American Express Co / AXP

Equity | Generated Sep 15, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$324.46	**-3.32 -1.01%**	**-/-**	**$327.78**

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 15, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 15, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
51.4 / 100	**Balanced**	**high**	**24 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$322.00	**$340.00**	**$315.00**	**71 / 100**

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 15, 2026 7:51 PM EDT**

Key insight

AXP Shows Signs of Strength Despite Recent Pullback

Market read

American Express (AXP) exhibits a bullish outlook despite recent price weakness. While the stock has pulled back below its 50-day moving average and is trading near its 200-day moving average, technical indicators suggest potential for accumulation. The RSI is in oversold territory, and credit metrics remain strong. The company recently launched a new savings account with no fees and reported solid Q2 earnings with raised revenue guidance. Analyst sentiment remains positive, with a Moderate Buy rating and an average price target of $376. However, near-term uncertainty persists due to broader market volatility and pre-earnings positioning.

Strategy context

AXP's recent pullback presents a potential entry point for long-term investors. The stock is trading at a premium valuation, but its strong fundamentals and growth prospects support the bullish outlook.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 15, 2026 2:05 PM EDT**

Short-term scenario

Mildly bullish but cautious: consider accumulating on further weakness toward support given oversold RSI and solid credit metrics, yet wait for stabilization above $327 or a bounce from $320. High near-term uncertainty from broader market volatility and pre-earnings positioning.

Three-month outlook

Constructive but uncertain. Strong premium spending, low delinquencies, raised revenue guidance and analyst targets around $376 support a path toward $350-370 by year-end if consumer trends hold. However, the stock has shown sensitivity to reinvestment commentary and macro spending risks; October earnings and any deterioration in labor or travel could produce volatility. Valuation remains a premium (forward P/E ~17-18x) so multiple compression is a clear risk. Overall bias positive if credit quality stays robust, yet outcomes depend on unpredictable consumer and rate variables.

Market sentiment

Predominantly constructive long-term view citing premium card growth, millennial/Gen Z account mix, closed-loop model, high ROE, dividend growth, and Berkshire Hathaway ownership. Several posts flag the recent pullback (below 200 EMA, 61.8% Fibonacci) as a potential quality-entry opportunity. Limited short-term bearish chatter; overall tone treats AXP as a durable compounder rather than a momentum trade.

Supporting evidence

AXP is trading near its 200-day moving average, suggesting potential support. | The RSI is in oversold territory, indicating a possible buying opportunity. | Credit metrics remain strong with low delinquency rates and high ROE. | Recent earnings beat expectations and revenue guidance was raised. | Analyst consensus remains positive with a Moderate Buy rating and an average price target of $376.

Risk watch

Broader market volatility could impact AXP's share price. | Pre-earnings positioning may lead to short-term fluctuations. | Deterioration in consumer spending or labor markets could negatively affect credit quality.

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%	82.4
Strategy Fit	100.0%	71.2
Technical Trend	100.0%	26.3
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	45.7

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 accelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**41.29 / 41.36 / 43.43**
RSI velocity	**2.28**
MACD line / signal / histogram	**-4.05 / - / -3.73**
MACD acceleration	**0.15**
Stochastic K / D	**34.24 / 24.51**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.68**
20-day MVWAP	**$331.02**
Price vs 20-day MVWAP	**-1.98%**
Daily reference VWAP	**$324.48**
Price vs daily reference	**-0.01%**
Volume	**930.54K**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.76**
20-day / 200-day SMA	**$330.41 / $336.34**
Bollinger range	**$318.80 - $342.02**
Bollinger position	**0.243**

