American Express Company / AXP

Equity | Generated Nov 25, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$306.30	-2.33 -0.75%	-/-	$308.63

Market	**NYSE**
Industry	**Financial Services**
Market data as of	**Nov 25, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 25, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
55.4 / 100	Balanced	high	36 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$304.00	$322.00	$296.00	79 / 100

Options stance	**neutral**
Tail-risk safety	**44 / 100**
JW Rank data coverage / as of	**100.0% | Nov 25, 2026 6:50 PM EST**

Key insight

AXP Option Market Shows Mixed Signals Amidst Earnings Beat and Regulatory Uncertainty

Market read

The market for AXP options presents a mixed picture. While recent earnings exceeded expectations, driving share price gains, technical indicators remain bearish, and uncertainty surrounding potential credit card rate regulation adds volatility. The term structure is flat with slightly higher implied volatility at near-term expirations.

Strategy context

AXP's options market shows mixed signals. Recent earnings beat expectations, but technical indicators remain bearish. Regulatory uncertainty adds volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Nov 25, 2026 2:23 PM EST**

Short-term scenario

Cautious tactical long only on a pullback toward support; do not chase the current bounce. Technicals remain bearish and rate-cap headlines add event risk. Uncertainty is high over the next 1-3 weeks.

Three-month outlook

Cautiously constructive on the business but not a high-conviction directional call. Premium spending has held up, guidance was raised, and analyst consensus targets cluster near $358-365 (Moderate Buy), implying mid-teens upside from current levels if achieved. Offsetting that, the stock is in a technical downtrend, has lagged over the past year, and faces binary headline risk if a credit-card rate cap gains traction after Democrats take Congress in January 2027. Base case is a choppy recovery toward the mid-$330s to low-$350s if holiday spend stays solid and legislation odds stay low; downside toward the low $290s is plausible if regulation advances or credit trends soften. Uncertainty is material: rate-cap probability is assessed as low-to-moderate but can reprice the stock quickly, consumer resilience is not assured, and published targets have already been revised after the pullback. This is analysis, not a guarantee.

Market sentiment

Recent discussion is mixed and thin on high-signal posts. Some investors treat AXP as a quality name sold off in the AI-trade rotation and are adding near a mid-teens forward P/E, citing premium-card resilience. Others balance fee income and credit quality against rewards costs, competition, and lending risk. Elliott Wave posts have pointed to deeper pullback zones before new highs. Promotional spam is common. Overall tone is cautiously constructive on valuation, not momentum. Uncertainty: social volume is low and noisy, so it is a weak timing input.

