

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

Executive Summary with Comprehensive Analysis

Date: 2026-03-27 | Current Price: \$199.34 | 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	\$199.34	Market Cap	\$2139.9B
Past Win Rate (Backtest)	41.7%	Forward P/E	21.2x
Past Total Return	+24.4%	Analyst Target	\$281.34
RSI / Trend Strength	38 / 17	Upside to Target	+41.1%
MACD Signal	Bearish	Revenue Growth	+13.6%
Profit Factor	4.57	Institutional Own.	67.3%
Position Entry	2025-04-07 @ \$175.26	Analyst Ratings	67 Buy / 3 Hold / 0 Sell
Open Position Past P&L	+13.7%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$209.62	Bearish
EMA 50	\$215.31	Bearish
RSI (14)	37.8	Weak - potential support
Trend Strength (ADX)	17.1	Weak/No trend (<20)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$281.34
Upside/Downside	+41.1%
Risk/Reward	2.74:1
Time Horizon	6-12 months

Investment Rationale: Our HOLD rating is based on: (1) Technical backtest showing 41.7% win rate with +24.4% total return over backtest period, (2) +41.1% upside to analyst consensus target of \$281.34, (3) Moderate fundamental growth profile with +13.6% revenue growth, and (4) 67.3% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with +13.7% 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: 41.7%, Avg Return: +10.3%), 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 5% earnings growth with 67% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$199.34	Latest market price
Buy Stop Loss	\$187.75	Conservative 2.0x ATR (5.8% distance)
Position Stop Loss	\$190.65	Hybrid 1.50x ATR (4.4% distance)
ATR (14-day)	\$5.80	Volatility: 2.9% of price
ADX Strength	17.1	Weak/No Trend

Status: Position up +14% - 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	42%	42%
Past Total Return	+24.4%	+14.6%
Max Drawdown	-13.6%	-15.8%
Total Trades	12	24
Position	OPEN	NONE

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
TD Cowen	REITERATED	Buy → Buy	Mar 23, 2026
Needham	REITERATED	Buy → Buy	Mar 17, 2026
RBC Capital	REITERATED	Outperform → Outperform	Feb 06, 2026
Argus Research	REITERATED	Buy → Buy	Feb 06, 2026
Citizens	REITERATED	Market Outperform → Market Outperform	Feb 06, 2026
Piper Sandler	REITERATED	Overweight → Overweight	Feb 06, 2026
DA Davidson	DOWNGRADE	Buy → Neutral	Feb 06, 2026
Needham	REITERATED	Buy → Buy	Feb 06, 2026
Wedbush	REITERATED	Outperform → Outperform	Jan 29, 2026

Analyst Price Targets

Average Target: \$281.34 (+41.1% from current)

High Target: \$360.00 (+80.6%)

Low Target: \$175.00 (-12.2%)

Current Price: \$199.34

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 41.7%, Avg Return: +10.3%) and analyst consensus (Target: \$281.34, +41.1% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 2.74:1 suggests favorable risk-adjusted returns. Current open position shows +13.7% 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: 67.3% institutional ownership (Largest: Vanguard Group Inc)

Short Interest: 0.9% of float - Moderate short interest

Liquidity Profile

Average Volume: 50.1M shares/day - Highly liquid

Market Cap: \$2139.9B - Large cap

Beta: 1.42 - Higher than market volatility

Execution Risk: Minimal 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 21.2x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 10.5% shows moderate profitability. **Fundamental Outlook:** Steady Growth - Expanding margins with consistent revenue growth

Valuation Analysis

Forward P/E: 21.2x

Trailing P/E: 27.8x

Price/Sales: 2.98x - Market multiple

Price/Book: 5.20x

Enterprise Value: \$2195.4B

EV/Revenue: 3.06x (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: 67.3% - Strong institutional backing

Largest Holder: Vanguard Group Inc (845.4M shares)

Analyst Coverage: 70 analysts

Consensus: 67 Buy, 3 Hold, 0 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+1.9 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	3 (30%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	7 (70%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. 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>

2. Who in Big Tech Is Ready for Agentic AI? (Motley Fool, Mar 29)

Amazon is fighting Perplexity over the start-up's shopping agents, showing that legacy tech companies may not be as comfortable with AI innovation as ...

Source: <https://www.fool.com/investing/2026/03/28/who-in-big-tech-is-ready-for-agentic-a>

3. Amazon Chip Division Hit By Second Senior Exit In Months (Benzinga, Mar 29)

Amazon.com Inc. is navigating another senior exit from its Annapurna Labs chip division, raising questions about leadership continuity as it scales it...

