



Eli Lilly and Company / LLY

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

Current price	Daily move	Bid / Ask	Previous close
\$1,310.14	+28.23 +2.20%	\$1,299.46/\$1,310.28	\$1,281.91

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

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
82.0 / 100	Strong setup	high	66 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$1,268.00	\$1,355.00	\$1,220.00	72 / 100

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

Key insight

LLY Option Market Prices in Strong Earnings Expectations and Pipeline Potential

Market read

The LLY option market is pricing in a bullish outlook, driven by strong technicals, positive news flow surrounding the company's pipeline, and anticipation for upcoming earnings. Implied volatility is elevated, reflecting uncertainty around the Q3 earnings release. However, the overall tone suggests confidence in continued growth and execution.

Strategy context

The elevated implied volatility suggests a high degree of uncertainty surrounding the upcoming earnings release. Traders may be positioning for both positive and negative outcomes.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 28, 2026 2:12 PM EDT

Short-term scenario

Cautiously bullish bias only, with high uncertainty. Q3 earnings tomorrow (Oct 29 pre-market) dominate the 1-3 week window and can produce gaps that exceed normal technical ranges. Do not chase strength near the 52-week high. Prefer waiting for the reaction or scaling only on a hold of support. Levels below are illustrative risk-management references, not a recommendation; stops may not protect against overnight gaps.

Three-month outlook

Moderately constructive base case if earnings and commentary confirm continued strength in the incretin franchise (Mounjaro/Zepbound/Foundayo) and management sustains the raised \$85-87B revenue framework, with retatrutide (BLA targeted around Q1 2027) and oncology updates providing incremental optionality. Analyst targets cluster near ~\$1330 on average with some higher (e.g., \$1450), offering upside if execution holds. Offsetting risks are material: rich valuation after a large multi-month advance, pricing/rebate and competitive pressure, manufacturing/supply execution, and policy uncertainty. Near-term earnings reaction is the largest source of uncertainty and could reset the 3-month path in either direction. This is not investment advice.

Market sentiment

Recent X discussion is relatively light and event-focused rather than uniformly euphoric. Posts note the retatrutide head-to-head as competitively positive versus Novo Nordisk/Ozempic, with some nuanced debate on A1C comparisons to tirzepatide and pending cardiovascular outcome data. Earnings calendar mentions are prominent. Occasional bullish technical targets appear, alongside caution on elevated options implied volatility versus realized moves. Promotional/low-engagement noise is present. Overall tone is cautiously constructive on the pipeline but highly sensitive to the Oct 29 print; sentiment does not show a clear high-conviction consensus.

Supporting evidence

LLY stock price is trading near its 52-week high, indicating strong investor sentiment. | The technical picture is bullish with LLY well above key moving averages and positive momentum indicators. | Recent news highlights positive clinical trial results for retatrutide and other pipeline candidates, boosting market optimism. | Analyst targets are clustered around \$1330, suggesting further upside potential.

