



Mastercard Incorporated / MA

Equity | Generated Oct 30, 2026 11:32 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$638.02	+2.32 +0.36%	-/-	\$635.70

Market	NYSE
Industry	Financial Services
Market data as of	Oct 30, 2026 11:32 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 30, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
67.2 / 100	Constructive	high	28 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$622.00	\$662.00	\$605.00	70 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 30, 2026 7:50 PM EDT

Key insight

MA Option Market Implies Continued Upside Potential

Market read

The MA option market displays a bullish sentiment, reflecting optimism about the company's future performance. Recent strong earnings results, positive analyst commentary, and robust technical indicators contribute to this outlook. However, the stock is trading near 52-week highs with elevated implied volatility, suggesting potential for consolidation or pullback.

Strategy context

The term structure of options shows a slight downward slope, indicating that near-term options are more expensive than longer-dated options. This could reflect market expectations for continued upside in the near term.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 30, 2026 1:59 PM EDT

Short-term scenario

Cautious hold; do not chase. Prefer a pullback entry over 1-3 weeks. Uncertainty is elevated because the stock is extended near highs after the earnings gap.

Three-month outlook

Base case is modestly constructive: if spending, cross-border volumes, and services growth hold near recent trends, consensus targets in the high \$680s imply mid-single to low-double-digit upside from current levels, supported by ongoing buybacks. Uncertainty is significant and should not be underweighted: the shares trade near 52-week highs with RSI near 70 and a premium multiple, so a consolidation or deeper pullback is plausible if macro data soften, growth only meets (rather than beats) expectations, or valuation mean-reverts. Regulatory, litigation, and competitive payment-rail risks remain. Near-term path is less clear than the multi-year quality of the franchise.

Market sentiment

Recent X commentary is net constructive on fundamentals: investors cite the clean earnings beat, high operating margins, strong cash generation and buybacks, and long-term compounder quality, with some bullish mentions of agentic/AI commerce payment rails. Offsetting views flag a rich valuation, limited margin of safety, and an extended chart after the post-earnings move to highs. Engagement is moderate rather than euphoric; tone is bullish on the business but cautious on chasing the current price.

Supporting evidence

Strong earnings beat in Q3 2026, exceeding both revenue and adjusted EPS expectations. | Multiple analysts raised price targets following the earnings release. | Positive technical indicators: Price above rising moving averages, positive MACD. | Implied volatility is elevated, suggesting potential for price swings.

