Eli Lilly and Co / LLY

Equity | Generated Sep 28, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$1,186.00	**+2.54 +0.21%**	**-/-**	**$1,183.46**

Market	**NYSE**
Industry	**Pharmaceuticals**
Market data as of	**Sep 28, 2026 11:31 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 28, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
83.9 / 100	**Strong setup**	**high**	**67 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$1,176.00	**$1,235.00**	**$1,148.00**	**89 / 100**

Options stance	**bullish**
Tail-risk safety	**64 / 100**
JW Rank data coverage / as of	**100.0% | Sep 28, 2026 7:50 PM EDT**

Key insight

Lilly Shows Strength Despite Legal Uncertainty

Market read

LLY's price action and technical indicators suggest a bullish bias, supported by strong fundamentals and positive analyst sentiment. However, legal risks and potential pricing pressures warrant caution.

Strategy context

The bullish sentiment is driven by positive news flow and strong fundamentals. However, legal risks and potential pricing pressures could create volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 28, 2026 2:13 PM EDT**

Short-term scenario

Cautious long only on a pullback, not a chase. One-to-three-week bias is mildly constructive while price holds above the 50-day average, but momentum is neutral and near-term resistance sits around $1,190-$1,200. Prefer weakness toward the 50-day area. Uncertainty is material: a legal, pricing, or competitive headline, or a break of recent lows, can invalidate these levels quickly. Not investment advice.

Three-month outlook

Base case is moderately positive over three months if Mounjaro, Zepbound, and Foundayo volume stays strong and management raises guidance again around the estimated late-October Q3 report. Street targets near $1,330-$1,500 imply upside, but the shares already discount high growth at a premium multiple. Supports include obesity-market leadership, broader access including Medicare, manufacturing scale-up, and pipeline depth (retatrutide, recent oncology and insulin approvals). Risks include pricing pressure, competition from Novo and next-generation candidates, GLP-1 litigation, the Nektar appeal, and any growth slowdown. A plausible three-month range is roughly $1,050-$1,350, with a central path toward $1,250-$1,350 only if execution stays clean. Uncertainty is high because Q3 results, guidance commentary, policy, and legal outcomes are not knowable today and can reprice the stock sharply. This is analysis, not a recommendation to buy or sell.

Market sentiment

Recent X discussion is cautiously bullish, not euphoric. Posts emphasized JPMorgan's target raise to $1,500, Lilly's GLP-1 share gains versus Novo Nordisk, and short-term long ideas aiming near $1,200-$1,225 with stops around $1,150-$1,165. Offsetting mentions include GLP-1 litigation (including NAION vision-loss claims against Lilly and Novo) and the Nektar verdict. Same-day engagement is modest. Tone is constructive on the obesity franchise with valuation and legal caveats. Social sentiment is noisy, incomplete, and can reverse quickly; it is not a reliable trading signal.

