



American Express Co / AXP

Equity | Generated Oct 7, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$304.40	-0.15 -0.05%	\$301.56/\$306.45	\$304.55

Market	NYSE
Industry	Financial Services
Market data as of	Oct 7, 2026 11:30 PM EDT

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
55.7 / 100	Balanced	high	55 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$299.50	\$315.00	\$292.00	81 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 7, 2026 7:51 PM EDT

Key insight

AXP Option Market Shows Mixed Signals Amidst Earnings Approach

Market read

The AXP option market presents a mixed picture as the company approaches its earnings release on October 23rd. While implied volatility is elevated, reflecting uncertainty surrounding the results, there are no clear bullish or bearish signals from the options data alone. The term structure is in contango, suggesting potential for further upside risk, but the recent price action has been weak, with AXP trading below key moving averages and showing a downtrend.

Strategy context

The upcoming earnings release is a key event risk for AXP. Options traders are positioning for potential volatility around this date.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 7, 2026 10:15 AM EDT

Short-term scenario

Cautious tactical approach only: prefer a small position or wait for confirmation of support rather than chasing strength. 1-3 week window includes the Oct 9 ex-dividend and Oct 23 earnings, both of which can gap the stock. High uncertainty from the established downtrend, proximity to the 52-week low, and event risk; this is not a high-conviction trade and position size should be limited.

Three-month outlook

Fundamentals remain relatively solid—double-digit billed-business and revenue growth, resilient credit metrics so far, high card-fee contribution, and ongoing buybacks/dividends—supporting a constructive medium-term case if Oct 23 results and guidance hold. Valuation is more reasonable than late-2025 peaks. Offsetting factors are the technical downtrend, recent target cuts, sensitivity to consumer spending and credit losses, and possible regulatory or competitive pressure. Base case is a choppy recovery attempt toward the low-to-mid \$330s if earnings reassure; failure to hold the ~291 area or a guidance cut would reopen downside. Uncertainty is high: three-month path depends heavily on the earnings print, credit trends, and broader risk appetite. Not investment advice.

Market sentiment

Cautiously constructive among value-oriented posters: several note the ~18-20% YTD decline and levels near/below \$300 as a potential add given ~10% revenue growth, card-member spending, younger-cohort acquisition, ~16x forward earnings, and the recent dividend increase, with AXP sometimes listed among value ideas. Counterpoints include recent analyst target cuts and awareness of credit/macro sensitivity. Engagement on substantive posts is modest; promotional noise is present. Overall tone is neutral-to-mildly positive on fundamentals but not euphoric on the chart. Uncertainty: X samples are small, skewed, and not representative of institutional flows.

Supporting evidence

Implied volatility is elevated at 29.21%, reflecting market uncertainty ahead of earnings. | The term structure is in contango, with longer-dated options more expensive than near-term options, suggesting potential for further upside risk. | AXP is trading below key moving averages (SMA20, SMA50, SMA200), indicating a bearish short- to medium-term trend. | The recent price action has been weak, with AXP declining over the past few days and weeks.

