American Express Co / AXP

Equity | Generated Sep 17, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$311.75	-0.68 -0.22%	-/-	$312.43

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 17, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 17, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
47.1 / 100	Cautious	high	22 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$312.00	$328.00	$302.00	67 / 100

Options stance	**mixed**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 17, 2026 7:51 PM EDT**

Key insight

AXP Option Market Implies Uncertainty Amidst Earnings Approach

Market read

The AXP option market displays mixed signals as investors weigh recent underperformance against strong fundamentals and upcoming earnings. While implied volatility is elevated, reflecting uncertainty surrounding the October 23rd earnings release, the term structure suggests a slight backwardation, indicating potential for near-term price movement. The skew shows call demand exceeding put demand, hinting at some bullish sentiment despite the overall cautious tone.

Strategy context

The AXP option market presents opportunities for both bullish and bearish strategies depending on investor conviction. Bullish traders may consider buying call options near the strike price of $327.50, while bearish traders could explore selling put options near the strike price of $310.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 17, 2026 2:06 PM EDT**

Short-term scenario

Cautious tactical long for a potential oversold bounce in the next 1-3 weeks, but high uncertainty given the established downtrend, weak momentum, and upcoming earnings. Prefer confirmation of a hold above recent highs before adding size.

Three-month outlook

If Q3 results (due late October) confirm continued spending resilience among affluent customers and management execution, the stock could recover toward $340-360, aligning with analyst targets implying roughly 20% upside from current levels. Key uncertainties include a possible economic slowdown affecting consumer and travel spending, any deterioration in credit metrics, broader market volatility, and whether reinvestment spending continues to pressure near-term profitability. The shares could remain range-bound or test lower support if recession fears intensify.

Market sentiment

Mixed but leaning cautiously constructive among longer-term investors. Posts highlight Buffett's large holding, solid growth metrics (card fees, millennial/Gen-Z accounts), and recent CFO comments that the business is performing well with robust spending and credit quality. Some analyses call it fairly valued or a Hold at current levels after the YTD decline. Short-term promotional noise exists; overall tone acknowledges recent underperformance while remaining positive on fundamentals.

