



American Express Co / AXP

Equity | Generated Oct 13, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$309.53	-2.00 -0.64%	\$309.00/\$310.22	\$311.53

Market	NYSE
Industry	Financial Services
Market data as of	Oct 13, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 13, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
56.5 / 100	Balanced	high	59 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$304.50	\$321.00	\$296.50	68 / 100

Options stance	neutral
Tail-risk safety	32 / 100
JW Rank data coverage / as of	100.0% Oct 13, 2026 7:50 PM EDT

Key insight

AXP Option Market Implies Uncertainty Ahead of Earnings

Market read

The AXP option market reflects uncertainty surrounding upcoming earnings. While implied volatility is elevated, suggesting potential for significant price movement, the term structure shows a slight contango, indicating a preference for longer-dated options. The skew is balanced, with no strong directional bias. Recent analyst target cuts and news regarding regulatory fines contribute to cautious sentiment.

Strategy context

AXP options offer potential for both bullish and bearish strategies depending on the direction of earnings. However, the current market uncertainty warrants caution.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 13, 2026 2:22 PM EDT

Short-term scenario

Preferred stance is neutral into the Oct 23 earnings release. The 1-3 week window includes a binary event, the trend is down, and a stop can be gapped through. The levels below are only a low-conviction, defined-risk tactical long if price dips toward support—not a high-conviction recommendation. Uncertainty is high.

Three-month outlook

Base case is a modest recovery toward the low-to-mid \$340s if the Oct 23 report confirms high-single to low-double-digit revenue growth, stable credit, and reaffirmed \$17.30-\$17.90 FY2026 EPS, with affluent spend holding up. Consensus targets near \$366-\$370 imply larger upside, but recent target cuts, the AML remediation overhang, and a chart that has not reclaimed the 50- and 200-day averages argue against assuming that path. Downside case is a retest of \$291-\$297 if spending or credit commentary disappoints or compliance costs rise more than expected. Outcome range is wide; this is not a high-confidence forecast.

Market sentiment

Sentiment on X is thin and mixed, not a strong momentum tape. Some value-oriented accounts list AXP among quality compounders near 17x earnings and on never-sell lists. Others prefer Visa or Mastercard as cleaner compounders. Posts highlight AXP's roughly 17% 2026 decline versus Visa strength, and note fresh target cuts including JPMorgan to \$360 and Morgan Stanley to \$380. Little high-engagement retail enthusiasm around the AML fine was visible in the latest posts. Tone is cautious-to-constructive for long-term holders, not a clear short-term bullish consensus.

Supporting evidence

Implied volatility is elevated at 29.37%, suggesting potential for significant price movement around earnings. | The term structure shows a slight contango, with longer-dated options slightly more expensive than near-term options. | The skew is balanced, indicating no strong directional bias in the market. | Recent analyst target cuts and news regarding regulatory fines contribute to cautious sentiment. | The stock price is below its 50-day and 200-day moving averages, suggesting a downtrend.

