American Express Co / AXP

Equity | Generated Sep 22, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$307.00	-6.59 -2.10%	-/-	$313.59

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 22, 2026 11:31 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 22, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
47.4 / 100	Cautious	high	50 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$304.50	$320.00	$297.00	65 / 100

Options stance	**mixed**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 22, 2026 6:50 PM EDT**

Key insight

AXP Shows Mixed Signals: Oversold but Downtrend Persists

Market read

American Express (AXP) is showing mixed signals. While recent price action has pushed the stock into oversold territory, a clear downtrend remains intact. The stock fell 2.14% on September 22nd, accompanied by heavy put volume and rising implied volatility. However, State Street increased its stake in AXP during Q2, and recent company updates highlight positive developments like business banking expansion. Earnings are due October 23rd, which could provide further clarity on the stock's direction.

Strategy context

The recent price action and options flow suggest a cautious approach. A bounce towards $313-320 is possible, but the downtrend remains intact.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 22, 2026 2:20 PM EDT**

Short-term scenario

Cautious tactical long only, aimed at a 1–3 week oversold bounce, and only if price weakens into the entry zone. This is not a high-conviction swing: the downtrend remains intact, options flow has turned defensive, and a further slide is possible before any rebound. Uncertainty is high because of market-wide risk appetite, affluent consumer spending, and positioning ahead of the Oct. 23 earnings report, which falls just outside this window. Not financial advice.

Three-month outlook

Cautiously constructive on the business, but the path is uncertain. Supports include raised full-year revenue-growth guidance of about 10%, premium card and spending momentum, stable recent delinquency and write-off metrics, ongoing buybacks, and analyst targets clustered near $373–$376 after a valuation compression to roughly 18–19x trailing earnings. Offsets include the technical downtrend well below major moving averages, more defensive options positioning, and sensitivity to rates and higher-income consumer spending. A reasonable three-month base case, if Oct. 23 results confirm billed-business and credit trends, is a grind toward the low-to-mid $340s. A disappointment or softer macro data could retest the high $280s to low $290s. Uncertainty around the earnings reaction, credit normalization, and broader market conditions is material and could dominate the fundamental case in either direction.

Market sentiment

Recent X discussion is limited and mixed rather than strongly one-sided. Some posts treat AXP as a preferred relatively defensive buy or highlight a buyback yield near 2.5% among companies reducing share count. A few traders said they were adding or watching it with other large-cap names. An Elliott Wave comment warned of a further correction before any new highs. There is no dominant high-engagement bullish or bearish narrative in the latest posts. Options flow on Sept. 22 looks more clearly defensive than the social-media chatter.

