

Apple Inc. (AAPL) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$300.23 **+\$2.02 (+0.68%)** AS OF 2026-05-15

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: LOW | Signal Strength: 3/7

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$300.23	Market Cap	\$4409.6B
Past Win Rate (Backtest)	59.1%	Forward P/E	31.3x
Past Total Return	+88.6%	Analyst Target	\$308.07
RSI / Trend Strength	76 / 30	Upside to Target	+2.6%
MACD Signal	Bullish	Revenue Growth	+16.6%
Profit Factor	4.08	Institutional Own.	65.7%
Position Entry	2026-05-01 @ \$280.14	Analyst Ratings	30 Buy / 16 Hold / 2 Sell
Open Position Past P&L	+7.2%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$283.75	Bullish
EMA 50	\$273.01	Bullish
RSI (14)	75.7	Overbought - potential reversal
Trend Strength (ADX)	29.6	Strong trend (25-50)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$308.07
Upside/Downside	+2.6%
Risk/Reward	0.17:1
Time Horizon	6-12 months

Investment Rationale: Our HOLD rating is based on: (1) Technical backtest showing 59.1% win rate with +88.6% total return over backtest period, (2) +2.6% upside to analyst consensus target of \$308.07, (3) Strong fundamental growth profile with +16.6% revenue growth, and (4) 65.7% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with +7.2% unrealized gain. Watch for confluence signal to add.

Technical Signal: Confluence 3/7 (threshold: 5) | **Risk/Reward:** Neutral

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 59.1%, Avg Return: +10.2%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 3 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 22% earnings growth with 66% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$300.23	Latest market price
Buy Stop Loss	\$287.74	Conservative 2.0x ATR (4.2% distance)
Position Stop Loss	\$289.30	Hybrid 1.75x ATR (3.6% distance)
ATR (14-day)	\$6.24	Volatility: 2.1% of price
ADX Strength	29.6	Strong trend

Status: Position up +7% - Adaptive strategy adjusts for momentum

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	59%	62%
Past Total Return	+88.6%	+62.5%
Max Drawdown	-11.8%	-11.9%
Total Trades	22	29
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
Wedbush	REITERATED	Outperform → Outperform	May 01, 2026
Needham	REITERATED	Hold → Hold	May 01, 2026
Wedbush	REITERATED	Outperform → Outperform	Apr 21, 2026
BNP Paribas	UPGRADE	Neutral → Outperform	Apr 17, 2026
Wedbush	REITERATED	Outperform → Outperform	Mar 31, 2026
Wedbush	REITERATED	Outperform → Outperform	Mar 27, 2026
Morgan Stanley	REITERATED	Overweight → Overweight	Mar 23, 2026
Wedbush	REITERATED	Outperform → Outperform	Mar 05, 2026
Wedbush	REITERATED	Outperform → Outperform	Feb 17, 2026

Analyst Price Targets

Average Target: \$308.07 (+2.6% from current)

High Target: \$400.00 (+33.2%)

Low Target: \$215.00 (-28.4%)

Current Price: \$300.23

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 59.1%, Avg Return: +10.2%) and analyst consensus (Target: \$308.07, +2.6% upside), a **MARKET WEIGHT** exposure may be considered. Risk/Reward ratio of 0.17:1 suggests unfavorable risk-adjusted returns. Current open position shows +7.2% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Jul 30, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Bullish confluence

Institutional Activity: 65.7% institutional ownership (Largest: Blackrock Inc.)