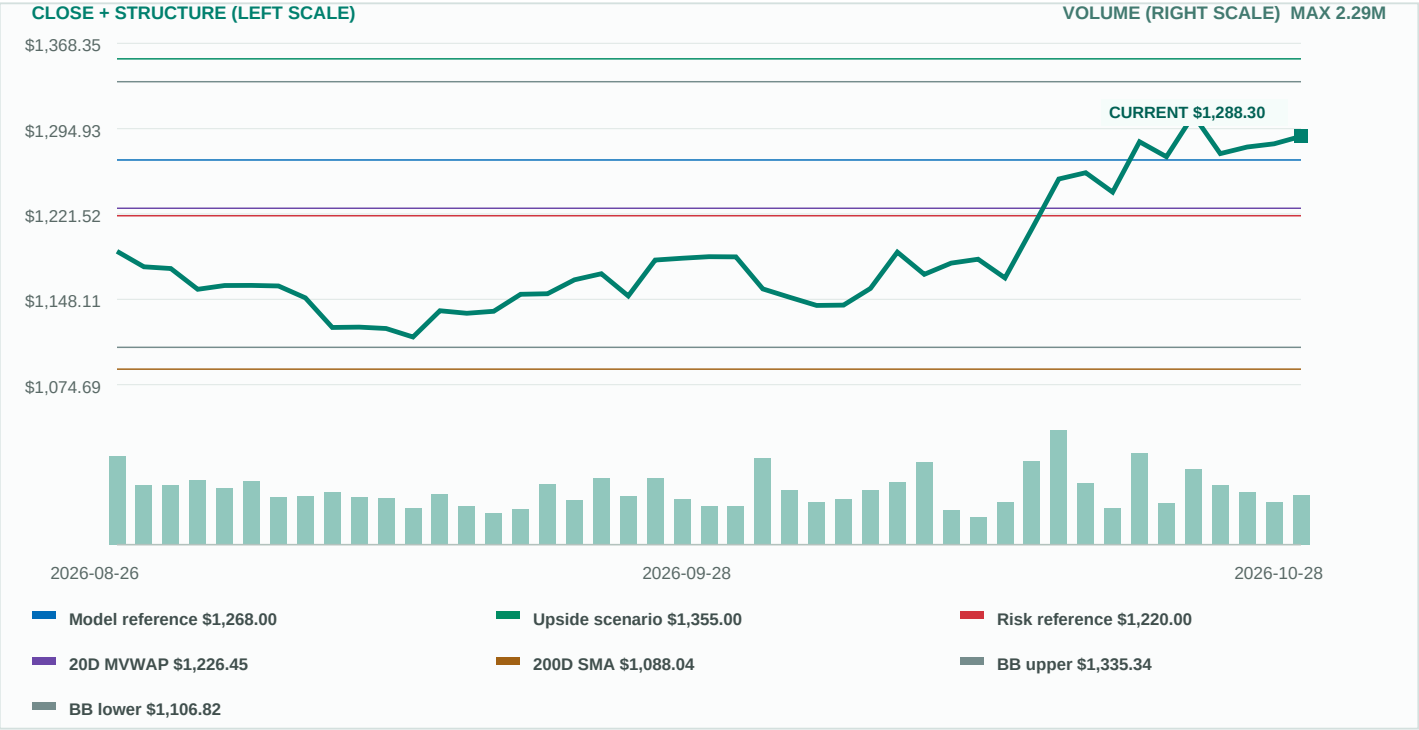
Risk watch

Earnings results could significantly impact LLY's share price, with both upside and downside potential. | Competition in the diabetes and oncology markets remains intense, posing a risk to future growth.



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_bull

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

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)	65.93 / 64.45 / 62.00
RSI velocity	0.74
MACD line / signal / histogram	32.19 / - / 25.62
MACD acceleration	0.46
Stochastic K / D	79.25 / 79.43

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	4.53
20-day MVWAP	\$1,226.45
Price vs 20-day MVWAP	+6.82%
Daily reference VWAP	\$1,282.69
Price vs daily reference	+2.14%
Volume	992.76K

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	5.38
20-day / 200-day SMA	\$1,221.08 / \$1,088.04
Bollinger range	\$1,106.82 - \$1,335.34
Bollinger position	0.794



Options and volatility intelligence

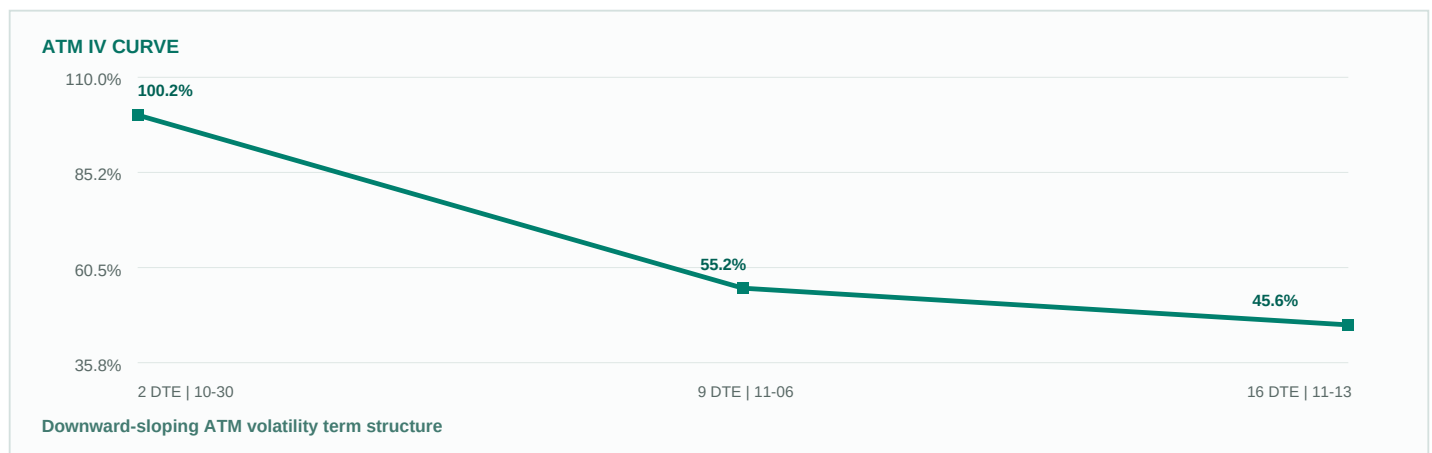
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
56 / 100	65 / 100	96.85	149.22