Supporting evidence

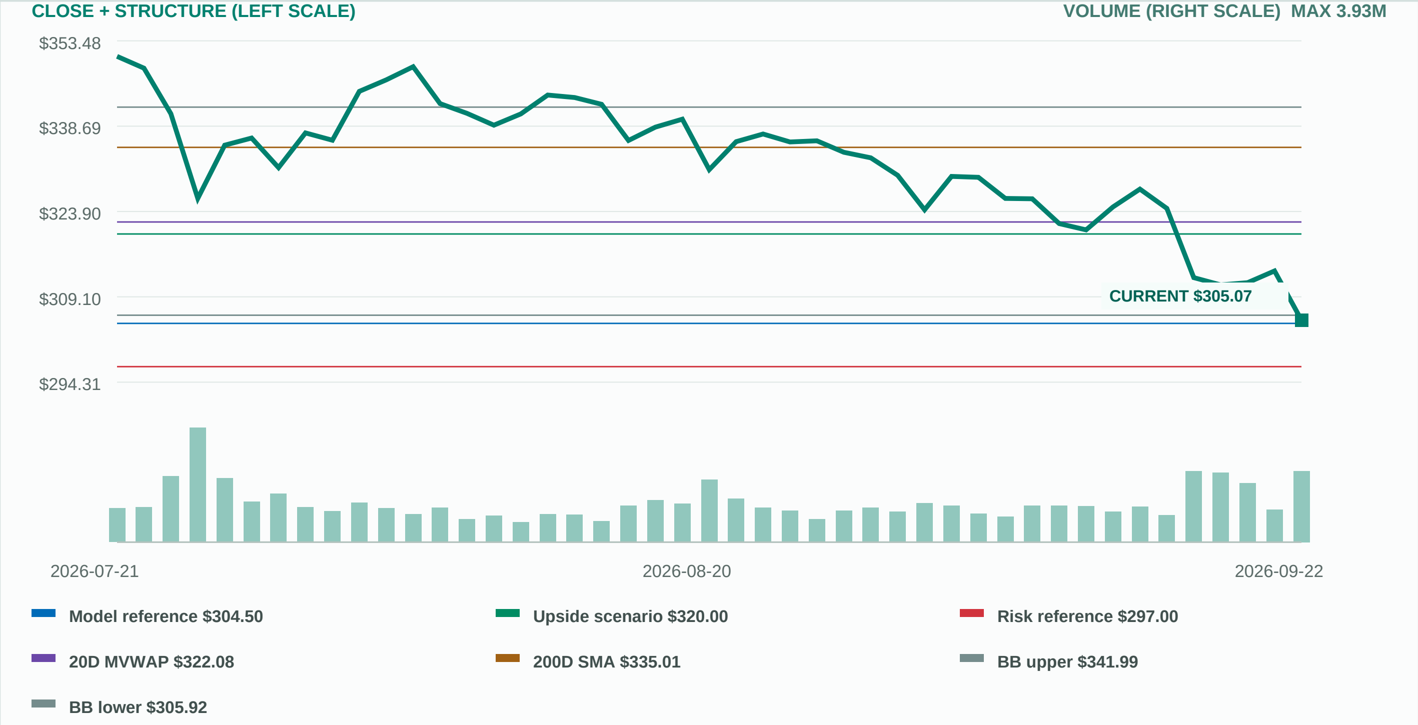
AXP is trading near oversold levels with RSI(14) around 27-35. | Heavy put volume and rising implied volatility suggest defensive positioning. | State Street increased its stake in AXP by 40.2% in Q2. | Recent company updates highlight positive developments like business banking expansion. | Earnings are due October 23rd, which could provide further clarity on the stock's direction.

Risk watch

Earnings report on October 23rd could impact the stock price significantly. | Macroeconomic uncertainty and higher interest rates pose risks to the financial sector.

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%	78.9
Strategy Fit	100.0%	65.0
Technical Trend	100.0%	14.9
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	66.9

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 | oversold | MACD decelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**oversold**
RSI (7 / 14 / 21)	**21.75 / 28.86 / 34.02**
RSI velocity	**-0.73**
MACD line / signal / histogram	**-6.99 / - / -5.39**
MACD acceleration	**-0.44**
Stochastic K / D	**9.89 / 10.28**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.64**
20-day MVWAP	**$322.08**
Price vs 20-day MVWAP	**-4.68%**
Daily reference VWAP	**$308.96**
Price vs daily reference	**-0.63%**
Volume	**2.44M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-1.24**
20-day / 200-day SMA	**$323.96 / $335.01**
Bollinger range	**$305.92 - $341.99**
Bollinger position	**-0.024**