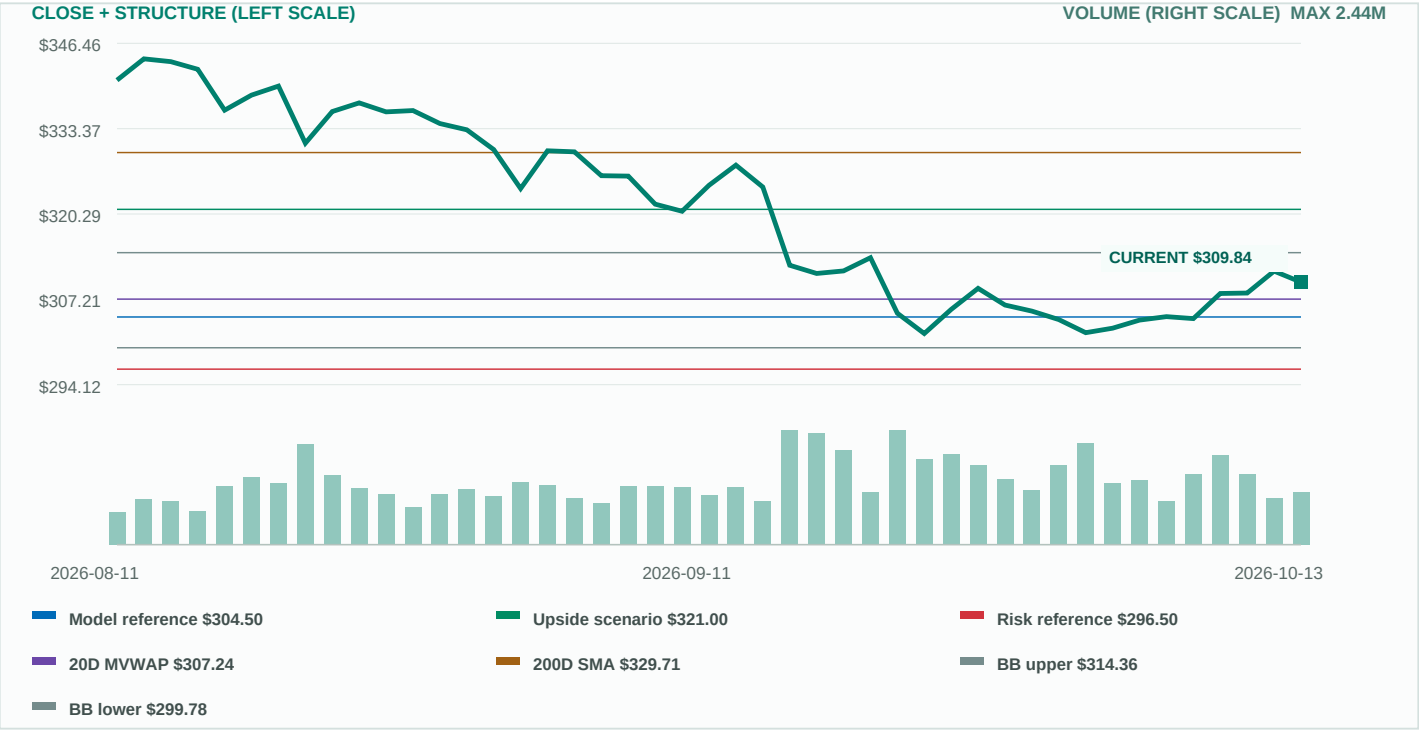
Risk watch

Earnings release on October 23rd could trigger significant price volatility. | Regulatory fines and remediation costs pose a risk to future profitability.



Enhanced price structure

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

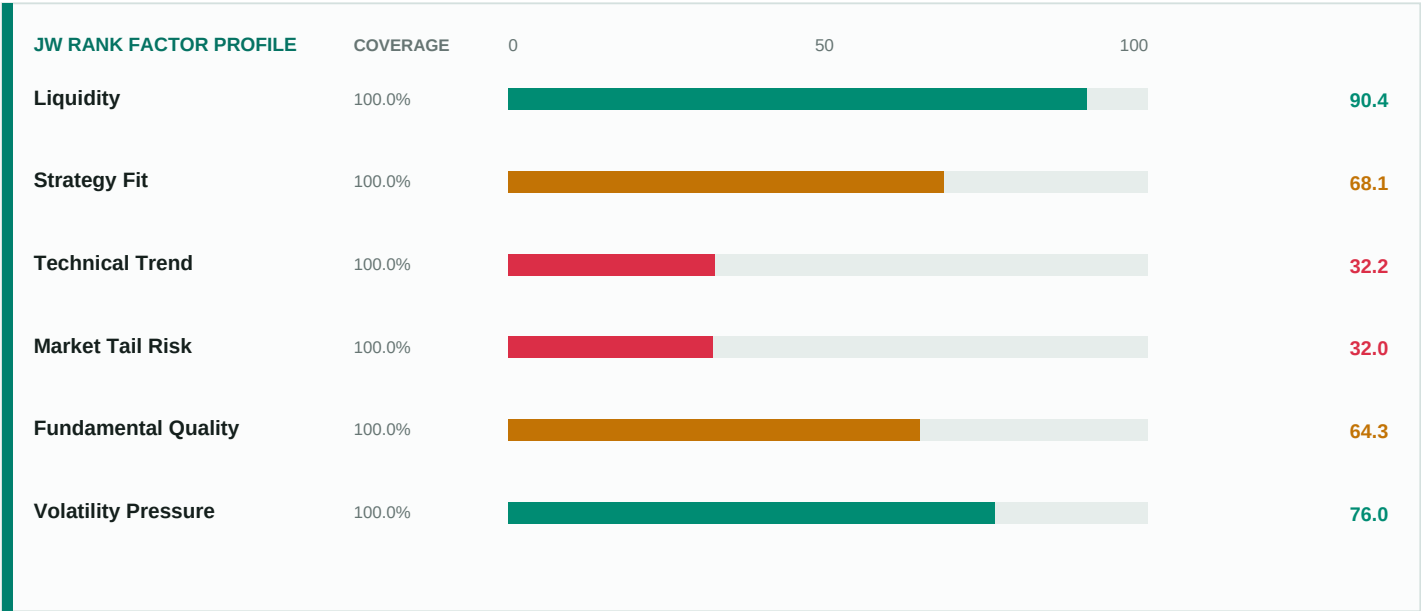


45 complete trading-session observations



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

Above 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)	57.30 / 45.78 / 43.55
RSI velocity	1.10
MACD line / signal / histogram	-4.17 / - / -5.82
MACD acceleration	0.62
Stochastic K / D	73.72 / 63.43