Options and volatility intelligence

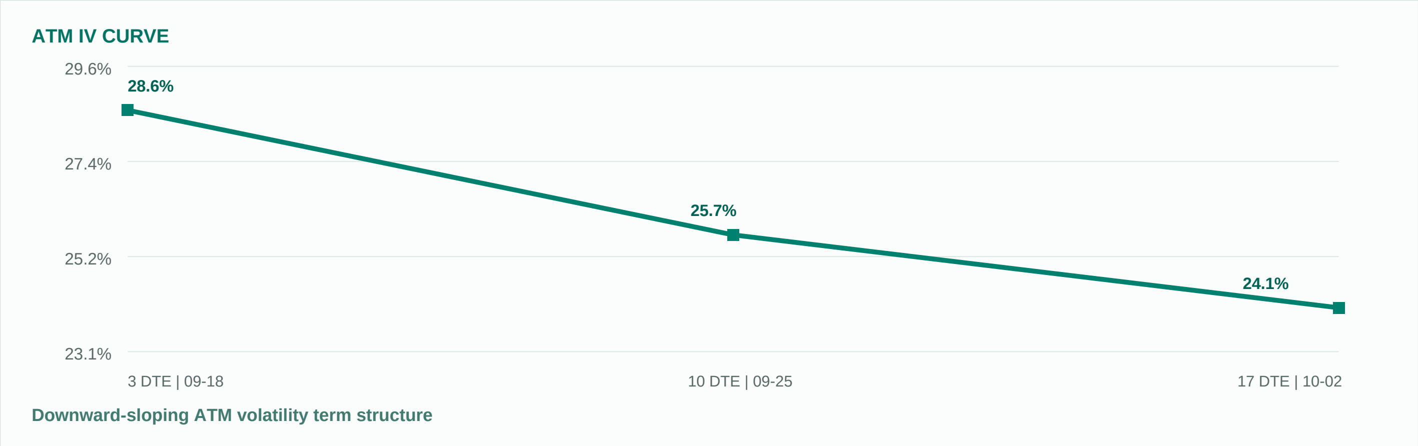
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
18 / 100	24 / 100	96.21	152.09

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-4.50 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**99.3%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:51 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



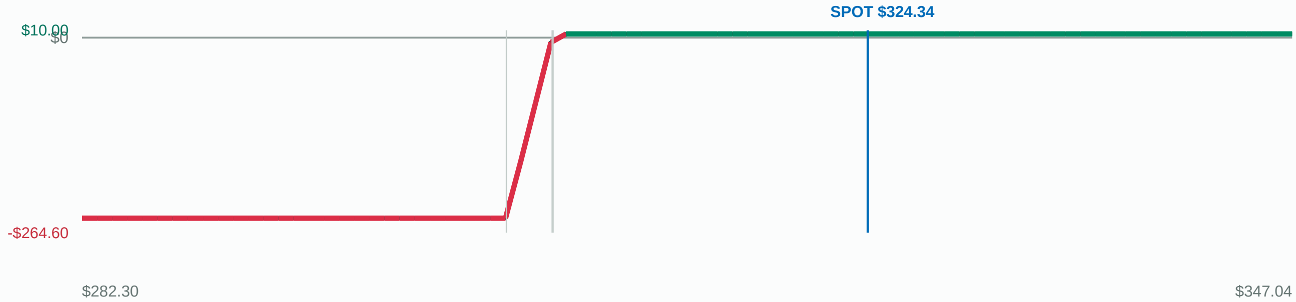
EXPIRATION	DTE	ATM IV	STATE
2026-09-18	3	28.6%	-
2026-09-25	10	25.7%	-
2026-10-02	17	24.1%	-

Reference spread payoff

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

Bull Put Spread reference

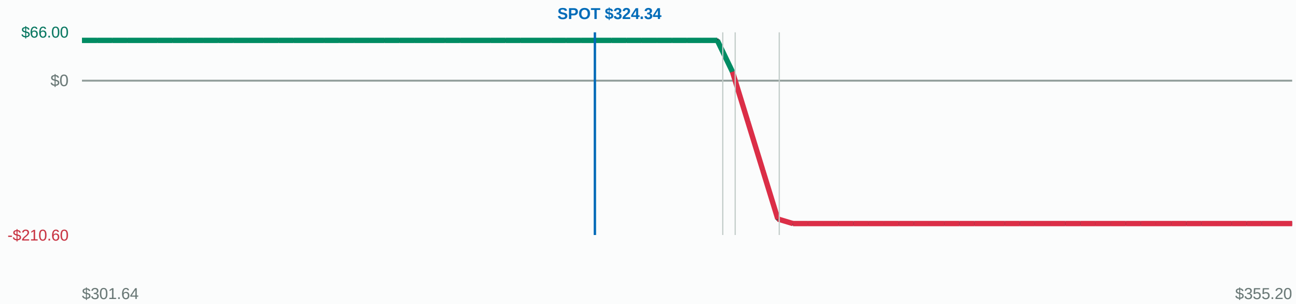
Short $307.50 | Long $305.00 | Width $2.50 | Net credit $0.05