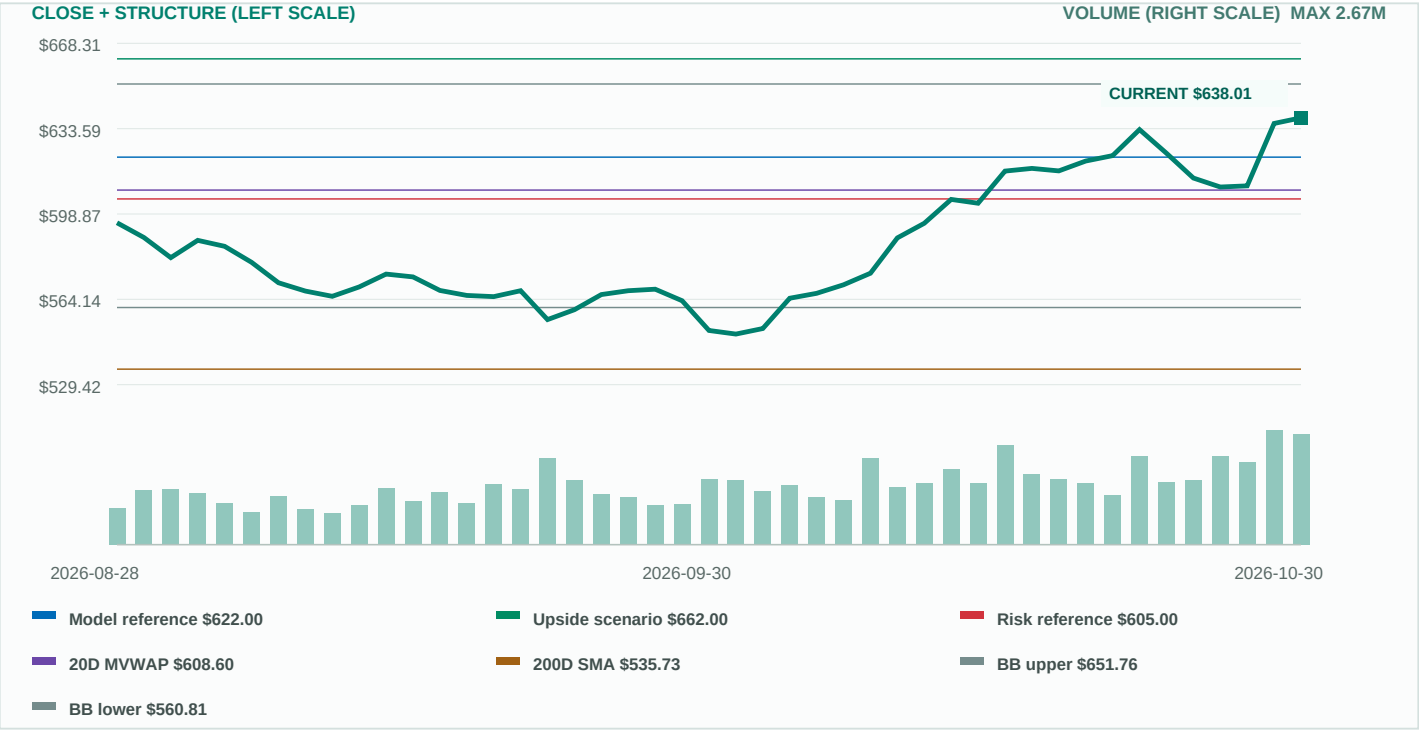
Risk watch

Valuation is considered rich by some analysts. | Elevated implied volatility suggests potential for price fluctuations.



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

low



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	STRONG BULL overbought MACD accelerating
Trend signal	STRONG BULL
RSI signal	overbought
RSI (7 / 14 / 21)	73.85 / 70.64 / 67.95
RSI velocity	3.91
MACD line / signal / histogram	14.45 / - / 12.90
MACD acceleration	0.32
Stochastic K / D	78.86 / 71.71

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	4.10
20-day MVWAP	\$608.60
Price vs 20-day MVWAP	+4.83%
Daily reference VWAP	\$638.53
Price vs daily reference	-0.08%
Volume	2.57M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	3.84
20-day / 200-day SMA	\$606.28 / \$535.73
Bollinger range	\$560.81 - \$651.76
Bollinger position	0.849



Options and volatility intelligence

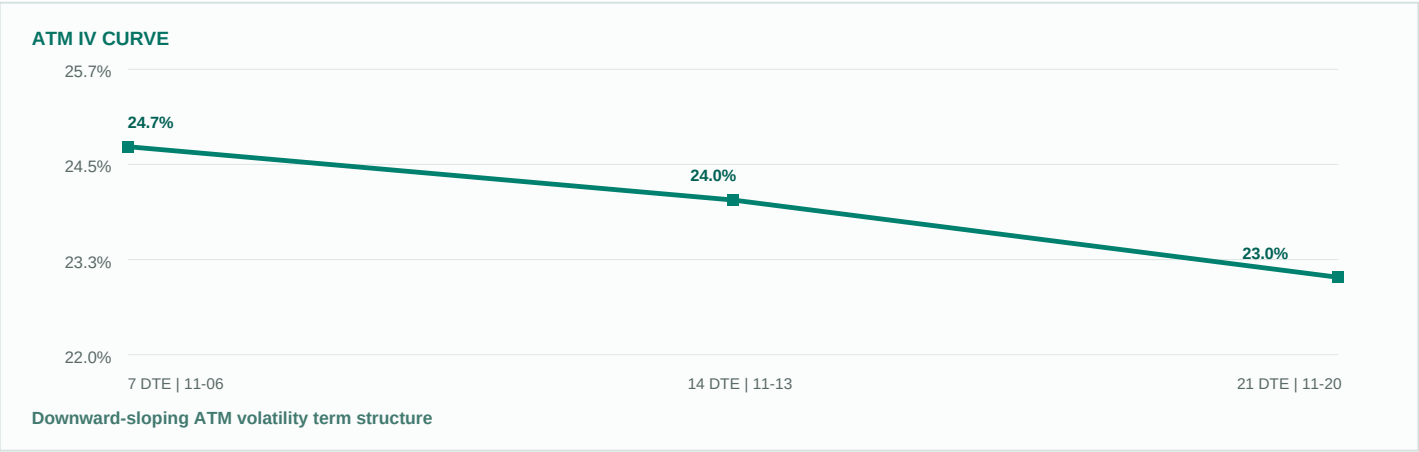
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
29 / 100	20 / 100	120.56	151.03

