

Apple Inc. (AAPL) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

Date: 2026-03-27 | Current Price: \$248.80 | Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: LOW | Signal Strength: 0/7

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$248.80	Market Cap	\$3656.8B
Past Win Rate (Backtest)	57.1%	Forward P/E	26.7x
Past Total Return	+73.2%	Analyst Target	\$295.31
RSI / Trend Strength	38 / 22	Upside to Target	+18.7%
MACD Signal	Bearish	Revenue Growth	+15.7%
Profit Factor	4.87	Institutional Own.	65.2%
Position Entry	2026-01-20 @ \$246.47	Analyst Ratings	29 Buy / 15 Hold / 4 Sell
Open Position Past P&L	+0.9%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$254.95	Bearish
EMA 50	\$259.47	Bearish
RSI (14)	38.0	Weak - potential support
Trend Strength (ADX)	22.2	Emerging trend (20-25)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	BUY
Target Price	\$295.31
Upside/Downside	+18.7%
Risk/Reward	1.25:1
Time Horizon	6-12 months

Investment Rationale: Our BUY rating is based on: (1) Technical backtest showing 57.1% win rate with +73.2% total return over backtest period, (2) +18.7% upside to analyst consensus target of \$295.31, (3) Strong fundamental growth profile with +15.7% revenue growth, and (4) 65.2% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with +0.9% unrealized gain. Watch for confluence signal to add.

Technical Signal: Confluence 0/7 (threshold: 5) | **Risk/Reward:** Neutral

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 57.1%, Avg Return: +17.6%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 0 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 18% earnings growth with 65% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$248.80	Latest market price
Buy Stop Loss	\$237.58	Conservative 2.0x ATR (4.5% distance)
Position Stop Loss	\$237.58	Hybrid 2.00x ATR (4.5% distance)
ATR (14-day)	\$5.61	Volatility: 2.3% of price
ADX Strength	22.2	Emerging trend

Status: Position up +1% - 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	57%	65%
Past Total Return	+73.2%	+67.6%
Max Drawdown	-12.4%	-11.5%
Total Trades	14	26
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
Wedbush	REITERATED	Outperform → Outperform	Mar 27, 2026
Morgan Stanley	REITERATED	Overweight → Overweight	Mar 23, 2026
Wedbush	REITERATED	Outperform → Outperform	Mar 05, 2026
Wedbush	REITERATED	Outperform → Outperform	Feb 17, 2026
Maxim Group	UPGRADE	Hold → Buy	Jan 30, 2026
TD Cowen	REITERATED	Buy → Buy	Jan 30, 2026
Wedbush	REITERATED	Outperform → Outperform	Jan 30, 2026
Needham	REITERATED	Hold → Hold	Jan 30, 2026
Evercore ISI Group	REITERATED	Outperform → Outperform	Jan 20, 2026
Wedbush	REITERATED	Outperform → Outperform	Jan 13, 2026

Analyst Price Targets

Average Target: \$295.31 (+18.7% from current)

High Target: \$350.00 (+40.7%)

Low Target: \$205.00 (-17.6%)

Current Price: \$248.80

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 57.1%, Avg Return: +17.6%) and analyst consensus (Target: \$295.31, +18.7% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 1.25:1 suggests moderate risk-adjusted returns. Current open position shows +0.9% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Apr 30, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 65.2% institutional ownership (Largest: Vanguard Group Inc)

Short Interest: 0.9% of float - Moderate short interest

Liquidity Profile

Average Volume: 47.4M shares/day - Moderately liquid

Market Cap: \$3656.8B - Large cap

Beta: 1.12 - Market-like volatility

Execution Risk: Low for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Apple Inc. operates in the Technology sector (Consumer Electronics). Current valuation of 26.7x forward P/E reflects premium multiples relative to growth prospects. Operating margin of 35.4% shows strong profitability. **Fundamental Outlook:** Strong Growth - Positive operating leverage with revenue and earnings acceleration

Valuation Analysis

Forward P/E: 26.7x

Trailing P/E: 31.5x

Price/Sales: 8.39x - Premium valuation

Price/Book: 41.48x

Enterprise Value: \$3676.3B

EV/Revenue: 8.44x (vs industry avg)

Competitive Positioning & Market Share

Key Competitors: Samsung, Google, Microsoft, Huawei

U.S. Market Share: 52% - Market leader

Global Market Share: 18%

Competitive Advantages: Ecosystem lock-in, Brand premium, Services revenue

Key Products: iPhone, Mac, iPad

Institutional Sentiment & Ownership

Institutional Ownership: 65.2% - Strong institutional backing

Largest Holder: Vanguard Group Inc (1426.3M shares)

Analyst Coverage: 48 analysts

Consensus: 29 Buy, 15 Hold, 4 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+1.6 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	5 (50%)	Positive sentiment
Bearish Articles	3 (30%)	Negative sentiment
Neutral Articles	2 (20%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. **These iPad apps will make you wish you had more free time** (TechCrunch, Mar 28)

We've compiled a list of some of the best iPad apps for creativity that are available on the App Store....

