American Express Co / AXP

Equity | Generated Sep 23, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$303.54	-1.53 -0.50%	$302.00/$303.89	$305.07

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 23, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 23, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
48.8 / 100	Cautious	high	54 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$301.00	$315.00	$292.00	67 / 100

Options stance	**mixed**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 23, 2026 7:51 PM EDT**

Key insight

AXP Shows Mixed Signals: Oversold Conditions Meet Bearish Sentiment

Market read

The market appears mixed on AXP. While technical indicators suggest oversold conditions, recent news and options activity point towards a bearish outlook. The stock is trading below key moving averages, with RSI(14) in the high-20s, indicating potential for a short-term bounce. However, Truist's price target cut and some described bearish options flow counter this optimism. The upcoming earnings date on October 23rd adds further uncertainty.

Strategy context

AXP's implied volatility is elevated, reflecting uncertainty surrounding the upcoming earnings report and potential market volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Sep 23, 2026 2:21 PM EDT**

Short-term scenario

Tactical long for a possible 1-3 week oversold bounce toward nearby resistance, entered on weakness near support, with a tight stop. This is low-conviction because the primary trend is down, recent options flow has shown bearish tones, and the October 23 earnings date sits just beyond this window. Uncertainty is high; a decisive break of support could extend the decline quickly. Not a recommendation to trade.

Three-month outlook

Moderately constructive if affluent spending, credit quality, and business-banking initiatives sustain the raised 10% revenue-growth outlook. Consensus targets near $370 imply meaningful upside from current depressed levels, and valuation is not extreme relative to growth. Offsets include the choice to reinvest rather than lift EPS guidance, year-to-date underperformance, and sensitivity to any softening in consumer or credit trends. A base case is gradual recovery into the low-to-mid $330s if the October 23 report is solid; a move back toward the $290 area is possible if results or the macro backdrop disappoint. Outcomes are uncertain and path-dependent. This is analysis only, not investment advice.

Market sentiment

Recent discussion on X is limited and mixed. Some posts flag oversold conditions and ask whether investors are buying the dip or note support confluence. Others point to more than 20% upside versus average Wall Street targets, a reasonable forward P/E, and projected double-digit EPS growth. Tone is cautiously constructive on valuation rather than strongly bullish in the near term, with relatively low engagement on dedicated AXP posts.

Supporting evidence

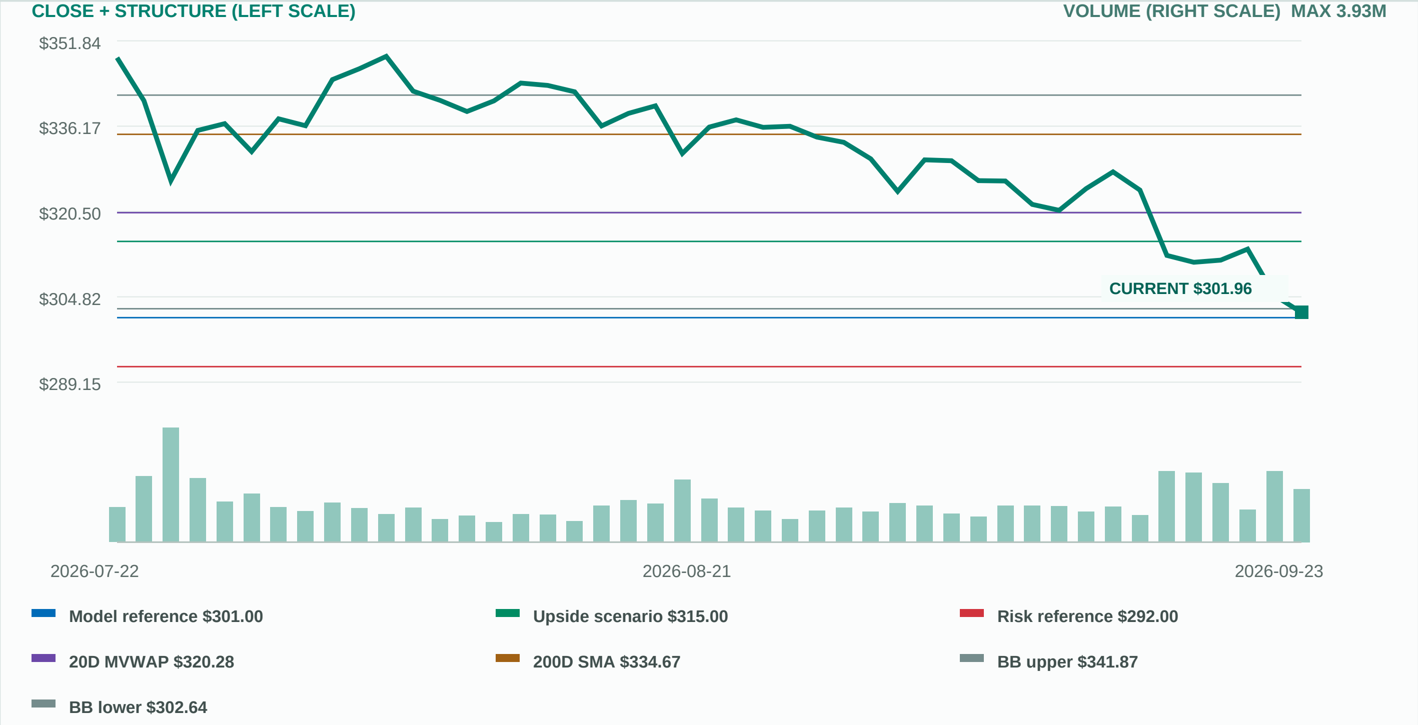
Technical indicators like RSI(14) are oversold, suggesting potential for a short-term bounce. | Truist lowered its price target on AXP, indicating a less bullish outlook. | Some recent options activity has been described as directionally bearish.

