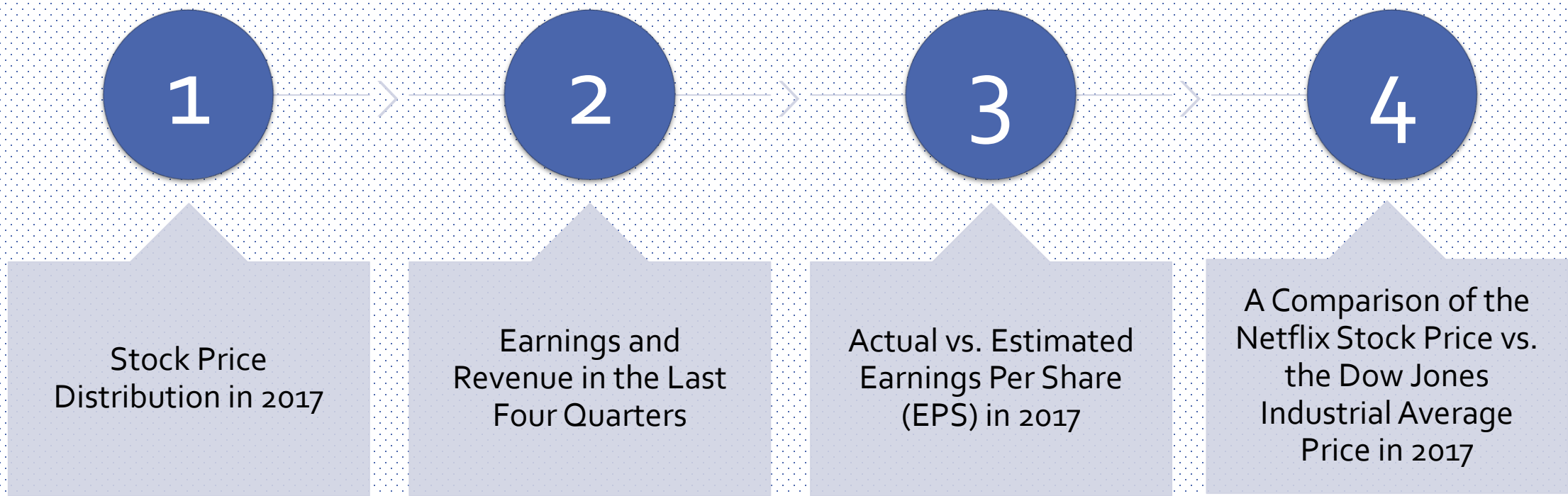


Netflix Stock Profile

Risk Assessment & Evaluation (2017)

