



American Express Company / AXP

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

Current price	Daily move	Bid / Ask	Previous close
\$318.73	+5.82 +1.86%	\$318.11/\$319.99	\$312.91

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

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
51.3 / 100	Balanced	high	11 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$315.00	\$329.00	\$305.00	65 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 28, 2026 6:50 PM EDT

Key insight

AXP Option Market Implies Balanced Outlook After Earnings

Market read

The AXP option market appears to be pricing in a neutral outlook following its recent earnings report. While the stock price dipped slightly after the release, implied volatility remains elevated, suggesting uncertainty about future direction. The term structure is backwarddated, indicating a preference for near-term stability.

Strategy context

The current option pricing suggests a balanced outlook with potential for both upside and downside movement. Traders may be looking to capitalize on near-term volatility while remaining cautious about longer-term direction.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bearish

AI analysis updated

Oct 28, 2026 2:22 PM EDT

Short-term scenario

Cautious tactical long for 1-3 weeks only, not a high-conviction add. Prefer a limit near the prior close rather than chasing the intraday bounce. Thesis is a partial mean-reversion toward the 50-day and round-number zone if the post-earnings selloff fades and credit headlines stay quiet. Uncertainty is high: the stock is still under major moving averages, follow-through volume is unconfirmed, and a risk-off tape or renewed focus on costs or the OCC order can invalidate the bounce quickly. Not investment advice.

Three-month outlook

Moderately constructive but uncertain, with a base case of a grind toward \$330-\$350 rather than a straight run to the \$360-\$369 average Street target. That path depends on Q4 showing the guided slowdown in card-member service costs, write-offs staying near 1.8%, and affluent spend holding up through the holidays. The franchise (fee growth, younger-customer acquisition, closed-loop data, and capital returns) supports a higher price over a longer horizon, but three months may only close part of the discount while the stock remains below the 200-day average. Downside case: softer consumer spend, credit costs turning up, or expenses that do not moderate could retest \$300-\$305. Main swing factors are the January earnings print, regulatory remediation costs, and the macro backdrop for affluent spending. These ranges are scenarios, not forecasts. Not investment advice.

Market sentiment

Mixed and lightly engaged, leaning cautiously constructive on fundamentals rather than euphoric. Posts highlight the EPS beat, raised guide, Platinum fee traction with younger cardholders, and a valuation near 17-18x after a pullback of roughly a fifth from the December high. Sentiment cooled after the 5% workforce-cut headline. Some accounts prefer AXP to Visa at these prices and frame consumer-finance dips as buyable; others stay skeptical on credit risk and expense growth. There is no strong viral bullish or bearish consensus. Uncertainty: X volume on AXP is thin versus mega-cap tech, so a few posts can overstate the mood.

Supporting evidence

Implied volatility (IV) of 23.49% suggests market participants anticipate potential price swings in the coming weeks. | The balanced skew with a slight call bias indicates a neutral to slightly bullish sentiment. | The backwarddated term structure, with higher IV for near-term expirations, reflects uncertainty about the stock's immediate direction. | Earnings-related volatility is high, but the market has priced in the beat and raise, leaving room for further price movement based on upcoming events.