Short Interest: 0.9% of float - Moderate short interest

Liquidity Profile

Average Volume: 43.8M shares/day - Moderately liquid

Market Cap: \$4409.6B - Large cap

Beta: 1.06 - Market-like volatility

Execution Risk: Low for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Apple Inc. operates in the Technology sector (Consumer Electronics). Current valuation of 31.3x forward P/E reflects premium multiples relative to growth prospects. Operating margin of 32.3% shows strong profitability. **Fundamental Outlook:** Strong Growth - Positive operating leverage with revenue and earnings acceleration

Valuation Analysis

Forward P/E: 31.3x

Trailing P/E: 36.3x

Price/Sales: 9.77x - Premium valuation

Price/Book: 41.35x

Enterprise Value: \$4425.8B

EV/Revenue: 9.80x (vs industry avg)

Competitive Positioning & Market Share

Key Competitors: Samsung, Google, Microsoft, Huawei

U.S. Market Share: 52% - Market leader

Global Market Share: 18%

Competitive Advantages: Ecosystem lock-in, Brand premium, Services revenue

Key Products: iPhone, Mac, iPad

Institutional Sentiment & Ownership

Institutional Ownership: 65.7% - Strong institutional backing

Largest Holder: Blackrock Inc. (1144.7M shares)

Analyst Coverage: 48 analysts

Consensus: 30 Buy, 16 Hold, 2 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+1.4 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	2 (20%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	8 (80%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. What's Moving in Berkshire Hathaway's Portfolio (The Wall Street Journal, May 15)

Here's what investing conglomerate Berkshire Hathaway was buying and selling during the first quarter, the first period for Greg Abel at the helm sinc...

Source: <https://www.wsj.com/livecoverage/stock-market-today-dow-sp-500-nasdaq-05-15-2026>

2. Apple Intel Foundry Link Puts ASML Growth And Valuation In Focus (Simply Wall St., May 16)

Apple and Intel have reportedly reached a foundry agreement that could trigger a multi billion euro order for ASML Holding's lithography systems. The ...

Source: <https://finance.yahoo.com/markets/stocks/articles/apple-intel-foundry-puts-asml/>

■ 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:

- China exposure
- Smartphone market saturation
- Regulatory pressure
- Innovation concerns

Technical Risk Factors:

- Win Rate: 59.1% (13 wins, 9 losses)
- Profit Factor: 4.08x (Avg Win 20.7% vs Avg Loss -5.1%)
- Current Confluence: 3 (Active) - Moderate setup
- Volatility (ATR 14): \$6.24 (2.1% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 1.06 - Market-like market sensitivity
- Short Interest: 0.9% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$283.75	Short-term trend
EMA 50	\$273.01	Medium-term trend
EMA 200	\$257.63	Long-term trend
Relative Strength	75.7	Overbought - potential reversal
MACD	9.46	Bullish
MACD Signal	7.71	Signal line
MACD Histogram	1.75	Bullish
Volatility (ATR 14)	\$6.24	2.1% of price
Trend Strength (ADX)	29.6	Strong trend (25-50)
+DI	38.7	Positive directional movement
-DI	11.4	Negative directional movement
Stochastic %K	92.8	Overbought
Stochastic %D	94.4	Overbought
Bollinger Upper	\$304.79	Resistance zone
Bollinger Middle	\$281.55	Moving average
Bollinger Lower	\$258.30	Support zone
VWAP	\$299.98	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$4409.6B	Total market value
Valuation	Enterprise Value	\$4425.8B	Total company value
Valuation	Forward P/E	31.3x	Price to forward earnings
Valuation	Trailing P/E	36.3x	Price to trailing earnings
Valuation	PEG Ratio	2.61	P/E relative to growth
Valuation	Price/Sales	9.77x	Market cap to revenue
Valuation	Price/Book	41.35x	Price to book value
Valuation	EV/Revenue	9.80x	Enterprise value to revenue
Valuation	EV/EBITDA	27.7x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$451.4B	Trailing 12-month revenue
Performance	Revenue Growth	+16.6%	Year-over-year growth
Performance	Earnings Growth	+21.8%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+16.1%	Forward EPS growth estimate
Performance	Gross Profit	\$216.1B	Revenue minus COGS
Performance	Operating Income	\$140.2B	EBIT
Performance	Net Income	\$122.6B	Bottom line profit
Performance	Free Cash Flow	\$101.1B	Cash after capex
Performance	Operating Cash Flow	\$140.2B	Cash from operations
Profitability	Gross Margin	47.9%	Gross profit margin
Profitability	Operating Margin	32.3%	Operating efficiency
Profitability	Profit Margin	27.2%	Net margin
Profitability	ROE	141.5%	Return on equity
Profitability	ROA	26.2%	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	\$84.7B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$68.5B	Liquid assets
Balance Sheet	Book Value/Share	\$7.26	Net worth per share
Balance Sheet	Current Ratio	1.07	Current assets/liabilities
Balance Sheet	Quick Ratio	0.91	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.80	Leverage ratio
Market	Beta	1.06	Market correlation
Market	52-Week High	\$303.20	Annual high
Market	52-Week Low	\$193.46	Annual low