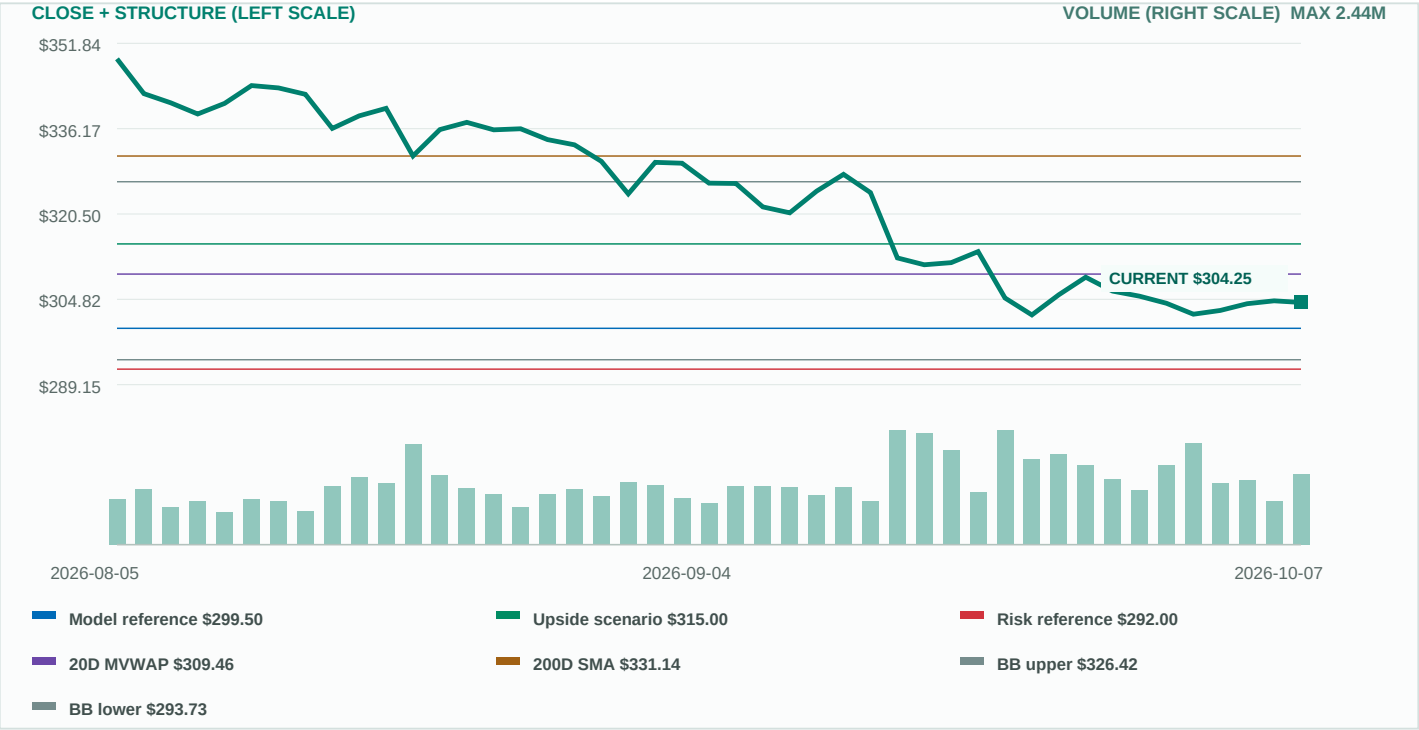
Risk watch

Earnings miss or negative guidance could trigger a significant downside move in the stock price. | Credit market concerns and macroeconomic uncertainty could weigh on AXP's performance.



