American Express Co / AXP

Equity | Generated Sep 28, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$306.40	**-2.49 -0.81%**	**-/-**	**$308.89**

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Sep 28, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 28, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
53.3 / 100	**Balanced**	**high**	**57 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$304.00	**$318.00**	**$296.00**	**83 / 100**

Options stance	**mixed**
Tail-risk safety	**64 / 100**
JW Rank data coverage / as of	**100.0% | Sep 28, 2026 6:50 PM EDT**

Key insight

AXP Options Suggest Caution Despite Recent Dip

Market read

The recent dip in AXP's price has created a mixed sentiment in the options market. While some traders see potential for a bounce towards $310-$318, others remain cautious due to the ongoing bearish trend and upcoming earnings report. The term structure is flat with slight IV decay further out, suggesting limited directional conviction.

Strategy context

Bullish sentiment is tempered by uncertainty surrounding upcoming earnings and macroeconomic headwinds. A bounce towards $310-$318 is possible but faces resistance from the falling 20-day average.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 28, 2026 2:17 PM EDT**

Short-term scenario

Cautious tactical long only on a dip toward support; do not chase. The 1-3 week trend is still down, and Oct 23 earnings sit just outside this window, so a bounce toward the 20-day average is possible only if $300-$304 holds. Failure there raises the odds of a retest of the 52-week-low zone. Risk/reward is only moderate and conviction is low.

Three-month outlook

Moderately constructive but highly path-dependent through late December. If the Oct 23 report confirms spending growth, accelerating card fees, and stable credit, a partial recovery toward roughly $320-$360 is plausible, still below the roughly $379 average analyst target. The bear case is a slide toward $290 if higher rates slow affluent spending, delinquencies rise, or management again prioritizes investment over EPS upside. Premium-customer mix, network expansion, and a forward multiple near 17 are supports; rate policy, consumer resilience, and the October print can invalidate both the bounce and the recovery. This is analysis, not a recommendation to buy or sell, and levels can be invalidated quickly.

Market sentiment

Recent X sentiment is mixed but cautiously constructive on valuation rather than momentum. Widely shared posts frame AXP as a Buffett/Berkshire holding trading cheap at roughly 16.6x forward earnings and about 20% below its high. Longer posts argue the 2026 decline is a rate, rate-cap, and AI-scare repricing, citing billed-business growth of about 9% and stable write-offs, with Oct 23 as the next test. Offsetting views prefer Visa or Mastercard because Amex carries more credit risk and capital intensity, and at least one weekly harmonic setup is bearish. Engagement is uneven and includes low-quality promotional posts. Uncertainty: social sentiment is noisy and is not a reliable timing signal.

