$252.50 Delta -0.288 / $262.50 Delta 0.215**
Median option bid/ask spread	**9.8%**
Bid/ask spread	**-**
Contracts observed / quoted	**140 / 136**

Price context

Last Price: 256.72 | Bid: 256.70 | Ask: 256.73 | Previous Close: 257.76 | Change: -1.04 | Daily change: -0.40% | Update Time: 2026-11-17T14:41:44.790423-05:00 | Latest History Date: 2026-11-17 | Latest History Price: 256.72

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-25 | Latest Date: 2026-11-17 | Latest Price: 256.72 | Max Drawdown 60d Percent: -9.79%

Fundamental context

Current Iv Percent: 37.62% | Iv Rank: 53.61 | Iv Percentile: 65.34 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: N/A

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

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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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