

The Home Depot, Inc. (HD) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$343.30 +\$4.57 (+1.35%) AS OF 2026-07-10

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	\$343.30	Market Cap	\$342.3B
Past Win Rate (Backtest)	58.8%	Forward P/E	21.3x
Past Total Return	+38.9%	Analyst Target	\$370.34
RSI / Trend Strength	56 / 21	Upside to Target	+7.9%
MACD Signal	Bullish	Revenue Growth	+4.8%
Profit Factor	2.73	Institutional Own.	76.0%
Position Entry	2026-05-19 @ \$300.19	Analyst Ratings	22 Buy / 14 Hold / 0 Sell
Open Position Past P&L	+14.4%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$338.80	Bullish
EMA 50	\$331.95	Bullish
RSI (14)	55.6	Neutral range
Trend Strength (ADX)	21.2	Emerging trend (20-25)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$370.34
Upside/Downside	+7.9%
Risk/Reward	1.53:1
Time Horizon	6-12 months

Investment Rationale: Our HOLD rating is based on: (1) Technical backtest showing 58.8% win rate with +38.9% total return over backtest period, (2) +7.9% upside to analyst consensus target of \$370.34, (3) Challenged fundamental growth profile with +4.8% revenue growth, and (4) 76.0% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with +14.4% 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: 58.8%, Avg Return: +7.1%), 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 -4% earnings growth with 76% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$343.30	Latest market price
Buy Stop Loss	\$325.63	Conservative 2.0x ATR (5.1% distance)
Position Stop Loss	\$330.05	Adaptive 1.50x ATR (3.9% distance)
ATR (14-day)	\$8.84	Volatility: 2.6% of price
ADX Strength	21.2	Emerging 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 Adaptive

METRIC	CONSERVATIVE (2.0x ATR)	ADAPTIVE (Dynamic)
Past Win Rate	59%	60%
Past Total Return	+38.9%	+38.8%
Max Drawdown	-11.1%	-11.1%
Total Trades	17	20
Position	OPEN	OPEN

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Adaptive adjusts 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
Wolfe Research	DOWNGRADE	Outperform → Peer Perform	Jun 23, 2026
Guggenheim	REITERATED	Buy → Buy	May 20, 2026

Analyst Price Targets

Average Target: \$370.34 (+7.9% from current)

High Target: \$430.00 (+25.3%)

Low Target: \$310.00 (-9.7%)

Current Price: \$343.30

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 58.8%, Avg Return: +7.1%) and analyst consensus (Target: \$370.34, +7.9% upside), a **MARKET WEIGHT** exposure may be considered. Risk/Reward ratio of 1.53:1 suggests moderate risk-adjusted returns. Current open position shows +14.4% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Aug 18, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 76.0% institutional ownership (Largest: Blackrock Inc.)

Short Interest: 1.5% of float - Moderate short interest

Liquidity Profile

Average Volume: 4.8M shares/day - Lower liquidity

Market Cap: \$342.3B - Large cap

Beta: 0.95 - Market-like volatility

Execution Risk: Moderate for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

The Home Depot, Inc. operates in the Consumer Cyclical sector (Home Improvement Retail). Current valuation of 21.3x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 11.9% shows moderate profitability. **Fundamental Outlook:** Neutral - Mixed signals with focus on execution and margin improvement

Valuation Analysis

Forward P/E: 21.3x

Trailing P/E: 24.4x

Price/Sales: 2.05x - Market multiple

Price/Book: 24.67x

Enterprise Value: \$404.4B

EV/Revenue: 2.43x (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: 76.0% - Very high institutional confidence

Largest Holder: Blackrock Inc. (78.7M shares)

Analyst Coverage: 36 analysts

Consensus: 22 Buy, 14 Hold, 0 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+4.0 / 10	Bullish
Articles Analyzed	6	Last 7 days (top 5 shown per category)
Bullish Articles	4 (67%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	2 (33%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Home Depot rolls out new rewards offers as customers pull back (TheStreet, Jul 11)

More U.S. consumers are relying on rewards programs to save money amid economic uncertainty, and Home Depot is leaning further into this trend by expa...

Source: <https://www.thestreet.com/retail/home-depot-expands-pro-xtra-rewards-offers-as-c>

2. Is Home Depot (HD) Cheap Following Its Military Exchange Expansion? (Simply Wall St., Jul 11)

Home Depot (HD) is in focus after expanding its partnership with Military Exchanges to ship more than 20,000 tax-free home improvement products to APO...

Source: <https://finance.yahoo.com/markets/stocks/articles/home-depot-hd-cheap-following->

3. The Real Risk Inside Home Depot Stock (Trefis, Jul 10)

The company is making a big bet on professional contractors just as its core DIY customer is pulling back, creating a new kind of vulnerability....

Source: <https://www.trefis.com/articles/606609/the-real-risk-inside-home-depot-stock/202>

4. Home Depot (HD) Stock Looks Fairly Valued After Its 21% Five Year Run (Simply Wall St., Jul 11)

Home Depot stock has delivered a 20.9% total return over the past five years, yet current valuation checks suggest it no longer looks obviously cheap,...

Source: <https://finance.yahoo.com/markets/stocks/articles/home-depot-hd-stock-looks-1707>

■ SENTIMENT INTERPRETATION

The news sentiment is **strongly bullish**, indicating positive market perception and favorable coverage. This suggests growing investor confidence and potential upward momentum. Consider this as a supporting factor for bullish positions, but verify with technical and fundamental analysis.

