

Figure 1: The Main Graph shows the stock's trend.

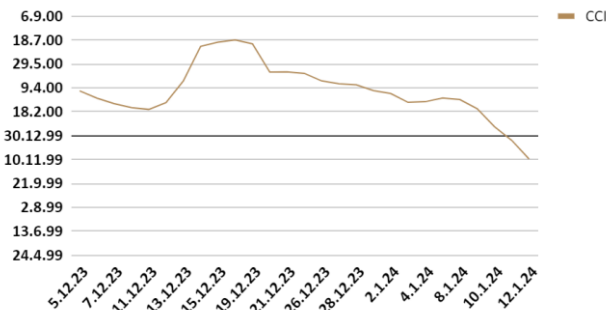


Figure 2: CCI

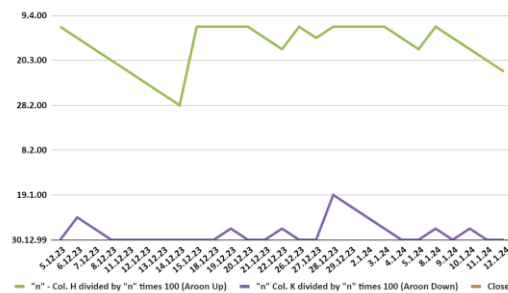


Figure 3: Aroon Indicator

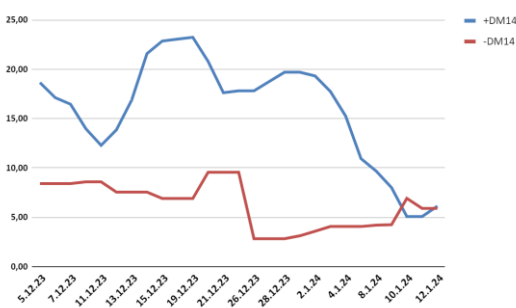


Figure 4: DMI

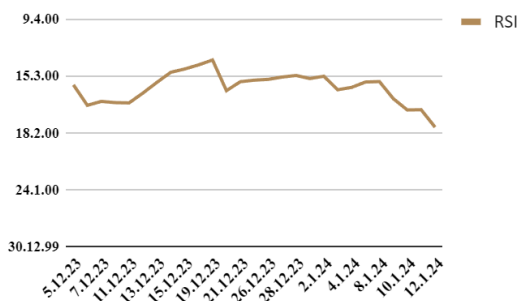


Figure 5: RSI

Firm's Brief Description

American Express Company, along with its subsidiaries, is a global provider of charge and credit payment card products and travel-related services. The company operates through three segments: Global Consumer Services Group, Global Commercial Services, Global Merchant and Network Services. Its wide range of products and services includes payment and financing options, network services, expense management solutions, and travel and lifestyle services. American Express also offers merchant acquisition and processing, point-of-sale marketing, and fraud prevention services, as well as customer loyalty programs. The company reaches consumers, small businesses, mid-sized companies, and large corporations through various channels such as mobile and online applications, third-party vendors, direct mail, and direct response advertising. Established in 1850 and headquartered in New York, American Express Company has built a strong reputation as a trusted and influential financial institution.

Fundamental Approach

- American Express Company (NYSE: AXP) is a favorite amongst institutional investors who own 64%.
- American Express Boasts Record Profits—Credits 'Strong' Spending Despite Economy's Red Flashes.
- American Express partners with F1 in 1st new sports sponsorship for payment company in more than a decade.
- American Express Introduces Refreshed U.S. Business Gold Card With Enhanced Benefits and Rewards Built for Business

Technical Analysis

According to figure 1, the main graph shows that the majority of the time the price of the stock is above MA 10 which is also above 20. This indicates a strong uptrend direction. In figure 2, the CCI is in the range of 100 but in the end comes down to -50. In figure 3, the Aroon Indicator shows a very strong buy signal because the Aroon Up line (green line) is clearly above Aroon Down line (purple line). Furthermore, in figure 4 the DMI also indicates a buy signal because the +DI is above -DI with an exception at the end of the graph. Lastly, the RSI is above the signal line, indicating a belief of investors that the stock is worth-buying.

Prediction

Based on the recent stock trend and the latest news, there are indications of a potential long-term increase in the price of American Express. The technical analysis, backed by graphical representation, supports the decision to buy.

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