

Netflix Stock Profile (2017)



-- By Chenyu Fang

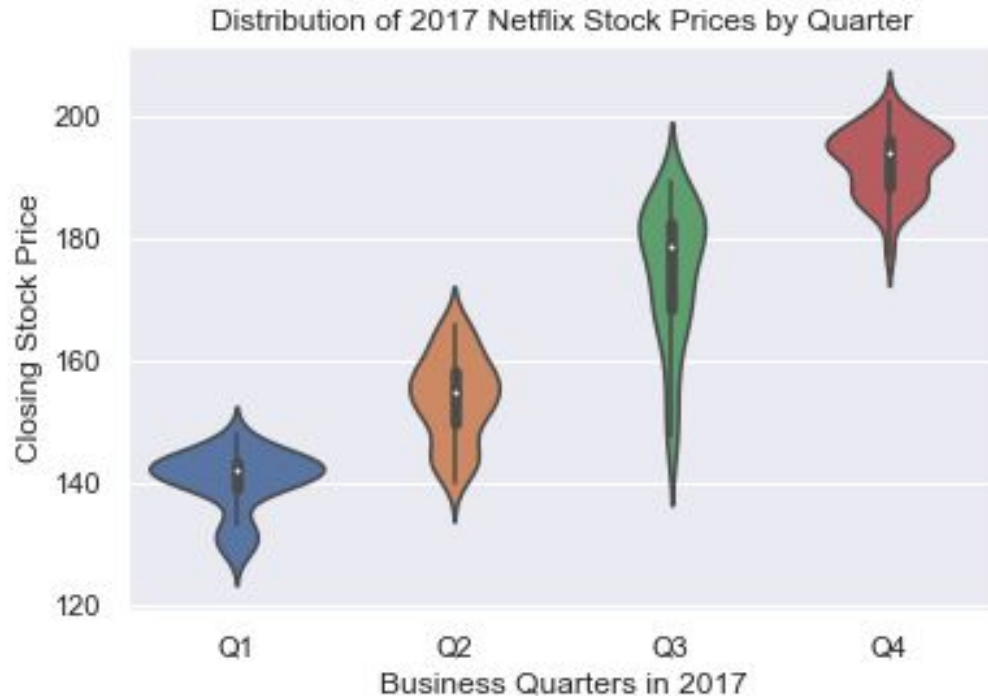
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1. The distribution of the stock prices for Netflix in 2017
2. Netflix stock and revenue for the past four quarters
3. The estimated versus actual earnings per share
4. Netflix stock against the Dow Jones stock in 2017

My Role

- Data visualisation
- Data analysis and summary
- Data presentation and report

1. Distribution of the Stock Prices



- Netflix Stock Prices increased every quarter throughout the year 2017
- Most of the prices fall in between the range of \$140-\$190
- The highest price was \$202.68, and the lowest price was \$127.49

2. Netflix Stock and Revenue Per Quarter



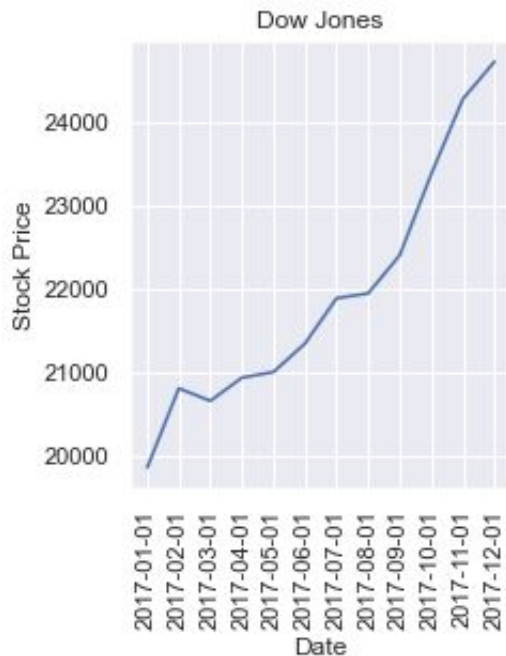
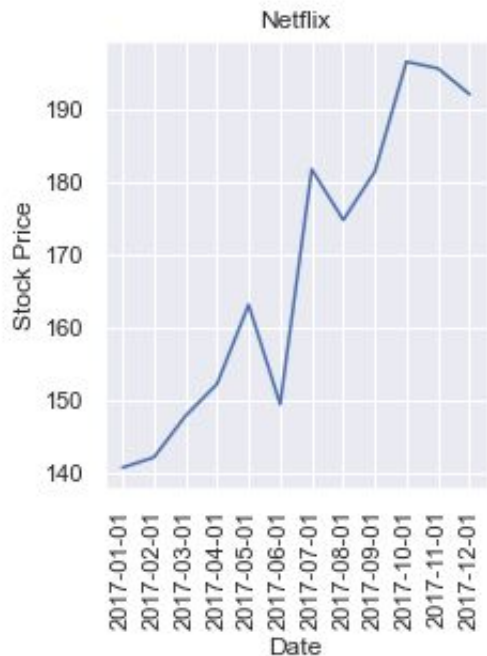
- As Netflix Revenue increased every quarter, the earnings increased correspondingly too.
- Roughly speaking, Netflix earnings were constituted by 5% of the revenue.

3. Estimated vs Actual Earnings



- The blue dots represent Netflix earnings per share (EPS) estimated by Yahoo! compared to the red dots showing the actual earnings for that quarter.
- We can see from the chart that the estimated and actual EPS overlapped in Q2 and Q4 (see the purple dots).
- In Q1, the actual EPS was higher than the estimate, but lower than it in Q3.

4. Netflix vs Dow Jones Stock



- Both Netflix and Dow Jones stocks increased during 2017. Netflix saw a more rapid increase compare to Dow Jones.
- Netflix stocks price increased by 36.4% from 01/01/2017 to 01/12/2017, Dow Jones increased by 24.4% accordingly. Therefore, relatively speaking, Netflix stocks outperformed Dow Jones in 2017.
- Netflix stocks were more volatile. While Dow Jones Industrial Average was more stable throughout the year.

The End

Thank you