Source: <https://tech.yahoo.com/apps/articles/best-ipad-apps-unleashing-exploring-1907026>

2. **Peoria-based business named one of country's most innovative companies** (Journal Star, Mar 29)

This Peoria-based business has been named to Fortune's list of the most innovative companies in the United States....

Source: <https://www.pjstar.com/story/business/information-technology/2026/03/29/peoria-b>

3. **Prediction: These 2 Stocks Will Be Worth More Than Apple in a Decade** (Motley Fool, Mar 28)

These "Mag 7" rivals could supplant Apple's market cap before 2035....

Source: <https://www.fool.com/investing/2026/03/28/prediction-these-2-stocks-will-be-wort>

4. **\$31.7 Billion in Assets and a 0.05% Fee: Is Vanguard's VOT Actually Worth Holding?** (24/7 Wall St., Mar 29)

Mid-cap growth stocks occupy a specific and often underappreciated position in a portfolio: large enough to have proven their business model, but stil...

Source: <https://247wallst.com/investing/2026/03/29/31-7-billion-in-assets-and-a-0-05-fee>

5. **OMAH Promises Monthly Income From Berkshire Holdings, With One Major Catch** (24/7 Wall St., Mar 29)

VistaShares Target 15 Berkshire Select Income ETF (NYSEARCA:OMAH) promises something Berkshire Hathaway itself has never offered: a monthly paycheck. ...

Source: <https://247wallst.com/investing/2026/03/29/omah-promises-monthly-income-from-ber>

■ TOP BEARISH HEADLINES

1. **Everyone Hates iPhone Autocorrect. An Update Fixes One of the Biggest Problems.** (The Wall Street Journal, Mar 29)

When did I become such a terrible iPhone typist? Apple is finally doing something about the iPhone's notoriously frustrating autocorrect. WSJ person...

Source: <https://www.wsj.com/tech/apple-iphone-autocorrect-update-7659d618?siteid=yhoof2&>

2. **At 50, Apple confronts its next big challenge: AI** (AFP, Mar 29)

Apple celebrates its 50th anniversary as artificial intelligence challenges the Silicon Valley legend to prove it can deliver yet another culture-chan...

Source: <https://finance.yahoo.com/sectors/technology/articles/50-apple-confronts-next-bi>

3. **Apple Turns Siri Into Multi Assistant Gateway For AI Services Revenue** (Simply Wall St., Mar 28)

Apple, ticker NasdaqGS:AAPL, plans to open Siri to competing AI assistants including Google Gemini, Anthropic Claude, and Microsoft Copilot in iOS 27....

Source: <https://finance.yahoo.com/markets/stocks/articles/apple-turns-siri-multi-assista>

■ **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:

- China exposure
- Smartphone market saturation
- Regulatory pressure
- Innovation concerns

Technical Risk Factors:

