



American Express Company / AXP

Equity | Generated Oct 29, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$323.76	+5.82 +1.83%	\$318.00/\$325.00	\$317.94

Market	NYSE
Industry	Financial Services
Market data as of	Oct 29, 2026 11:30 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 29, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
61.4 / 100	Balanced	high	11 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$321.50	\$334.00	\$313.00	63 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 29, 2026 7:50 PM EDT

Key insight

AXP Option Market Implies Balanced Sentiment

Market read

The option market for American Express (AXP) shows a neutral stance, with implied volatility reflecting balanced expectations. While recent earnings beat estimates and the stock price has risen, technical indicators remain mixed and uncertainty persists due to regulatory fines and restructuring costs.

Strategy context

The option market for AXP shows a neutral stance with balanced expectations. Recent earnings beat estimates, but technical indicators remain mixed and uncertainty persists due to regulatory fines and restructuring costs.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 29, 2026 2:16 PM EDT

Short-term scenario

Mildly bullish tactical long on a dip toward support, given today's momentum and the post-earnings bounce, but uncertainty is elevated. Mixed technicals (still below the 200-day), nearby resistance, light volume, and lingering cost/regulatory overhang could limit follow-through over 1-3 weeks. Not a high-conviction breakout trade.

Three-month outlook

Moderately constructive if affluent spending remains resilient and the restructuring begins to slow expense growth relative to revenue, which could support a move toward the mid-\$340s to low-\$360s and closer to the average analyst target near \$365. Valuation is reasonable relative to raised guidance and historical levels, and the premium closed-loop model plus younger-cardholder trends provide a fundamental buffer. Uncertainty is high: the stock remains below its 200-day moving average with a negative longer-term technical bias, YTD underperformance persists, macro or consumer softening could pressure billed business, and execution risk exists around cost cuts, perk economics, and the AML matter. A range-bound or further corrective path remains plausible if guidance momentum fades.

Market sentiment

Cautiously constructive to mixed among recent posts. Detailed analyses highlight a deep-value setup (shares ~19% below the December high, trading near 18x expected earnings), resilient premium fee growth, and strong acquisition among Millennials/Gen Z, offset by rising perk/reward costs, the restructuring, and the regulatory fine. Some investors treat it as a quality compounder or toll-booth business and note the bounce off highlighted support. Sector strength comments appeared with credit-card peers today. Engagement is modest; sentiment is not euphoric and emphasizes fundamentals over short-term momentum.

Supporting evidence

Term structure is backwardated, suggesting near-term volatility is expected to be higher than longer-term volatility. | 25-delta skew is balanced, indicating no strong directional bias in the market. | Implied volatility (IV) is elevated at 23.49%, reflecting uncertainty surrounding upcoming earnings and regulatory developments.