Amy Lee | Codecademy DVP
June 5th, 2018 – July 31st, 2018

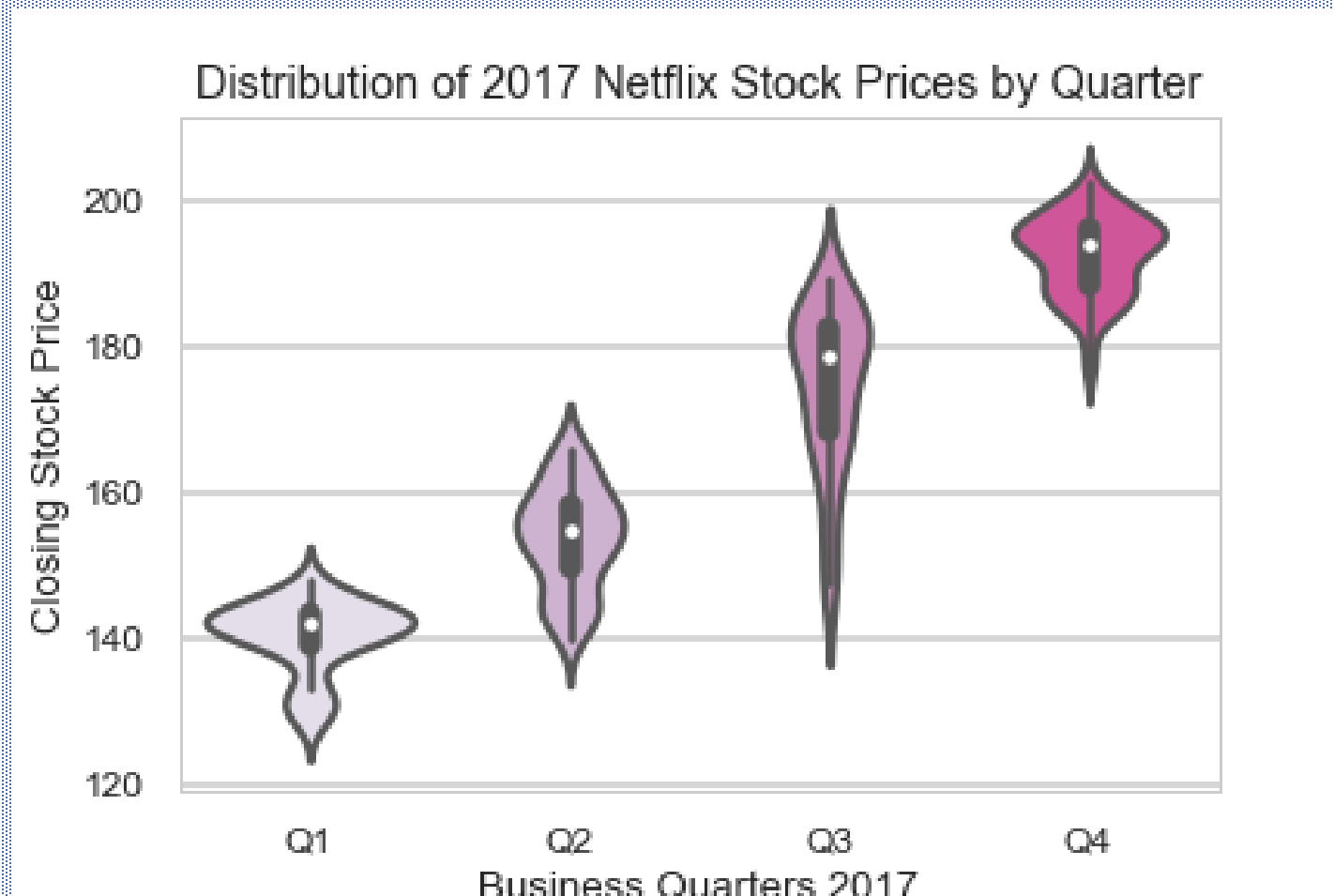


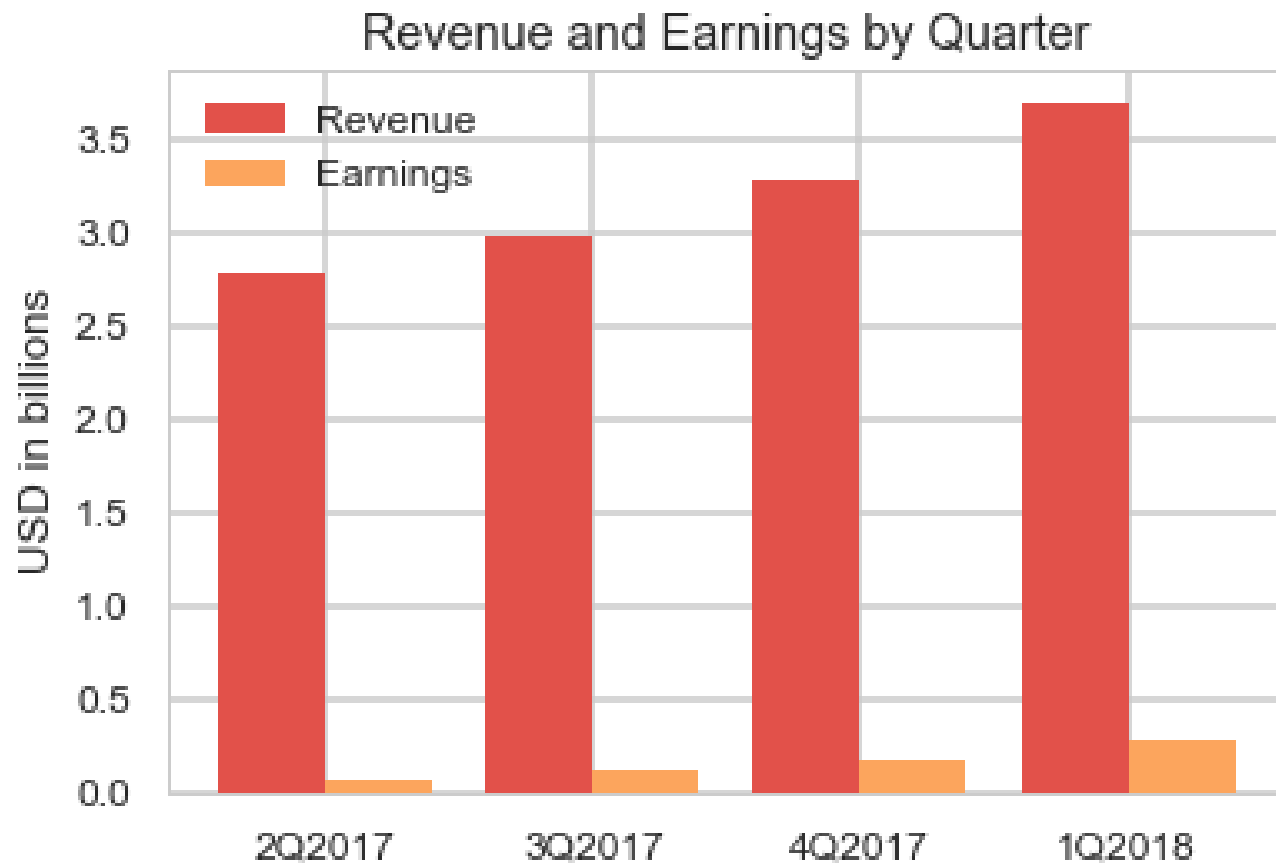
Data Analysis for 2017

As a data visualization developer, my responsibility is to help you, the financial analysts of the Netflix Stock Profile team, assess the risk of the Netflix stock by visualizing the Netflix stock data for the past year.

Stock Price Distribution

- Progressively with each quarter, the closing stock prices show an increasing trend
- Wider range of closing stock prices in Q3 → higher rate of fluctuation
 - Low: ~\$150
 - High: ~\$190