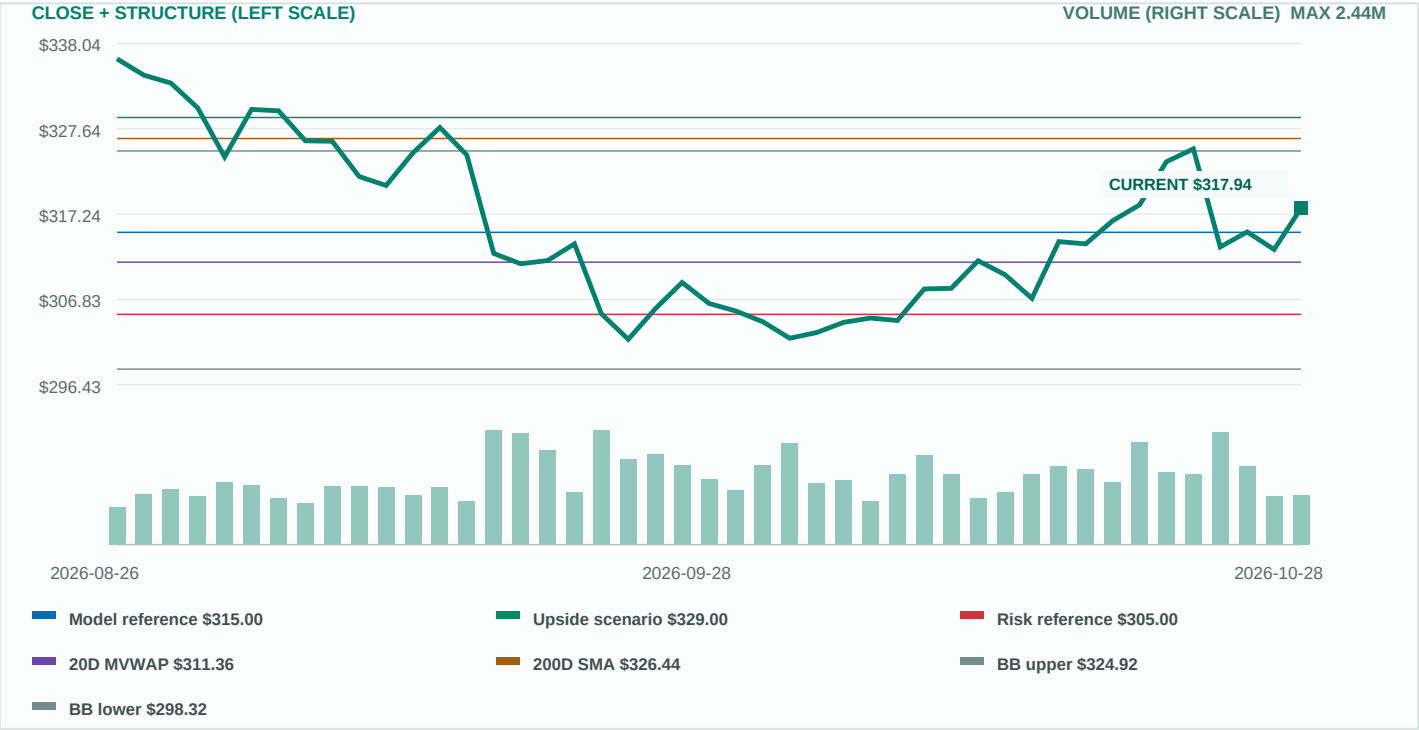
Risk watch

Elevated implied volatility could lead to significant price swings in either direction.



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%	<div><div></div></div>			52.4
Strategy Fit	100.0%	<div><div></div></div>			64.9
Technical Trend	100.0%	<div><div></div></div>			48.6
Market Tail Risk	100.0%	<div><div></div></div>			56.3
Fundamental Quality	100.0%	<div><div></div></div>			64.3
Volatility Pressure	100.0%	<div><div></div></div>			37.4

Decision summary

Primary model reads before the detailed indicator appendix

Momentum bearish_warning	Institutional flow Above MVWAP	Structure Below 200D trend	Volatility low
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Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	BEARISH WARNING neutral MACD decelerating
Trend signal	BEARISH WARNING
RSI signal	neutral
RSI (7 / 14 / 21)	56.65 / 53.85 / 51.05
RSI velocity	1.77
MACD line / signal / histogram	0.63 / - / -0.48
MACD acceleration	-0.01
Stochastic K / D	57.28 / 59.51

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.43
20-day MVWAP	\$311.36
Price vs 20-day MVWAP	+2.37%
Daily reference VWAP	\$316.48
Price vs daily reference	+0.71%
Volume	1.05M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Positive macro velocity
Macro velocity	0.50
20-day / 200-day SMA	\$311.62 / \$326.44
Bollinger range	\$298.32 - \$324.92
Bollinger position	0.738