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	flat
Term slope	-1.69 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 30, 2026 2:39 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-11-06	7	24.7%	-
2026-11-13	14	24.0%	-
2026-11-20	21	23.0%	-

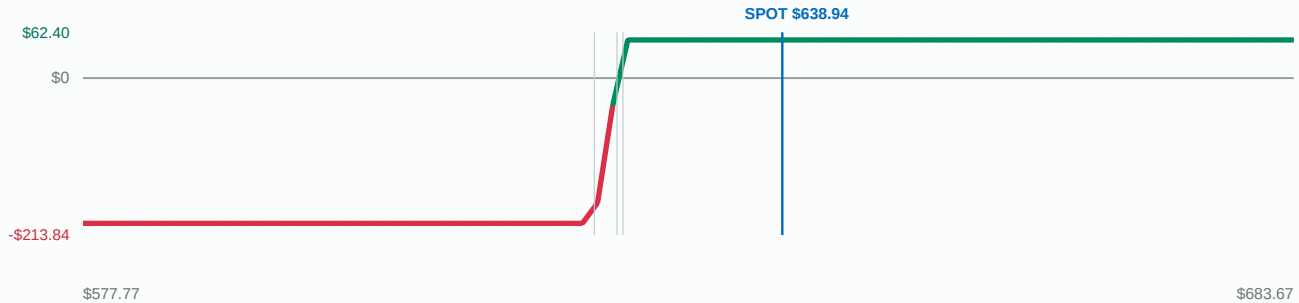


Reference spread payoff

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

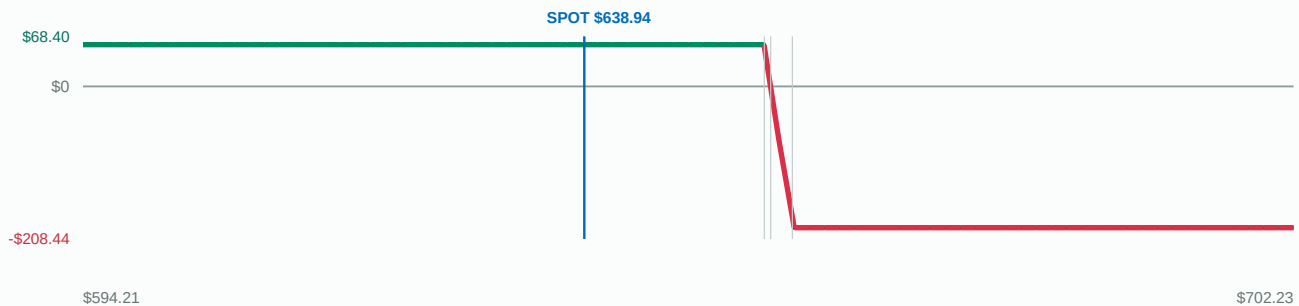
Bull Put Spread reference

Short \$625.00 | Long \$622.50 | Width \$2.50 | Net credit \$0.52



Bear Call Spread reference

Short \$655.00 | Long \$657.50 | Width \$2.50 | Net credit \$0.57



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2027-01-28
Earnings IV-crush risk	NOT MEASURED
VIX	22.91
VVIX	120.56
SKEW index	151.03
Observation confidence	high
Option quote quality	reliable
Contracts observed	140



