American Express Co / AXP

Equity | Generated Sep 10, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$321.02	-0.78 -0.24%	-/-	$321.80

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 10, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 10, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
48.0 / 100	Cautious	high	20 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$318.50	$335.00	$310.00	67 / 100

Options stance	**mixed**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 10, 2026 6:50 PM EDT**

Key insight

AXP Option Market Shows Mixed Signals Amid Earnings Approach

Market read

The AXP option market presents a mixed outlook, reflecting both underlying strength and recent weakness. While implied volatility is elevated due to the upcoming earnings release, term structure suggests some bearishness as near-term options are more expensive than those further out. The stock's recent decline has pushed it below its 50-day moving average, but technical indicators show signs of oversold conditions. Analysts remain generally positive on AXP's long-term prospects, with a Moderate Buy rating and price targets above current levels.

Strategy context

The option market suggests a cautious approach ahead of earnings. Bullish traders may consider buying protective puts or bullish call spreads if the stock holds support around 318-310.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 10, 2026 2:07 PM EDT**

Short-term scenario

Cautious/speculative buy on dip if holding support amid oversold RSI, targeting modest bounce; high uncertainty from downtrend, macro risks, and lack of clear reversal. Prefer confirmation above 322. Not a high-conviction short-term trade.

Three-month outlook

Moderately positive with uncertainty. Fundamentals supportive (resilient premium spend, raised guidance, NFL partnership, younger demographics). Analysts imply 16%+ 12-month upside; possible move toward $350-370 if Oct earnings beat and no macro deterioration. Risks include consumer spending slowdown, credit quality, rates, and market volatility that could keep it range-bound or push toward $300. Identify high uncertainty around economy and Q3 results.

Market sentiment

Mixed/cautious. Some technical buy signals (inverse H&S, oversold bounce potential) and long-term positives on premium model, younger customer growth (Millennials/Gen Z), and compounding. Others note short-term weakness, sellers in control, possible further drop toward 305. Portfolio mentions and 'bottoms here' views exist alongside caution. Overall not strongly bullish short-term.

Supporting evidence

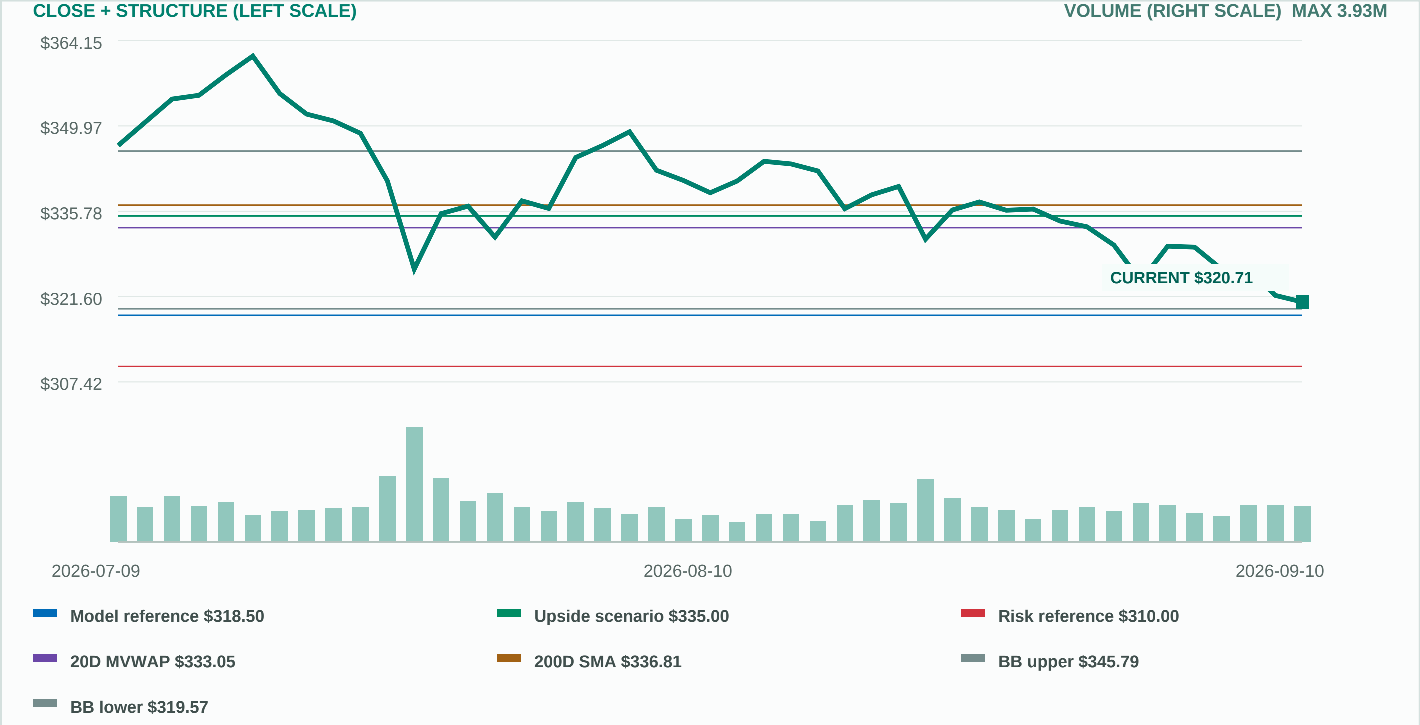
Implied volatility is elevated at 23.98%, reflecting uncertainty surrounding the upcoming earnings release on October 23rd. | The term structure of implied volatility shows a backwardation pattern, with near-term options more expensive than those further out, suggesting some bearishness. | AXP's price has declined ~4.3% over the past month and is currently trading below its 50-day moving average. | Technical indicators show mixed signals, with some oscillators indicating oversold conditions while others point to continued downward pressure.

