

Amazon.com, Inc. (AMZN) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$272.68 +\$1.51 (+0.56%) AS OF 2026-05-08

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: LOW | Signal Strength: 3/7

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$272.68	Market Cap	\$2933.2B
Past Win Rate (Backtest)	33.3%	Forward P/E	27.6x
Past Total Return	+13.8%	Analyst Target	\$311.55
RSI / Trend Strength	75 / 43	Upside to Target	+14.3%
MACD Signal	Bullish	Revenue Growth	+16.6%
Profit Factor	4.82	Institutional Own.	68.3%
Position Entry	2025-04-07 @ \$175.26	Analyst Ratings	64 Buy / 4 Hold / 0 Sell
Open Position Past P&L	+55.6%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$258.22	Bullish
EMA 50	\$241.27	Bullish
RSI (14)	75.1	Overbought - potential reversal
Trend Strength (ADX)	42.8	Strong trend (25-50)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	TRIM POSITION
Target Price	\$311.55
Upside/Downside	+14.3%
Risk/Reward	0.95:1
Time Horizon	6-12 months

Investment Rationale: Our TRIM POSITION rating is based on: (1) Technical backtest showing 33.3% win rate with +13.8% total return over backtest period, (2) +14.3% upside to analyst consensus target of \$311.55, (3) Strong fundamental growth profile with +16.6% revenue growth, and (4) 68.3% institutional ownership indicating high conviction from professional investors.

Action: Lock in gains after +55.6% run. Reduce exposure near resistance. Trail stop on remainder.

Technical Signal: Confluence 3/7 (threshold: 5) | **Risk/Reward:** Neutral

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 33.3%, Avg Return: +7.0%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 3 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 75% earnings growth with 68% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$272.68	Latest market price
Buy Stop Loss	\$258.69	Conservative 2.0x ATR (5.1% distance)
Position Stop Loss	\$265.69	Hybrid 1.00x ATR (2.6% distance)
ATR (14-day)	\$6.99	Volatility: 2.6% of price
ADX Strength	42.8	Strong trend

Status: Position up +56% - Adaptive strategy adjusts for momentum

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Hybrid

METRIC	CONSERVATIVE (2.0x ATR)	HYBRID (Adaptive)
Past Win Rate	33%	31%
Past Total Return	+13.8%	+5.6%
Max Drawdown	-16.6%	-16.8%
Total Trades	15	13
Position	OPEN	OPEN

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Hybrid adapts stops based on position profit.

For the latest stock analysis, support, resistance and interactive charts, visit [Ultra Stock Analysis Pro](#)

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

Firm	Action	From → To	Date
Piper Sandler	REITERATED	Overweight → Overweight	Apr 30, 2026
TD Cowen	REITERATED	Buy → Buy	Apr 16, 2026
Citizens	REITERATED	Market Outperform → Market Outperform	Apr 15, 2026
Citizens	REITERATED	Market Outperform → Market Outperform	Apr 10, 2026
TD Cowen	REITERATED	Buy → Buy	Mar 23, 2026
Needham	REITERATED	Buy → Buy	Mar 17, 2026

Analyst Price Targets

Average Target: \$311.55 (+14.3% from current)

High Target: \$370.00 (+35.7%)

Low Target: \$207.00 (-24.1%)

Current Price: \$272.68

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 33.3%, Avg Return: +7.0%) and analyst consensus (Target: \$311.55, +14.3% upside), a **MARKET WEIGHT** exposure may be considered. Risk/Reward ratio of 0.95:1 suggests unfavorable risk-adjusted returns. Current open position shows +55.6% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Jul 30, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Bullish confluence

Institutional Activity: 68.3% institutional ownership (Largest: Vanguard Group Inc)

Short Interest: 0.9% of float - Moderate short interest

Liquidity Profile

Average Volume: 49.1M shares/day - Moderately liquid

Market Cap: \$2933.2B - Large cap

Beta: 1.47 - Higher than market volatility

Execution Risk: Low for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Amazon.com, Inc. operates in the Consumer Cyclical sector (Internet Retail). Current valuation of 27.6x forward P/E reflects premium multiples relative to growth prospects. Operating margin of 13.1% shows moderate profitability. **Fundamental Outlook:** Strong Growth - Positive operating leverage with revenue and earnings acceleration

Valuation Analysis

Forward P/E: 27.6x

Trailing P/E: 32.6x

Price/Sales: 3.95x - Premium valuation

Price/Book: 6.64x

Enterprise Value: \$3025.7B

EV/Revenue: 4.07x (vs industry avg)