Supporting evidence

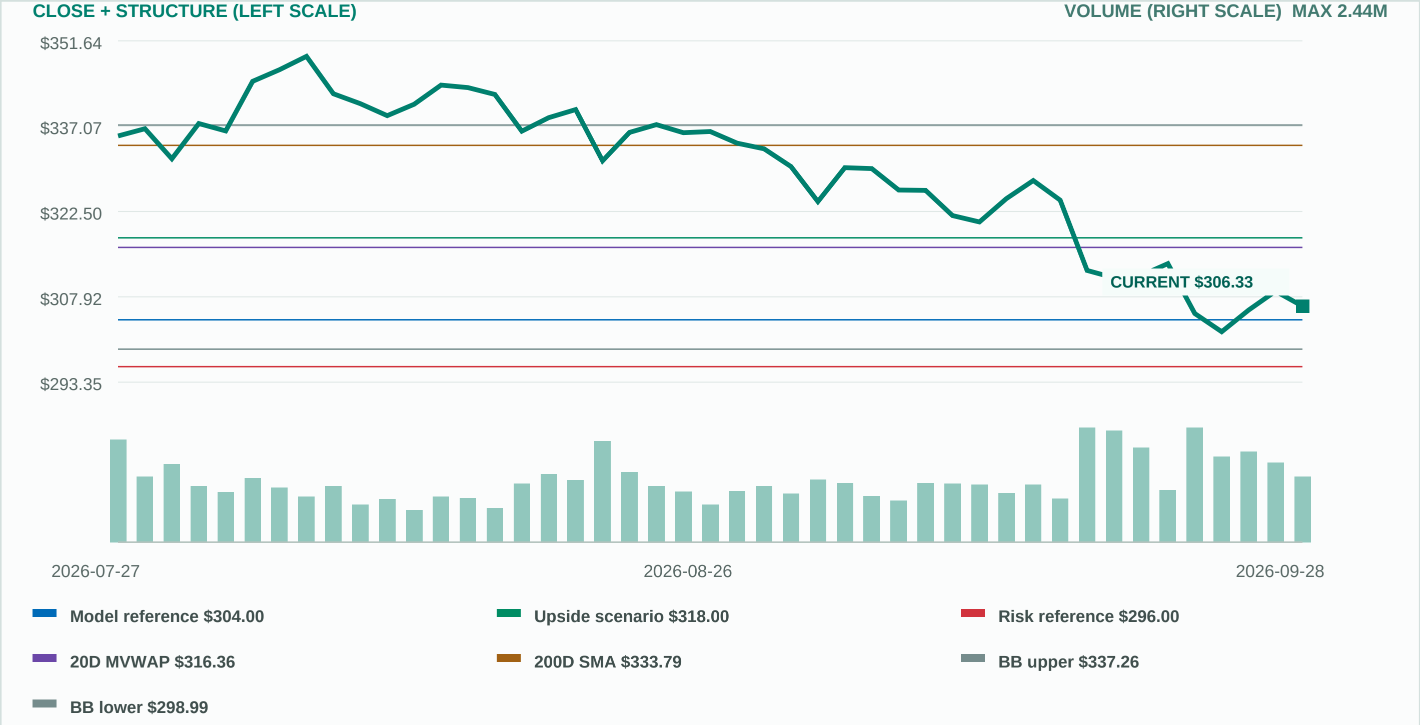
Implied volatility is elevated at 29.83%, indicating uncertainty surrounding the upcoming Q3 earnings release on October 23rd. | The stock's price action remains below key moving averages, signaling a potential continuation of the downtrend. | Put options are slightly more expensive than calls, suggesting a slight bearish bias in the market.

Risk watch

Earnings report on October 23rd could significantly impact the stock price, both positively and negatively.

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%	65.3
Strategy Fit	100.0%	82.9
Technical Trend	100.0%	14.5
Market Tail Risk	100.0%	63.8
Fundamental Quality	100.0%	64.3
Volatility Pressure	100.0%	74.4

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 | neutral | MACD accelerating**
Trend signal	**STRONG BEAR**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**35.14 / 34.89 / 37.33**
RSI velocity	**2.61**
MACD line / signal / histogram	**-7.67 / - / -6.78**
MACD acceleration	**0.02**
Stochastic K / D	**24.77 / 16.67**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.31**
20-day MVWAP	**$316.36**
Price vs 20-day MVWAP	**-3.15%**
Daily reference VWAP	**$306.47**
Price vs daily reference	**-0.02%**
Volume	**1.40M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-1.38**
20-day / 200-day SMA	**$318.12 / $333.79**
Bollinger range	**$298.99 - $337.26**
Bollinger position	**0.192**

