## SPOTLIGHT OPTION TRADE



# Tableau Triggers Technical Sell Signals, Subscription Transition Complete, Growth Deceleration and Lack of New Business Momentum a Concern

## TRADE SNAPSHOT

TICKER	DATA
SECURITY	Tableau
SECTOR	Tech – Application Software
CURRENT PRICE	\$117.88
LONG/SHORT	Short
TARGET	\$105
STOP	\$126
TIMEFRAME	1 Month

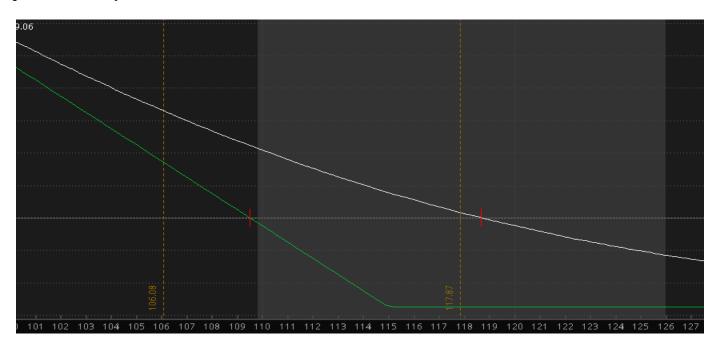
**Trading Strategy:** Long the **DATA** February \$115 Puts at \$5.50 or Better

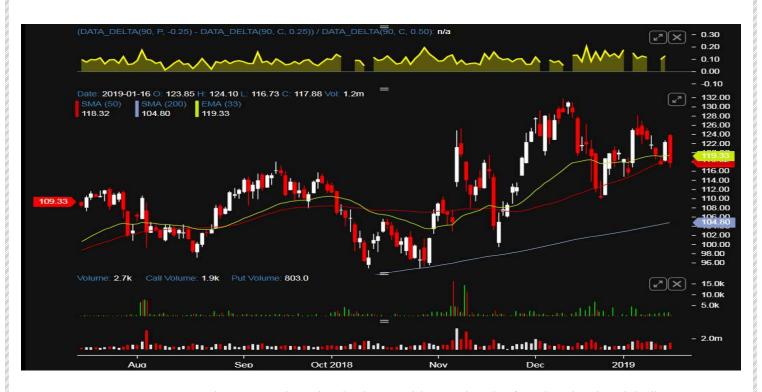
**Net Debit/Credit:** Debit of \$5.50

**Profitability Zone:** DATA Shares below \$109.50 on Feb. OpEx

Greeks: Delta -40; Gamma 2; Vega 13; Theta -11

## **Options Volatility / Trade Simulator View:**





**Technical Analysis:** DATA shares are triggering both a weekly RSI break after showing bearish divergences and a weekly MACD bear crossover. Shares are threatening to break the 50 day MA here as well.



**Fundamental Analysis:** The \$10B software Co. trades 73.1X Earnings, 82.15X FCF and 9.1X FY18 EV/Sales. DATA has been transitioning to a subscription model and posted explosive Y/Y revenue growth rates the last three quarters but for Q4 sees just 8.9% growth. Analysts have an average target of \$125.20 on shares and short interest is at 5.2% of the float. The Street was mostly bullish after last quarter's report but Jefferies with a \$100 target questioned new customer growth. There have been indications in surveys that enterprises did cut back on spending in Q4 and DATA could see a slowdown while also facing increased competition from Microsoft. Hedge Fund ownership rose 6% in last quarter's filings, Coatue and TimesSquare taking new positions.

**Options Activity:** DATA does have 10,000 April \$120 calls bought in open interest but more recently have seen large call sales suggesting limited upside.

Date =	Description Y	Volume <del>=</del>	Open.Int =	Price =	%Change =	Delta <del>=</del>	Impl Vol <del>=</del>	Prob.ITM =	Premium Paic =	Symbol
1/7/2019	DATA 100 15 FEB 19 125 CALL	2,919	12	\$8.75	-3.95%	0.53	56.89%	45.13%	\$2,743,860	.DATA190215C125
12/28/2018	DATA 100 (Weeklys) 1 FEB 19 120 CALL	3,412	0	\$6.80	N/A	0	#ERROR!	0.00%	\$2,320,160	.DATA190201C120
12/21/2018	DATA 100 (Weeklys) 25 JAN 19 120 CALL	3,176	0	\$6.15	N/A	0.49	48.49%	42.60%	\$1,953,240	.DATA190125C120
12/20/2018	DATA 100 18 JAN 19 125 CALL	2,001	1,938	\$3.50	-50.70%	0.35	48.03%	29.86%	\$780,390	.DATA190118C125
12/19/2018	DATA 100 (Weeklys) 25 JAN 19 125 CALL	1,595	5	\$7.20	19.01%	0	#ERROR!	0.00%	\$1,148,400	.DATA190125C125
12/18/2018	DATA 100 18 JAN 19 125 CALL	1,599	359	\$5.16	9.79%	0.46	45.78%	40.67%	\$825,084	.DATA190118C125
12/12/2018	DATA 100 18 JAN 19 140 CALL	351	131	\$3.20	-4.76%	0.31	41.84%	26.60%	\$112,320	.DATA190118C140
11/30/2018	DATA 100 18 JAN 19 135 CALL	684	54	\$3.50	79.49%	0	#ERROR!	0.00%	\$239,400	.DATA190118C135
11/21/2018	DATA 100 18 JAN 19 110 CALL	746	485	\$7.40	54.17%	0.48	43.43%	41.31%	\$514,740	.DATA190118C110
11/21/2018	DATA 100 18 JAN 19 95 PUT	746	298	\$2.80	-24.53%	-0.23	47.53%	29.08%	\$246,180	.DATA190118P95
11/9/2018	DATA 100 18 APR 19 120 CALL	5,004	26	\$11.10	-13.95%	0.51	39.10%	40.28%	\$5,554,440	.DATA190418C120

Potential Catalysts: Earnings 2/5/19

## Disclaimer:

## **Not Investment Advice or Recommendation**

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