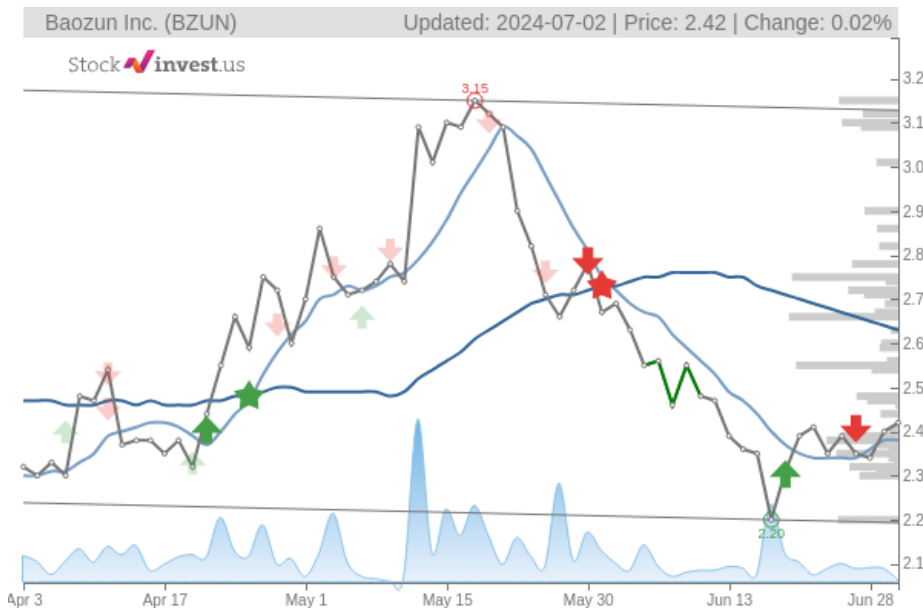


Baozun Inc. (Tue, Jul 02, 2024)

Sell candidate since Jun 26, 2024

Gain 1.26%

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score: **-2.75**
#21821/ 54200

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

Tech commentaries:

The **Baozun Inc.** stock price gained **0.83%** on the last trading day (Tuesday, 2nd Jul 2024), rising from **\$2.40** to **\$2.42**. During the last trading day the stock fluctuated **3.44%** from a day low at **\$2.37** to a day high of **\$2.45**. The price has risen in 6 of the last 10 days and is up by **2.98%** over the past 2 weeks. Volume fell on the last day by **-109 thousand** shares and in total, **118 thousand** shares were bought and sold for approximately **\$285.46 thousand**. You should take into consideration that falling volume on higher prices causes divergence and may be an early warning about possible changes over the next couple of days.

The stock is moving within a very wide and horizontal trend and further movements within this trend can be expected. Given the current horizontal trend, you can expect **Baozun Inc.** stock with a 90% probability to be traded between \$2.16 and \$3.08 at the end of this 3-month period. A break of a horizontal trend is often followed by a large increase in the volume, and stocks seldom manage to go directly from the bottom of a trend up to the top. Stocks turning up in the middle of a horizontal trend are therefore considered to be potential runners.

A buy signal was issued from a pivot bottom point on **Tuesday, June 18, 2024**, and so far it has risen 10.00%. Further rise is indicated until a new top pivot has been found. Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Baozun Inc.** stock holds a buy signal from the short-term Moving Average; at the same time, however, the long-term average holds a general sell signal. Since the longterm average is above the short-term average there is a general sell signal in the stock giving a more negative forecast for the stock. On further gains, the stock will meet resistance from the long-term Moving Average at **\$2.63**. On a fall, the stock will find some support from the short-term average at **\$2.38**. A break-up through the long-term average will give another buy signal, while a fall below the short-term average will add another sell signal and strengthen the general signal. Volume fell during the last trading day while the price increased. This causes a divergence and may be considered as an early warning, but it may also not.

Baozun Inc. finds support from accumulated volume at \$2.38 and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance from accumulated volume at **\$2.55, \$2.66 and \$2.75**.

This stock has average movements during the day, but be aware of low or falling volume as this increases the risk. During the last day, the stock moved **\$0.0814** between high and low, or **3.44%**. For the last week the stock has had daily average volatility of **4.28%**.

Baozun Inc. holds several negative signals and we believe that it will still perform weakly in the next couple of days or weeks. We, therefore, hold a negative evaluation of this stock.

Risk: **Medium**

Evaluation: **Sell Candidate**

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