

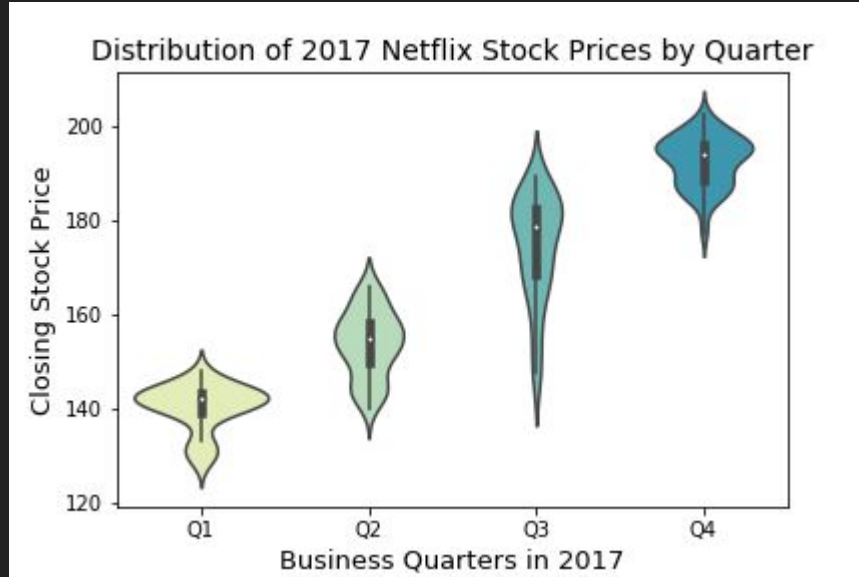
Netflix

Stock Profile 2017

This presentation is to present a series of visualisations of Netflix' 2017 stock data created by myself on behalf of the Netflix Stock Profile team.

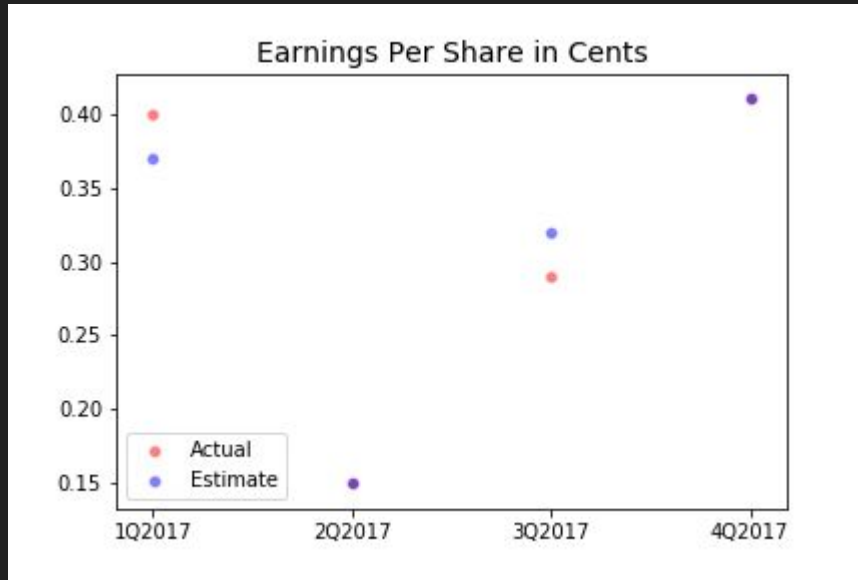
The visualizations to be presented are

- The distribution of the stock prices for the past year
- Netflix's earnings and revenue in the last four quarters
- The actual vs. estimated earnings per share for the four quarters in 2017
- A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017



