Chart of the Day
Is $SNOW about to melt up?

July 20, 2026

Scott McGregor highlights Snowflake (ticker SNW) as a notable stock exhibiting impressive relative strength despite broad market weakness. Scott McGregor notes that while major benchmarks like the QQQ and SPY have both dropped below their 50-day moving averages, Snowflake finished green on the day and successfully held above its 21-day exponential period moving average during Friday's market pullback. He suggests that if the general market firms up, Snowflake could have an opportunity to melt up higher, though traders need to watch out for potential selling pressure above $280 due to recent post-earnings price volatility. Ultimately, Scott McGregor advises watching for a volume-backed breakout above a key technical level while utilizing a strict moving average stop to manage downside risk.

Next Steps:

1. Set a Price Alert: Place a technical alert on Snowflake around the $278.80 pivot level.
2. Confirm the Breakout: Wait for a decisive move through and a daily close above $278.80 supported by strong trading volume before entering.
3. Watch for Overhead Resistance: Monitor price action carefully above $280 to see if buyers can absorb potential post-earnings selling pressure.
4. Establish Risk Parameters: Place a protective stop loss down around the 21-day exponential period moving average to manage risk if the chart breaks down.

Transcript:

[0:03] Hey everyone, good evening. It's Scott

[0:06] at scottrades on X with

[0:09] stockmarketmentor.com

[0:11] and my chart of the day. Want to take a

[0:13] look at Snowflake. This is ticker SNW.

[0:17] Now, despite the fact that we have the

[0:19] QQQ under the 50-day moving average, we

[0:22] have SPY closing under the 50-day moving

[0:24] average, we have Snow actually showing a

[0:27] good amount of relative strength. It was

[0:29] green on the day today. It did pull back

[0:32] with the market on Friday, but it didn't

[0:34] even break under its 21-day exponential

[0:37] period moving average. And so, I wonder

[0:40] if snow has an opportunity to melt up

[0:43] here if we do see the market firm up and

[0:46] we see stocks rise with it. And so, I

[0:49] certainly would watch for a move here on

[0:52] snow with a stop down around the 21-day

[0:54] exponential period moving average. I

[0:56] think you could buy this with a move

[0:58] through and a close above 27880.

[1:03] 27880 is the level I'm watching on Snow.

[1:06] Now, you can see how we had a downside

[1:08] move here following its earnings report.

[1:11] We had earnings, it gapped up, went

[1:13] three days up, and pulled right back

[1:14] down. So, we might get a bit of selling

[1:17] above 280. And so, you want to watch for

[1:20] that strong move and close above that

[1:23] pivot coming on volume. And so that's

[1:26] just one of many things I'm watching

[1:28] tonight over on stockarketmentor.com.

[1:31] I hope that that's helpful. My name is

[1:33] Scott McGregor at scottrades onx. I'll

[1:36] see you next time.