Supporting evidence

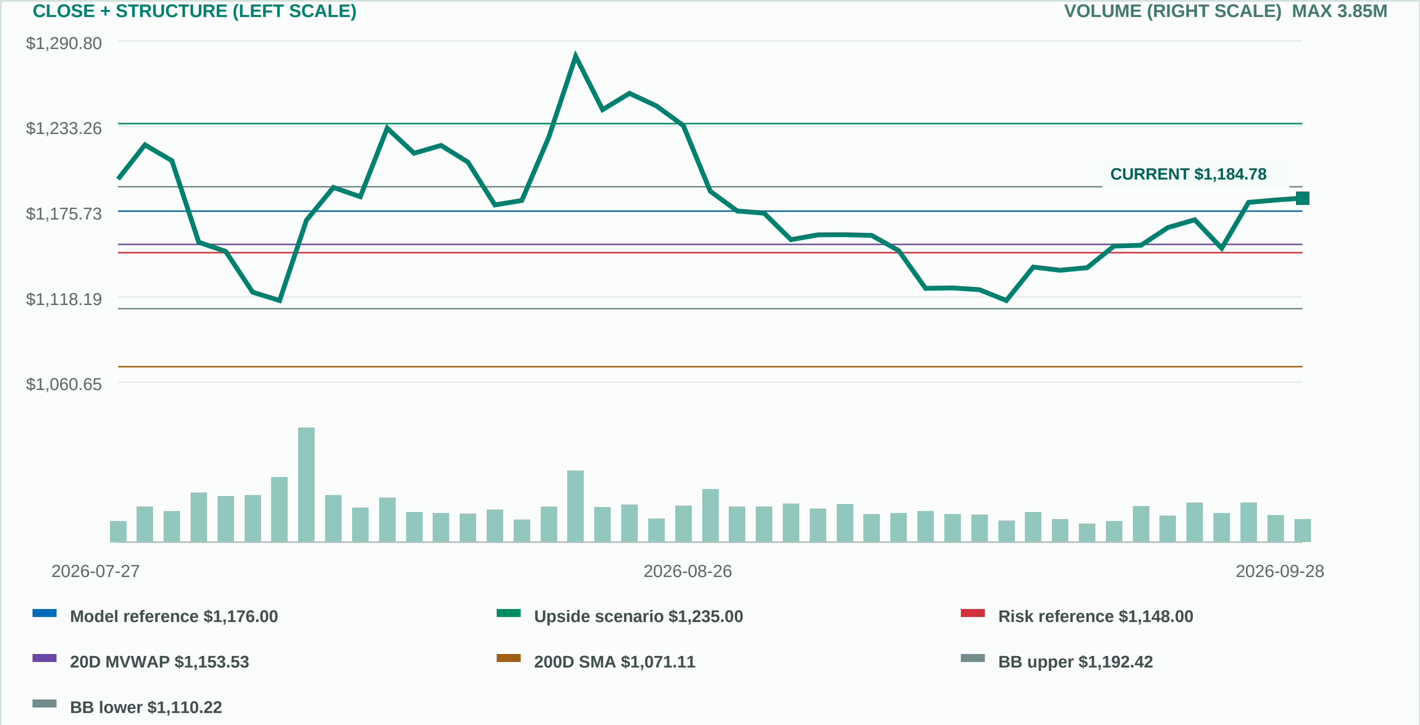
Price is above both the 50-day and 200-day SMAs, indicating a strong uptrend. | Recent news highlights positive developments like new product launches and FDA approvals. | Analysts are optimistic, with recent price target increases and a 'Strong Buy' consensus rating. | JPMorgan raised its target to $1,500 citing strong incretin trends and room for further guidance increases.

Risk watch

Ongoing litigation related to GLP-1 drugs poses a risk to future earnings and stock price. | Pricing pressure from competition and healthcare policies could impact 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

JW RANK FACTOR PROFILE	COVERAGE	Score (0–50–100)
Liquidity	100.0%	93.4
Strategy Fit	100.0%	89.4
Technical Trend	100.0%	81.2
Market Tail Risk	100.0%	63.8
Fundamental Quality	100.0%	84.2
Volatility Pressure	100.0%	92.8

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bull	**Above MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BULL | neutral | MACD accelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**66.88 / 56.04 / 53.45**
RSI velocity	**3.14**
MACD line / signal / histogram	**-0.88 / - / -7.22**
MACD acceleration	**2.50**
Stochastic K / D	**82.94 / 74.47**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Distribution bias**
Institutional flow	**-0.99**
20-day MVWAP	**$1,153.53**
Price vs 20-day MVWAP	**+2.81%**
Daily reference VWAP	**$1,183.81**
Price vs daily reference	**+0.18%**
Volume	**766.66K**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.17**
20-day / 200-day SMA	**$1,151.32 / $1,071.11**
Bollinger range	**$1,110.22 - $1,192.42**
Bollinger position	**0.907**