Risk watch

Earnings risk: A miss on earnings could trigger further downside in 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

JW RANK FACTOR PROFILE	COVERAGE	0 50 100
Liquidity	100.0%	77.6
Strategy Fit	100.0%	67.1
Technical Trend	100.0%	20.8
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	42.8

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bearish_warning	**Below MVWAP**	**Below 200D trend**	**low**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BEARISH WARNING | neutral | MACD decelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**24.91 / 34.51 / 39.65**
RSI velocity	**-1.60**
MACD line / signal / histogram	**-4.51 / - / -3.31**
MACD acceleration	**-0.35**
Stochastic K / D	**9.42 / 12.39**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.85**
20-day MVWAP	**$333.05**
Price vs 20-day MVWAP	**-3.61%**
Daily reference VWAP	**$320.34**
Price vs daily reference	**+0.21%**
Volume	**1.23M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.92**
20-day / 200-day SMA	**$332.68 / $336.81**
Bollinger range	**$319.57 - $345.79**
Bollinger position	**0.044**

Options and volatility intelligence

Structure, premium conditions and principal risks

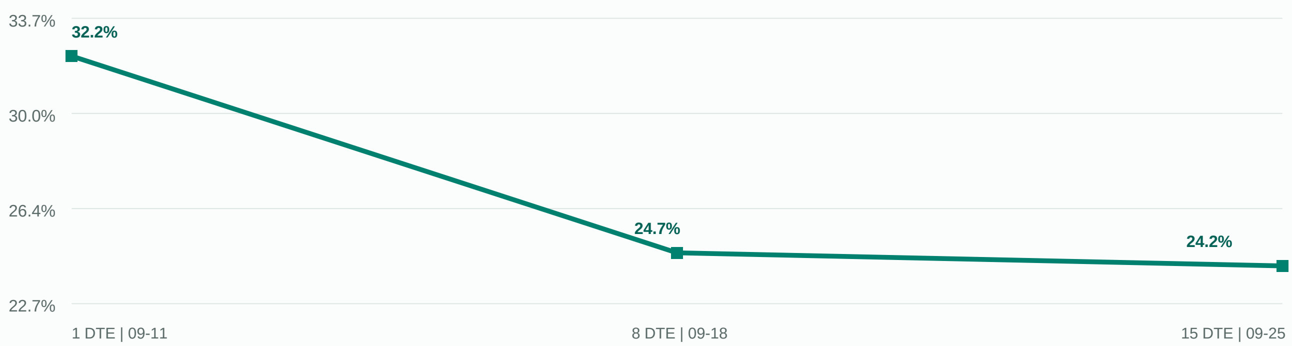
IV rank	IV percentile	VVIX	SKEW
16 / 100	20 / 100	101.82	149.25