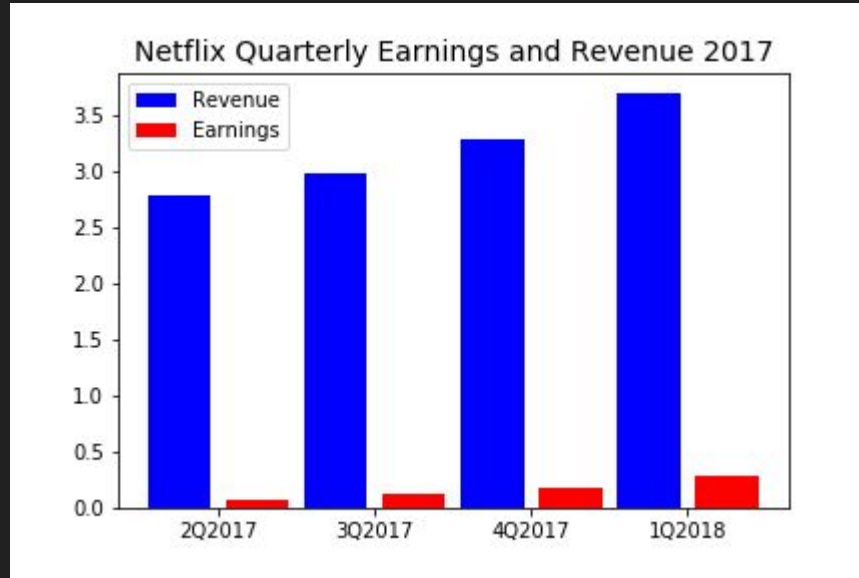
The closing stock prices increased steadily throughout the year

The highest price was approximately \$210 and the lowest was approximately \$125, with most of the prices fell in the range of \$135-205



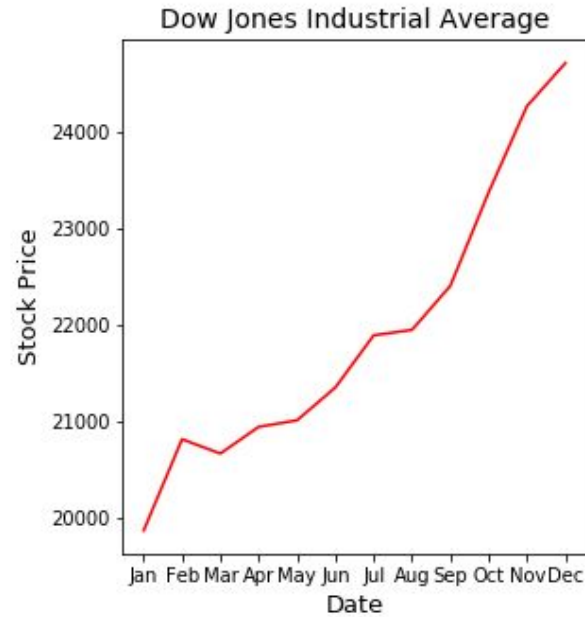
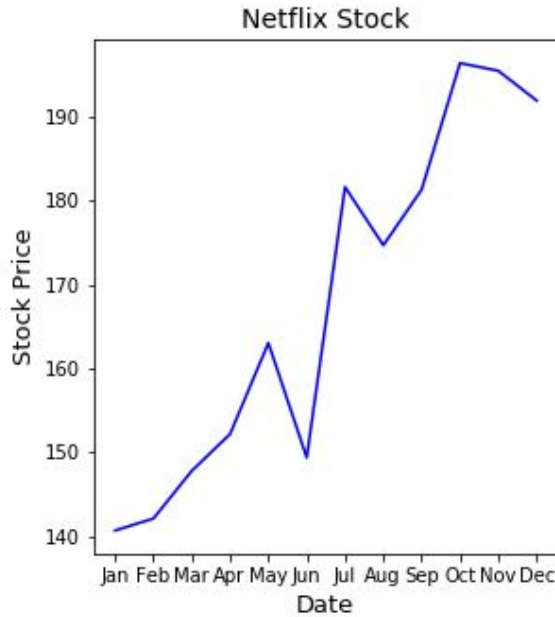
The actual and estimated earnings per share were the same only during the second and fourth quarters.

Earnings per share fell during the second quarter, but increased steadily from then on.



Although both revenue and earnings increased at a steady rate, earnings are increasing at a faster rate than revenue.

Earnings constituted approximately 4% and 13% of the revenue at the beginning and end of the year, respectively.



Netflix performed better than the Dow Jones Industrial Average with stock prices increasing by approximately 25% over the course of the year, compared with the more modest 20% increase of the Dow Jones. However, Dow Jones' performance was less volatile than that of Netflix.

Netflix stock prices remain far lower than industrial average.