Supporting evidence

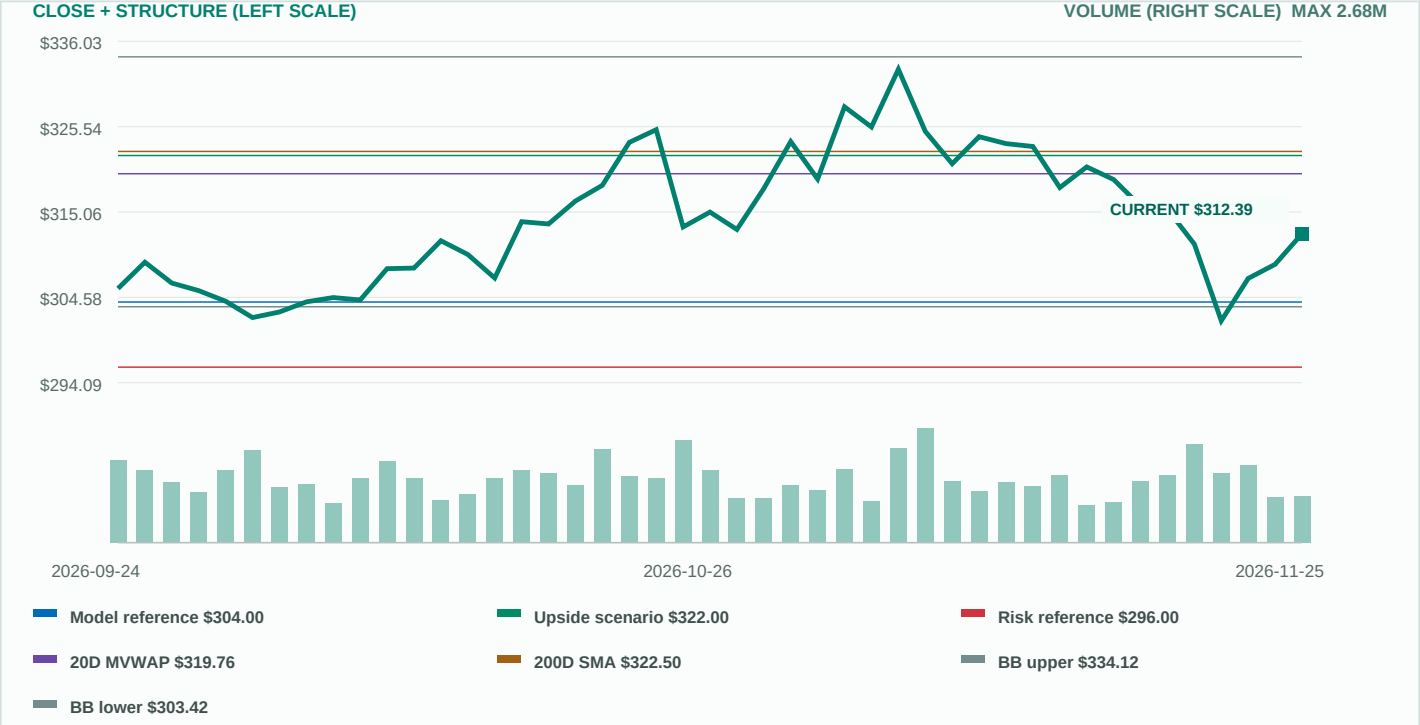
AXP's Q3 2026 results beat EPS estimates, revenue grew 9%, and full-year guidance was raised. | Technical indicators like RSI and MACD suggest a bearish short-term outlook for AXP. | The stock is trading below key moving averages (50-day and 200-day SMA) indicating potential weakness.

Risk watch

Potential for credit card rate regulation to negatively impact AXP's business model. | Technical weakness suggests potential for further downside price movement.

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	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 decelerating**
Trend signal	**STRONG BEAR**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**47.18 / 46.53 / 46.96**
RSI velocity	**4.10**
MACD line / signal / histogram	**-2.34 / - / -0.77**
MACD acceleration	**-0.27**
Stochastic K / D	**24.62 / 14.27**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-0.34**
20-day MVWAP	**$319.76**
Price vs 20-day MVWAP	**-4.21%**
Daily reference VWAP	**$309.49**
Price vs daily reference	**-1.03%**
Volume	**1.10M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.30**
20-day / 200-day SMA	**$318.77 / $322.50**
Bollinger range	**$303.42 - $334.12**
Bollinger position	**0.292**

Options and volatility intelligence

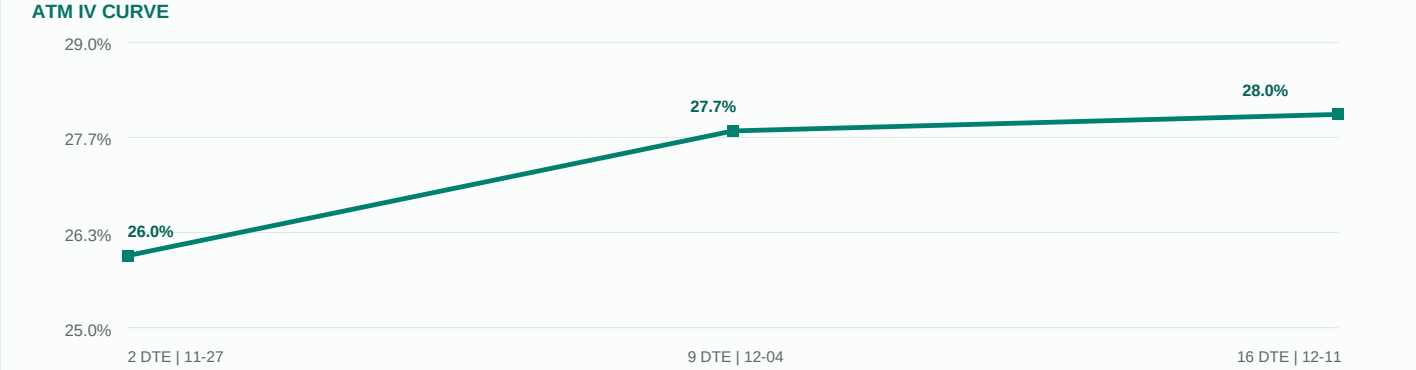
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
38 / 100	**54 / 100**	**115.97**	**139.16**