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-8.02 pts**
Skew read	**balanced**
Liquidity / quote coverage	**92.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 10, 2026 2:52 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

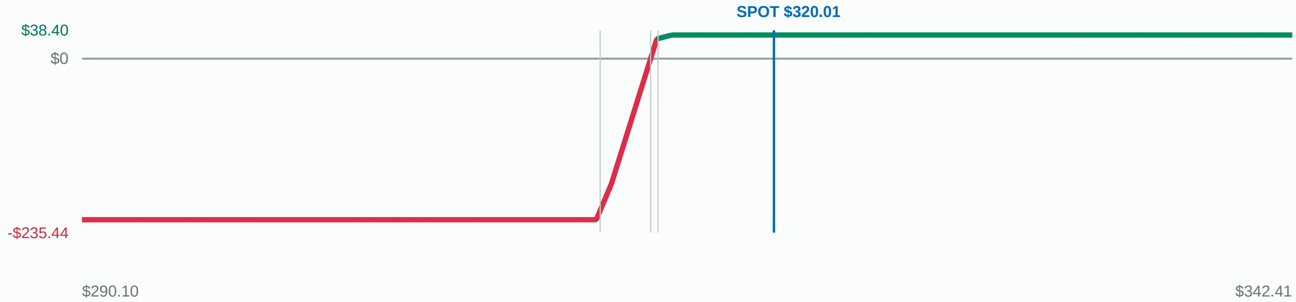
EXPIRATION	DTE	ATM IV	STATE
2026-09-11	1	32.2%	-
2026-09-18	8	24.7%	-
2026-09-25	15	24.2%	-

Reference spread payoff

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

Bull Put Spread reference

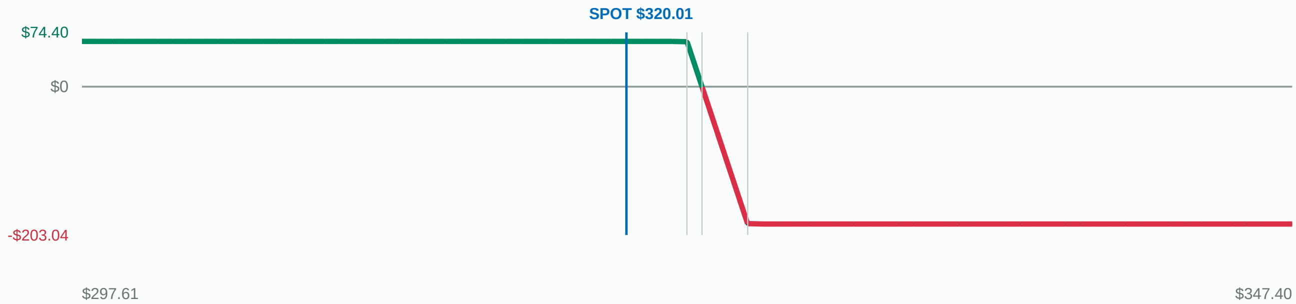
Short $315.00 | Long $312.50 | Width $2.50 | Net credit $0.32



Max profit $32.00 | Max loss -$218.00 | Break-even $314.68 | Per contract at expiry

Bear Call Spread reference

Short $322.50 | Long $325.00 | Width $2.50 | Net credit $0.62



Max profit $62.00 | Max loss -$188.00 | Break-even $323.12 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-23**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**17.82**
VVIX	**101.82**
SKEW index	**149.25**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**137**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**126**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AXP option market presents a mixed outlook, reflecting both underlying strength and recent weakness. While implied volatility is elevated due to the upcoming earnings release, term structure suggests some bearishness as near-term options are more expensive than those further out. The stock's recent decline has pushed it below its 50-day moving average, but technical indicators show signs of oversold conditions. Analysts remain generally positive on AXP's long-term prospects, with a Moderate Buy rating and price targets above current levels.

