Amazon.com Inc / AMZN

Equity | Generated Nov 23, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$257.08	+10.26 +4.16%	$256.74/$256.94	$246.82

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 23, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 23, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
64.3 / 100	Balanced	high	79 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$253.00	$268.00	$244.00	58 / 100

Options stance	**bullish**
Tail-risk safety	**35 / 100**
JW Rank data coverage / as of	**98.6% | Nov 23, 2026 6:50 PM EST**

Key insight

Amazon Shares Surge on Decart Acquisition Rumors, Boosting Option Sentiment

Market read

AMZN shares jumped over 4% on November 23rd following reports of a potential acquisition of AI optimization startup Decart for $7.5 billion. This news fueled bullish sentiment in the options market, with implied volatility rising and call option premiums increasing. The deal, if finalized, could strengthen Amazon's AWS Trainium offerings and solidify its position in the competitive AI landscape. However, uncertainty remains regarding deal terms, regulatory approval, and the long-term impact on profitability.

Strategy context

Bullish sentiment is driven by the potential acquisition of Decart, which could benefit AWS Trainium and AI offerings.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 23, 2026 2:02 PM EST**

Short-term scenario

Cautiously bullish over 1-3 weeks on the news-driven momentum, but avoid chasing the intraday spike. Prefer a pullback entry toward near support. High uncertainty if Decart reports are revised or talks fail, which could erase gains rapidly. This is not financial advice.

Three-month outlook

Moderately bullish bias supported by recent AWS growth near 39%, AI infrastructure narrative, record operating margins, and consensus targets well above the current price. Holiday retail and advertising trends may add support. Material uncertainty remains around returns on very large planned capex, cloud/AI competition, regulatory review of any acquisition, and sensitivity to mega-cap valuation or rate sentiment. Failure to confirm the Decart deal or softer guidance could pull the stock back toward longer-term moving averages. Outcomes are wide and this outlook is speculative, not a recommendation.

Market sentiment

Mixed to cautiously constructive. Recent posts note the Decart transaction as a potential efficiency win for AWS and Trainium, with some longer-term accounts highlighting relatively low historical valuation, AWS/advertising/retail strengths, and inclusion among core multi-year holdings. Other comments question payback timing on the reported spend or reference incomplete technical recovery after the recent selloff. Broader chatter includes year-end technology positioning. Engagement on today's posts is generally modest and views can shift quickly with deal headlines, so sentiment reading carries uncertainty from limited sample and noise.

Supporting evidence

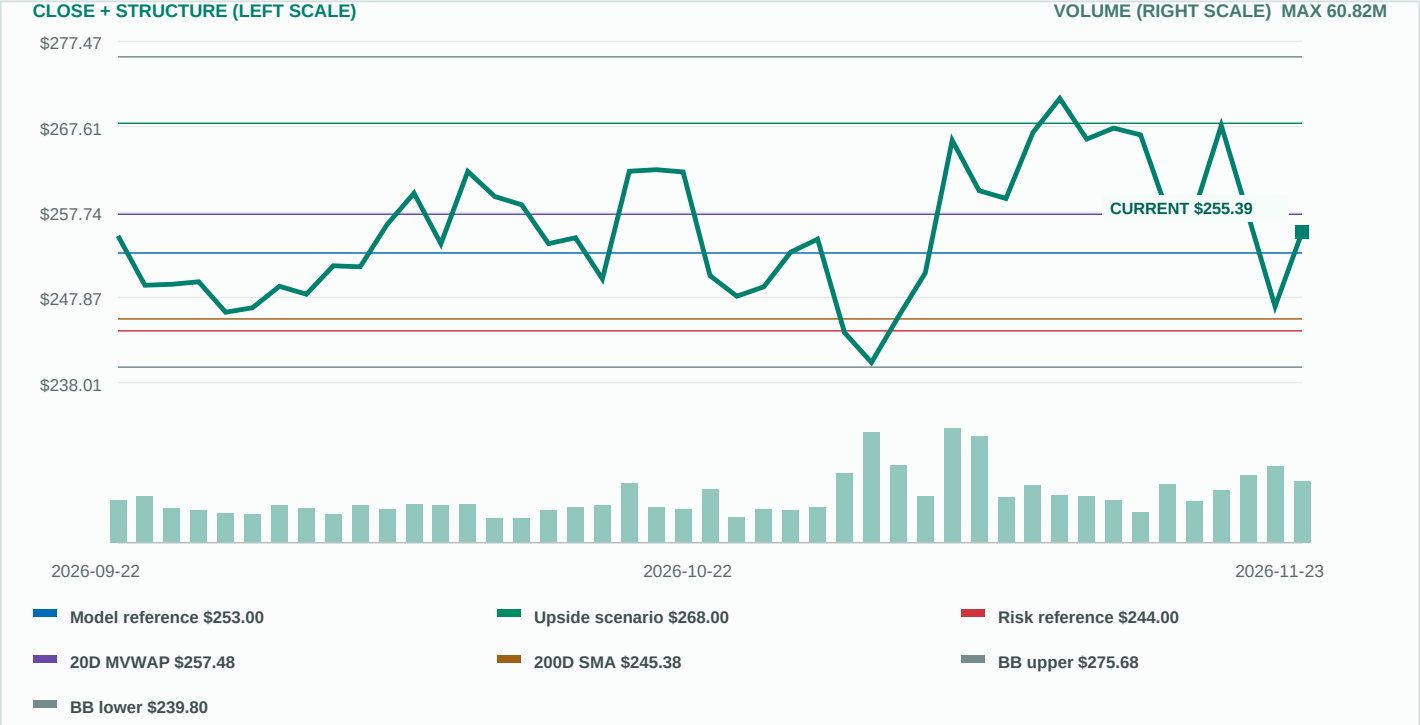
Implied volatility surged to 39.69%, up from recent levels. | Call option premiums increased, with the front-month ATM call IV at 51.9% compared to next week's 37.42%. | The stock price jumped over 4% on strong volume, breaking above near-term resistance levels.