Options and volatility intelligence

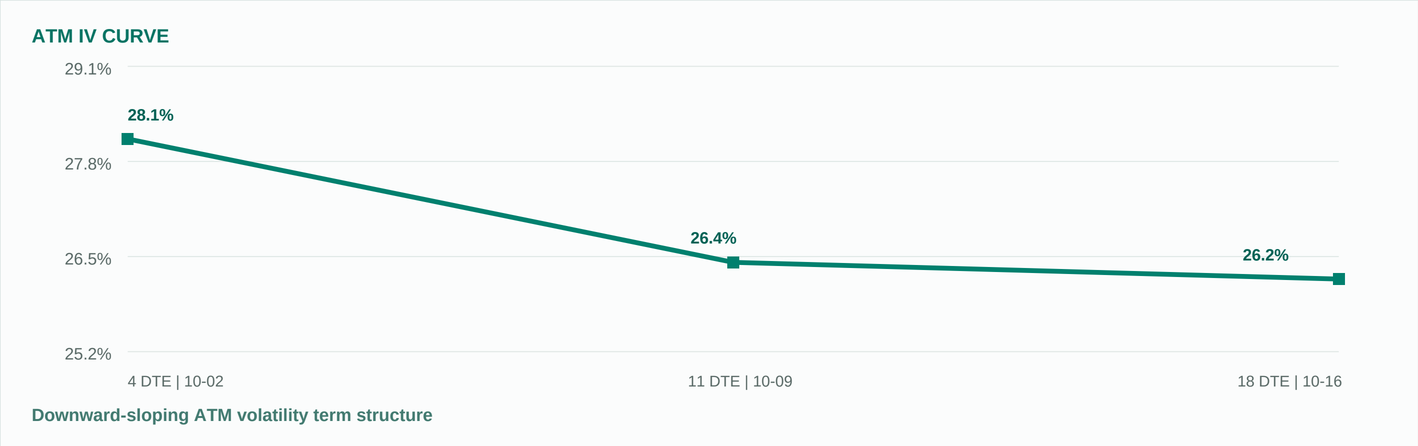
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
42 / 100	57 / 100	90.46	144.91

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.93 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 28, 2026 2:52 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



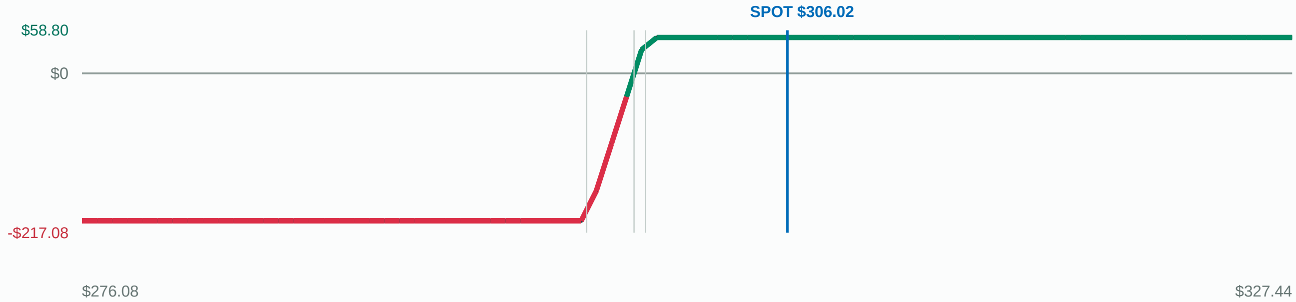
EXPIRATION	DTE	ATM IV	STATE
2026-10-02	4	28.1%	-
2026-10-09	11	26.4%	-
2026-10-16	18	26.2%	-

Reference spread payoff

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

Bull Put Spread reference

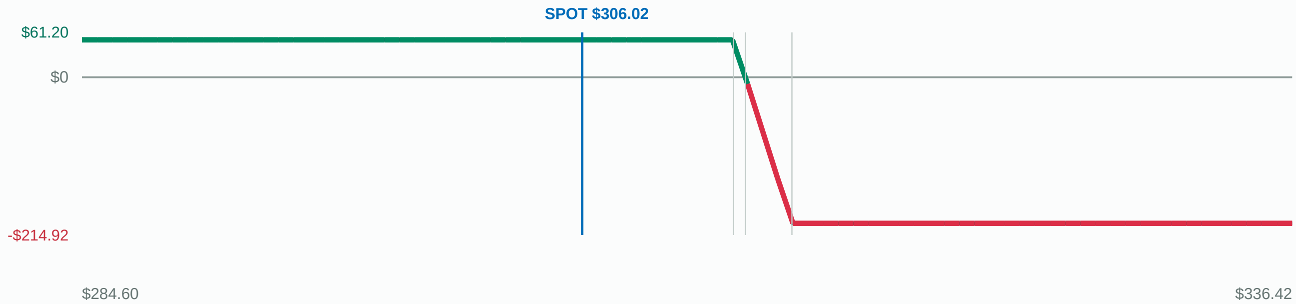
Short $300.00 | Long $297.50 | Width $2.50 | Net credit $0.49