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Distribution bias
Institutional flow	-0.53
20-day MVWAP	\$307.24
Price vs 20-day MVWAP	+0.75%
Daily reference VWAP	\$310.64
Price vs daily reference	-0.36%
Volume	1.13M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Negative macro velocity
Macro velocity	-0.79
20-day / 200-day SMA	\$307.07 / \$329.71
Bollinger range	\$299.78 - \$314.36
Bollinger position	0.690



Options and volatility intelligence

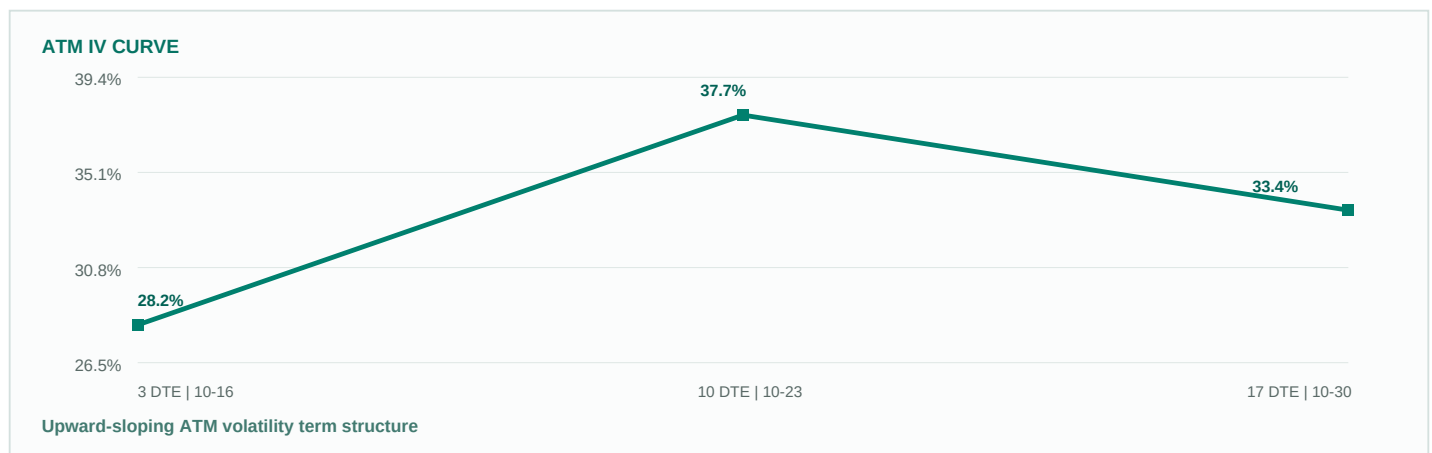
Structure, premium conditions and principal risks

IV rank 40 / 100	IV percentile 55 / 100	VVIX 85.83	SKEW 155.06
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Market regime	DANGER ZONE
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+5.20 pts
Skew read	balanced
Liquidity / quote coverage	97.3%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 13, 2026 2:51 PM EDT
Options data quality	Coverage 100.0%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-16	3	28.2%	-
2026-10-23	10	37.7%	-
2026-10-30	17	33.4%	-