Supporting evidence

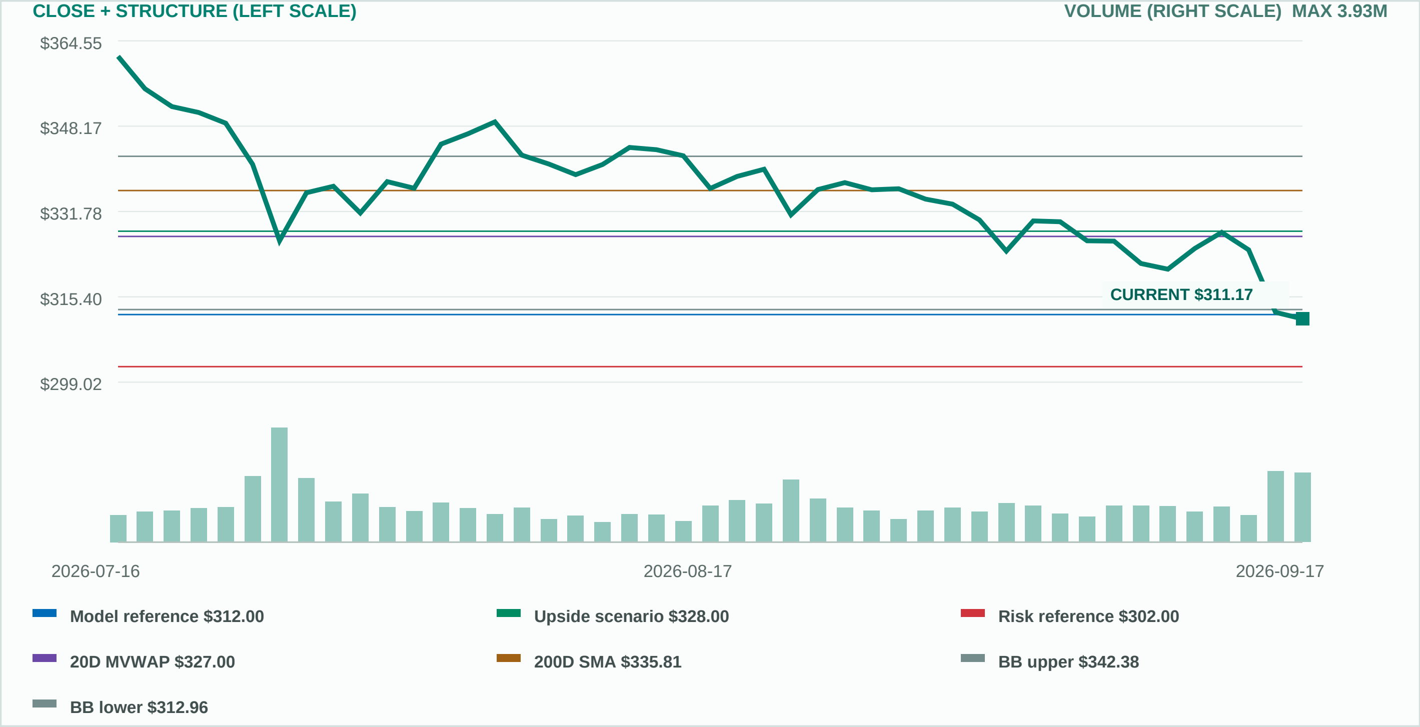
Elevated implied volatility (24.14%) suggests market uncertainty ahead of earnings. | Backwardated term structure with a negative slope (-3.56 points) implies potential for near-term price movement. | Call demand exceeding put demand in the skew indicates some bullish sentiment. | Recent stock decline and bearish technical signals (RSI oversold, MACD negative) contribute to mixed market sentiment.

Risk watch

Earnings release on October 23rd could significantly impact share price and volatility. | Broader market volatility and economic slowdown concerns pose downside risks.

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%	82.8
Strategy Fit	100.0%	67.3
Technical Trend	100.0%	16.2
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	41.1

Decision summary

Primary model reads before the detailed indicator appendix

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

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)	**23.35 / 31.06 / 36.15**
RSI velocity	**-4.59**
MACD line / signal / histogram	**-5.66 / - / -4.31**
MACD acceleration	**-0.52**
Stochastic K / D	**16.05 / 26.60**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.55**
20-day MVWAP	**$327.00**
Price vs 20-day MVWAP	**-4.66%**
Daily reference VWAP	**$312.96**
Price vs daily reference	**-0.39%**
Volume	**2.38M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-1.11**
20-day / 200-day SMA	**$327.67 / $335.81**
Bollinger range	**$312.96 - $342.38**
Bollinger position	**-0.061**

