

Amazon.com (Friday July 19, 2019)

Hold candidate since 2019-07-17

Loss -1.38%



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score: **-0.90**
#2915/ 10121

Trend: Buy
MV Long: Buy
MV Short: Sell
Pivot: Sell
Volume: Sell
MACD: Buy

Tech commentaries:

Amazon.com fell by **-0.68%** in the last day (Friday, 19th Jul 2019) from **\$1 977.90** to **\$1 964.52** and has now fallen 5 days in a row. During the day the stock fluctuated **1.72%** from a day low at **\$1 962.23** to a day high of **\$1 996.00**. The price has been going up and down for this period, and there has been a 1.11% gain for the last 2 weeks. Volume fell in the last day along with the stock, which is actually a good sign as volume should follow the stock. In the last day the trading volume fell by **-0.19 million** shares and in total **3.14 million** shares bought and sold for approximately **\$6 168.94 million**.

Amazon.com lies in the middle of a wide and weak rising trend in the short term and a further rise within the trend is signaled. Given the current short-term trend, the stock is expected to rise **4.12%** during the next 3 months and, with 90% probability hold a price between **\$1 806.92** and **\$2 114.77** at the end of this period.

Amazon.com holds a sales signal from the short-term moving average; at the same time, however, there is a buy signal from the long-term average. Since the short-term average is above the long-term average there is a general buy signal in the stock. On further gains, the stock will meet resistance from the short-term moving average at approximately **\$1 996.77**. On a fall, the stock will find some support from the long-term average at approximately **\$1 900.04**. A break-up through the short-term average will send a buy signal, whereas a breakdown through the long-term average will send a sales signal. Some negative signals were issued as well, and these may have some influence on the near short-term development. A sales signal was issued from a pivot top point on **Monday July 15, 2019**, which indicates further falls until a new bottom pivot has been found. Volume fell together with the price during the last trading day and this reduces the overall risk as volume should follow the price movements.

RSI14 is **66** and the stock is currently not being overbought or oversold

Amazon.com finds support from accumulated volume at \$1 962.46. On the upside the stock meets some resistance just above today's level from accumulated volume at **\$1 988.30**, **\$2 001.07** and **\$2 017.41**.

This stock is usually traded at a good volume, and with minor daily changes, the risk is considered to be low. During the last day, the stock moved **\$33.77 (1.72%)** between high and low. For the last week, the stock has had daily average volatility of **1.38%**.

Amazon.com holds several positive signals, but we still don't find these to be enough for a buy-recommendation. At the current level, we recommend to hold or accumulate in this position whilst awaiting further development.

Risk: **Low**

Evaluation: **Hold/Accumulate**