Max profit $5.00 | Max loss -$245.00 | Break-even $307.45 | Per contract at expiry

Bear Call Spread reference

Short $330.00 | Long $332.50 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $330.55 | 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	**17.58**
VVIX	**96.21**
SKEW index	**152.09**
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	**136**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

American Express (AXP) exhibits a bullish outlook despite recent price weakness. While the stock has pulled back below its 50-day moving average and is trading near its 200-day moving average, technical indicators suggest potential for accumulation. The RSI is in oversold territory, and credit metrics remain strong. The company recently launched a new savings account with no fees and reported solid Q2 earnings with raised revenue guidance. Analyst sentiment remains positive, with a Moderate Buy rating and an average price target of $376. However, near-term uncertainty persists due to broader market volatility and pre-earnings positioning.

Options context

AXP Shows Signs of Strength Despite Recent Pullback

Wheel context

AXP's recent pullback presents a potential entry point for long-term investors. The stock is trading at a premium valuation, but its strong fundamentals and growth prospects support the bullish outlook.

Observed evidence

AXP is trading near its 200-day moving average, suggesting potential support. | The RSI is in oversold territory, indicating a possible buying opportunity. | Credit metrics remain strong with low delinquency rates and high ROE. | Recent earnings beat expectations and revenue guidance was raised. | Analyst consensus remains positive with a Moderate Buy rating and an average price target of $376.

Principal risks to monitor

Broader market volatility could impact AXP's share price. | Pre-earnings positioning may lead to short-term fluctuations. | Deterioration in consumer spending or labor markets could negatively affect credit quality.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$221.35B**	P/E (TTM) **19.24**
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 **-1.4%**
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 15, 2026 10:28 AM EDT

Covered Call | 2026-09-18

At signal $324.69 | Current $324.46

SHORT **Option $310.00 B $14.55 / A $16.80**

High turnover | CR $15.68

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$5.74**
ATR as % of price	**1.8%**
Volatility environment	**low**
Current IV	**24.6%**
IV rank	**19 / 100**
IV percentile	**24 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 15, 2026 3:51 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**63 / 100**
Trend health	**38 / 100**
Momentum health	**75 / 100**
Volatility health	**83 / 100**
Structure health	**74 / 100**
Earnings risk / date	**low | 2026-10-23**
Macro risk	**unknown**
Volatility risk	**low**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$330.41 / $338.84 / $336.34**
EMA (9 / 21)	**$326.12 / $329.99**
Bollinger upper / middle / lower	**$342.02 / $330.41 / $318.80**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.243**
True high / low	**$327.78 / $322.01**
5-day true high / low	**$328.31 / $318.35**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.757	**-**
SMA50	-0.527	**-**
MVWAP20	-0.675	**-**
MACD	0.150	**-**
RSI	2.281	**-**
Volume	-99248.330	**-**
ATR	-0.035	**-**
T1	-	**-4.10 / 331.65 / 328.31 / 323.67**
T2	-	**-4.45 / 332.26 / 326.26 / 320.71**
T3	-	**-4.51 / 333.05 / 321.95 / 318.35**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$324.34**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 15, 2026 2:51 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-18 | 3 DTE**
Front at-the-money IV	**28.6%**
25-delta skew	**5.55**
Put / Call 25-delta	**$307.50 / $330.00 Delta 0.275**
Median option bid/ask spread	**12.0%**
Bid/ask spread	**-**
Contracts observed / quoted	**137 / 136**

Price context

Last Price: 324.34 | Bid: 324.27 | Ask: 324.44 | Previous Close: 327.78 | Change: -3.44 | Daily change: -1.05% | Update Time: 2026-09-15T14:51:25.718217-04:00 | Latest History Date: 2026-09-15 | Latest History Price: 324.37

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-22 | Latest Date: 2026-09-15 | Latest Price: 324.37 | Max Drawdown 60d Percent: -11.30%

Fundamental context

Current Iv Percent: 24.47% | Iv Rank: 18.05 | Iv Percentile: 23.90 | Next Earnings Date: 2026-10-23 | Ex Dividend Date: 2026-07-01

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.

Reference documents

Official product terms and standardized options disclosure

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