Risk watch

Deal completion and regulatory approval are uncertain. | The impact on profitability and long-term growth remains to be seen.

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	Below MVWAP	Above 200D trend	high

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)	**46.27 / 48.44 / 49.23**
RSI velocity	**-2.92**
MACD line / signal / histogram	**0.59 / - / 1.71**
MACD acceleration	**-0.74**
Stochastic K / D	**27.95 / 45.44**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Accumulation bias**
Institutional flow	**0.16**
20-day MVWAP	**$257.48**
Price vs 20-day MVWAP	**-0.16%**
Daily reference VWAP	**$255.83**
Price vs daily reference	**+0.49%**
Volume	**32.78M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.20**
20-day / 200-day SMA	**$257.74 / $245.38**
Bollinger range	**$239.80 - $275.68**
Bollinger position	**0.435**

Options and volatility intelligence

Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
61 / 100	73 / 100	117.21	138.84

Market regime	**CRASH RISK**
Tail-risk regime	**HIGH TAIL RISK**
Term structure	**backwardation**
Term slope	**-12.12 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 23, 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

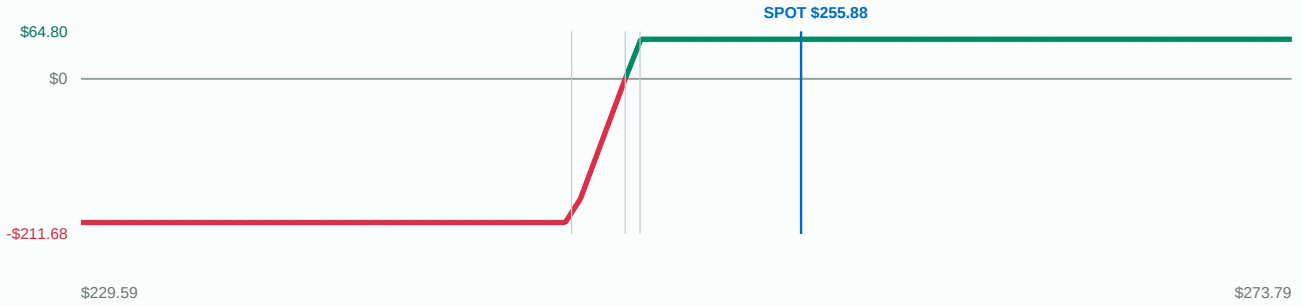
EXPIRATION	DTE	ATM IV	STATE
2026-11-25	2	51.9%	-
2026-11-30	7	37.4%	-
2026-12-11	18	39.8%	-