Market regime	**Calm**
Tail-risk regime	**HIGH TAIL RISK**
Term structure	**flat**
Term slope	**+1.96 pts**
Skew read	**balanced**
Liquidity / quote coverage	**91.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 25, 2026 2:53 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



Upward-sloping ATM volatility term structure

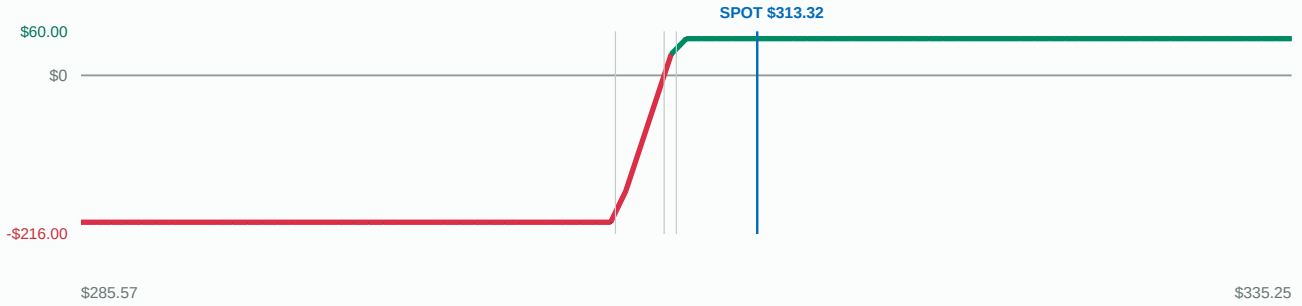
EXPIRATION	DTE	ATM IV	STATE
2026-11-27	2	26.0%	-
2026-12-04	9	27.7%	-
2026-12-11	16	28.0%	-

Reference spread payoff

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

Bull Put Spread reference

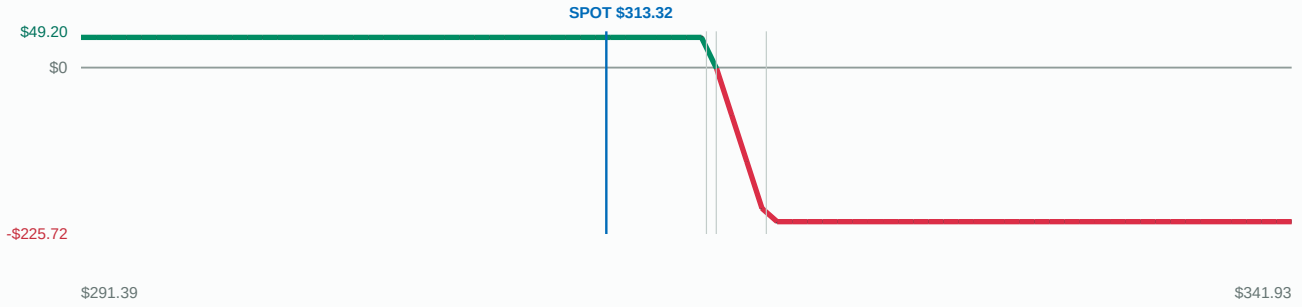
Short $310.00 | Long $307.50 | Width $2.50 | Net credit $0.50