Enhanced price structure

45 trading days with volume, model levels and current technical reference bands

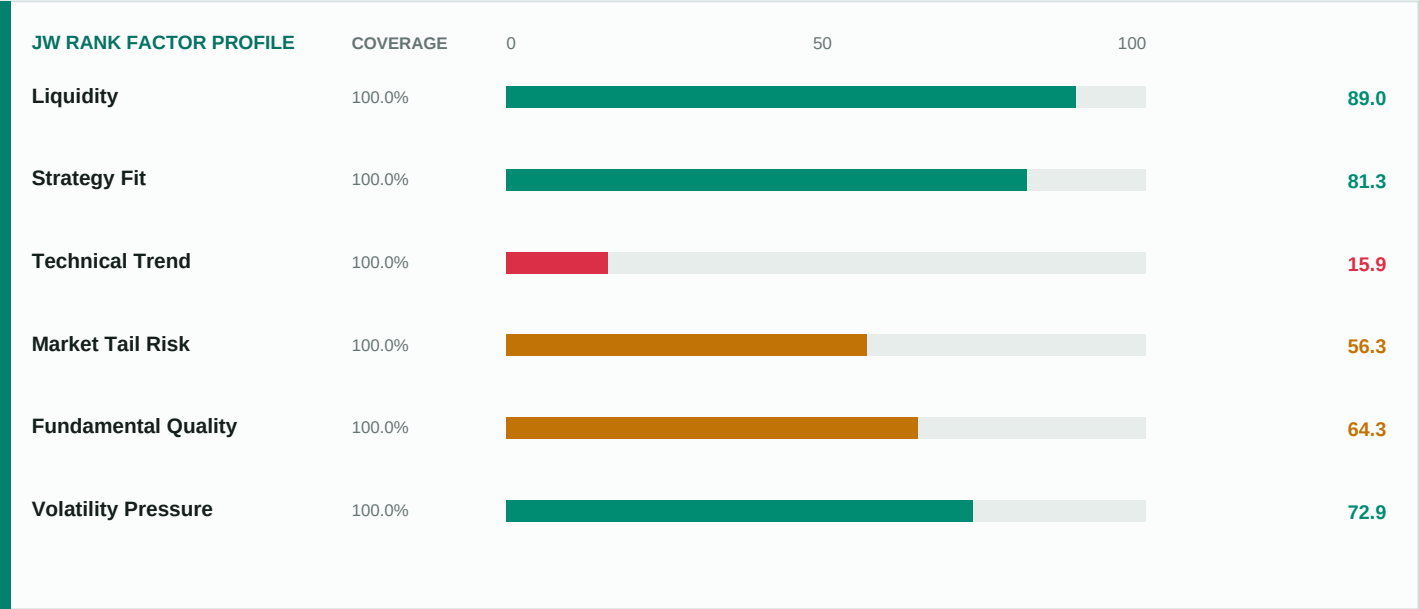


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

strong_bear

Institutional flow

Below MVWAP

Structure

Below 200D trend

Volatility

low



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)	37.84 / 35.55 / 37.37
RSI velocity	0.92
MACD line / signal / histogram	-6.67 / - / -7.11
MACD acceleration	0.30
Stochastic K / D	33.61 / 27.33

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Below institutional MVWAP Distribution bias
Institutional flow	-0.80
20-day MVWAP	\$309.46
Price vs 20-day MVWAP	-1.64%
Daily reference VWAP	\$302.63
Price vs daily reference	+0.58%
Volume	1.50M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Negative macro velocity
Macro velocity	-1.02
20-day / 200-day SMA	\$310.07 / \$331.14
Bollinger range	\$293.73 - \$326.42
Bollinger position	0.322



Options and volatility intelligence

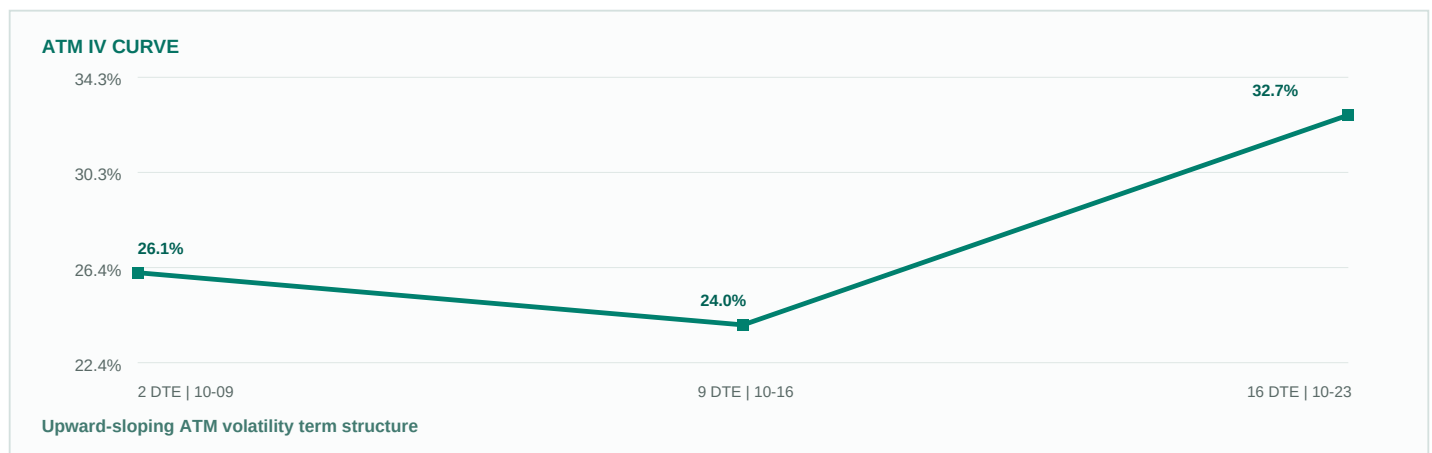
Structure, premium conditions and principal risks