Market	Avg Volume	43.8M	Average daily volume
Market	Shares Outstanding	14.7B	Total shares
Market	Float	14.7B	Tradeable shares
Market	Short Interest	0.9%	Shares sold short
Market	Institutional Own.	65.7%	Institution held
Analysts	Coverage Count	43	Number of analysts
Analysts	Average Rating	2.0	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	30/16/2	Rating distribution
Analysts	Target Price	\$308.07	Average price target
Analysts	Target High	\$400.00	Highest target
Analysts	Target Low	\$215.00	Lowest target
Other	Next Earnings	Jul 30, 2026	Earnings report date
Other	Dividend Yield	0.36%	Annual dividend rate
Other	Ex-Dividend Date	1778457600	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 \$
2019-06-17	2020-03-09	GOLDEN_CROSS	\$48.47	\$66.54	+37.3%	+\$1626
2020-03-23	2020-07-13	CONFLUENCE	\$56.09	\$95.48	+70.2%	+\$1024
2020-07-31	2021-02-26	CONFLUENCE	\$106.26	\$121.26	+14.1%	+\$630
2021-04-13	2021-04-29	GOLDEN_CROSS	\$134.43	\$133.48	-0.7%	-\$41
2021-07-06	2021-10-04	CONFLUENCE	\$142.02	\$139.14	-2.0%	-\$176
2021-10-21	2022-02-25	CONFLUENCE	\$149.48	\$164.85	+10.3%	+\$753
2022-03-28	2022-04-26	GOLDEN_CROSS	\$175.60	\$156.80	-10.7%	-\$564
2022-05-20	2022-09-19	CONFLUENCE	\$137.59	\$154.48	+12.3%	+\$372
2023-02-01	2023-08-16	GOLDEN_CROSS	\$145.43	\$176.57	+21.4%	+\$1121
2023-09-05	2023-09-11	CONFLUENCE	\$189.70	\$179.36	-5.5%	-\$486
2023-10-26	2023-12-14	CONFLUENCE	\$166.89	\$198.11	+18.7%	+\$1311
2024-01-04	2024-02-14	CONFLUENCE	\$181.91	\$184.15	+1.2%	+\$114
2024-03-07	2024-07-15	CONFLUENCE	\$169.00	\$234.40	+38.7%	+\$3074
2024-08-05	2024-09-20	CONFLUENCE	\$209.27	\$228.20	+9.1%	+\$511
2024-10-15	2024-11-06	CONFLUENCE	\$233.85	\$222.72	-4.8%	-\$467
2024-12-20	2025-01-07	CONFLUENCE	\$254.49	\$242.21	-4.8%	-\$712
2025-01-16	2025-01-22	CONFLUENCE	\$228.26	\$223.83	-1.9%	-\$151
2025-02-19	2025-03-11	GOLDEN_CROSS	\$244.87	\$220.84	-9.8%	-\$745
2025-05-23	2025-09-05	CONFLUENCE	\$195.27	\$239.69	+22.8%	+\$1155
2025-09-19	2026-01-13	CONFLUENCE	\$245.50	\$261.05	+6.3%	+\$575
2026-01-20	2026-02-20	CONFLUENCE	\$246.70	\$264.58	+7.2%	+\$679
2026-02-23	2026-03-23	GOLDEN_CROSS	\$266.18	\$251.49	-5.5%	-\$426
2026-05-01	OPEN	CONFLUENCE	\$280.14	OPEN	+7.2%	+\$502

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Next Earnings: Jul 30, 2026

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