Options and volatility intelligence

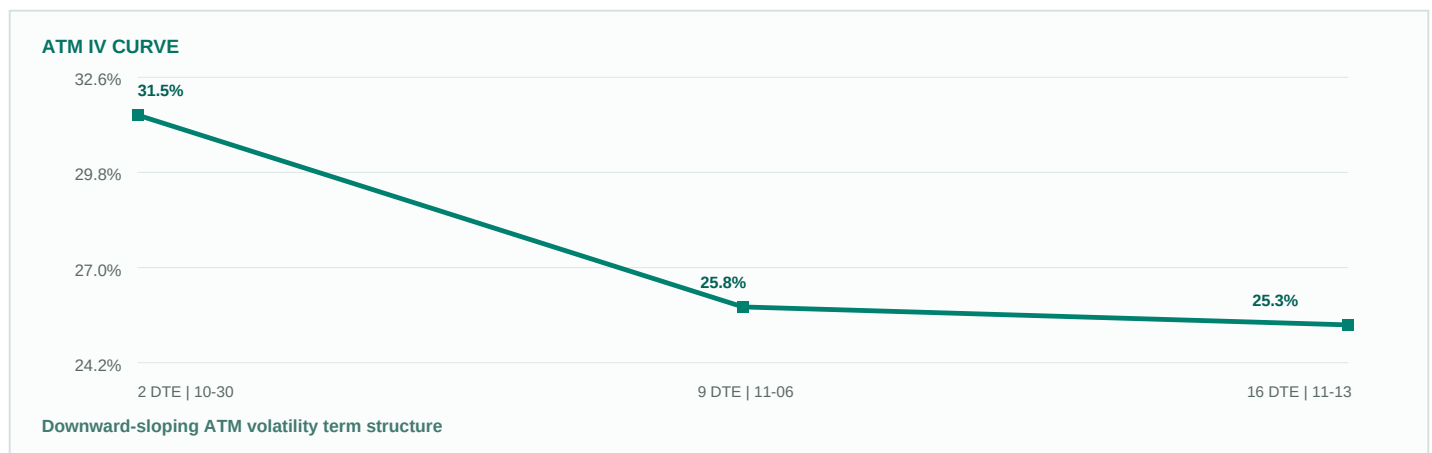
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
13 / 100	11 / 100	96.85	149.22

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-6.19 pts
Skew read	balanced
Liquidity / quote coverage	95.3%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 28, 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
2026-10-30	2	31.5%	-
2026-11-06	9	25.8%	-
2026-11-13	16	25.3%	-

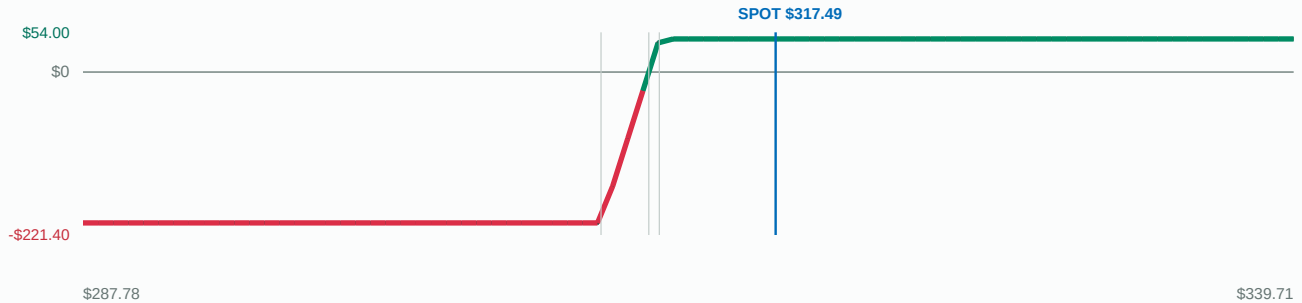


Reference spread payoff

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

Bull Put Spread reference

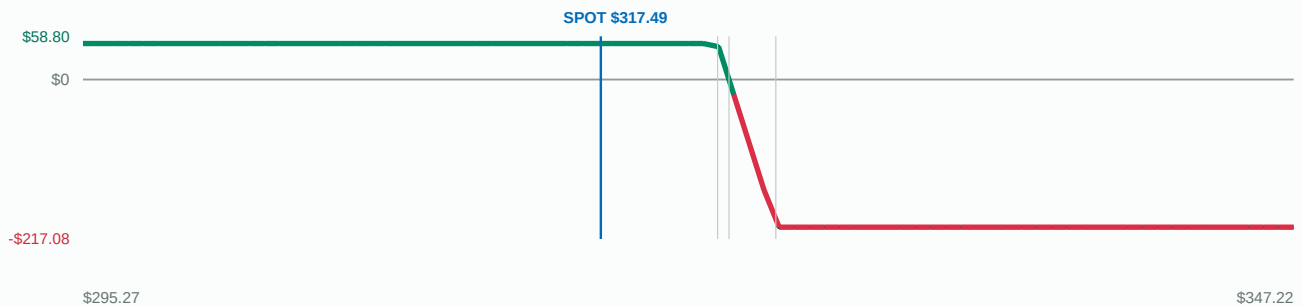
Short \$312.50 | Long \$310.00 | Width \$2.50 | Net credit \$0.45



