

Visa Inc. (V) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

Date: 2026-03-27 | Current Price: \$295.52 | 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	\$295.52	Market Cap	\$569.8B
Past Win Rate (Backtest)	53.3%	Forward P/E	20.3x
Past Total Return	+14.0%	Analyst Target	\$398.91
RSI / Trend Strength	32 / 28	Upside to Target	+35.0%
MACD Signal	Bearish	Revenue Growth	+14.6%
Profit Factor	2.12	Institutional Own.	90.8%
Position Entry	2026-02-24 @ \$307.22	Analyst Ratings	33 Buy / 7 Hold / 0 Sell
Open Position Past P&L	-3.8%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$307.75	Bearish
EMA 50	\$316.79	Bearish
RSI (14)	31.6	Weak - potential support
Trend Strength (ADX)	27.8	Strong trend (25-50)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$398.91
Upside/Downside	+35.0%
Risk/Reward	2.33:1
Time Horizon	6-12 months

Investment Rationale: Our HOLD rating is based on: (1) Technical backtest showing 53.3% win rate with +14.0% total return over backtest period, (2) +35.0% upside to analyst consensus target of \$398.91, (3) Moderate fundamental growth profile with +14.6% revenue growth, and (4) 90.8% 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: 53.3%, Avg Return: +4.5%), 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 17% earnings growth with 91% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$295.52	Latest market price
Buy Stop Loss	\$282.21	Conservative 2.0x ATR (4.5% distance)
Position Stop Loss	\$278.89	Hybrid 2.50x ATR (5.6% distance)
ATR (14-day)	\$6.65	Volatility: 2.3% of price
ADX Strength	27.8	Strong trend

Status: Position down -4% - Wider stops for recovery

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	53%	43%
Past Total Return	+14.0%	+7.6%
Max Drawdown	-16.6%	-18.4%
Total Trades	15	21
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
Freedom Broker	UPGRADE	Hold → Buy	Feb 17, 2026
RBC Capital	REITERATED	Outperform → Outperform	Jan 30, 2026
Cantor Fitzgerald	REITERATED	Overweight → Overweight	Jan 30, 2026
Cantor Fitzgerald	INITIATED	Overweight	Jan 27, 2026

Analyst Price Targets

Average Target: \$398.91 (+35.0% from current)

High Target: \$450.00 (+52.3%)

Low Target: \$323.00 (+9.3%)

Current Price: \$295.52

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 53.3%, Avg Return: +4.5%) and analyst consensus (Target: \$398.91, +35.0% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 2.33:1 suggests favorable risk-adjusted returns. Current open position shows -3.8% unrealized gain, supporting review decision.

Catalyst Calendar & Timing

Next Major Catalyst: Apr 28, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 90.8% institutional ownership (Largest: Vanguard Group Inc)

Short Interest: 1.6% of float - Moderate short interest

Liquidity Profile

Average Volume: 8.0M shares/day - Lower liquidity

Market Cap: \$569.8B - Large cap

Beta: 0.79 - Lower than market volatility

Execution Risk: Moderate for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Visa Inc. operates in the Financial Services sector (Credit Services). Current valuation of 20.3x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 68.3% shows strong profitability. **Fundamental Outlook:** Steady Growth - Expanding margins with consistent revenue growth

Valuation Analysis

Forward P/E: 20.3x

Trailing P/E: 27.8x

Price/Sales: 13.77x - Premium valuation

Price/Book: 14.75x

Enterprise Value: \$568.7B

EV/Revenue: 13.74x (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: 90.8% - Very high institutional confidence

Largest Holder: Vanguard Group Inc (161.0M shares)

Analyst Coverage: 40 analysts

Consensus: 33 Buy, 7 Hold, 0 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+1.7 / 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. Visa (V) Dips More Than Broader Market: What You Should Know (Zacks, Mar 27)

The latest trading day saw Visa (V) settling at \$295.19, representing a -3.38% change from its previous close....

Source: <https://finance.yahoo.com/markets/stocks/articles/visa-v-dips-more-broader-21450>

2. Visa vs. Mastercard: One Is Built for a Recession. Here's Which One to Own. (Motley Fool, Mar 29)

One has more financial resources to weather the storm....

Source: <https://www.fool.com/investing/2026/03/29/visa-vs-mastercard-one-is-built-for-a->

3. Visa Subscription Tool Aims To Lift Banking App Role And Valuation (Simply Wall St., Mar 26)

Visa (NYSE:V) has launched its Enhanced Subscription Manager, a new service to help consumers track, switch, and cancel recurring payments inside thei...

Source: <https://finance.yahoo.com/markets/stocks/articles/visa-subscription-tool-aims-li>

4. Dollar still king as euro stablecoin volumes halve. Here's why, say analysts (DLNews, Mar 27)

Euro-denominated stablecoin spot volumes have plunged, according to a new report. The tokens haven't gained traction in the eurozone, where traders pr...

Source: <https://www.dlnews.com/articles/regulation/euro-backed-stablecoins-are-stalling->

■ TOP BEARISH HEADLINES

1. FTC warns PayPal, Visa, Mastercard and Stripe against debanking after Trump's executive order (DLNews, Mar 27)

The Federal Trade Commission has warned PayPal, Visa, Mastercard, and Stripe against debanking practices. President Trump and his sons have frequently...