Risk watch

Earnings date on October 23rd could trigger significant price movement. | Continued weakness in consumer spending or credit trends could negatively impact AXP.

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%	85.5
Strategy Fit	100.0%	66.9
Technical Trend	100.0%	11.9
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	72.4

Decision summary

Primary model reads before the detailed indicator appendix

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

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BEAR | oversold | MACD decelerating**
Trend signal	**STRONG BEAR**
RSI signal	**oversold**
RSI (7 / 14 / 21)	**19.20 / 27.07 / 32.62**
RSI velocity	**-1.52**
MACD line / signal / histogram	**-7.72 / - / -5.86**
MACD acceleration	**-0.53**
Stochastic K / D	**6.89 / 9.54**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.66**
20-day MVWAP	**$320.28**
Price vs 20-day MVWAP	**-5.23%**
Daily reference VWAP	**$302.97**
Price vs daily reference	**+0.19%**
Volume	**1.83M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-1.48**
20-day / 200-day SMA	**$322.26 / $334.67**
Bollinger range	**$302.64 - $341.87**
Bollinger position	**-0.017**

Options and volatility intelligence

Structure, premium conditions and principal risks

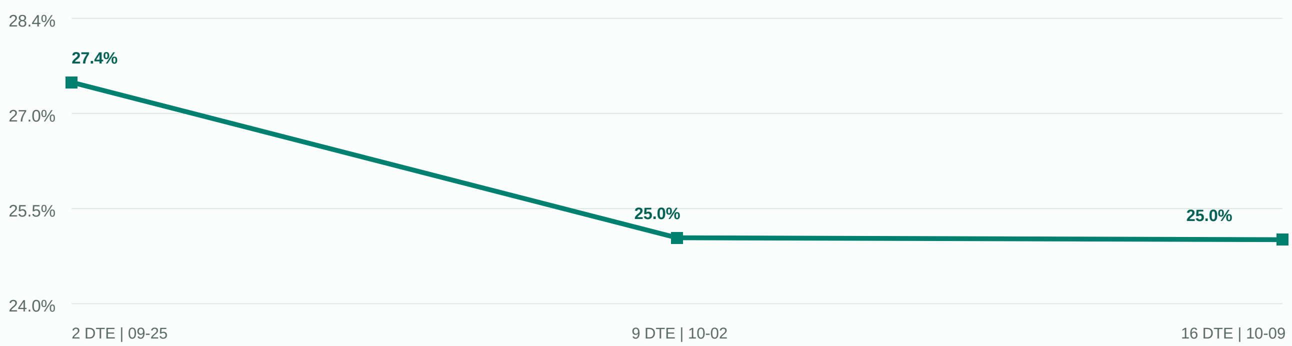
IV rank	IV percentile	VVIX	SKEW
38 / 100	54 / 100	88.11	142.19

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-2.46 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.4%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:53 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

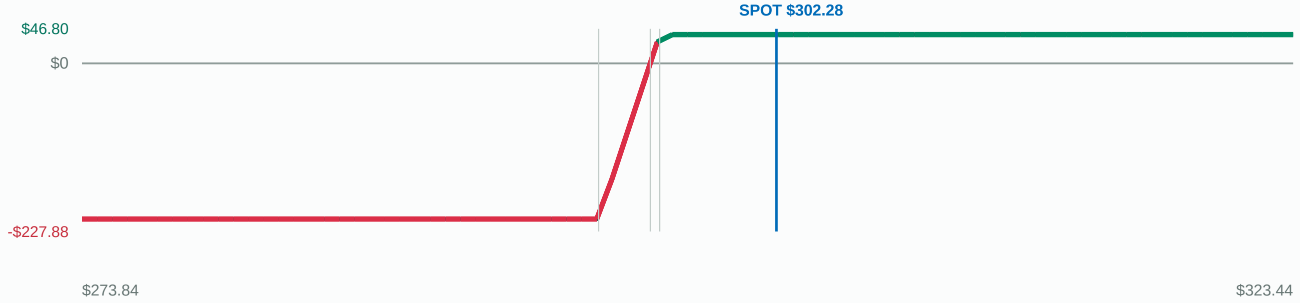
EXPIRATION	DTE	ATM IV	STATE
2026-09-25	2	27.4%	-
2026-10-02	9	25.0%	-
2026-10-09	16	25.0%	-