IV rank 39 / 100	IV percentile 55 / 100	VVIX 84.24	SKEW 141.21
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Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+6.55 pts
Skew read	balanced
Liquidity / quote coverage	89.7%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 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
2026-10-09	2	26.1%	-
2026-10-16	9	24.0%	-
2026-10-23	16	32.7%	-

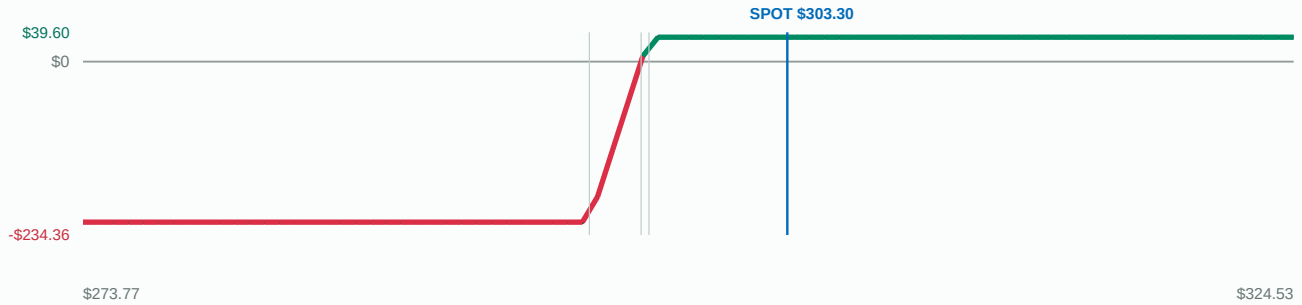


Reference spread payoff

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

Bull Put Spread reference

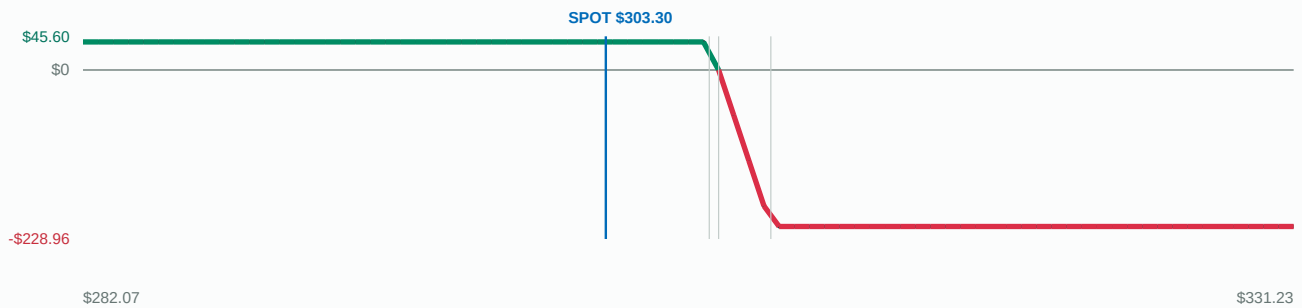
Short \$297.50 | Long \$295.00 | Width \$2.50 | Net credit \$0.33



Max profit \$33.00 | Max loss -\$217.00 | Break-even \$297.17 | Per contract at expiry

Bear Call Spread reference

Short \$307.50 | Long \$310.00 | Width \$2.50 | Net credit \$0.38



Max profit \$38.00 | Max loss -\$212.00 | Break-even \$307.88 | 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	unknown
VIX	15.14
VVIX	84.24
SKEW index	141.21
Observation confidence	high
Option quote quality	reliable
Contracts observed	146



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	131

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AXP option market presents a mixed picture as the company approaches its earnings release on October 23rd. While implied volatility is elevated, reflecting uncertainty surrounding the results, there are no clear bullish or bearish signals from the options data alone. The term structure is in contango, suggesting potential for further upside risk, but the recent price action has been weak, with AXP trading below key moving averages and showing a downtrend.