Options and volatility intelligence

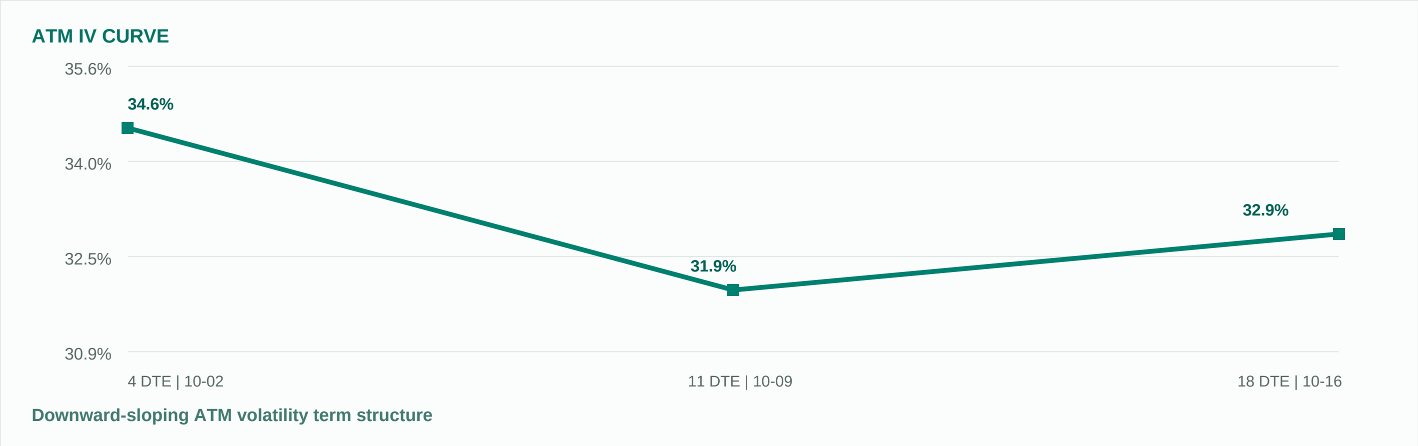
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
54 / 100	67 / 100	90.46	144.91

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.72 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 28, 2026 2:53 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



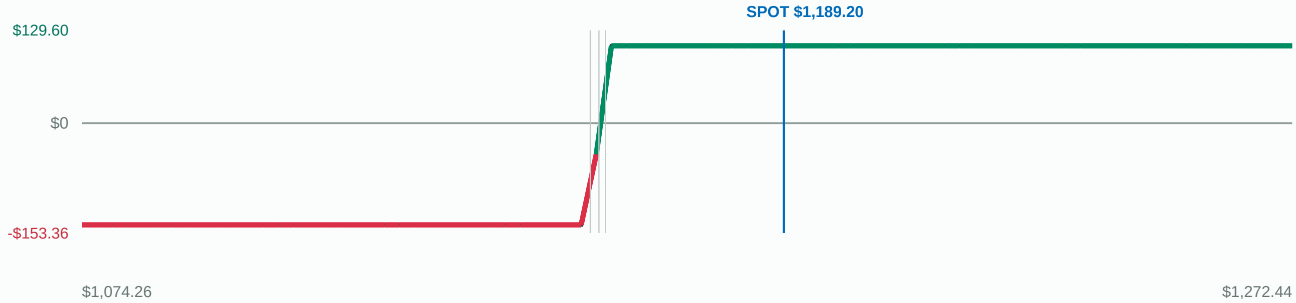
EXPIRATION	DTE	ATM IV	STATE
2026-10-02	4	34.6%	-
2026-10-09	11	31.9%	-
2026-10-16	18	32.9%	-

Reference spread payoff

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

Bull Put Spread reference

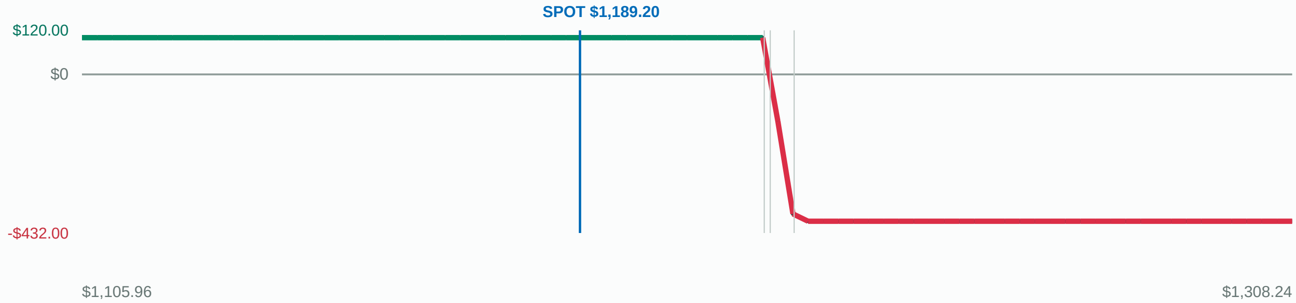
Short $1,160.00 | Long $1,157.50 | Width $2.50 | Net credit $1.08



Max profit $108.00 | Max loss -$142.00 | Break-even $1,158.92 | Per contract at expiry

Bear Call Spread reference

Short $1,220.00 | Long $1,225.00 | Width $5.00 | Net credit $1.00



Max profit $100.00 | Max loss -$400.00 | Break-even $1,221.00 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-29**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**15.89**
VVIX	**90.46**
SKEW index	**144.91**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**127**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**127**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

LLY's price action and technical indicators suggest a bullish bias, supported by strong fundamentals and positive analyst sentiment. However, legal risks and potential pricing pressures warrant caution.