- Win Rate: 57.1% (8 wins, 6 losses)
- Profit Factor: 4.87x (Avg Win 36.3% vs Avg Loss -7.5%)
- Current Confluence: 0 (Last: 5 on Mar 20) - No setup - awaiting signal
- Volatility (ATR 14): \$5.61 (2.3% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 1.12 - Market-like 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	\$254.95	Short-term trend
EMA 50	\$259.47	Medium-term trend
EMA 200	\$250.83	Long-term trend
Relative Strength	38.0	Weak - potential support
MACD	-3.64	Bearish
MACD Signal	-3.45	Signal line
MACD Histogram	-0.19	Bearish
Volatility (ATR 14)	\$5.61	2.3% of price
Trend Strength (ADX)	22.2	Emerging trend (20-25)
+DI	17.2	Positive directional movement
-DI	26.4	Negative directional movement
Stochastic %K	33.0	Neutral
Stochastic %D	35.2	Neutral
Bollinger Upper	\$266.27	Resistance zone
Bollinger Middle	\$255.38	Moving average
Bollinger Lower	\$244.48	Support zone
VWAP	\$250.79	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$3656.8B	Total market value
Valuation	Enterprise Value	\$3676.3B	Total company value
Valuation	Forward P/E	26.7x	Price to forward earnings
Valuation	Trailing P/E	31.5x	Price to trailing earnings
Valuation	PEG Ratio	2.21	P/E relative to growth
Valuation	Price/Sales	8.39x	Market cap to revenue
Valuation	Price/Book	41.48x	Price to book value
Valuation	EV/Revenue	8.44x	Enterprise value to revenue
Valuation	EV/EBITDA	24.0x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$435.6B	Trailing 12-month revenue
Performance	Revenue Growth	+15.7%	Year-over-year growth
Performance	Earnings Growth	+18.3%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+17.8%	Forward EPS growth estimate
Performance	Gross Profit	\$206.2B	Revenue minus COGS
Performance	Operating Income	\$135.5B	EBIT
Performance	Net Income	\$117.8B	Bottom line profit
Performance	Free Cash Flow	\$106.3B	Cash after capex
Performance	Operating Cash Flow	\$135.5B	Cash from operations
Profitability	Gross Margin	47.3%	Gross profit margin
Profitability	Operating Margin	35.4%	Operating efficiency
Profitability	Profit Margin	27.0%	Net margin
Profitability	ROE	152.0%	Return on equity
Profitability	ROA	24.4%	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	\$90.5B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$66.9B	Liquid assets
Balance Sheet	Book Value/Share	\$6.00	Net worth per share
Balance Sheet	Current Ratio	0.97	Current assets/liabilities
Balance Sheet	Quick Ratio	0.84	Liquid assets/liabilities
Balance Sheet	Debt/Equity	1.03	Leverage ratio
Market	Beta	1.12	Market correlation
Market	52-Week High	\$288.62	Annual high
Market	52-Week Low	\$169.21	Annual low

Market	Avg Volume	47.4M	Average daily volume
Market	Shares Outstanding	14.7B	Total shares
Market	Float	14.7B	Tradeable shares
Market	Short Interest	0.9%	Shares sold short
Market	Institutional Own.	65.2%	Institution held
Analysts	Coverage Count	41	Number of analysts
Analysts	Average Rating	1.9	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	29/15/4	Rating distribution
Analysts	Target Price	\$295.31	Average price target
Analysts	Target High	\$350.00	Highest target
Analysts	Target Low	\$205.00	Lowest target
Other	Next Earnings	Apr 30, 2026	Earnings report date
Other	Dividend Yield	0.42%	Annual dividend rate
Other	Ex-Dividend Date	1770595200	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 \$
2019-05-01	2019-05-14	CONFLUENCE	\$50.21	\$45.17	-10.0%	\$-524
2019-06-17	2020-03-09	GOLDEN_CROSS	\$46.42	\$64.31	+38.5%	\$+1592
2020-03-23	2021-03-01	CONFLUENCE	\$54.21	\$124.47	+129.6%	\$+1827
2021-04-13	2021-05-13	GOLDEN_CROSS	\$130.93	\$121.93	-6.9%	\$-387
2021-07-06	2021-10-04	CONFLUENCE	\$138.56	\$135.96	-1.9%	\$-154
2021-10-21	2022-02-28	CONFLUENCE	\$146.06	\$161.78	+10.8%	\$+739
2022-03-28	2022-04-26	GOLDEN_CROSS	\$172.05	\$153.63	-10.7%	\$-534
2022-05-20	2022-09-19	CONFLUENCE	\$135.01	\$151.79	+12.4%	\$+352
2023-02-01	2023-08-16	GOLDEN_CROSS	\$143.13	\$174.52	+21.9%	\$+1067
2023-09-05	2023-09-11	CONFLUENCE	\$187.50	\$177.28	-5.5%	\$-460
2023-10-26	2024-02-14	CONFLUENCE	\$164.96	\$182.49	+10.6%	\$+701
2024-03-07	2025-01-22	CONFLUENCE	\$167.48	\$222.61	+32.9%	\$+2371
2025-02-19	2025-03-11	GOLDEN_CROSS	\$243.81	\$219.88	-9.8%	\$-694
2025-05-23	2026-01-13	CONFLUENCE	\$194.68	\$260.81	+34.0%	\$+1587
2026-01-20	OPEN	CONFLUENCE	\$246.47	OPEN	+0.9%	\$+82

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 2026-03-27. Fundamental data auto-fetched from Yahoo Finance. Please conduct your own due diligence before making investment decisions.

Next Earnings: Apr 30, 2026

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