AI REVIEW

Apple Inc.

AAPL NMS · Technology · Consumer Electronics Price when written $351.03 November 23, 2026 at 4:29 PM

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Bullish confidence 65% · Long / Short call: Long gemma4:26b · 2026-11-23 16:29 · 63 s · 1026 words

Apple maintains strong fundamentals and uptrend despite forming technical headwinds.

Apple Inc. remains a high-quality powerhouse with robust revenue and earnings growth, supported by a 'Wonderful Business' Buffett grade. While the stock is trading significantly above its DCF-derived intrinsic value, the long-term trend is firmly upward, characterized by a golden cross regime. Technical indicators present a conflict: a bullish trend pullback setup is live on the daily chart, but a bearish double top is forming on the same timeframe. Short-term volatility is evident through a forming head and shoulders pattern on the 4-hour chart. Ultimately, the strong momentum and historical success of trend pullback setups suggest a bullish bias for the medium term, provided key support levels hold.

The business

Apple Inc. is a global technology leader that designs and markets smartphones (iPhone), personal computers (Mac), tablets (iPad), and a growing ecosystem of wearables and accessories. The company generates significant revenue through hardware sales and a high-margin services segment, which includes the App Store, Apple Music, Apple TV+, and payment services like Apple Pay. With a market capitalization of $5.10T, Apple occupies a dominant position in the consumer electronics and digital services sectors globally.

Valuation: cheap or expensive?

Valuation is a primary area of concern for value-oriented investors. The stock's trailing P/E of 39.1 and forward P/E of 33.2 are elevated, and the DCF model estimates a value of $129.97, suggesting the current price of $351.02 is 63% overvalued. The reverse DCF indicates that the market is pricing in a massive 27.6% annual free cash flow growth rate for the next five years to justify current levels. However, the Buffett analysis suggests an owner-earnings value of $222.83, which still sits below the current market price, indicating the stock is trading at a significant premium to fundamental intrinsic value.

Quality and finances

The company exhibits exceptional quality metrics. It boasts a gross margin of 48.8% and a net margin of 27.6%, reflecting strong pricing power and operational efficiency. Return on equity is a staggering 142.3%. Apple's balance sheet is healthy, with $56.72B in cash against $94.48B in debt, and it maintains a very conservative debt-to-earnings repayment profile (0.6 years). Furthermore, the company is shareholder-friendly, having reduced its share count by 3.9% annually over the last nine years.

The chart

Technically, the stock is in a confirmed uptrend on the daily and weekly timeframes, with the 50-day moving average trending above the 200-day moving average. The RSI of 53 suggests healthy momentum without being overbought. However, a bearish double top pattern is currently forming on the daily chart, which could act as a drag. The 1-hour chart shows mixed trends with lower highs/lows, while the 4-hour chart shows a forming head and shoulders pattern. Despite these localized bearish patterns, the broader market regime for the stock remains bullish.

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What if…

If support at $344.72 fails

Trigger: a daily close below **$340.05** (-2.6%), about 69% likely to trade there within a month. **Next:** $335.55 (-3.9%), $325.57 (-6.7%).

If the nearest major support at 340.05 fails on a daily close, the price is likely to head toward 335.55 and then 325.57. Such a break would also mean the price falls below the 50-day moving average (342.13), signaling a shift in medium-term momentum. Historically, when Apple has broken below swing lows in the last two years, the median move over the next 20 days was actually +3.6%, suggesting many such breaks are false.

If resistance at $351.73 breaks

Trigger: a daily close above **$353.81** (+1.4%), about 84% likely to trade there within a month. **Next:** $360.83 (+3.4%).

A daily close above 353.81 would trigger a breakout, likely leading the price toward the 52-week high of 360.83. Historically, 75% of such breakouts have followed through with at least two days of typical moves. A successful break would invalidate the bearish double top pattern and the forming head and shoulders pattern on the 4-hour chart.

The chart on every timeframe

CHART	TREND	SWINGS	RSI	TREND LINES	PATTERNS
1-hour short term	**mixed** +0.7% over 20 bars	lower highs and lower lows	55	falling support $341.51 **broke below, recovered** rising resistance $365.12 rising resistance $361.07	Broadening (megaphone) forming
4-hour short term	**up** +0.2% over 20 bars	lower highs but higher lows (narrowing)	53	rising support $328.98 rising resistance $357.70 **broke above, fell back** rising resistance $377.28	Head and shoulders forming → $319.32
daily medium term	**up** +1.5% over 20 bars	higher highs and higher lows	53	rising support $332.97 rising support $329.33 rising resistance $383.14 rising resistance $389.62	Double top forming → $299.89
weekly long term	**up** +10.7% over 20 bars	higher highs and higher lows	62	rising resistance $363.22	none

The timeframes are currently in conflict. The weekly and daily charts show a strong long-term uptrend with higher highs and higher lows. However, the 4-hour and 1-hour charts are showing signs of short-term exhaustion, with the 4-hour chart forming a bearish head and shoulders and the 1-hour chart showing lower highs and lows. The daily timeframe is in control of the medium-term direction, and while it contains a bearish double top pattern, the overall trend remains up.