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: 58.8% (10 wins, 7 losses)
- Profit Factor: 2.73x (Avg Win 16.2% vs Avg Loss -5.9%)
- Current Confluence: 0 (Last: 3 on Jun 26) - No setup - awaiting signal
- Volatility (ATR 14): \$8.84 (2.6% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 0.95 - Market-like market sensitivity
- Short Interest: 1.5% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$338.80	Short-term trend
EMA 50	\$331.95	Medium-term trend
EMA 200	\$344.22	Long-term trend
Relative Strength	55.6	Neutral range
MACD	6.31	Bullish
MACD Signal	7.31	Signal line
MACD Histogram	-1.01	Bearish
Volatility (ATR 14)	\$8.84	2.6% of price
Trend Strength (ADX)	21.2	Emerging trend (20-25)
+DI	24.5	Positive directional movement
-DI	21.7	Negative directional movement
Stochastic %K	47.7	Neutral
Stochastic %D	52.4	Neutral
Bollinger Upper	\$360.62	Resistance zone
Bollinger Middle	\$339.86	Moving average
Bollinger Lower	\$319.10	Support zone
VWAP	\$341.87	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$342.3B	Total market value
Valuation	Enterprise Value	\$404.4B	Total company value
Valuation	Forward P/E	21.3x	Price to forward earnings
Valuation	Trailing P/E	24.4x	Price to trailing earnings
Valuation	PEG Ratio	1.90	P/E relative to growth
Valuation	Price/Sales	2.05x	Market cap to revenue
Valuation	Price/Book	24.67x	Price to book value
Valuation	EV/Revenue	2.43x	Enterprise value to revenue
Valuation	EV/EBITDA	16.2x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$166.6B	Trailing 12-month revenue
Performance	Revenue Growth	+4.8%	Year-over-year growth
Performance	Earnings Growth	-4.3%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+14.3%	Forward EPS growth estimate
Performance	Gross Profit	\$55.2B	Revenue minus COGS
Performance	Operating Income	\$18.0B	EBIT
Performance	Net Income	\$14.0B	Bottom line profit
Performance	Free Cash Flow	\$10.1B	Cash after capex
Performance	Operating Cash Flow	\$18.0B	Cash from operations
Profitability	Gross Margin	33.1%	Gross profit margin
Profitability	Operating Margin	11.9%	Operating efficiency
Profitability	Profit Margin	8.4%	Net margin
Profitability	ROE	128.4%	Return on equity
Profitability	ROA	12.5%	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	\$63.7B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$1.6B	Liquid assets
Balance Sheet	Book Value/Share	\$13.92	Net worth per share
Balance Sheet	Current Ratio	1.04	Current assets/liabilities
Balance Sheet	Quick Ratio	0.23	Liquid assets/liabilities
Balance Sheet	Debt/Equity	4.59	Leverage ratio
Market	Beta	0.95	Market correlation
Market	52-Week High	\$426.75	Annual high
Market	52-Week Low	\$289.10	Annual low

Market	Avg Volume	4.8M	Average daily volume
Market	Shares Outstanding	1.0B	Total shares
Market	Float	1.0B	Tradeable shares
Market	Short Interest	1.5%	Shares sold short
Market	Institutional Own.	76.0%	Institution held
Analysts	Coverage Count	32	Number of analysts
Analysts	Average Rating	1.9	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	22/14/0	Rating distribution
Analysts	Target Price	\$370.34	Average price target
Analysts	Target High	\$430.00	Highest target
Analysts	Target Low	\$310.00	Lowest target
Other	Next Earnings	Aug 18, 2026	Earnings report date
Other	Dividend Yield	2.71%	Annual dividend rate
Other	Ex-Dividend Date	1780531200	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 \$
2019-12-11	2020-03-11	CONFLUENCE	\$180.79	\$182.76	+1.1%	\$+67
2020-03-18	2020-06-10	CONFLUENCE	\$133.61	\$219.75	+64.5%	\$+603
2020-08-12	2020-11-19	CONFLUENCE	\$243.18	\$235.21	-3.3%	\$-199
2020-12-08	2021-05-10	CONFLUENCE	\$228.46	\$299.63	+31.1%	\$+1566
2021-06-24	2021-08-11	GOLDEN_CROSS	\$275.35	\$297.56	+8.1%	\$+600
2021-11-16	2021-12-06	CONFLUENCE	\$348.18	\$370.45	+6.4%	\$+468
2022-01-18	2022-01-20	CONFLUENCE	\$326.80	\$311.52	-4.7%	\$-244
2022-02-24	2022-05-23	CONFLUENCE	\$279.14	\$256.43	-8.1%	\$-295
2022-07-25	2022-09-13	GOLDEN_CROSS	\$276.20	\$252.38	-8.6%	\$-453
2023-01-06	2023-02-24	CONFLUENCE	\$290.08	\$271.02	-6.6%	\$-324
2023-05-16	2023-07-12	CONFLUENCE	\$259.79	\$294.28	+13.3%	\$+690
2023-11-14	2024-01-19	CONFLUENCE	\$283.20	\$340.30	+20.2%	\$+1256
2024-06-21	2024-06-28	CONFLUENCE	\$338.42	\$327.43	-3.2%	\$-297
2024-11-06	2024-12-30	CONFLUENCE	\$371.65	\$374.62	+0.8%	\$+51
2025-01-23	2025-02-21	CONFLUENCE	\$398.63	\$370.65	-7.0%	\$-504
2025-03-13	2025-10-13	CONFLUENCE	\$336.17	\$371.64	+10.6%	\$+461
2025-11-19	2026-03-09	CONFLUENCE	\$327.69	\$348.60	+6.4%	\$+648
2026-05-19	OPEN	CONFLUENCE	\$300.19	OPEN	+14.4%	\$+690

IMPORTANT DISCLAIMER

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Next Earnings: Aug 18, 2026

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