Max profit $49.00 | Max loss -$201.00 | Break-even $299.51 | Per contract at expiry

Bear Call Spread reference

Short $312.50 | Long $315.00 | Width $2.50 | Net credit $0.51



Max profit $51.00 | Max loss -$199.00 | Break-even $313.01 | 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	**15.89**
VVIX	**90.46**
SKEW index	**144.91**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**135**

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

The recent dip in AXP's price has created a mixed sentiment in the options market. While some traders see potential for a bounce towards $310-$318, others remain cautious due to the ongoing bearish trend and upcoming earnings report. The term structure is flat with slight IV decay further out, suggesting limited directional conviction.

Options context

AXP Options Suggest Caution Despite Recent Dip

Wheel context

Bullish sentiment is tempered by uncertainty surrounding upcoming earnings and macroeconomic headwinds. A bounce towards $310-$318 is possible but faces resistance from the falling 20-day average.

Observed evidence

Implied volatility is elevated at 29.83%, indicating uncertainty surrounding the upcoming Q3 earnings release on October 23rd. | The stock's price action remains below key moving averages, signaling a potential continuation of the downtrend. | Put options are slightly more expensive than calls, suggesting a slight bearish bias in the market.

Principal risks to monitor

Earnings report on October 23rd could significantly impact the stock price, both positively and negatively.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$206.97B**	P/E (TTM) **18.04**
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 **-9.2%**
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 28, 2026 11:08 AM EDT

Covered Call | 2026-10-09

At signal $305.28 | Current $306.40

SHORT **Option $305.00 B $5.25 / A $5.85**

High turnover | CR $5.55

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$6.17**
ATR as % of price	**2.0%**
Volatility environment	**medium**
Current IV	**29.7%**
IV rank	**41 / 100**
IV percentile	**57 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 28, 2026 7:31 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**55 / 100**
Trend health	**25 / 100**
Momentum health	**64 / 100**
Volatility health	**80 / 100**
Structure health	**69 / 100**
Earnings risk / date	**low | 2026-10-23**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$318.12 / $331.01 / $333.79**
EMA (9 / 21)	**$309.92 / $317.31**
Bollinger upper / middle / lower	**$337.26 / $318.12 / $298.99**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.192**
True high / low	**$308.89 / $304.18**
5-day true high / low	**$316.74 / $299.91**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-1.377	**-**
SMA50	-1.030	**-**
MVWAP20	-1.306	**-**
MACD	0.016	**-**
RSI	2.606	**-**
Volume	-141628.330	**-**
ATR	-0.066	**-**
T1	-	**-7.71 / 317.55 / 310.00 / 304.48**
T2	-	**-7.91 / 318.74 / 305.89 / 299.91**
T3	-	**-7.72 / 320.28 / 305.67 / 301.29**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$306.02**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 28, 2026 2:52 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-10-02 | 4 DTE**
Front at-the-money IV	**28.1%**
25-delta skew	**0.91**
Put / Call 25-delta	**$300.00 Delta -0.244 / $312.50 Delta 0.248**
Median option bid/ask spread	**16.3%**
Bid/ask spread	**-**
Contracts observed / quoted	**135 / 135**

Price context

Last Price: 306.02 | Bid: 305.99 | Ask: 306.04 | Previous Close: 308.89 | Change: -2.87 | Daily change: -0.93% | Update Time: 2026-09-28T14:52:15.130937-04:00 | Latest History Date: 2026-09-28 | Latest History Price: 306.03

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-06 | Latest Date: 2026-09-28 | Latest Price: 306.03 | Max Drawdown 60d Percent: -16.49%

Fundamental context

Current Iv Percent: 29.83% | Iv Rank: 41.87 | Iv Percentile: 57.37 | 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.

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Reference documents

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