Reference spread payoff

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

Bull Put Spread reference

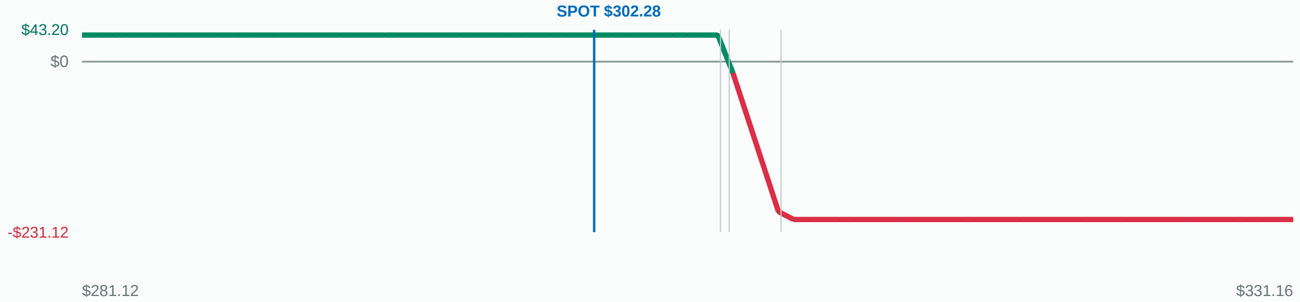
Short $297.50 | Long $295.00 | Width $2.50 | Net credit $0.39



Max profit $39.00 | Max loss -$211.00 | Break-even $297.11 | Per contract at expiry

Bear Call Spread reference

Short $307.50 | Long $310.00 | Width $2.50 | Net credit $0.36



Max profit $36.00 | Max loss -$214.00 | Break-even $307.86 | 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	**15.09**
VVIX	**88.11**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**139**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**134**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears mixed on AXP. While technical indicators suggest oversold conditions, recent news and options activity point towards a bearish outlook. The stock is trading below key moving averages, with RSI(14) in the high-20s, indicating potential for a short-term bounce. However, Truist's price target cut and some described bearish options flow counter this optimism. The upcoming earnings date on October 23rd adds further uncertainty.

Options context

AXP Shows Mixed Signals: Oversold Conditions Meet Bearish Sentiment

Wheel context

AXP's implied volatility is elevated, reflecting uncertainty surrounding the upcoming earnings report and potential market volatility.

Observed evidence

Technical indicators like RSI(14) are oversold, suggesting potential for a short-term bounce. | Truist lowered its price target on AXP, indicating a less bullish outlook. | Some recent options activity has been described as directionally bearish.

Principal risks to monitor

Earnings date on October 23rd could trigger significant price movement. | Continued weakness in consumer spending or credit trends could negatively impact AXP.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$206.02B**	P/E (TTM) **18.12**
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 **-8.1%**
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 23, 2026 10:27 AM EDT

Covered Call | 2026-10-02

At signal $304.34 | Current $303.54

SHORT **Option $290.00 B $14.25 / A $16.40**

High turnover | CR $15.33

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.37**
ATR as % of price	**2.1%**
Volatility environment	**medium**
Current IV	**29.0%**
IV rank	**38 / 100**
IV percentile	**54 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 23, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**46 / 100**
Trend health	**25 / 100**
Momentum health	**50 / 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)	**$322.26 / $334.10 / $334.67**
EMA (9 / 21)	**$312.70 / $320.73**
Bollinger upper / middle / lower	**$341.87 / $322.26 / $302.64**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**-0.017**
True high / low	**$305.67 / $301.29**
5-day true high / low	**$316.74 / $301.29**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-1.478	**-**
SMA50	-0.930	**-**
MVWAP20	-1.658	**-**
MACD	-0.530	**-**
RSI	-1.523	**-**
Volume	-64355.330	**-**
ATR	0.041	**-**
T1	-	**-6.99 / 322.08 / 316.74 / 305.07**
T2	-	**-6.27 / 324.13 / 315.32 / 310.74**
T3	-	**-6.13 / 325.25 / 313.56 / 308.67**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$302.28**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:53 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-25 | 2 DTE**
Front at-the-money IV	**27.4%**
25-delta skew	**0.94**
Put / Call 25-delta	**$297.50 Delta -0.226 / $307.50 Delta 0.213**
Median option bid/ask spread	**15.0%**
Bid/ask spread	**-**
Contracts observed / quoted	**139 / 134**

Price context

Last Price: 302.28 | Bid: 302.25 | Ask: 302.31 | Previous Close: 305.07 | Change: -2.79 | Daily change: -0.91% | Update Time: 2026-09-23T14:54:00.717398-04:00 | Latest History Date: 2026-09-23 | Latest History Price: 302.28

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-30 | Latest Date: 2026-09-23 | Latest Price: 302.28 | Max Drawdown 60d Percent: -16.40%

Fundamental context

Current Iv Percent: 28.95% | Iv Rank: 37.99 | Iv Percentile: 54.18 | 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

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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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