Options and volatility intelligence

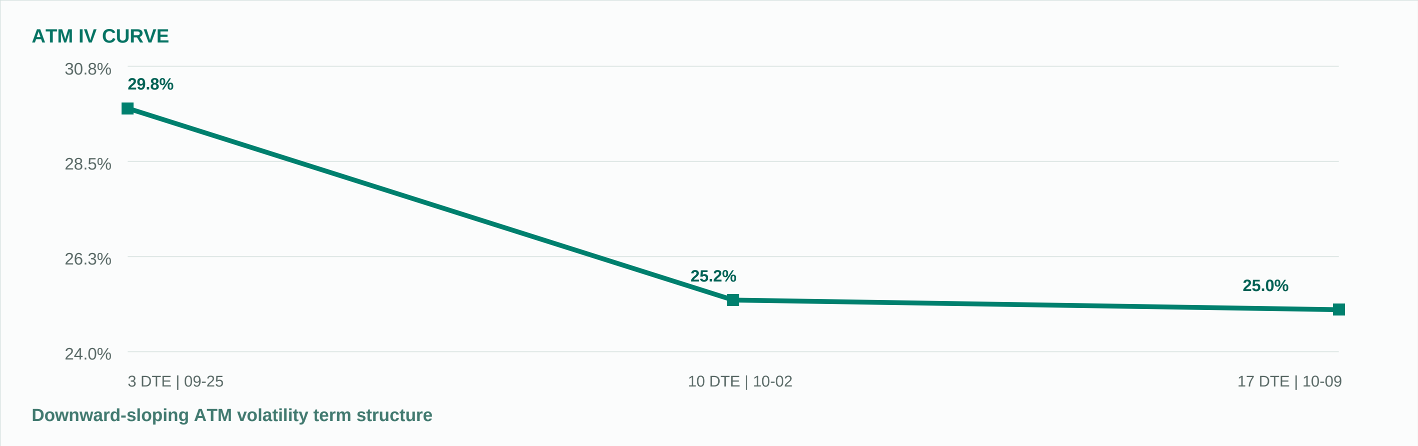
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
35 / 100	47 / 100	81.95	142.19

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-4.80 pts**
Skew read	**balanced**
Liquidity / quote coverage	**99.3%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 22, 2026 2:54 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



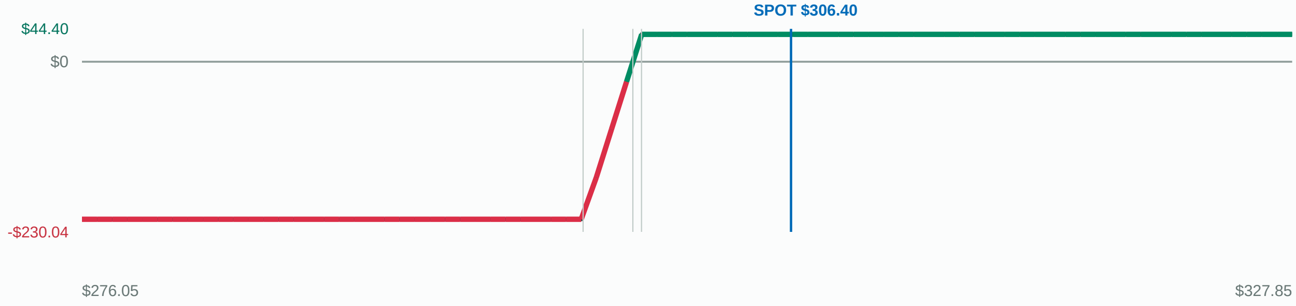
EXPIRATION	DTE	ATM IV	STATE
2026-09-25	3	29.8%	-
2026-10-02	10	25.2%	-
2026-10-09	17	25.0%	-

Reference spread payoff

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

Bull Put Spread reference

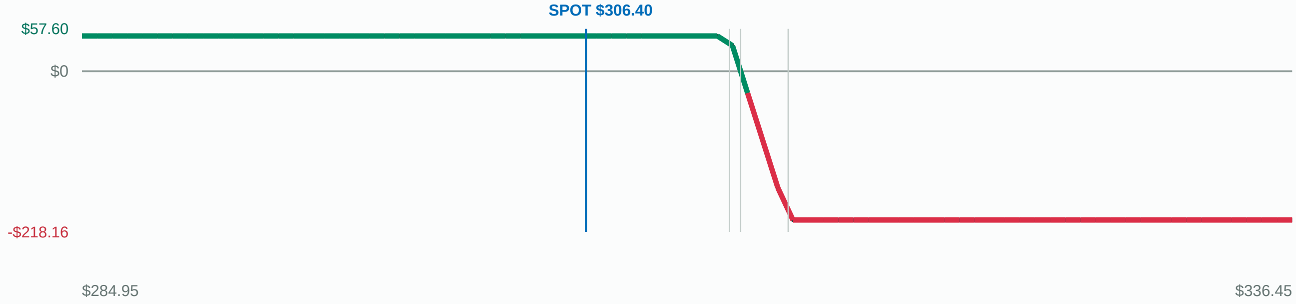
Short $300.00 | Long $297.50 | Width $2.50 | Net credit $0.37