Competitive Positioning & Market Share

Key Competitors: Various industry players

U.S. Market Share: 0% - Competitive player

Global Market Share: 0%

Competitive Advantages: Market position, Technology, Brand

Key Products: Core products and services

Institutional Sentiment & Ownership

Institutional Ownership: 68.3% - Strong institutional backing

Largest Holder: Vanguard Group Inc (845.4M shares)

Analyst Coverage: 68 analysts

Consensus: 64 Buy, 4 Hold, 0 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+2.2 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	4 (40%)	Positive sentiment
Bearish Articles	1 (10%)	Negative sentiment
Neutral Articles	5 (50%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Alphabet, Microsoft, Amazon, and Meta Platforms Just Reported Earnings. Which Is the Best Buy? (Motley Fool, May 09)

The AI hyperscalers are all delivering solid results....

Source: <https://www.fool.com/investing/2026/05/09/alphabet-microsoft-amazon-and-meta-pla>

2. Amazon.com (AMZN) Business Platform Offers Same-Day Delivery of Fresh Groceries (Insider Monkey, May 09)

Amazon.com, Inc. (NASDAQ:AMZN) is one of the Best American AI Stocks to Buy Now. On May 5, Amazon announced that its Amazon Business platform now offe...

Source: <https://finance.yahoo.com/markets/stocks/articles/amazon-com-amzn-business-platf>

3. Has Amazon Found the Next AWS? (Motley Fool, May 09)

The company is relentlessly innovative....

Source: <https://www.fool.com/investing/2026/05/09/has-amazon-found-the-next-aws/>

4. Jim Cramer Says “Amazon is Winning, and It’s Winning Big” (Insider Monkey, May 09)

Amazon.com, Inc. (NASDAQ:AMZN) is one of the stocks Jim Cramer shared his thoughts on as he discussed Big Tech’s AI spending. Cramer maintained a posi...

Source: <https://finance.yahoo.com/markets/stocks/articles/jim-cramer-says-amazon-winning>

■ TOP BEARISH HEADLINES

1. Micron Stock Is Up 700% Over the Past Year. Its Shares Still Look Relatively Cheap. (Motley Fool, May 09)

The memory company believes it's on the cusp of a multidecade growth cycle for artificial intelligence (AI) and robotics....

Source: <https://www.fool.com/investing/2026/05/09/micron-stock-is-up-700-over-the-past-y>

■ SENTIMENT INTERPRETATION

The news sentiment is **moderately bullish**, showing generally positive coverage with some caution. Market perception appears favorable but not overwhelmingly positive. This neutral-to-positive sentiment suggests steady conditions without extreme optimism.

DEEP DIVE: COMPREHENSIVE RISK ASSESSMENT

Detailed Risk Factors and Mitigation Strategies

Key Risks & Mitigants

Company-Specific Risks:

- Competition
- Market conditions
- Regulatory changes

Technical Risk Factors:

- Win Rate: 33.3% (5 wins, 10 losses)
- Profit Factor: 4.82x (Avg Win 35.7% vs Avg Loss -7.4%)
- Current Confluence: 3 (Active) - Moderate setup
- Volatility (ATR 14): \$6.99 (2.6% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 1.47 - Above-average market sensitivity
- Short Interest: 0.9% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$258.22	Short-term trend
EMA 50	\$241.27	Medium-term trend
EMA 200	\$226.86	Long-term trend
Relative Strength	75.1	Overbought - potential reversal
MACD	12.53	Bullish
MACD Signal	12.37	Signal line
MACD Histogram	0.16	Bullish
Volatility (ATR 14)	\$6.99	2.6% of price
Trend Strength (ADX)	42.8	Strong trend (25-50)
+DI	33.5	Positive directional movement
-DI	11.2	Negative directional movement
Stochastic %K	82.3	Overbought
Stochastic %D	84.6	Overbought
Bollinger Upper	\$280.59	Resistance zone
Bollinger Middle	\$259.60	Moving average
Bollinger Lower	\$238.60	Support zone
VWAP	\$272.21	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$2933.2B	Total market value
Valuation	Enterprise Value	\$3025.7B	Total company value
Valuation	Forward P/E	27.6x	Price to forward earnings
Valuation	Trailing P/E	32.6x	Price to trailing earnings
Valuation	PEG Ratio	1.89	P/E relative to growth
Valuation	Price/Sales	3.95x	Market cap to revenue
Valuation	Price/Book	6.64x	Price to book value
Valuation	EV/Revenue	4.07x	Enterprise value to revenue
Valuation	EV/EBITDA	19.4x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$742.8B	Trailing 12-month revenue
Performance	Revenue Growth	+16.6%	Year-over-year growth
Performance	Earnings Growth	+74.8%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+17.9%	Forward EPS growth estimate
Performance	Gross Profit	\$375.9B	Revenue minus COGS
Performance	Operating Income	\$148.5B	EBIT
Performance	Net Income	\$90.8B	Bottom line profit
Performance	Free Cash Flow	\$9.8B	Cash after capex
Performance	Operating Cash Flow	\$148.5B	Cash from operations
Profitability	Gross Margin	50.6%	Gross profit margin
Profitability	Operating Margin	13.1%	Operating efficiency
Profitability	Profit Margin	12.2%	Net margin
Profitability	ROE	24.3%	Return on equity
Profitability	ROA	6.8%	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	\$0.0B	Total assets
Balance Sheet	Total Liabilities	\$0.0B	Total liabilities
Balance Sheet	Total Debt	\$235.5B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$143.1B	Liquid assets
Balance Sheet	Book Value/Share	\$41.09	Net worth per share
Balance Sheet	Current Ratio	1.18	Current assets/liabilities
Balance Sheet	Quick Ratio	0.97	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.53	Leverage ratio
Market	Beta	1.47	Market correlation
Market	52-Week High	\$278.56	Annual high
Market	52-Week Low	\$196.00	Annual low