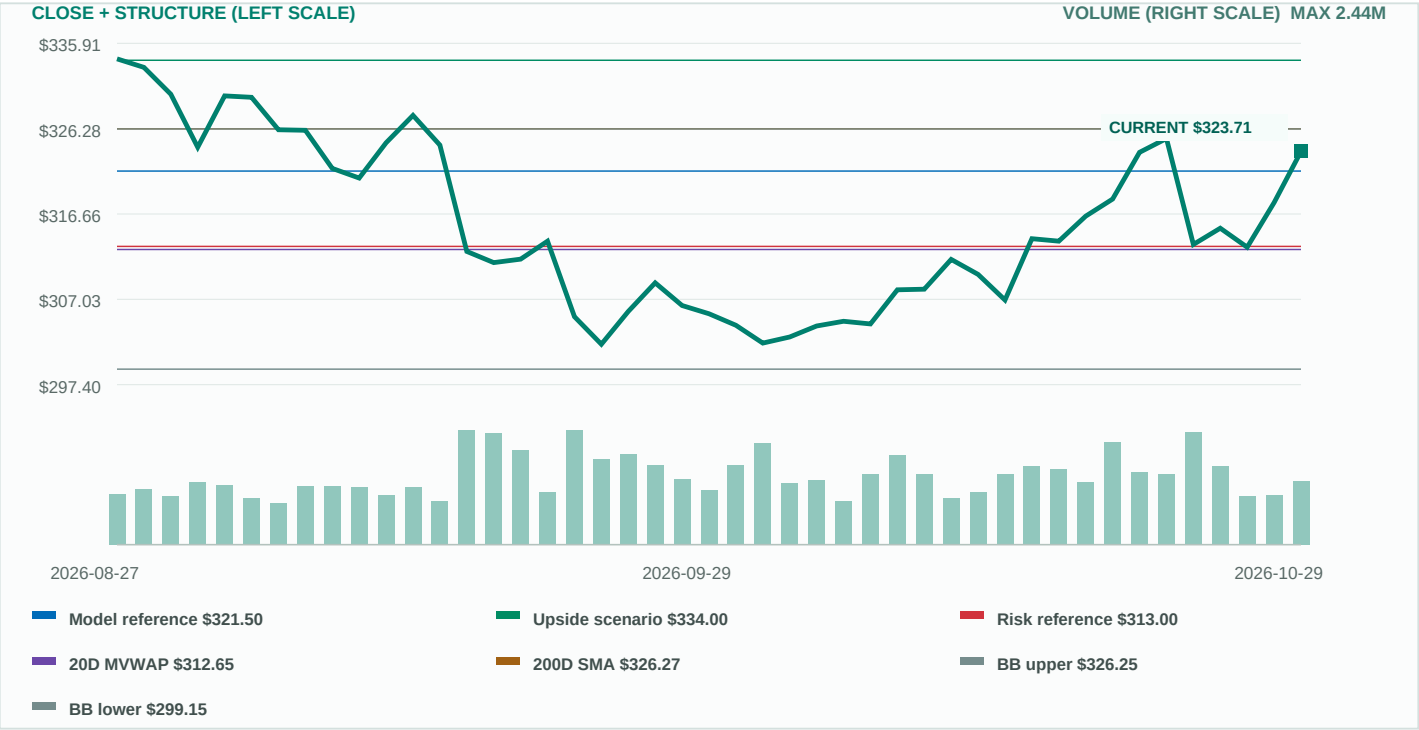
Risk watch

Elevated implied volatility suggests potential for significant price swings in the near term.