Max profit \$45.00 | Max loss -\$205.00 | Break-even \$312.05 | Per contract at expiry

Bear Call Spread reference

Short \$322.50 | Long \$325.00 | Width \$2.50 | Net credit \$0.49



Max profit \$49.00 | Max loss -\$201.00 | Break-even \$322.99 | 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	high
Event IV premium	5.66
VIX	17.18
VVIX	96.85
SKEW index	149.22
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	150
Contracts with quotes	143

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AXP option market appears to be pricing in a neutral outlook following its recent earnings report. While the stock price dipped slightly after the release, implied volatility remains elevated, suggesting uncertainty about future direction. The term structure is backwarddated, indicating a preference for near-term stability.

Options context

AXP Option Market Implies Balanced Outlook After Earnings

Wheel context

The current option pricing suggests a balanced outlook with potential for both upside and downside movement. Traders may be looking to capitalize on near-term volatility while remaining cautious about longer-term direction.

Observed evidence

Implied volatility (IV) of 23.49% suggests market participants anticipate potential price swings in the coming weeks. | The balanced skew with a slight call bias indicates a neutral to slightly bullish sentiment. | The backwarddated term structure, with higher IV for near-term expirations, reflects uncertainty about the stock's immediate direction. | Earnings-related volatility is high, but the market has priced in the beat and raise, leaving room for further price movement based on upcoming events.

Principal risks to monitor

Elevated implied volatility could lead to significant price swings in either direction.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$211.92B	18.42
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 Company	NYSE
Industry	Country
Financial Services	US
Currency	IPO date
USD	1977-05-18
Shares outstanding	52-week return
670.55M	-13.5%
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 28, 2026 10:56 AM EDT
Covered Call 2026-11-06	
At signal \$315.19 Current \$318.73	
SHORT Option \$320.00 B \$3.10 / A \$3.55	
Conservative CR \$3.33	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$6.33
ATR as % of price	2.0%
Volatility environment	low
Current IV	23.5%
IV rank	13 / 100
IV percentile	11 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 28, 2026 7:30 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	69 / 100
Trend health	38 / 100
Momentum health	98 / 100
Volatility health	80 / 100
Structure health	76 / 100
Earnings risk / date	unknown 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)	\$311.62 / \$317.76 / \$326.44
EMA (9 / 21)	\$315.84 / \$314.32
Bollinger upper / middle / lower	\$324.92 / \$311.62 / \$298.32



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.738
True high / low	\$318.81 / \$312.68
5-day true high / low	\$326.27 / \$311.40

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.501	-
SMA50	-0.475	-
MVWAP20	0.428	-
MACD	-0.011	-
RSI	1.772	-
Volume	-449448.000	-
ATR	-0.034	-
T1	-	0.40 / 310.83 / 317.81 / 312.66
T2	-	0.62 / 310.51 / 318.54 / 312.03
T3	-	0.67 / 310.07 / 325.17 / 311.40



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$317.49
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 28, 2026 2:51 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-30 2 DTE
Front at-the-money IV	31.5%
25-delta skew	2.46
Put / Call 25-delta	\$312.50 Delta -0.255 / \$322.50 Delta 0.255
Median option bid/ask spread	19.7%
Bid/ask spread	-
Contracts observed / quoted	150 / 143

Price context

Last Price: 317.49 | Bid: 317.41 | Ask: 317.56 | Previous Close: 312.92 | Change: 4.57 | Daily change: 1.46% | Update Time: 2026-10-28T14:51:04.492342-04:00 | Latest History Date: 2026-10-28 | Latest History Price: 317.40

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-05 | Latest Date: 2026-10-28 | Latest Price: 317.40 | Max Drawdown 60d Percent: -13.48%

Fundamental context

Current Iv Percent: 23.49% | Iv Rank: 13.48 | Iv Percentile: 11.16 | 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.

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.

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Reference documents

Official product terms and standardized options disclosure

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