Options context

AXP Option Market Shows Mixed Signals Amidst Earnings Approach

Wheel context

The upcoming earnings release is a key event risk for AXP. Options traders are positioning for potential volatility around this date.

Observed evidence

Implied volatility is elevated at 29.21%, reflecting market uncertainty ahead of earnings. | The term structure is in contango, with longer-dated options more expensive than near-term options, suggesting potential for further upside risk. | AXP is trading below key moving averages (SMA20, SMA50, SMA200), indicating a bearish short- to medium-term trend. | The recent price action has been weak, with AXP declining over the past few days and weeks.

Principal risks to monitor

Earnings miss or negative guidance could trigger a significant downside move in the stock price. | Credit market concerns and macroeconomic uncertainty could weigh on AXP's performance.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$205.67B	18.04
ROE	Revenue growth
34.1%	12.6%
EPS growth	Operating margin
15.9%	18.2%
Net profit margin	Gross margin
14.1%	-
Free cash flow CAGR	Debt / equity
31.2%	6.28
Dividend yield	Beta
1.5%	1.10
52-week range	
\$290.97 - \$387.49	

Company or fund profile

Issuer identity and classification

Name	Market
American Express Co	NYSE
Industry	Country
Financial Services	US
Currency	IPO date
USD	1977-05-18
Shares outstanding	52-week return
675.31M	-7.9%
Book value per share	Revenue per share
\$50.79	\$119.63
Website	americanexpress.com



Latest strategy observation

Most recent shared general market signal available when this report was generated

AXP Covered Call signal
Covered Call | 2026-10-02
At signal \$306.90 | Current \$304.40
SHORT Option \$302.50 B \$5.40 / A \$6.05
High turnover | CR \$5.73

Sep 30, 2026 11:19 AM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.47
ATR as % of price	1.8%
Volatility environment	low
Current IV	29.4%
IV rank	40 / 100
IV percentile	55 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 7, 2026 3:51 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	58 / 100
Trend health	25 / 100
Momentum health	65 / 100
Volatility health	83 / 100
Structure health	82 / 100
Earnings risk / date	medium 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)	\$310.07 / \$325.75 / \$331.14
EMA (9 / 21)	\$305.18 / \$310.78
Bollinger upper / middle / lower	\$326.42 / \$310.07 / \$293.73



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.322
True high / low	\$304.55 / \$299.36
5-day true high / low	\$307.30 / \$297.20

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-1.021	-
SMA50	-0.569	-
MVWAP20	-0.795	-
MACD	0.301	-
RSI	0.919	-
Volume	65376.330	-
ATR	-0.112	-
T1	-	-6.98 / 310.30 / 307.30 / 303.74
T2	-	-7.31 / 311.06 / 304.31 / 300.82
T3	-	-7.57 / 311.85 / 304.00 / 299.83



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$303.30
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 2026 2:52 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-09 2 DTE
Front at-the-money IV	26.1%
25-delta skew	0.70
Put / Call 25-delta	\$297.50 Delta -0.205 / \$307.50 Delta 0.223
Median option bid/ask spread	14.2%
Bid/ask spread	-
Contracts observed / quoted	146 / 131

Price context

Last Price: 303.30 | Bid: 303.27 | Ask: 303.33 | Previous Close: 304.55 | Change: -1.25 | Daily change: -0.41% | Update Time: 2026-10-07T14:52:03.480834-04:00 | Latest History Date: 2026-10-07 | Latest History Price: 303.29

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-15 | Latest Date: 2026-10-07 | Latest Price: 303.29 | Max Drawdown 60d Percent: -16.49%

Fundamental context

Current Iv Percent: 29.21% | Iv Rank: 39.01 | Iv Percentile: 54.58 | Next Earnings Date: 2026-10-23 | Ex Dividend Date: 2026-10-08



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.

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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.

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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.

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Reference documents

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