

McDonald's Corporation (MCD) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$274.60 **-\$1.89 (-0.68%)** 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	\$274.60	Market Cap	\$195.1B
Past Win Rate (Backtest)	50.0%	Forward P/E	19.3x
Past Total Return	+0.5%	Analyst Target	\$329.03
RSI / Trend Strength	47 / 16	Upside to Target	+19.8%
MACD Signal	Bearish	Revenue Growth	+9.4%
Profit Factor	2.37	Institutional Own.	77.1%
Position Entry	2026-06-25 @ \$264.54	Analyst Ratings	19 Buy / 16 Hold / 1 Sell
Open Position Past P&L	+3.8%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$276.38	Bearish
EMA 50	\$281.19	Bearish
RSI (14)	47.1	Neutral range
Trend Strength (ADX)	15.9	Weak/No trend (<20)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$329.03
Upside/Downside	+19.8%
Risk/Reward	4.53:1
Time Horizon	6-12 months

Investment Rationale: Our HOLD rating is based on: (1) Technical backtest showing 50.0% win rate with +0.5% total return over backtest period, (2) +19.8% upside to analyst consensus target of \$329.03, (3) Moderate fundamental growth profile with +9.4% revenue growth, and (4) 77.1% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with +3.8% 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: 50.0%, Avg Return: +3.5%), 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 7% earnings growth with 77% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$274.60	Latest market price
Buy Stop Loss	\$262.57	Conservative 2.0x ATR (4.4% distance)
Position Stop Loss	\$262.57	Adaptive 2.00x ATR (4.4% distance)
ATR (14-day)	\$6.01	Volatility: 2.2% of price
ADX Strength	15.9	Weak/No Trend

Status: Position up +4% - 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	50%	53%
Past Total Return	+0.5%	+6.2%
Max Drawdown	-13.2%	-10.5%
Total Trades	14	19
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
BTIG	REITERATED	Buy → Buy	May 07, 2026
BTIG	REITERATED	Buy → Buy	Apr 28, 2026
Rothschild & Co	UPGRADE	Sell → Neutral	Apr 23, 2026

Analyst Price Targets

Average Target: \$329.03 (+19.8% from current)

High Target: \$407.00 (+48.2%)

Low Target: \$250.00 (-9.0%)

Current Price: \$274.60

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 50.0%, Avg Return: +3.5%) and analyst consensus (Target: \$329.03, +19.8% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 4.53:1 suggests favorable risk-adjusted returns. Current open position shows +3.8% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Aug 04, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 77.1% institutional ownership (Largest: Blackrock Inc.)

Short Interest: 1.7% of float - Moderate short interest

Liquidity Profile

Average Volume: 4.3M shares/day - Lower liquidity

Market Cap: \$195.1B - Mid cap

Beta: 0.42 - Lower than market volatility

Execution Risk: Moderate for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

McDonald's Corporation operates in the Consumer Cyclical sector (Restaurants). Current valuation of 19.3x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 44.3% shows strong profitability. **Fundamental Outlook:** Moderate Growth - Monitoring profitability amid revenue expansion

Valuation Analysis

Forward P/E: 19.3x

Trailing P/E: 22.6x

Price/Sales: 7.11x - Premium valuation

Price/Book: -151.71x

Enterprise Value: \$248.8B

EV/Revenue: 9.07x (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: 77.1% - Very high institutional confidence

Largest Holder: Blackrock Inc. (55.4M shares)

Analyst Coverage: 36 analysts

Consensus: 19 Buy, 16 Hold, 1 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+0.0 / 10	Neutral
Articles Analyzed	5	Last 7 days (top 5 shown per category)
Bullish Articles	1 (20%)	Positive sentiment
Bearish Articles	1 (20%)	Negative sentiment
Neutral Articles	3 (60%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. **Wendy's Vs. McDonald's: Buy Wendy's to Ride the 'Project Fresh' Short-Squeeze Momentum and Avoid McD** (24/7 Wall St., Jul 11)

Wendy's just posted a quarter where beating Wall Street estimates still meant losing customers fast, and yet the stock is surging while McDonald's qui...

Source: <https://247wallst.com/investing/2026/07/11/wendys-vs-mcdonalds-buy-wendys-to-rid>

■ TOP BEARISH HEADLINES

1. **Should You Buy McDonald's Largest Franchisee, or All of Domino's Pizza?** (Motley Fool, Jul 10)

One trades at a steep discount on valuation metrics; the other commands a premium for its digital-first model and cash generation....

Source: <https://www.fool.com/coverage/better-buy/2026/07/10/should-you-buy-mcdonald-s-la>

■ SENTIMENT INTERPRETATION

The news sentiment is **neutral**, indicating balanced coverage without clear directional bias. This suggests market participants are waiting for catalysts or clearer signals. Monitor for changes in sentiment that could indicate emerging trends.