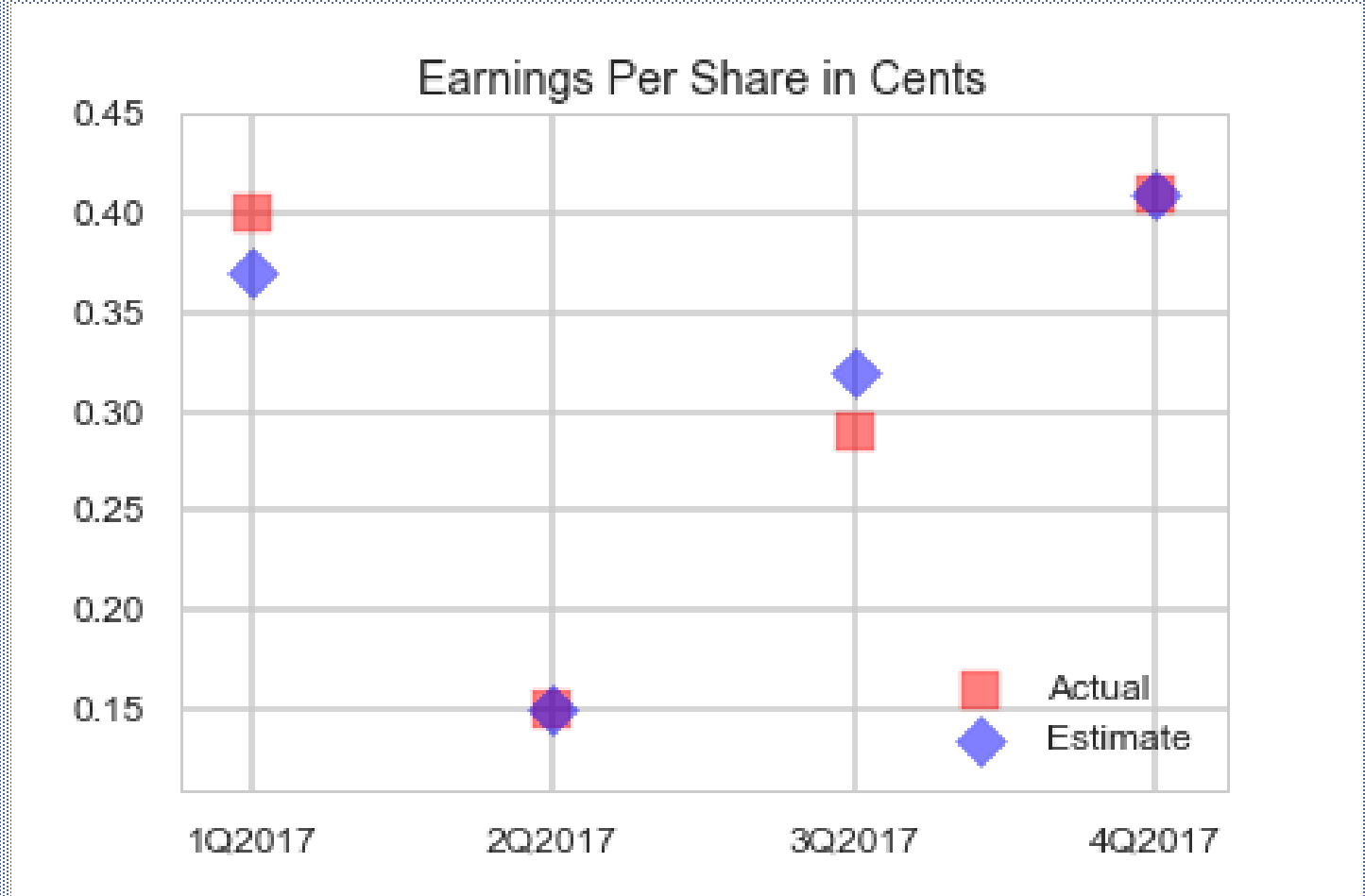


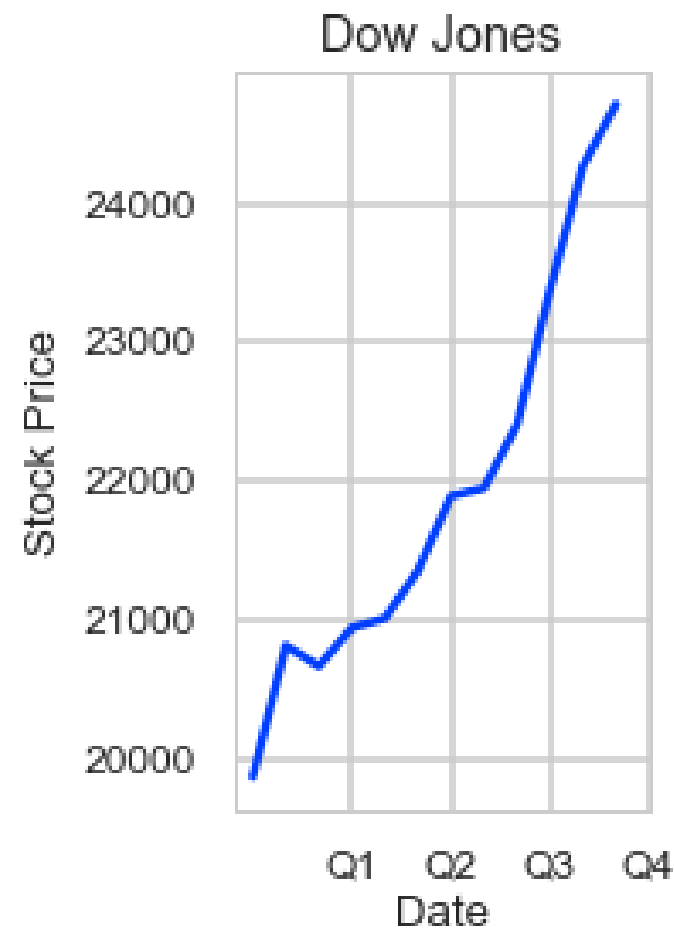
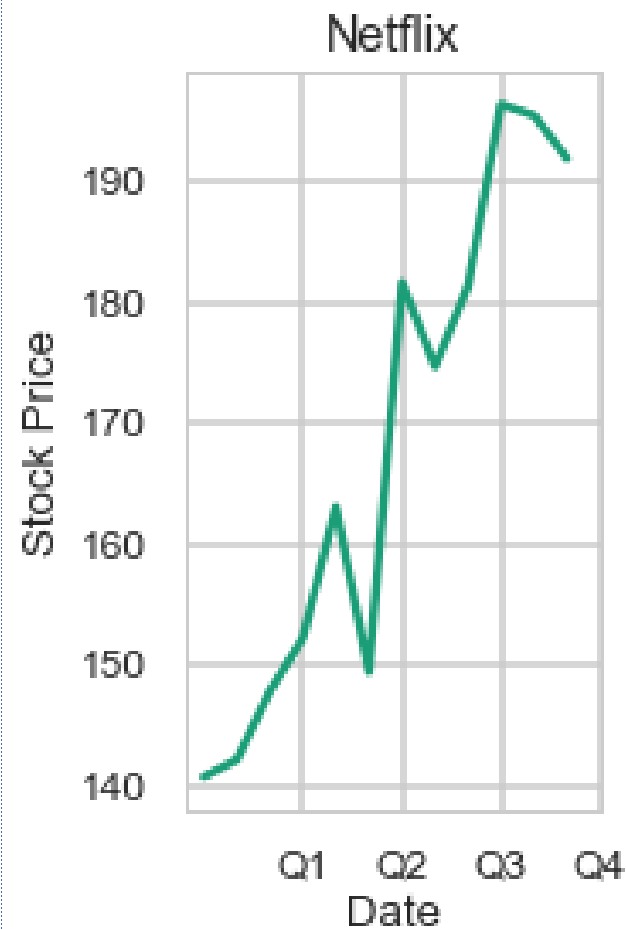
Revenue and Earnings

- Both revenue AND earnings increase steadily with every quarter shown
- Earnings appear to constitute about 5% of the revenue
- Graph shows the past 4 quarters, from Q2 of 2017 through Q1 of 2018

Actual vs. Estimated EPS

- Q2 and Q4: actual earnings matched estimated earnings projected by Yahoo Finance!
 - All datapoints made transparent to reflect this observation
 - Purple datapoints: actual earnings (red) overlapped with the estimate earnings (blue)
- Q1: underestimation of EPS
- Q3: overestimation of EPS





Netflix vs. Dow Jones Industrial Average (2017)

- Netflix was more volatile than the Dow Jones
 - Netflix's data fluctuated more than the Dow Jones, which was more steady
- The price of Netflix's stock is much lower than that of the Dow Jones