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Trade review: short, medium and long term

Short term

Bearish 40%

days to two weeks · 1-hour and 4-hour charts

The 4-hour chart shows a head and shoulders pattern forming, which suggests a potential short-term reversal.

Entry	a close below 340.78 (the H&S trigger)
Stop	352.60 (the H&S failure level)
Targets	319.32 (the H&S measured target)
Cancel if	a close above 352.60
Reward / risk	**1.82** (risk $11.82 to make $21.46)

Medium term

Bullish 70%

weeks to three months · daily chart

The daily chart shows a trend pullback setup within a larger uptrend, supported by the 50-day and 200-day moving averages.

Entry	a close above 353.43 (the trend pullback trigger)
Stop	338.48 (the setup stop)
Targets	383.33 and 398.28 (the measured targets)
Cancel if	a close below 338.48
Reward / risk	**2.00** (risk $14.95 to make $29.90)

Long term

Bullish 60%

three to twelve months · weekly chart

The weekly chart shows a strong long-term uptrend with the 50-day above the 200-day moving average.

Entry	no trade; wait for a breakout above 353.81 or a bounce off 344.72

Checked in code: every price is in the data, stops and targets are on the right side of the entry.

Trade ideas written by the AI from the levels above — to weigh, not instructions. Prices come from the site's patterns, trend lines, levels and averages.

What the firm's models say

The firm's Long/Short call is 'Long' based on trend and moving averages, though it notes the DCF is significantly below price. The 5/13 EMA formula recently issued a SELL signal on 2026-11-20, suggesting short-term weakness. The models are mixed: several PPM models are long, but the 513-C model has a poor profit factor. Overall, the technical trend and the 5/13 signal are at odds.

News and catalysts

Recent headlines are mixed. Some reports suggest Apple could face pressure from AI-related shifts in the market [4], while others highlight its strength compared to AI stocks [3] and its potential to reach $400+ [6]. There is also mention of Apple staying out of a new tokenized stock venture [5].

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The case for and against

Bull case

- Strong revenue and earnings growth (+11.7% and +14.1%)
- Exceptional Buffett 'Wonderful Business' quality score
- Long-term weekly uptrend remains intact
- Successful trend pullback setup live on daily chart

Bear case

- Significant overvaluation vs. DCF ($129.97 vs $351.02)
- Bearish double top forming on the daily chart
- Short-term head and shoulders forming on the 4-hour chart
- 5/13 EMA formula recently issued a SELL signal

How the AI weighed it

I have weighed the long-term fundamental quality and the primary uptrend more heavily than the short-term bearish chart patterns. While the DCF and the forming double top suggest the stock is expensive and facing resistance, the 'Wonderful Business' status and the successful track record of the trend pullback setup (80% win rate) support a bullish bias for the medium term. A failure of the 340.05 support would be the primary signal to shift to a bearish stance.

What to watch

- 353.81 (resistance breakout trigger)
- 344.72 (major daily support)
- 340.05 (support failure trigger)
- 2027-01-28 (next earnings date)

What was missing

- Yahoo earnings date is an estimate

Headlines

1. Apple vs. Broadcom: Comparing Revenue Trends Amid the Artificial Intelligence Boom Motley Fool 2026-11-23
2. Nvidia Is Now Second To Apple In The World’s Most Valued Companies On Jensen Huang Optimism Stocktwits 2026-11-23
3. Apple Hit an All-Time High While AI Stocks Sold Off. Here’s the Big Tech Stock I’d Buy. Motley Fool 2026-11-23
4. Jensen Huang Returns to NVIDA. Why Apple, Broadcom, and Anthropic Could Be Under Pressure 24/7 Wall St. 2026-11-23
5. NYSE Parent's Tokenized Stock Venture Set To Open With 113 Assets. Apple, Nvidia And Tesla Stay Out. International Business Times 2026-11-23
6. Apple Is Up 29% This Year and Already Above Wall Street’s Target. Our Model Sees $400+ 24/7 Wall St. 2026-11-23

Written by a local AI model from the site's own readings and the headlines listed. It can be wrong — check the sources; it never changes a call or a signal.

Data the AI was given: Profile and business · Price and performance · Valuation multiples · Growth, margins and returns · Balance sheet and cash flow · Ownership and short interest · Wall Street analysts · Discounted cash flow · Buffett analysis · Long / Short call · 5/13 formula and

options · Technical picture · Support, resistance and what-ifs · Chart on every timeframe · Price level menu · Your models · 3-month outlook · Earnings and catalysts · Daily snapshots · News headlines.