Enhanced price structure

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

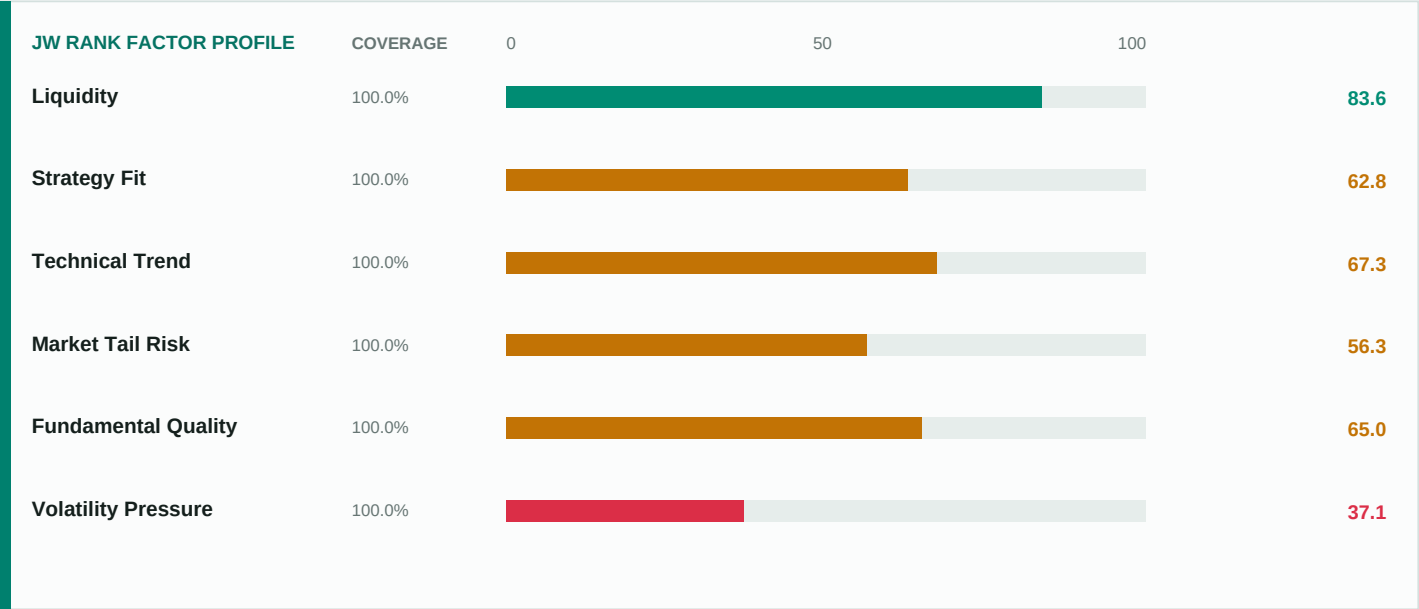


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bearish_warning

Institutional flow

Above MVWAP

Structure

Below 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	BEARISH WARNING neutral MACD accelerating
Trend signal	BEARISH WARNING
RSI signal	neutral
RSI (7 / 14 / 21)	65.64 / 59.36 / 55.09
RSI velocity	2.91
MACD line / signal / histogram	1.26 / - / -0.13
MACD acceleration	0.22
Stochastic K / D	66.89 / 58.95

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	0.71
20-day MVWAP	\$312.65
Price vs 20-day MVWAP	+3.55%
Daily reference VWAP	\$323.72
Price vs daily reference	+0.01%
Volume	1.34M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Positive macro velocity
Macro velocity	0.72
20-day / 200-day SMA	\$312.70 / \$326.27
Bollinger range	\$299.15 - \$326.25
Bollinger position	0.906



Options and volatility intelligence

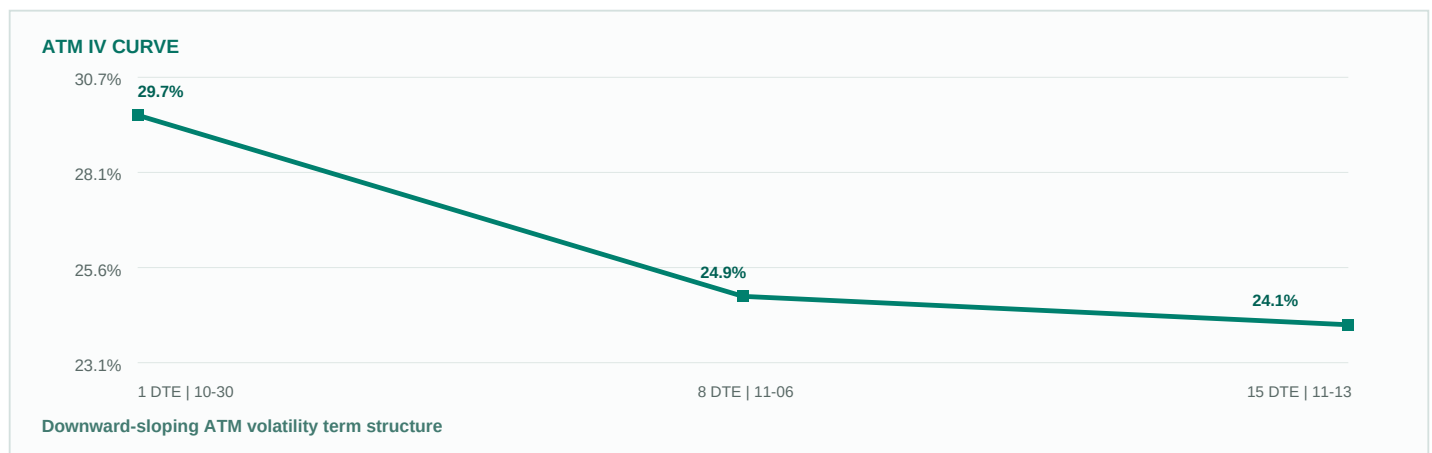
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
13 / 100	11 / 100	96.82	148.74