Options and volatility intelligence

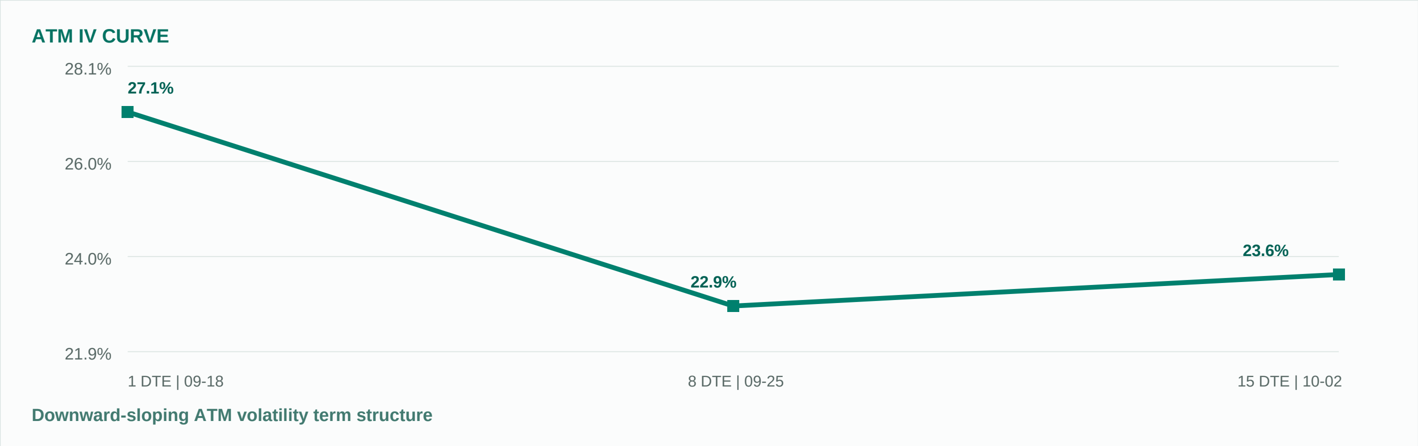
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
17 / 100	**23 / 100**	**88.67**	**145.95**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-3.56 pts**
Skew read	**CALL DEMAND ELEVATED**
Liquidity / quote coverage	**94.3%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 17, 2026 2:52 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



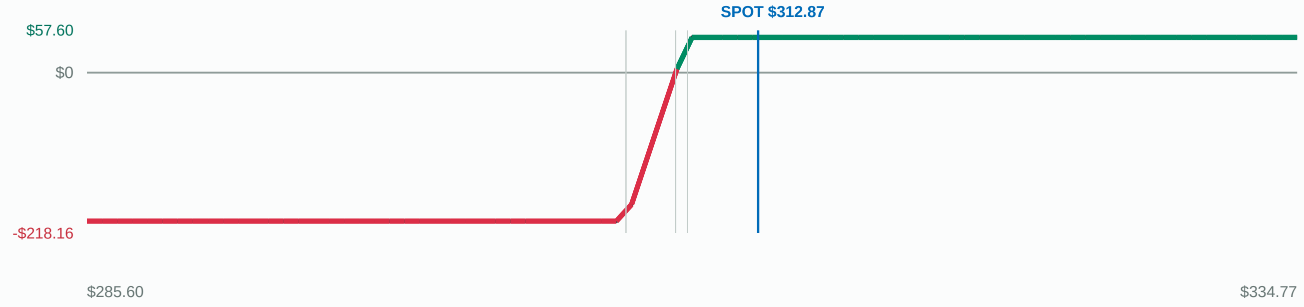
EXPIRATION	DTE	ATM IV	STATE
2026-09-18	1	27.1%	-
2026-09-25	8	22.9%	-
2026-10-02	15	23.6%	-

Reference spread payoff

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

Bull Put Spread reference

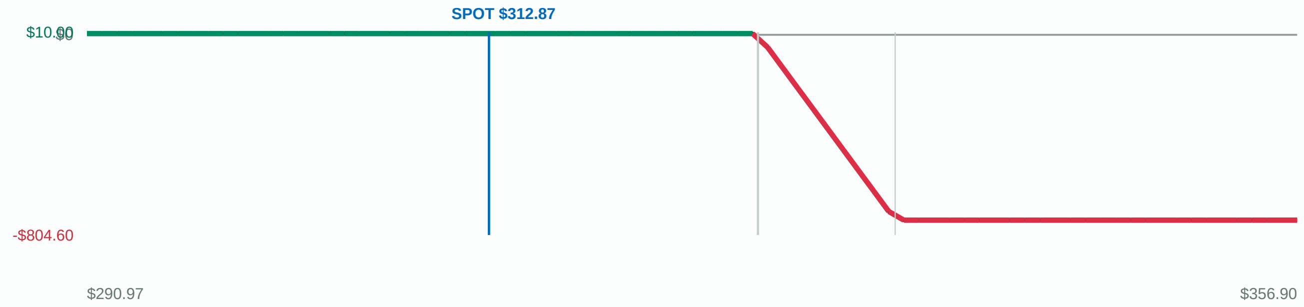
Short $310.00 | Long $307.50 | Width $2.50 | Net credit $0.48



