

McDonald's Corporation (MCD) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$272.83 +\$0.58 (+0.21%) AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: MEDIUM | Signal Strength: 5/7 (last fired 2026-08-04, 10d ago)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$272.83	Market Cap	\$193.1B
Past Win Rate (Backtest)	46.7%	Forward P/E	19.5x
Past Total Return	+2.8%	Analyst Target	\$316.06
RSI / Trend Strength	51 / 14	Upside to Target	+15.8%
MACD Signal	Bullish	Revenue Growth	+3.7%
Profit Factor	2.97	Institutional Own.	77.5%
Position Entry	2026-06-25 @ \$264.54	Analyst Ratings	19 Buy / 14 Hold / 1 Sell
Open Position Past P&L	+3.1%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$272.07	Bullish
EMA 50	\$274.57	Bearish
RSI (14)	50.9	Neutral range
Trend Strength (ADX)	13.7	Weak/No trend (<20)

■ CONSENSUS HUD

BUY +15.8% to \$316.06 on a 3.83:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH 5/7 fired 10d ago	WIN RATE 47% 15 backtested trades	STREET 19/34 analysts rate buy	UPSIDE +15.8% to analyst target	RISK / REWARD 3.83:1 vs. 2x ATR stop
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Technical Confluence	5/7 (fired 10d ago)	Backtest	46.7% win rate, +2.8% total return
Analyst Consensus	19 buy / 14 hold / 1 sell	Target Price	\$316.06 (+15.8%)
Market Volatility	Beta 0.42	Valuation	19.5x forward P/E
Revenue Growth	+3.7%	Institutional Own.	77.5%
Position	Already open — +3.1%	News Sentiment	Neutral (+0.1/10)

Action Plan: Maintain position with +3.1% unrealized gain. Watch for confluence signal to add.

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 46.7%, Avg Return: +3.1%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 5 meets entry criteria - consider initiating position. Fundamental backdrop shows 6% earnings growth with 77% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$272.83	Latest market price
Buy Stop Loss	\$261.53	Conservative 2.0x ATR (4.1% distance)
Position Stop Loss	\$261.53	Adaptive 2.00x ATR (4.1% distance)
ATR (14-day)	\$5.65	Volatility: 2.1% of price
ADX Strength	13.7	Weak/No Trend

Status: Position up +3% - 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	47%	35%
Past Total Return	+2.8%	+5.5%
Max Drawdown	-15.1%	-12.3%
Total Trades	15	20
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	Aug 05, 2026

Analyst Price Targets

Average Target: \$316.06 (+15.8% from current)

High Target: \$407.00 (+49.2%)

Low Target: \$250.00 (-8.4%)

Current Price: \$272.83

RISK HUD - Deep Dive Assessment

Five risk axes scored LOW / MODERATE / HIGH, then the mitigation that follows from them.

CONTAINED RISK no single axis reads high

MARKET LOW beta 0.42	VOLATILITY MODERATE ATR 2.1% of price	VALUATION LOW fwd P/E 19.5x	EVENT LOW earnings in 83d	TECHNICAL LOW RSI 51
Mitigation - Stop	2-3x ATR = \$11.30 - \$16.94 below entry (4.1% at 2x)	Mitigation - Sizing	standard position size is supportable	
52-Week Range	\$260.96 - \$341.75, now \$272.83	Next Earnings	Nov 05, 2026 (83d away)	
Short Interest	1.9% of float - normal short activity	Sector Exposure	Consumer Cyclical - cycle and regulatory risk specific to the group	
Backtest Edge	46.7% win rate (7W / 8L), 2.97x profit factor	Win vs. Loss Size	avg win 10.9% vs. avg loss -3.7%	
Current Setup	5/7 (fired 10d ago) - high conviction	Company-Specific	Competition, Market conditions, Regulatory changes	

BUY-SIDE HUD - Portfolio Management

How much to own, what the historical edge is, and whether the position can be traded at size.