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-5.53 pts
Skew read	balanced
Liquidity / quote coverage	95.9%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 29, 2026 2:50 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	1	29.7%	-
2026-11-06	8	24.9%	-
2026-11-13	15	24.1%	-



Reference spread payoff

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



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	4.78
VIX	17.01
VVIX	96.82
SKEW index	148.74
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	147
Contracts with quotes	141

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The option market for American Express (AXP) shows a neutral stance, with implied volatility reflecting balanced expectations. While recent earnings beat estimates and the stock price has risen, technical indicators remain mixed and uncertainty persists due to regulatory fines and restructuring costs.

Options context

AXP Option Market Implies Balanced Sentiment

Wheel context

The option market for AXP shows a neutral stance with balanced expectations. Recent earnings beat estimates, but technical indicators remain mixed and uncertainty persists due to regulatory fines and restructuring costs.

Observed evidence

Term structure is backwardated, suggesting near-term volatility is expected to be higher than longer-term volatility. | 25-delta skew is balanced, indicating no strong directional bias in the market. | Implied volatility (IV) is elevated at 23.49%, reflecting uncertainty surrounding upcoming earnings and regulatory developments.

Principal risks to monitor

Elevated implied volatility suggests potential for significant price swings in the near term.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$213.20B	17.29
ROE	Revenue growth
35.6%	12.6%
EPS growth	Operating margin
15.9%	18.7%
Net profit margin	Gross margin
14.8%	-
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
\$53.35	\$122.75
Website	americanexpress.com



Latest strategy observation

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

AXP Covered Call signal
Covered Call | 2026-10-30
At signal \$325.82 | Current \$323.76
SHORT Option \$320.00 B \$6.10 / A \$7.05
Conservative | CR \$6.58

Oct 29, 2026 10:09 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	\$6.49
ATR as % of price	2.0%
Volatility environment	medium
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 29, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	64 / 100
Trend health	38 / 100
Momentum health	92 / 100
Volatility health	80 / 100
Structure health	59 / 100
Earnings risk / date	unknown 2026-10-23
Macro risk	unknown
Volatility risk	medium
Structure risk	medium

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$312.70 / \$317.44 / \$326.27
EMA (9 / 21)	\$317.41 / \$315.18
Bollinger upper / middle / lower	\$326.25 / \$312.70 / \$299.15



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.906
True high / low	\$326.49 / \$317.94
5-day true high / low	\$326.49 / \$311.40

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.716	-
SMA50	-0.401	-
MVWAP20	0.712	-
MACD	0.215	-
RSI	2.911	-
Volume	-112364.330	-
ATR	0.017	-
T1	-	0.63 / 311.36 / 318.81 / 312.68
T2	-	0.40 / 310.83 / 317.81 / 312.66
T3	-	0.62 / 310.51 / 318.54 / 312.03



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$323.26
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 29, 2026 2:50 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FALLING
Front expiration / DTE	2026-10-30 1 DTE
Front at-the-money IV	29.7%
25-delta skew	1.28
Put / Call 25-delta	\$320.00 Delta -0.262 / \$327.50 Delta 0.204
Median option bid/ask spread	12.3%
Bid/ask spread	-
Contracts observed / quoted	147 / 141

Price context

Last Price: 323.26 | Bid: 323.22 | Ask: 323.29 | Previous Close: 317.94 | Change: 5.32 | Daily change: 1.67% | Update Time: 2026-10-29T14:50:05.265469-04:00 | Latest History Date: 2026-10-29 | Latest History Price: 323.27

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-06 | Latest Date: 2026-10-29 | Latest Price: 323.27 | Max Drawdown 60d Percent: -12.24%

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.

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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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