Max profit $37.00 | Max loss -$213.00 | Break-even $299.63 | Per contract at expiry

Bear Call Spread reference

Short $312.50 | Long $315.00 | Width $2.50 | Net credit $0.48



Max profit $48.00 | Max loss -$202.00 | Break-even $312.98 | 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	**14.26**
VVIX	**81.95**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**136**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**135**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

AXP Shows Mixed Signals: Oversold but Downtrend Persists

Wheel context

The recent price action and options flow suggest a cautious approach. A bounce towards $313-320 is possible, but the downtrend remains intact.

Observed evidence

AXP is trading near oversold levels with RSI(14) around 27-35. | Heavy put volume and rising implied volatility suggest defensive positioning. | State Street increased its stake in AXP by 40.2% in Q2. | Recent company updates highlight positive developments like business banking expansion. | Earnings are due October 23rd, which could provide further clarity on the stock's direction.

Principal risks to monitor

Earnings report on October 23rd could impact the stock price significantly. | Macroeconomic uncertainty and higher interest rates pose risks to the financial sector.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$211.77B**	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 **1.12**
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 **-8.8%**
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 22, 2026 10:12 AM EDT

Covered Call | 2026-09-25

At signal $313.19 | Current $307.00

SHORT **Option $300.00 B $12.90 / A $14.95**

High turnover | CR $13.93

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.52**
ATR as % of price	**2.1%**
Volatility environment	**medium**
Current IV	**28.4%**
IV rank	**35 / 100**
IV percentile	**50 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 22, 2026 7:31 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**52 / 100**
Trend health	**38 / 100**
Momentum health	**53 / 100**
Volatility health	**78 / 100**
Structure health	**48 / 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)	**$323.96 / $335.16 / $335.01**
EMA (9 / 21)	**$315.39 / $322.61**
Bollinger upper / middle / lower	**$341.99 / $323.96 / $305.92**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**-0.024**
True high / low	**$316.74 / $305.07**
5-day true high / low	**$324.43 / $305.07**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-1.238	**-**
SMA50	-0.810	**-**
MVWAP20	-1.638	**-**
MACD	-0.445	**-**
RSI	-0.734	**-**
Volume	21784.330	**-**
ATR	0.058	**-**
T1	-	**-6.27 / 324.13 / 315.32 / 310.74**
T2	-	**-6.13 / 325.25 / 313.56 / 308.67**
T3	-	**-5.66 / 327.00 / 316.74 / 310.97**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$306.40**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 22, 2026 2:54 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-25 | 3 DTE**
Front at-the-money IV	**29.8%**
25-delta skew	**0.02**
Put / Call 25-delta	**$300.00 Delta -0.214 / $312.50 Delta 0.247**
Median option bid/ask spread	**14.0%**
Bid/ask spread	**-**
Contracts observed / quoted	**136 / 135**

Price context

Last Price: 306.40 | Bid: 306.35 | Ask: 306.56 | Previous Close: 313.59 | Change: -7.19 | Daily change: -2.29% | Update Time: 2026-09-22T14:54:19.245515-04:00 | Latest History Date: 2026-09-22 | Latest History Price: 306.40

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-29 | Latest Date: 2026-09-22 | Latest Price: 306.40 | Max Drawdown 60d Percent: -15.26%

Fundamental context

Current Iv Percent: 28.21% | Iv Rank: 34.67 | Iv Percentile: 47.41 | 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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