

Visa Inc. (V) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$325.75 +\$3.23 (+1.00%) AS OF 2026-05-15

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	\$325.75	Market Cap	\$619.5B
Past Win Rate (Backtest)	59.1%	Forward P/E	21.9x
Past Total Return	+26.2%	Analyst Target	\$398.74
RSI / Trend Strength	58 / 18	Upside to Target	+22.4%
MACD Signal	Bullish	Revenue Growth	+17.1%
Profit Factor	1.58	Institutional Own.	91.7%
Position Entry	2026-05-01 @ \$328.03	Analyst Ratings	36 Buy / 3 Hold / 0 Sell
Open Position Past P&L	-0.7%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$319.94	Bullish
EMA 50	\$317.19	Bullish
RSI (14)	57.6	Neutral range
Trend Strength (ADX)	17.8	Weak/No trend (<20)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	BUY
Target Price	\$398.74
Upside/Downside	+22.4%
Risk/Reward	1.49:1
Time Horizon	6-12 months

Investment Rationale: Our BUY rating is based on: (1) Technical backtest showing 59.1% win rate with +26.2% total return over backtest period, (2) +22.4% upside to analyst consensus target of \$398.74, (3) Strong fundamental growth profile with +17.1% revenue growth, and (4) 91.7% institutional ownership indicating high conviction from professional investors.

Action: Maintain position with -0.7% 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: 59.1%, Avg Return: +3.1%), 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 36% earnings growth with 92% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$325.75	Latest market price
Buy Stop Loss	\$312.51	Conservative 2.0x ATR (4.1% distance)
Position Stop Loss	\$309.20	Hybrid 2.50x ATR (5.1% distance)
ATR (14-day)	\$6.62	Volatility: 2.0% of price
ADX Strength	17.8	Weak/No Trend

Status: Position down -1% - 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	59%	50%
Past Total Return	+26.2%	+20.7%
Max Drawdown	-15.1%	-16.2%
Total Trades	22	26
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
Cantor Fitzgerald	REITERATED	Overweight → Overweight	Apr 29, 2026
BMO Capital	INITIATED	Outperform → Outperform	Apr 22, 2026
Loop Capital	INITIATED	Buy	Mar 31, 2026
Freedom Broker	UPGRADE	Hold → Buy	Feb 17, 2026

Analyst Price Targets

Average Target: \$398.74 (+22.4% from current)

High Target: \$450.00 (+38.1%)

Low Target: \$323.00 (-0.8%)

Current Price: \$325.75

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 59.1%, Avg Return: +3.1%) and analyst consensus (Target: \$398.74, +22.4% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 1.49:1 suggests moderate risk-adjusted returns. Current open position shows -0.7% unrealized gain, supporting review decision.

Catalyst Calendar & Timing

Next Major Catalyst: Jul 28, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 91.7% institutional ownership (Largest: Blackrock Inc.)

Short Interest: 1.4% of float - Moderate short interest

Liquidity Profile

Average Volume: 7.3M shares/day - Lower liquidity

Market Cap: \$619.5B - Large cap

Beta: 0.78 - 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 21.9x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 67.3% shows strong profitability. **Fundamental Outlook:** Strong Growth - Positive operating leverage with revenue and earnings acceleration

Valuation Analysis

Forward P/E: 21.9x

Trailing P/E: 28.4x

Price/Sales: 14.40x - Premium valuation

Price/Book: 16.26x

Enterprise Value: \$624.4B

EV/Revenue: 14.51x (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: 91.7% - Very high institutional confidence

Largest Holder: Blackrock Inc. (136.2M shares)

Analyst Coverage: 39 analysts

Consensus: 36 Buy, 3 Hold, 0 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	3 (30%)	Positive sentiment
Bearish Articles	1 (10%)	Negative sentiment
Neutral Articles	6 (60%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. SEZL Soars 103% in 6 Months: Should Investors Buy the Stock Now? (Zacks, May 15)

Sezzle' rally, On-Demand growth, strong liquidity, and upbeat sales and earnings estimates raise the question of whether investors should buy now....