Options context

Lilly Shows Strength Despite Legal Uncertainty

Wheel context

The bullish sentiment is driven by positive news flow and strong fundamentals. However, legal risks and potential pricing pressures could create volatility.

Observed evidence

Price is above both the 50-day and 200-day SMAs, indicating a strong uptrend. | Recent news highlights positive developments like new product launches and FDA approvals. | Analysts are optimistic, with recent price target increases and a 'Strong Buy' consensus rating. | JPMorgan raised its target to $1,500 citing strong incretin trends and room for further guidance increases.

Principal risks to monitor

Ongoing litigation related to GLP-1 drugs poses a risk to future earnings and stock price. | Pricing pressure from competition and healthcare policies could impact profitability.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$1.11T**	P/E (TTM) **41.71**
ROE **92.6%**	Revenue growth **31.7%**
EPS growth **49.3%**	Operating margin **42.2%**
Net profit margin **33.5%**	Gross margin **-**
Free cash flow CAGR **5.9%**	Debt / equity **1.60**
Dividend yield **0.8%**	Beta **0.43**
52-week range **$712.05 - $1,292.65**	

Company or fund profile

Issuer identity and classification

Name **Eli Lilly and Co**	Market **NYSE**
Industry **Pharmaceuticals**	Country **US**
Currency **USD**	IPO date **1970-07-09**
Shares outstanding **941.74M**	52-week return **65.6%**
Book value per share **$35.98**	Revenue per share **$89.14**

Website	**lilly.com**

Latest strategy observation

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

LLY Covered Call signal

Sep 28, 2026 9:35 AM EDT

Covered Call | 2026-10-02

At signal $1,185.56 | Current $1,186.00

SHORT **Option $1,200.00 B $15.15 / A $17.25**

High turnover | Conservative | CR $16.20

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$31.71**
ATR as % of price	**2.7%**
Volatility environment	**medium**
Current IV	**38.2%**
IV rank	**54 / 100**
IV percentile	**67 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 28, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**82 / 100**
Trend health	**92 / 100**
Momentum health	**98 / 100**
Volatility health	**70 / 100**
Structure health	**59 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$1,151.32 / $1,177.53 / $1,071.11**
EMA (9 / 21)	**$1,167.67 / $1,164.73**
Bollinger upper / middle / lower	**$1,192.42 / $1,151.32 / $1,110.22**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.907**
True high / low	**$1,194.09 / $1,172.56**
5-day true high / low	**$1,197.79 / $1,139.26**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.167	**-**
SMA50	0.302	**-**
MVWAP20	-0.986	**-**
MACD	2.503	**-**
RSI	3.136	**-**
Volume	-67571.330	**-**
ATR	0.014	**-**
T1	-	**-2.97 / 1153.50 / 1190.00 / 1160.84**
T2	-	**-5.46 / 1153.90 / 1197.79 / 1150.99**
T3	-	**-8.39 / 1156.48 / 1188.88 / 1145.98**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$1,189.20**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 28, 2026 2:53 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-10-02 | 4 DTE**
Front at-the-money IV	**34.6%**
25-delta skew	**0.82**
Put / Call 25-delta	**$1,160.00 Delta -0.243 / $1,220.00 Delta 0.252**
Median option bid/ask spread	**20.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**127 / 127**

Price context

Last Price: 1,189.20 | Bid: 1,188.82 | Ask: 1,189.58 | Previous Close: 1,183.46 | Change: 5.74 | Daily change: 0.49% | Update Time: 2026-09-28T14:53:04.404642-04:00 | Latest History Date: 2026-09-28 | Latest History Price: 1,189.20

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-06 | Latest Date: 2026-09-28 | Latest Price: 1,189.20 | Max Drawdown 60d Percent: -12.86%

Fundamental context

Current Iv Percent: 38.13% | Iv Rank: 53.68 | Iv Percentile: 66.53 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: 2026-08-13

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

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

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.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
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