Market	Avg Volume	49.1M	Average daily volume
Market	Shares Outstanding	10.8B	Total shares
Market	Float	9.8B	Tradeable shares
Market	Short Interest	0.9%	Shares sold short
Market	Institutional Own.	68.3%	Institution held
Analysts	Coverage Count	62	Number of analysts
Analysts	Average Rating	1.3	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	64/4/0	Rating distribution
Analysts	Target Price	\$311.55	Average price target
Analysts	Target High	\$370.00	Highest target
Analysts	Target Low	\$207.00	Lowest target
Other	Next Earnings	Jul 30, 2026	Earnings report date
Other	Dividend Yield	0.00%	Annual dividend rate
Other	Ex-Dividend Date	N/A	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry \$	Exit \$	Past P&L %	Past P&L \$
2019-04-26	2019-05-15	CONFLUENCE	\$97.53	\$93.56	-4.1%	\$-278
2019-06-10	2019-08-07	GOLDEN_CROSS	\$93.03	\$89.67	-3.6%	\$-145
2020-01-31	2020-03-10	CONFLUENCE	\$100.44	\$94.59	-5.8%	\$-281
2020-03-16	2021-02-03	CONFLUENCE	\$84.46	\$165.63	+96.1%	\$+1786
2021-04-09	2021-05-13	GOLDEN_CROSS	\$168.61	\$158.07	-6.2%	\$-327
2021-06-16	2021-08-11	CONFLUENCE	\$170.76	\$164.61	-3.6%	\$-240
2021-09-08	2021-09-28	CONFLUENCE	\$176.27	\$165.80	-5.9%	\$-367
2021-10-04	2021-12-20	CONFLUENCE	\$159.49	\$167.08	+4.8%	\$+228
2022-03-08	2022-05-10	CONFLUENCE	\$136.01	\$108.86	-20.0%	\$-434
2022-05-24	2022-11-08	CONFLUENCE	\$104.10	\$89.98	-13.6%	\$-212
2022-11-21	2023-06-13	CONFLUENCE	\$92.46	\$126.66	+37.0%	\$+650
2023-08-04	2023-09-26	CONFLUENCE	\$139.57	\$125.98	-9.7%	\$-340
2023-11-06	2024-07-30	GOLDEN_CROSS	\$139.74	\$181.71	+30.0%	\$+1049
2024-07-31	2024-08-01	CONFLUENCE	\$186.98	\$184.07	-1.6%	\$-64
2024-09-20	2025-02-28	CONFLUENCE	\$191.60	\$212.28	+10.8%	\$+476
2025-04-07	OPEN	CONFLUENCE	\$175.26	OPEN	+55.6%	\$+1169

IMPORTANT DISCLAIMER

Disclaimer: This report is for informational purposes only and does not constitute investment advice. Past performance is not indicative of future results. Technical analysis based on historical data through 2026-05-08. Fundamental data auto-fetched from Yahoo Finance. Please conduct your own due diligence before making investment decisions.

Next Earnings: Jul 30, 2026

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