Options context

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Wheel context

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Observed evidence

Implied volatility is elevated at 23.98%, reflecting uncertainty surrounding the upcoming earnings release on October 23rd. | The term structure of implied volatility shows a backwardation pattern, with near-term options more expensive than those further out, suggesting some bearishness. | AXP's price has declined ~4.3% over the past month and is currently trading below its 50-day moving average. | Technical indicators show mixed signals, with some oscillators indicating oversold conditions while others point to continued downward pressure.

Principal risks to monitor

Earnings risk: A miss on earnings could trigger further downside in the stock price.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$217.31B**	P/E (TTM) **19.03**
ROE **34.1%**	Revenue growth **12.6%**
EPS growth **15.9%**	Operating margin **18.2%**
Net profit margin **14.1%**	Gross margin **-**
Free cash flow CAGR **31.2%**	Debt / equity **6.28**
Dividend yield **1.5%**	Beta **1.11**
52-week range **$290.97 - $387.49**	

Company or fund profile

Issuer identity and classification

Name **American Express Co**	Market **NYSE**
Industry **Financial Services**	Country **US**
Currency **USD**	IPO date **1977-05-18**
Shares outstanding **675.31M**	52-week return **0.2%**
Book value per share **$50.79**	Revenue per share **$119.63**

Website	**americanexpress.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

AXP Covered Call signal

Sep 10, 2026 11:28 AM EDT

Covered Call | 2026-09-18

At signal $321.28 | Current $321.02

SHORT **Option $320.00 B $5.50 / A $5.80**

High turnover | CR $5.65

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$5.85**
ATR as % of price	**1.8%**
Volatility environment	**low**
Current IV	**24.0%**
IV rank	**16 / 100**
IV percentile	**20 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 10, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**56 / 100**
Trend health	**38 / 100**
Momentum health	**63 / 100**
Volatility health	**83 / 100**
Structure health	**54 / 100**
Earnings risk / date	**low | 2026-10-23**
Macro risk	**unknown**
Volatility risk	**low**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$332.68 / $340.42 / $336.81**
EMA (9 / 21)	**$326.62 / $331.44**
Bollinger upper / middle / lower	**$345.79 / $332.68 / $319.57**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.044**
True high / low	**$321.95 / $318.35**
5-day true high / low	**$335.00 / $318.35**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.919	**-**
SMA50	-0.339	**-**
MVWAP20	-0.852	**-**
MACD	-0.348	**-**
RSI	-1.596	**-**
Volume	115800.000	**-**
ATR	-0.097	**-**
T1	-	**-4.11 / 334.09 / 326.10 / 320.93**
T2	-	**-3.66 / 334.92 / 328.04 / 322.65**
T3	-	**-3.46 / 335.60 / 329.82 / 325.68**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$320.01**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 10, 2026 2:52 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-11 | 1 DTE**
Front at-the-money IV	**32.2%**
25-delta skew	**4.29**
Put / Call 25-delta	**$315.00 Delta -0.194 / $322.50 Delta 0.324**
Median option bid/ask spread	**10.7%**
Bid/ask spread	**-**
Contracts observed / quoted	**137 / 126**

Price context

Last Price: 320.01 | Bid: 319.94 | Ask: 320.02 | Previous Close: 321.80 | Change: -1.79 | Daily change: -0.56% | Update Time: 2026-09-10T14:52:30.572079-04:00 | Latest History Date: 2026-09-10 | Latest History Price: 319.88

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-16 | Latest Date: 2026-09-10 | Latest Price: 319.88 | Max Drawdown 60d Percent: -11.53%

Fundamental context

Current Iv Percent: 23.98% | Iv Rank: 15.90 | Iv Percentile: 20.32 | Next Earnings Date: 2026-10-23 | Ex Dividend Date: 2026-07-01

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

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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.

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.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
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