Max profit $48.00 | Max loss -$202.00 | Break-even $309.52 | Per contract at expiry

Bear Call Spread reference

Short $327.50 | Long $335.00 | Width $7.50 | Net credit $0.05



Max profit $5.00 | Max loss -$745.00 | Break-even $327.55 | 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	**15.54**
VVIX	**88.67**
SKEW index	**145.95**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**122**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**115**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AXP option market displays mixed signals as investors weigh recent underperformance against strong fundamentals and upcoming earnings. While implied volatility is elevated, reflecting uncertainty surrounding the October 23rd earnings release, the term structure suggests a slight backwardation, indicating potential for near-term price movement. The skew shows call demand exceeding put demand, hinting at some bullish sentiment despite the overall cautious tone.

Options context

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Wheel context

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Observed evidence

Elevated implied volatility (24.14%) suggests market uncertainty ahead of earnings. | Backwardated term structure with a negative slope (-3.56 points) implies potential for near-term price movement. | Call demand exceeding put demand in the skew indicates some bullish sentiment. | Recent stock decline and bearish technical signals (RSI oversold, MACD negative) contribute to mixed market sentiment.

Principal risks to monitor

Earnings release on October 23rd could significantly impact share price and volatility. | Broader market volatility and economic slowdown concerns pose downside risks.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$210.99B**	P/E (TTM) **18.43**
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 **-0.9%**
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 17, 2026 10:37 AM EDT

Covered Call | 2026-09-18

At signal $314.18 | Current $311.75

SHORT **Option $312.50 B $3.00 / A $3.40**

High turnover | CR $3.20

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.35**
ATR as % of price	**2.0%**
Volatility environment	**medium**
Current IV	**24.1%**
IV rank	**16 / 100**
IV percentile	**22 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 17, 2026 3:51 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**52 / 100**
Trend health	**38 / 100**
Momentum health	**57 / 100**
Volatility health	**79 / 100**
Structure health	**44 / 100**
Earnings risk / date	**low | 2026-10-23**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**high**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$327.67 / $337.59 / $335.81**
EMA (9 / 21)	**$320.94 / $326.83**
Bollinger upper / middle / lower	**$342.38 / $327.67 / $312.96**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**-0.061**
True high / low	**$316.74 / $310.97**
5-day true high / low	**$328.31 / $309.59**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-1.110	**-**
SMA50	-0.627	**-**
MVWAP20	-1.550	**-**
MACD	-0.518	**-**
RSI	-4.585	**-**
Volume	384554.330	**-**
ATR	0.202	**-**
T1	-	**-4.93 / 329.06 / 324.43 / 309.59**
T2	-	**-4.05 / 331.02 / 327.78 / 322.01**
T3	-	**-4.10 / 331.65 / 328.31 / 323.67**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$312.87**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 17, 2026 2:52 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-18 | 1 DTE**
Front at-the-money IV	**27.1%**
25-delta skew	**-17.19**
Put / Call 25-delta	**$310.00 Delta -0.259 / $327.50**
Median option bid/ask spread	**12.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**122 / 115**

Price context

Last Price: 312.87 | Bid: 312.83 | Ask: 312.91 | Previous Close: 312.43 | Change: 0.44 | Daily change: 0.14% | Update Time: 2026-09-17T14:52:56.790197-04:00 | Latest History Date: 2026-09-17 | Latest History Price: 312.87

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-24 | Latest Date: 2026-09-17 | Latest Price: 312.87 | Max Drawdown 60d Percent: -13.59%

Fundamental context

Current Iv Percent: 24.14% | Iv Rank: 16.60 | Iv Percentile: 22.71 | 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

Jason Wheel	**jasonwheel.com**
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