Max profit $50.00 | Max loss -$200.00 | Break-even $309.50 | Per contract at expiry

Bear Call Spread reference

Short $317.50 | Long $320.00 | Width $2.50 | Net credit $0.41



Max profit $41.00 | Max loss -$209.00 | Break-even $317.91 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2027-01-29**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**28.20**
VVIX	**115.97**
SKEW index	**139.16**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**144**

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 market for AXP options presents a mixed picture. While recent earnings exceeded expectations, driving share price gains, technical indicators remain bearish, and uncertainty surrounding potential credit card rate regulation adds volatility. The term structure is flat with slightly higher implied volatility at near-term expirations.

Options context

AXP Option Market Shows Mixed Signals Amidst Earnings Beat and Regulatory Uncertainty

Wheel context

AXP's options market shows mixed signals. Recent earnings beat expectations, but technical indicators remain bearish. Regulatory uncertainty adds volatility.

Observed evidence

AXP's Q3 2026 results beat EPS estimates, revenue grew 9%, and full-year guidance was raised. | Technical indicators like RSI and MACD suggest a bearish short-term outlook for AXP. | The stock is trading below key moving averages (50-day and 200-day SMA) indicating potential weakness.

Principal risks to monitor

Potential for credit card rate regulation to negatively impact AXP's business model. | Technical weakness suggests potential for further downside price movement.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$203.89B	**16.64**
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%	**1.08**

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	**-13.0%**
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

Nov 25, 2026 3:37 PM EST

Covered Call | 2026-12-04

At signal $312.78 | Current $306.30

SHORT **Option $320.00 B $2.27 / A $2.54**

Conservative | CR $2.41

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.65**
ATR as % of price	**2.5%**
Volatility environment	**medium**
Current IV	**27.2%**
IV rank	**30 / 100**
IV percentile	**36 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 25, 2026 12:40 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**60 / 100**
Trend health	**25 / 100**
Momentum health	**85 / 100**
Volatility health	**73 / 100**
Structure health	**79 / 100**
Earnings risk / date	**low | 2027-01-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$318.77 / $313.63 / $322.50**
EMA (9 / 21)	**$312.14 / $315.22**
Bollinger upper / middle / lower	**$334.12 / $318.77 / $303.42**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.292**
True high / low	**$313.73 / $302.35**
5-day true high / low	**$316.38 / $300.90**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.300	**-**
SMA50	-0.245	**-**
MVWAP20	-0.345	**-**
MACD	-0.271	**-**
RSI	4.105	**-**
Volume	-171749.670	**-**
ATR	0.078	**-**
T1	-	**-2.43 / 320.02 / 311.09 / 305.00**
T2	-	**-2.12 / 320.25 / 309.72 / 301.70**
T3	-	**-1.53 / 320.79 / 314.72 / 300.90**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$313.32**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 25, 2026 2:53 PM EST**
Options data coverage	**88.9%**
SKEW regime	**NORMAL TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-11-27 | 2 DTE**
Front at-the-money IV	**26.0%**
25-delta skew	**2.28**
Put / Call 25-delta	**$310.00 Delta -0.293 / $317.50 Delta 0.239**
Median option bid/ask spread	**11.9%**
Bid/ask spread	**-**
Contracts observed / quoted	**144 / 131**

Price context

Last Price: 313.32 | Bid: 313.22 | Ask: 313.40 | Previous Close: 308.63 | Change: 4.69 | Daily change: 1.52% | Update Time: 2026-11-25T14:53:51.160008-05:00 | Latest History Date: 2026-11-25 | Latest History Price: 313.32

Historical context

Trading-day sample: 60 sessions | First Date: 2026-09-02 | Latest Date: 2026-11-25 | Latest Price: 313.32 | Max Drawdown 60d Percent: -9.29%

Fundamental context

Current Iv Percent: 29.05% | Iv Rank: 38.30 | Iv Percentile: 53.78 | Next Earnings Date: 2027-01-29 | 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

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