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: 50.0% (7 wins, 7 losses)
- Profit Factor: 2.37x (Avg Win 12.2% vs Avg Loss -5.1%)
- Current Confluence: 0 (Last: 6 on Jun 25) - No setup - awaiting signal
- Volatility (ATR 14): \$6.01 (2.2% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 0.42 - Below-average market sensitivity
- Short Interest: 1.7% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$276.38	Short-term trend
EMA 50	\$281.19	Medium-term trend
EMA 200	\$294.47	Long-term trend
Relative Strength	47.1	Neutral range
MACD	-0.97	Bearish
MACD Signal	-1.65	Signal line
MACD Histogram	0.68	Bullish
Volatility (ATR 14)	\$6.01	2.2% of price
Trend Strength (ADX)	15.9	Weak/No trend (<20)
+DI	22.7	Positive directional movement
-DI	22.8	Negative directional movement
Stochastic %K	52.6	Neutral
Stochastic %D	59.4	Neutral
Bollinger Upper	\$290.63	Resistance zone
Bollinger Middle	\$276.73	Moving average
Bollinger Lower	\$262.83	Support zone
VWAP	\$275.17	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$195.1B	Total market value
Valuation	Enterprise Value	\$248.8B	Total company value
Valuation	Forward P/E	19.3x	Price to forward earnings
Valuation	Trailing P/E	22.6x	Price to trailing earnings
Valuation	PEG Ratio	2.56	P/E relative to growth
Valuation	Price/Sales	7.11x	Market cap to revenue
Valuation	Price/Book	-151.71x	Price to book value
Valuation	EV/Revenue	9.07x	Enterprise value to revenue
Valuation	EV/EBITDA	16.7x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$27.4B	Trailing 12-month revenue
Performance	Revenue Growth	+9.4%	Year-over-year growth
Performance	Earnings Growth	+6.9%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+17.0%	Forward EPS growth estimate
Performance	Gross Profit	\$15.7B	Revenue minus COGS
Performance	Operating Income	\$10.5B	EBIT
Performance	Net Income	\$8.7B	Bottom line profit
Performance	Free Cash Flow	\$6.0B	Cash after capex
Performance	Operating Cash Flow	\$10.5B	Cash from operations
Profitability	Gross Margin	57.3%	Gross profit margin
Profitability	Operating Margin	44.3%	Operating efficiency
Profitability	Profit Margin	31.6%	Net margin
Profitability	ROE	0.0%	Return on equity
Profitability	ROA	13.6%	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	\$54.9B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$1.2B	Liquid assets
Balance Sheet	Book Value/Share	\$-1.81	Net worth per share
Balance Sheet	Current Ratio	1.14	Current assets/liabilities
Balance Sheet	Quick Ratio	0.87	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.00	Leverage ratio
Market	Beta	0.42	Market correlation
Market	52-Week High	\$341.75	Annual high
Market	52-Week Low	\$264.53	Annual low

Market	Avg Volume	4.3M	Average daily volume
Market	Shares Outstanding	0.7B	Total shares
Market	Float	0.7B	Tradeable shares
Market	Short Interest	1.7%	Shares sold short
Market	Institutional Own.	77.1%	Institution held
Analysts	Coverage Count	31	Number of analysts
Analysts	Average Rating	2.1	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	19/16/1	Rating distribution
Analysts	Target Price	\$329.03	Average price target
Analysts	Target High	\$407.00	Highest target
Analysts	Target Low	\$250.00	Lowest target
Other	Next Earnings	Aug 04, 2026	Earnings report date
Other	Dividend Yield	2.69%	Annual dividend rate
Other	Ex-Dividend Date	1780358400	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 \$
2019-10-02	2019-10-24	CONFLUENCE	\$176.21	\$167.45	-5.0%	\$-324
2020-01-07	2020-03-06	GOLDEN_CROSS	\$174.21	\$172.03	-1.2%	\$-115
2020-03-18	2020-05-26	CONFLUENCE	\$118.78	\$159.91	+34.6%	+\$370
2020-11-09	2022-02-16	CONFLUENCE	\$186.77	\$228.12	+22.1%	+\$827
2022-04-11	2022-05-20	GOLDEN_CROSS	\$227.00	\$212.01	-6.6%	\$-375
2022-07-26	2022-09-27	CONFLUENCE	\$234.31	\$216.90	-7.4%	\$-418
2022-10-27	2023-05-09	CONFLUENCE	\$242.94	\$274.96	+13.2%	+\$672
2023-11-17	2024-05-28	GOLDEN_CROSS	\$258.32	\$240.29	-7.0%	\$-577
2024-08-05	2024-11-22	GOLDEN_CROSS	\$256.08	\$278.51	+8.8%	+\$381
2024-11-25	2025-01-14	GOLDEN_CROSS	\$284.18	\$271.79	-4.4%	\$-248
2025-02-10	2025-03-10	CONFLUENCE	\$297.70	\$307.99	+3.5%	+\$196
2025-04-07	2025-10-01	CONFLUENCE	\$291.13	\$295.07	+1.4%	+\$51
2025-10-22	2025-11-03	GOLDEN_CROSS	\$304.48	\$290.99	-4.4%	\$-337
2025-11-14	2026-03-26	GOLDEN_CROSS	\$301.46	\$306.85	+1.8%	+\$102
2026-06-25	OPEN	CONFLUENCE	\$264.54	OPEN	+3.8%	+\$181

IMPORTANT DISCLAIMER

Disclaimer: This report is for informational and educational purposes only and does not constitute investment advice. Ultra Stock Analysis Pro is not a registered investment advisor; information is impersonal and not tailored to individual circumstances. AI-generated content may contain errors — verify before acting. Past performance is not indicative of future results. Technical analysis based on historical data through 2026-07-10. Fundamental data auto-fetched from Yahoo Finance. Please conduct your own due diligence before making investment decisions.

Next Earnings: Aug 04, 2026

Report Generated: July 11, 2026 at 03:41 PM