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	140

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

MA Option Market Implies Continued Upside Potential

Wheel context

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Observed evidence

Strong earnings beat in Q3 2026, exceeding both revenue and adjusted EPS expectations. | Multiple analysts raised price targets following the earnings release. | Positive technical indicators: Price above rising moving averages, positive MACD. | Implied volatility is elevated, suggesting potential for price swings.

Principal risks to monitor

Valuation is considered rich by some analysts. | Elevated implied volatility suggests potential for price fluctuations.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$556.88B	34.30
ROE	Revenue growth
232.5%	13.8%
EPS growth	Operating margin
17.3%	58.3%
Net profit margin	Gross margin
46.3%	-
Free cash flow CAGR	Debt / equity
20.3%	2.46
Dividend yield	Beta
0.6%	0.81
52-week range	
\$464.52 - \$633.29	

Company or fund profile

Issuer identity and classification

Name	Market
Mastercard Incorporated	NYSE
Industry	Country
Financial Services	US
Currency	IPO date
USD	2006-05-25
Shares outstanding	52-week return
876.01M	7.8%
Book value per share	Revenue per share
\$6.39	\$39.73
Website	mastercard.us



Latest strategy observation

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

MA Covered Call signal

Covered Call | 2026-10-23

At signal \$614.50 | Current \$638.02

SHORT Option \$615.00 B \$6.60 / A \$7.40

High turnover | CR \$7.00

Oct 16, 2026 2:50 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	\$11.65
ATR as % of price	1.8%
Volatility environment	low
Current IV	21.4%
IV rank	33 / 100
IV percentile	28 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 30, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	80 / 100
Trend health	92 / 100
Momentum health	72 / 100
Volatility health	83 / 100
Structure health	65 / 100
Earnings risk / date	low 2027-01-28
Macro risk	unknown
Volatility risk	low
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$606.28 / \$586.73 / \$535.73
EMA (9 / 21)	\$621.77 / \$607.89
Bollinger upper / middle / lower	\$651.76 / \$606.28 / \$560.81



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.849
True high / low	\$644.24 / \$633.33
5-day true high / low	\$644.24 / \$605.00

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	3.838	-
SMA50	1.081	-
MVWAP20	4.100	-
MACD	0.322	-
RSI	3.912	-
Volume	168836.330	-
ATR	0.514	-
T1	-	13.56 / 604.04 / 641.57 / 610.31
T2	-	12.47 / 599.17 / 616.42 / 605.00
T3	-	13.48 / 596.30 / 613.50 / 605.81



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$638.94
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 30, 2026 2:39 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-11-06 7 DTE
Front at-the-money IV	24.7%
25-delta skew	0.54
Put / Call 25-delta	\$625.00 Delta -0.252 / \$655.00 Delta 0.248
Median option bid/ask spread	18.7%
Bid/ask spread	-
Contracts observed / quoted	140 / 140

Price context

Last Price: 638.94 | Bid: 638.84 | Ask: 639.08 | Previous Close: 635.70 | Change: 3.23 | Daily change: 0.51% | Update Time: 2026-10-30T14:39:10.787058-04:00 | Latest History Date: 2026-10-30 | Latest History Price: 639.00

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-07 | Latest Date: 2026-10-30 | Latest Price: 639.00 | Max Drawdown 60d Percent: -8.31%

Fundamental context

Current Iv Percent: 20.80% | Iv Rank: 29.29 | Iv Percentile: 20.32 | Next Earnings Date: 2027-01-28 | 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.

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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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