OVERWEIGHT +15.8% to the \$316.06 analyst target against a 4.1% stop - favorable risk-adjusted return

UPSIDE +15.8% to analyst target	RISK / REWARD 3.83:1 vs. 2x ATR stop	WIN RATE 47% 15 backtested trades	PROFIT FACTOR 2.97x avg trade +3.1%	POSITION +3.1% open position
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Signal Strength	5/7 (fired 10d ago) - high conviction setup	RSI / ADX	51 / 13.7 - weak/no trend (<20)
Stop Zone (2-3x ATR)	\$11.30 - \$16.94 below entry	Next Catalyst	Nov 05, 2026 earnings
Avg Volume	4.6M/day - lower liquidity	Execution Risk	Moderate at institutional size
Market Cap	\$193.1B - mid cap	Beta	0.42 - below-market volatility
Institutional Own.	77.5% - largest: Blackrock Inc.	Short Interest	1.9% of float - moderate

SELL-SIDE HUD - Investment Research

McDonald's Corporation - Consumer Cyclical / Restaurants. What the business is worth and where the Street stands.

NEUTRAL mixed signals - execution and margin recovery are the swing factors

FORWARD P/E 19.5x reasonable multiple	PEG 2.57 growth-adjusted P/E	REVENUE GROWTH +4% year over year	EPS GROWTH +14% next fiscal year	OPERATING MARGIN 46% profitability
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Analyst Consensus	Strong Buy - 19B / 14H / 1S across 34 analysts	Target Range	\$250.00 - \$407.00, avg \$316.06 (+15.8%)
Trailing P/E	22.2x	Price / Sales	6.97x - premium
Price / Book	-188.68x	Enterprise Value	\$246.8B (8.91x revenue)
Revenue (TTM)	\$27.7B	Free Cash Flow	\$6.3B
Earnings Growth	+5.7%	Institutional Own.	77.5% - very high confidence
Key Competitors	Various industry players	Market Share	0% US / 0% global - competitive player
Moat	Market position, Technology, Brand	Key Products	Core products and services

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+0.1 / 10	Neutral
Articles Analyzed	7	Last 7 days (top 5 shown per category)
Bullish Articles	2 (29%)	Positive sentiment
Bearish Articles	2 (29%)	Negative sentiment
Neutral Articles	3 (43%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Are Innovative Beverages Enough to Turn McDonald's Around? (Motley Fool, Aug 14)

Part of the company's growth strategy is to add interesting menu items while simplifying operations....

Source: <https://www.fool.com/investing/2026/08/14/are-innovative-beverages-enough-to-tur>

2. McDonald's (MCD) Stock Gets Fair Value Trim As Analysts Split On US Execution (Simply Wall St., Aug 12)

Recent price target moves for McDonald's span from the high US\$280s to the mid US\$300s, reflecting a wide range of views on where the stock should tra...

Source: <https://finance.yahoo.com/markets/stocks/articles/mcdonalds-mcd-stock-gets-fair->

■ TOP BEARISH HEADLINES

1. McDonald's (MCD): Buy, Sell, or Hold Post Q2 Earnings? (StockStory, Aug 13)

Over the past six months, McDonald's stock price fell to \$273.75. Shareholders have lost 15.3% of their capital, which is disappointing considering th...

Source: <https://finance.yahoo.com/markets/stocks/articles/mcdonalds-mcd-buy-sell-hold-17>

2. Costco makes a pricing promise members need to know (TheStreet, Aug 14)

If Wendy's offers a \$5 value meal that includes a sandwich, chicken nuggets, fries, and a soda, Burger King and McDonald's run the risk of losing valu...