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-54.56 pts
Skew read	balanced
Liquidity / quote coverage	100.0%
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 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-30	2	100.2%	-
2026-11-06	9	55.2%	-
2026-11-13	16	45.6%	-



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-29
Earnings IV-crush risk	high
Event IV premium	45.01
VIX	17.18
VVIX	96.85
SKEW index	149.22
Observation confidence	high
Option quote quality	reliable
Contracts observed	150
Contracts with quotes	150

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

LLY Option Market Prices in Strong Earnings Expectations and Pipeline Potential

Wheel context

The elevated implied volatility suggests a high degree of uncertainty surrounding the upcoming earnings release. Traders may be positioning for both positive and negative outcomes.

Observed evidence

LLY stock price is trading near its 52-week high, indicating strong investor sentiment. | The technical picture is bullish with LLY well above key moving averages and positive momentum indicators. | Recent news highlights positive clinical trial results for retatrutide and other pipeline candidates, boosting market optimism. | Analyst targets are clustered around \$1330, suggesting further upside potential.

Principal risks to monitor

Earnings results could significantly impact LLY's share price, with both upside and downside potential. | Competition in the diabetes and oncology markets remains intense, posing a risk to future growth.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.21T	45.57
ROE	Revenue growth
92.6%	31.7%
EPS growth	Operating margin
49.3%	42.2%
Net profit margin	Gross margin
33.5%	-
Free cash flow CAGR	Debt / equity
5.9%	1.60
Dividend yield	Beta
0.8%	0.42
52-week range	
\$809.63 - \$1,321.21	

Company or fund profile

Issuer identity and classification

Name	Market
Eli Lilly and Company	NYSE
Industry	Country
Pharmaceuticals	US
Currency	IPO date
USD	1970-07-09
Shares outstanding	52-week return
941.36M	55.0%
Book value per share	Revenue per share
\$35.98	\$89.14
Website	
	lilly.com



Latest strategy observation

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

LLY Covered Call signal

Covered Call | 2026-10-23

At signal \$1,270.54 | Current \$1,310.14

SHORT Option \$1,280.00 B \$8.95 / A \$10.20

Conservative | CR \$9.58

Oct 21, 2026 12:54 PM EDT



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$36.56
ATR as % of price	2.8%
Volatility environment	medium
Current IV	38.7%
IV rank	57 / 100
IV percentile	66 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 28, 2026 7:31 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	81 / 100
Trend health	92 / 100
Momentum health	83 / 100
Volatility health	67 / 100
Structure health	71 / 100
Earnings risk / date	high 2026-10-29
Macro risk	unknown
Volatility risk	medium
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$1,221.08 / \$1,191.81 / \$1,088.04
EMA (9 / 21)	\$1,268.76 / \$1,235.53
Bollinger upper / middle / lower	\$1,335.34 / \$1,221.08 / \$1,106.82



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.794
True high / low	\$1,299.43 / \$1,260.34
5-day true high / low	\$1,321.21 / \$1,257.62

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	5.381	-
SMA50	1.735	-
MVWAP20	4.526	-
MACD	0.464	-
RSI	0.742	-
Volume	-64665.000	-
ATR	-0.557	-
T1	-	31.77 / 1220.43 / 1297.92 / 1272.07
T2	-	31.42 / 1216.91 / 1296.90 / 1273.46
T3	-	30.80 / 1212.87 / 1307.92 / 1257.62



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$1,290.47
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	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-30 2 DTE
Front at-the-money IV	100.2%
25-delta skew	2.96
Put / Call 25-delta	\$1,257.50 Delta -0.351 / \$1,350.00 Delta 0.282
Median option bid/ask spread	17.3%
Bid/ask spread	-
Contracts observed / quoted	150 / 150

Price context

Last Price: 1,290.47 | Bid: 1,289.71 | Ask: 1,291.30 | Previous Close: 1,281.91 | Change: 8.56 | Daily change: 0.67% | Update Time: 2026-10-28T14:51:48.791826-04:00 | Latest History Date: 2026-10-28 | Latest History Price: 1,290.47

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-05 | Latest Date: 2026-10-28 | Latest Price: 1,290.47 | Max Drawdown 60d Percent: -12.86%

Fundamental context

Current Iv Percent: 38.58% | Iv Rank: 55.91 | Iv Percentile: 65.34 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: 2026-11-12



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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Options Disclosure Document	theocc.com / Options Disclosure Document