Source: <https://finance.yahoo.com/markets/stocks/articles/sezl-soars-103-6-months-143400>

2. 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>

3. Berkshire Boosted Stake in Alphabet in First Quarter, Bought Delta Air, Sold Visa, Mastercard (Barrons.com, May 15)

Berkshire Hathaway boosted its stake in Alphabet to nearly 58 million shares on March 31 from almost 18 million shares at year-end....

Source: <https://www.barrons.com/articles/berkshire-hathaway-alphabet-delta-visa-masterca>

■ TOP BEARISH HEADLINES

1. Alfreton Capital Sees Opportunity in CCC, Buys 1.98M Shares (Motley Fool, May 16)

This technology firm delivers SaaS and AI-driven workflow solutions for leading players in the property and casualty insurance sector....

Source: <https://www.fool.com/coverage/filings/2026/05/15/alfreton-capital-sees-opportuni>

■ 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: 59.1% (13 wins, 9 losses)
- Profit Factor: 1.58x (Avg Win 9.2% vs Avg Loss -5.8%)
- Current Confluence: 0 (Last: 4 on Apr 29) - No setup - awaiting signal
- Volatility (ATR 14): \$6.62 (2.0% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 0.78 - Below-average market sensitivity
- Short Interest: 1.4% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$319.94	Short-term trend
EMA 50	\$317.19	Medium-term trend
EMA 200	\$325.89	Long-term trend
Relative Strength	57.6	Neutral range
MACD	3.36	Bullish
MACD Signal	3.37	Signal line
MACD Histogram	-0.00	Bearish
Volatility (ATR 14)	\$6.62	2.0% of price
Trend Strength (ADX)	17.8	Weak/No trend (<20)
+DI	33.1	Positive directional movement
-DI	22.1	Negative directional movement
Stochastic %K	46.4	Neutral
Stochastic %D	48.7	Neutral
Bollinger Upper	\$335.49	Resistance zone
Bollinger Middle	\$319.59	Moving average
Bollinger Lower	\$303.69	Support zone
VWAP	\$326.20	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$619.5B	Total market value
Valuation	Enterprise Value	\$624.4B	Total company value
Valuation	Forward P/E	21.9x	Price to forward earnings
Valuation	Trailing P/E	28.4x	Price to trailing earnings
Valuation	PEG Ratio	1.69	P/E relative to growth
Valuation	Price/Sales	14.40x	Market cap to revenue
Valuation	Price/Book	16.26x	Price to book value
Valuation	EV/Revenue	14.51x	Enterprise value to revenue
Valuation	EV/EBITDA	20.7x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$43.0B	Trailing 12-month revenue
Performance	Revenue Growth	+17.1%	Year-over-year growth
Performance	Earnings Growth	+35.5%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+29.5%	Forward EPS growth estimate
Performance	Gross Profit	\$42.1B	Revenue minus COGS
Performance	Operating Income	\$22.8B	EBIT
Performance	Net Income	\$22.0B	Bottom line profit
Performance	Free Cash Flow	\$20.8B	Cash after capex
Performance	Operating Cash Flow	\$22.8B	Cash from operations
Profitability	Gross Margin	N/A	Gross profit margin
Profitability	Operating Margin	67.3%	Operating efficiency
Profitability	Profit Margin	51.7%	Net margin
Profitability	ROE	60.3%	Return on equity
Profitability	ROA	19.2%	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	\$24.0B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$13.9B	Liquid assets
Balance Sheet	Book Value/Share	\$20.03	Net worth per share
Balance Sheet	Current Ratio	1.09	Current assets/liabilities
Balance Sheet	Quick Ratio	0.67	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.67	Leverage ratio
Market	Beta	0.78	Market correlation
Market	52-Week High	\$375.51	Annual high
Market	52-Week Low	\$293.89	Annual low