Source: <https://www.thestreet.com/retail/costcos-biggest-price-rival-isnt-walmart-or-ama>

■ 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.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	\$272.83	as of 2026-08-14
Volume	2.7M	avg 4.6M/day
EMA 20	\$272.07	Short-term trend
EMA 50	\$274.57	Medium-term trend
EMA 200	\$289.11	Long-term trend
Relative Strength	50.9	Neutral range
MACD	0.38	Bullish
MACD Signal	-0.27	Signal line
MACD Histogram	0.65	Bullish
Volatility (ATR 14)	\$5.65	2.1% of price
Trend Strength (ADX)	13.7	Weak/No trend (<20)
+DI	22.3	Positive directional movement
-DI	18.6	Negative directional movement
Stochastic %K	65.1	Neutral
Stochastic %D	70.4	Neutral
Bollinger Upper	\$278.84	Upper volatility band
Bollinger Middle	\$270.20	Moving average
Bollinger Lower	\$261.56	Lower volatility band
Band Position	65.2%	0% = lower band, 100% = upper
VWAP	\$273.15	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$193.1B	Total market value
Valuation	Enterprise Value	\$246.8B	Total company value
Valuation	Forward P/E	19.5x	Price to forward earnings
Valuation	Trailing P/E	22.2x	Price to trailing earnings
Valuation	PEG Ratio	2.57	P/E relative to growth
Valuation	Price/Sales	6.97x	Market cap to revenue
Valuation	Price/Book	-188.68x	Price to book value
Valuation	EV/Revenue	8.91x	Enterprise value to revenue
Valuation	EV/EBITDA	16.5x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$27.7B	Trailing 12-month revenue
Performance	Revenue Growth	+3.7%	Year-over-year growth
Performance	Earnings Growth	+5.7%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+13.8%	Forward EPS growth estimate
Performance	Gross Profit	\$15.9B	Revenue minus COGS
Performance	Operating Income	\$11.3B	EBIT
Performance	Net Income	\$8.8B	Bottom line profit
Performance	Free Cash Flow	\$6.3B	Cash after capex
Performance	Operating Cash Flow	\$11.3B	Cash from operations
Profitability	Gross Margin	57.4%	Gross profit margin
Profitability	Operating Margin	46.5%	Operating efficiency
Profitability	Profit Margin	31.7%	Net margin
Profitability	ROE	0.0%	Return on equity
Profitability	ROA	13.2%	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	\$54.6B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$0.8B	Liquid assets
Balance Sheet	Book Value/Share	\$-1.45	Net worth per share
Balance Sheet	Current Ratio	1.08	Current assets/liabilities
Balance Sheet	Quick Ratio	0.82	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	\$260.96	Annual low

Market	Avg Volume	4.6M	Average daily volume
Market	Shares Outstanding	0.7B	Total shares
Market	Float	0.7B	Tradeable shares
Market	Short Interest	1.9%	Shares sold short
Market	Institutional Own.	77.5%	Institution held
Analysts	Coverage Count	31	Number of analysts
Analysts	Average Rating	2.1	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	19/14/1	Rating distribution
Analysts	Target Price	\$316.06	Average price target
Analysts	Target High	\$407.00	Highest target
Analysts	Target Low	\$250.00	Lowest target
Other	Next Earnings	Nov 05, 2026	Earnings report date
Other	Dividend Yield	2.73%	Annual dividend rate
Other	Ex-Dividend Date	1788220800	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	2019-10-25	CONFLUENCE	\$176.21	\$166.24	-5.7%	\$-369
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	2020-12-03	CONFLUENCE	\$186.77	\$186.38	-0.2%	\$-8
2021-03-15	2022-02-16	CONFLUENCE	\$195.46	\$228.12	+16.7%	\$+849
2022-04-11	2022-05-23	GOLDEN_CROSS	\$227.00	\$215.71	-5.0%	\$-282
2022-06-06	2022-09-23	GOLDEN_CROSS	\$226.09	\$225.38	-0.3%	\$-16
2022-10-27	2023-05-09	CONFLUENCE	\$242.94	\$274.96	+13.2%	\$+704
2023-11-17	2024-05-29	GOLDEN_CROSS	\$258.32	\$236.34	-8.5%	\$-725
2024-08-02	2024-11-22	CONFLUENCE	\$263.94	\$278.51	+5.5%	\$+262
2024-11-25	2025-01-15	GOLDEN_CROSS	\$284.18	\$272.49	-4.1%	\$-246
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%	\$+55
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%	\$+108
2026-06-25	OPEN	CONFLUENCE	\$264.54	OPEN	+3.1%	\$+149

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Next Earnings: Nov 05, 2026

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