Reference spread payoff

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

Bull Put Spread reference

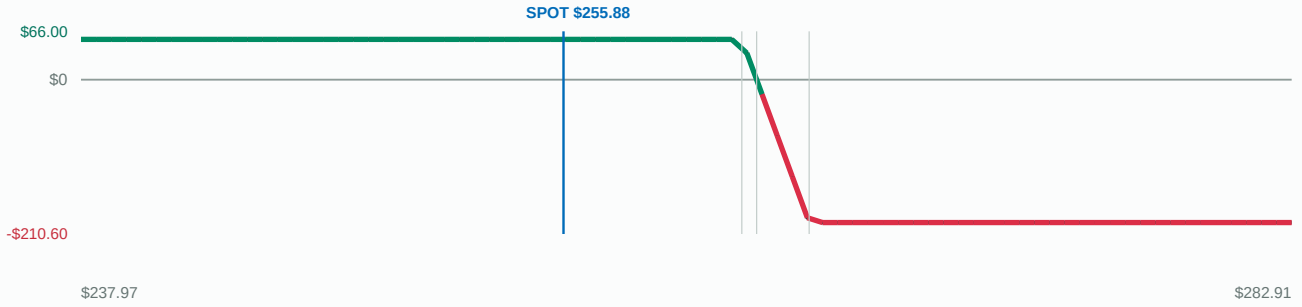
Short $250.00 | Long $247.50 | Width $2.50 | Net credit $0.54



Max profit $54.00 | Max loss -$196.00 | Break-even $249.46 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $263.05 | 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	**14.48**
VIX	**27.14**
VVIX	**117.21**
SKEW index	**138.84**
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	**146**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

AMZN shares jumped over 4% on November 23rd following reports of a potential acquisition of AI optimization startup Decart for $7.5 billion. This news fueled bullish sentiment in the options market, with implied volatility rising and call option premiums increasing. The deal, if finalized, could strengthen Amazon's AWS Trainium offerings and solidify its position in the competitive AI landscape. However, uncertainty remains regarding deal terms, regulatory approval, and the long-term impact on profitability.

Options context

Amazon Shares Surge on Decart Acquisition Rumors, Boosting Option Sentiment

Wheel context

Bullish sentiment is driven by the potential acquisition of Decart, which could benefit AWS Trainium and AI offerings.

Observed evidence

Implied volatility surged to 39.69%, up from recent levels. | Call option premiums increased, with the front-month ATM call IV at 51.9% compared to next week's 37.42%. | The stock price jumped over 4% on strong volume, breaking above near-term resistance levels.

Principal risks to monitor

Deal completion and regulatory approval are uncertain. | The impact on profitability and long-term growth remains to be seen.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$2.78T	**19.80**
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
-	**1.43**

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	**13.7%**
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 20, 2026 9:59 AM EST

Covered Call | 2026-11-23

At signal $258.86 | Current $257.08

SHORT **Option $260.00 B $3.15 / A $3.50**

Conservative | CR $3.33

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$10.25**
ATR as % of price	**4.0%**
Volatility environment	**high**
Current IV	**40.6%**
IV rank	**65 / 100**
IV percentile	**79 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 23, 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	**88 / 100**
Volatility health	**50 / 100**
Structure health	**93 / 100**
Earnings risk / date	**unknown | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**high**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$257.74 / $255.07 / $245.38**
EMA (9 / 21)	**$257.99 / $258.10**
Bollinger upper / middle / lower	**$275.68 / $257.74 / $239.80**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.435**
True high / low	**$260.84 / $246.82**
5-day true high / low	**$274.00 / $245.38**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.202	**-**
SMA50	-0.018	**-**
MVWAP20	0.156	**-**
MACD	-0.740	**-**
RSI	-2.916	**-**
Volume	1595127.330	**-**
ATR	0.411	**-**
T1	-	**0.94 / 257.33 / 259.97 / 245.38**
T2	-	**2.25 / 257.57 / 274.00 / 256.75**
T3	-	**2.81 / 257.01 / 268.29 / 257.89**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$255.88**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 23, 2026 2:41 PM EST**
Options data coverage	**100.0%**
SKEW regime	**NORMAL TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-25 | 2 DTE**
Front at-the-money IV	**51.9%**
25-delta skew	**6.96**
Put / Call 25-delta	**$250.00 Delta -0.279 / $262.50 Delta 0.249**
Median option bid/ask spread	**9.8%**
Bid/ask spread	**-**
Contracts observed / quoted	**146 / 146**

Price context

Last Price: 255.88 | Bid: 255.86 | Ask: 255.89 | Previous Close: 246.82 | Change: 9.06 | Daily change: 3.67% | Update Time: 2026-11-23T14:41:19.028550-05:00 | Latest History Date: 2026-11-23 | Latest History Price: 256.09

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-31 | Latest Date: 2026-11-23 | Latest Price: 256.09 | Max Drawdown 60d Percent: -8.88%

Fundamental context

Current Iv Percent: 39.69% | Iv Rank: 61.45 | Iv Percentile: 73.31 | 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.

Performance and scenario limitations

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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