Source: <https://www.dlnews.com/articles/regulation/ftc-warns-paypal-stripe-visa-masterca>

■ 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: 53.3% (8 wins, 7 losses)
- Profit Factor: 2.12x (Avg Win 14.3% vs Avg Loss -6.7%)
- Current Confluence: 0 (Last: 5 on Feb 24) - No setup - awaiting signal
- Volatility (ATR 14): \$6.65 (2.3% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 0.79 - Below-average market sensitivity
- Short Interest: 1.6% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$307.75	Short-term trend
EMA 50	\$316.79	Medium-term trend
EMA 200	\$329.24	Long-term trend
Relative Strength	31.6	Weak - potential support
MACD	-5.34	Bearish
MACD Signal	-5.06	Signal line
MACD Histogram	-0.28	Bearish
Volatility (ATR 14)	\$6.65	2.3% of price
Trend Strength (ADX)	27.8	Strong trend (25-50)
+DI	14.4	Positive directional movement
-DI	30.9	Negative directional movement
Stochastic %K	28.6	Neutral
Stochastic %D	31.4	Neutral
Bollinger Upper	\$325.00	Resistance zone
Bollinger Middle	\$309.25	Moving average
Bollinger Lower	\$293.51	Support zone
VWAP	\$298.14	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$569.8B	Total market value
Valuation	Enterprise Value	\$568.7B	Total company value
Valuation	Forward P/E	20.3x	Price to forward earnings
Valuation	Trailing P/E	27.8x	Price to trailing earnings
Valuation	PEG Ratio	1.62	P/E relative to growth
Valuation	Price/Sales	13.77x	Market cap to revenue
Valuation	Price/Book	14.75x	Price to book value
Valuation	EV/Revenue	13.74x	Enterprise value to revenue
Valuation	EV/EBITDA	19.6x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$41.4B	Trailing 12-month revenue
Performance	Revenue Growth	+14.6%	Year-over-year growth
Performance	Earnings Growth	+17.4%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+36.6%	Forward EPS growth estimate
Performance	Gross Profit	\$40.5B	Revenue minus COGS
Performance	Operating Income	\$24.4B	EBIT
Performance	Net Income	\$20.6B	Bottom line profit
Performance	Free Cash Flow	\$22.0B	Cash after capex
Performance	Operating Cash Flow	\$24.4B	Cash from operations
Profitability	Gross Margin	N/A	Gross profit margin
Profitability	Operating Margin	68.3%	Operating efficiency
Profitability	Profit Margin	50.2%	Net margin
Profitability	ROE	54.0%	Return on equity
Profitability	ROA	18.4%	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	\$21.2B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$16.4B	Liquid assets
Balance Sheet	Book Value/Share	\$20.03	Net worth per share
Balance Sheet	Current Ratio	1.11	Current assets/liabilities
Balance Sheet	Quick Ratio	0.72	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.55	Leverage ratio
Market	Beta	0.79	Market correlation
Market	52-Week High	\$375.51	Annual high
Market	52-Week Low	\$294.32	Annual low

Market	Avg Volume	8.0M	Average daily volume
Market	Shares Outstanding	1.7B	Total shares
Market	Float	1.7B	Tradeable shares
Market	Short Interest	1.6%	Shares sold short
Market	Institutional Own.	90.8%	Institution held
Analysts	Coverage Count	35	Number of analysts
Analysts	Average Rating	1.3	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	33/7/0	Rating distribution
Analysts	Target Price	\$398.91	Average price target
Analysts	Target High	\$450.00	Highest target
Analysts	Target Low	\$323.00	Lowest target
Other	Next Earnings	Apr 28, 2026	Earnings report date
Other	Dividend Yield	0.91%	Annual dividend rate
Other	Ex-Dividend Date	1770681600	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 \$
2019-03-15	2019-09-30	CONFLUENCE	\$148.01	\$164.26	+11.0%	+\$715
2019-11-27	2020-03-05	CONFLUENCE	\$176.35	\$179.09	+1.6%	+\$118
2020-03-23	2021-01-25	CONFLUENCE	\$130.03	\$193.42	+48.8%	+\$571
2021-02-22	2021-08-23	CONFLUENCE	\$200.80	\$226.32	+12.7%	+\$613
2022-01-04	2022-01-26	GOLDEN_CROSS	\$215.41	\$199.35	-7.5%	-\$418
2022-02-02	2022-02-28	GOLDEN_CROSS	\$227.96	\$209.61	-8.1%	-\$294
2022-03-29	2022-04-14	GOLDEN_CROSS	\$221.25	\$206.38	-6.7%	-\$282
2022-06-30	2022-09-28	CONFLUENCE	\$191.33	\$174.43	-8.8%	-\$304
2022-10-13	2023-09-27	CONFLUENCE	\$179.76	\$225.21	+25.3%	+\$1000
2023-11-06	2024-04-18	GOLDEN_CROSS	\$238.94	\$267.36	+11.9%	+\$881
2024-09-09	2024-09-27	CONFLUENCE	\$282.48	\$272.15	-3.7%	-\$310
2024-11-06	2025-04-08	CONFLUENCE	\$304.03	\$305.98	+0.6%	+\$45
2025-05-01	2025-07-21	GOLDEN_CROSS	\$339.91	\$348.91	+2.6%	+\$117
2025-10-09	2025-11-19	GOLDEN_CROSS	\$345.64	\$323.45	-6.4%	-\$466
2025-12-19	2026-01-16	CONFLUENCE	\$348.53	\$327.62	-6.0%	-\$418
2026-02-24	OPEN	CONFLUENCE	\$307.22	OPEN	-3.8%	-\$176

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 28, 2026

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