Market	Avg Volume	7.3M	Average daily volume
Market	Shares Outstanding	1.7B	Total shares
Market	Float	1.7B	Tradeable shares
Market	Short Interest	1.4%	Shares sold short
Market	Institutional Own.	91.7%	Institution held
Analysts	Coverage Count	35	Number of analysts
Analysts	Average Rating	1.3	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	36/3/0	Rating distribution
Analysts	Target Price	\$398.74	Average price target
Analysts	Target High	\$450.00	Highest target
Analysts	Target Low	\$323.00	Lowest target
Other	Next Earnings	Jul 28, 2026	Earnings report date
Other	Dividend Yield	0.82%	Annual dividend rate
Other	Ex-Dividend Date	1778544000	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	2019-09-27	GOLDEN_CROSS	\$155.46	\$174.00	+11.9%	+\$853
2019-11-27	2020-03-05	CONFLUENCE	\$184.37	\$186.96	+1.4%	+\$109
2020-03-23	2020-04-29	CONFLUENCE	\$135.74	\$181.79	+33.9%	+\$414
2020-07-14	2021-01-25	CONFLUENCE	\$193.33	\$200.98	+4.0%	+\$176
2021-02-22	2021-08-20	CONFLUENCE	\$208.32	\$231.36	+11.1%	+\$553
2022-01-04	2022-01-26	GOLDEN_CROSS	\$222.46	\$205.87	-7.5%	-\$431
2022-02-02	2022-02-28	GOLDEN_CROSS	\$235.42	\$216.12	-8.2%	-\$309
2022-03-29	2022-04-14	GOLDEN_CROSS	\$228.12	\$212.79	-6.7%	-\$291
2022-06-30	2022-09-28	CONFLUENCE	\$196.89	\$179.18	-9.0%	-\$301
2022-10-13	2022-10-27	CONFLUENCE	\$184.66	\$204.29	+10.6%	+\$432
2022-11-01	2022-12-13	GOLDEN_CROSS	\$206.93	\$213.04	+3.0%	+\$128
2023-01-27	2023-02-24	CONFLUENCE	\$231.44	\$219.55	-5.1%	-\$273
2023-03-16	2023-09-27	CONFLUENCE	\$217.45	\$229.50	+5.5%	+\$301
2023-11-06	2024-04-18	GOLDEN_CROSS	\$243.49	\$271.37	+11.4%	+\$809
2024-09-04	2024-12-02	GOLDEN_CROSS	\$280.49	\$316.65	+12.9%	+\$1049
2024-12-17	2024-12-18	CONFLUENCE	\$318.30	\$309.78	-2.7%	-\$273
2025-01-30	2025-02-19	CONFLUENCE	\$343.05	\$355.23	+3.5%	+\$317
2025-02-28	2025-03-03	CONFLUENCE	\$362.71	\$361.82	-0.2%	-\$20
2025-03-11	2025-04-08	CONFLUENCE	\$332.14	\$308.27	-7.2%	-\$430
2025-05-01	2025-07-18	GOLDEN_CROSS	\$342.45	\$349.05	+1.9%	+\$86
2025-12-19	2026-01-16	CONFLUENCE	\$349.25	\$328.30	-6.0%	-\$461
2026-02-24	2026-04-29	CONFLUENCE	\$307.22	\$334.86	+9.0%	+\$442
2026-05-01	OPEN	GOLDEN_CROSS	\$328.03	OPEN	-0.7%	-\$36

IMPORTANT DISCLAIMER

Disclaimer: This report is for informational and educational purposes only and does not constitute investment advice. Ultra Stock Analysis Pro is not a registered investment advisor; information is impersonal and not tailored to individual circumstances. AI-generated content may contain errors — verify before acting. Past performance is not indicative of future results. Technical analysis based on historical data through 2026-05-15. Fundamental data auto-fetched from Yahoo Finance. Please conduct your own due diligence before making investment decisions.

Next Earnings: Jul 28, 2026

Report Generated: May 16, 2026 at 12:20 PM