Source: <https://finance.yahoo.com/sectors/technology/articles/amazon-chip-division-hit-s>

■ 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: 41.7% (5 wins, 7 losses)
- Profit Factor: 4.57x (Avg Win 35.6% vs Avg Loss -7.8%)
- Current Confluence: 0 (Last: 3 on Feb 12) - No setup - awaiting signal
- Volatility (ATR 14): \$5.80 (2.9% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 1.42 - 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	\$209.62	Short-term trend
EMA 50	\$215.31	Medium-term trend
EMA 200	\$219.73	Long-term trend
Relative Strength	37.8	Weak - potential support
MACD	-2.66	Bearish
MACD Signal	-2.31	Signal line
MACD Histogram	-0.35	Bearish
Volatility (ATR 14)	\$5.80	2.9% of price
Trend Strength (ADX)	17.1	Weak/No trend (<20)
+DI	22.0	Positive directional movement
-DI	36.8	Negative directional movement
Stochastic %K	27.8	Neutral
Stochastic %D	32.7	Neutral
Bollinger Upper	\$219.27	Resistance zone
Bollinger Middle	\$210.53	Moving average
Bollinger Lower	\$201.80	Support zone
VWAP	\$201.69	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$2139.9B	Total market value
Valuation	Enterprise Value	\$2195.4B	Total company value
Valuation	Forward P/E	21.2x	Price to forward earnings
Valuation	Trailing P/E	27.8x	Price to trailing earnings
Valuation	PEG Ratio	1.82	P/E relative to growth
Valuation	Price/Sales	2.98x	Market cap to revenue
Valuation	Price/Book	5.20x	Price to book value
Valuation	EV/Revenue	3.06x	Enterprise value to revenue
Valuation	EV/EBITDA	15.1x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$716.9B	Trailing 12-month revenue
Performance	Revenue Growth	+13.6%	Year-over-year growth
Performance	Earnings Growth	+5.0%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+30.8%	Forward EPS growth estimate
Performance	Gross Profit	\$360.5B	Revenue minus COGS
Performance	Operating Income	\$139.5B	EBIT
Performance	Net Income	\$77.7B	Bottom line profit
Performance	Free Cash Flow	\$23.8B	Cash after capex
Performance	Operating Cash Flow	\$139.5B	Cash from operations
Profitability	Gross Margin	50.3%	Gross profit margin
Profitability	Operating Margin	10.5%	Operating efficiency
Profitability	Profit Margin	10.8%	Net margin
Profitability	ROE	22.3%	Return on equity
Profitability	ROA	6.9%	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	\$178.5B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$123.0B	Liquid assets
Balance Sheet	Book Value/Share	\$38.31	Net worth per share
Balance Sheet	Current Ratio	1.05	Current assets/liabilities
Balance Sheet	Quick Ratio	0.84	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.43	Leverage ratio
Market	Beta	1.42	Market correlation
Market	52-Week High	\$258.60	Annual high
Market	52-Week Low	\$161.38	Annual low

Market	Avg Volume	50.1M	Average daily volume
Market	Shares Outstanding	10.7B	Total shares
Market	Float	9.8B	Tradeable shares
Market	Short Interest	0.9%	Shares sold short
Market	Institutional Own.	67.3%	Institution held
Analysts	Coverage Count	64	Number of analysts
Analysts	Average Rating	1.3	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	67/3/0	Rating distribution
Analysts	Target Price	\$281.34	Average price target
Analysts	Target High	\$360.00	Highest target
Analysts	Target Low	\$175.00	Lowest target
Other	Next Earnings	Apr 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%	\$-274
2019-06-12	2019-08-06	GOLDEN_CROSS	\$92.77	\$89.39	-3.6%	\$-155
2020-01-31	2020-03-10	CONFLUENCE	\$100.44	\$94.59	-5.8%	\$-281
2020-03-16	2021-08-11	CONFLUENCE	\$84.46	\$164.61	+94.9%	+\$1763
2021-09-08	2021-09-28	CONFLUENCE	\$176.27	\$165.80	-5.9%	\$-388
2021-10-04	2021-12-20	CONFLUENCE	\$159.49	\$167.08	+4.8%	+\$243
2022-03-08	2022-05-10	CONFLUENCE	\$136.01	\$108.86	-20.0%	\$-462
2022-05-24	2022-11-08	CONFLUENCE	\$104.10	\$89.98	-13.6%	\$-226
2022-11-21	2023-09-29	CONFLUENCE	\$92.46	\$127.12	+37.5%	+\$693
2023-11-06	2024-07-30	GOLDEN_CROSS	\$139.74	\$181.71	+30.0%	+\$1175
2024-07-31	2024-08-01	CONFLUENCE	\$186.98	\$184.07	-1.6%	\$-70
2024-09-20	2025-02-28	CONFLUENCE	\$191.60	\$212.28	+10.8%	+\$517
2025-04-07	OPEN	CONFLUENCE	\$175.26	OPEN	+13.7%	+\$313

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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