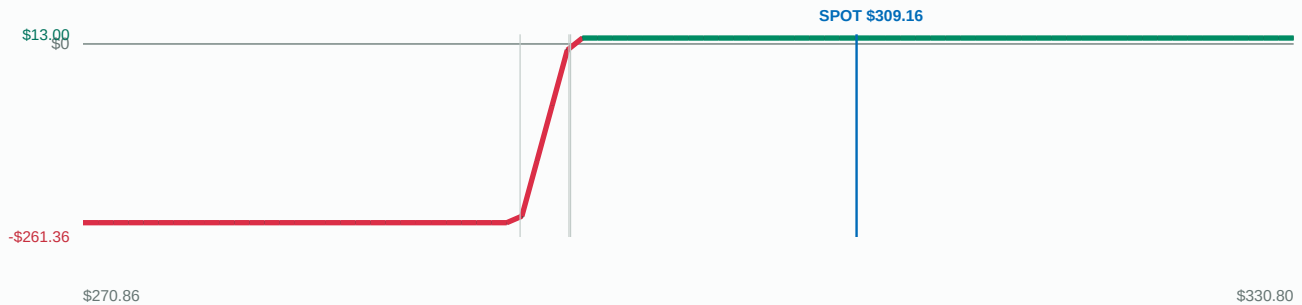


Reference spread payoff

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

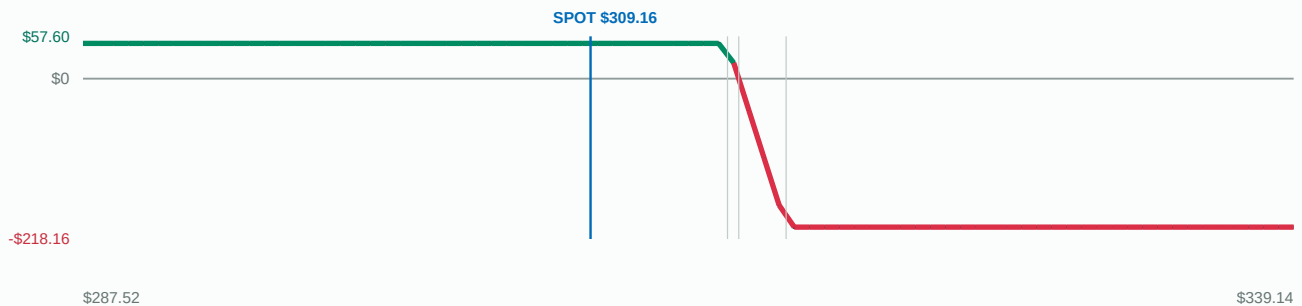
Bull Put Spread reference

Short \$295.00 | Long \$292.50 | Width \$2.50 | Net credit \$0.08



Bear Call Spread reference

Short \$315.00 | Long \$317.50 | Width \$2.50 | Net credit \$0.48



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-23
Earnings IV-crush risk	elevated
Event IV premium	4.31
VIX	15.51
VVIX	85.83
SKEW index	155.06
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	146
Contracts with quotes	142

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AXP option market reflects uncertainty surrounding upcoming earnings. While implied volatility is elevated, suggesting potential for significant price movement, the term structure shows a slight contango, indicating a preference for longer-dated options. The skew is balanced, with no strong directional bias. Recent analyst target cuts and news regarding regulatory fines contribute to cautious sentiment.

Options context

AXP Option Market Implies Uncertainty Ahead of Earnings

Wheel context

AXP options offer potential for both bullish and bearish strategies depending on the direction of earnings. However, the current market uncertainty warrants caution.

Observed evidence

Implied volatility is elevated at 29.37%, suggesting potential for significant price movement around earnings. | The term structure shows a slight contango, with longer-dated options slightly more expensive than near-term options. | The skew is balanced, indicating no strong directional bias in the market. | Recent analyst target cuts and news regarding regulatory fines contribute to cautious sentiment. | The stock price is below its 50-day and 200-day moving averages, suggesting a downtrend.

Principal risks to monitor

Earnings release on October 23rd could trigger significant price volatility. | Regulatory fines and remediation costs pose a risk to future profitability.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$210.38B	18.45
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	-5.0%
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	Oct 13, 2026 11:02 AM EDT
Covered Call 2026-10-16	
At signal \$309.98 Current \$309.53	
SHORT Option \$312.50 B \$2.06 / A \$2.38	
Conservative CR \$2.22	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$5.66
ATR as % of price	1.8%
Volatility environment	low
Current IV	29.7%
IV rank	41 / 100
IV percentile	59 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 13, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	62 / 100
Trend health	25 / 100
Momentum health	83 / 100
Volatility health	83 / 100
Structure health	81 / 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)	\$307.07 / \$323.50 / \$329.71
EMA (9 / 21)	\$307.81 / \$310.37
Bollinger upper / middle / lower	\$314.36 / \$307.07 / \$299.78



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.690
True high / low	\$314.00 / \$308.07
5-day true high / low	\$314.00 / \$299.36

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.789	-
SMA50	-0.593	-
MVWAP20	-0.528	-
MACD	0.623	-
RSI	1.103	-
Volume	-261235.330	-
ATR	0.012	-
T1	-	-4.70 / 307.61 / 313.16 / 308.16
T2	-	-5.47 / 308.22 / 308.79 / 302.26
T3	-	-6.04 / 308.82 / 308.10 / 300.47



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$309.16
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 13, 2026 2:51 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-16 3 DTE
Front at-the-money IV	28.2%
25-delta skew	3.10
Put / Call 25-delta	\$295.00 / \$315.00 Delta 0.243
Median option bid/ask spread	13.0%
Bid/ask spread	-
Contracts observed / quoted	146 / 142

Price context

Last Price: 309.16 | Bid: 309.11 | Ask: 309.21 | Previous Close: 311.53 | Change: -2.37 | Daily change: -0.76% | Update Time: 2026-10-13T14:51:37.952366-04:00 | Latest History Date: 2026-10-13 | Latest History Price: 309.16

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-21 | Latest Date: 2026-10-13 | Latest Price: 309.16 | Max Drawdown 60d Percent: -13.92%

Fundamental context

Current Iv Percent: 29.37% | Iv Rank: 39.72 | Iv Percentile: 54.98 | 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.

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.

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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

Official product terms and standardized options disclosure

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