Netflix Stock Profile Analysis and Visualization.
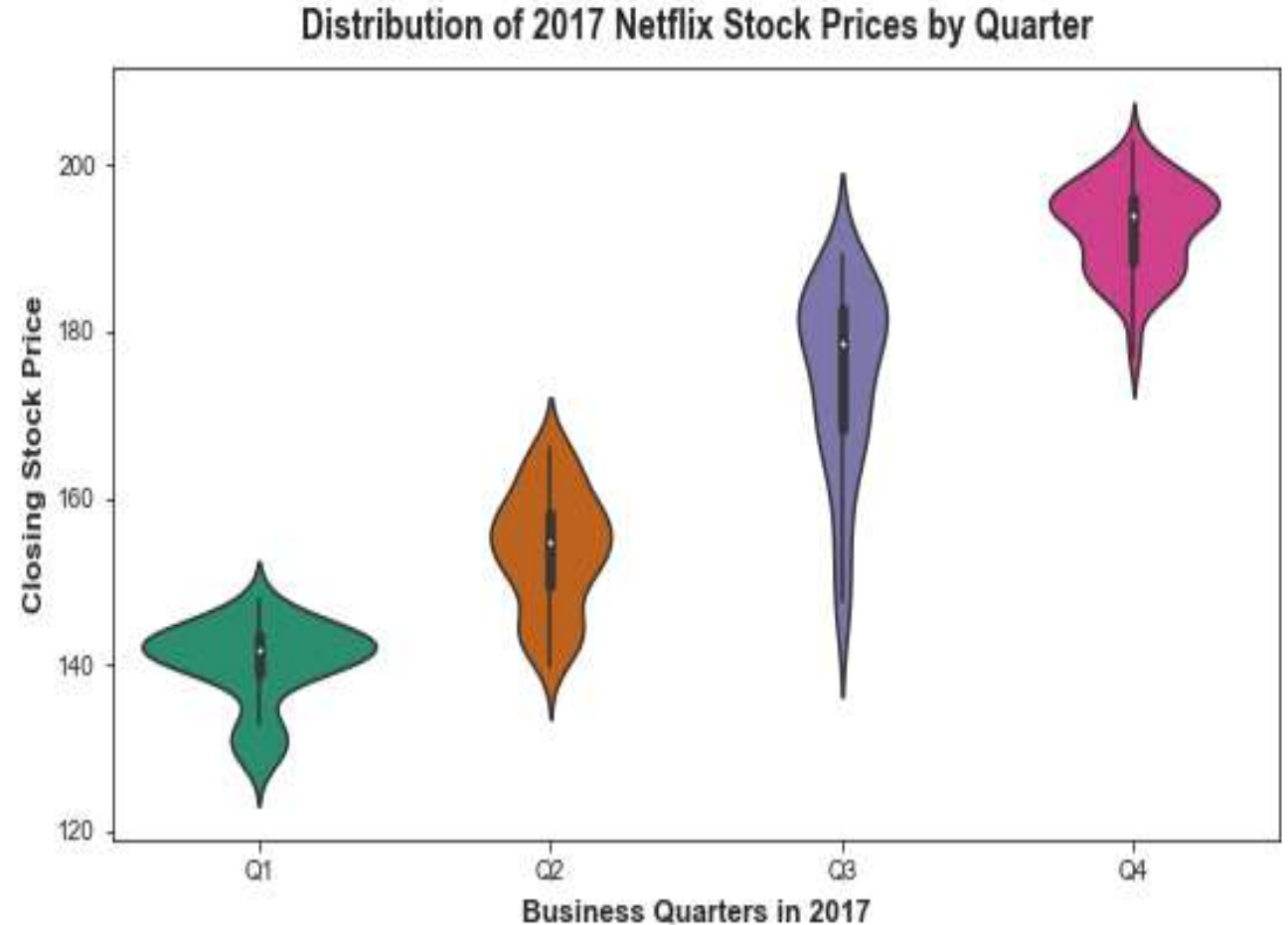
Presentation

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In this project, I acted as a data visualization developer helping the "Netflix Stock Profile" team visualize the Netflix stock data. Visualization is done by a Python Package, Seaborn.

The visualizations include;

- Distribution of the stock prices for Netflix in 2017
- Summary of Netflix earned versus actual earnings per share
- Summary of Netflix earnings and revenue for the past four quarters
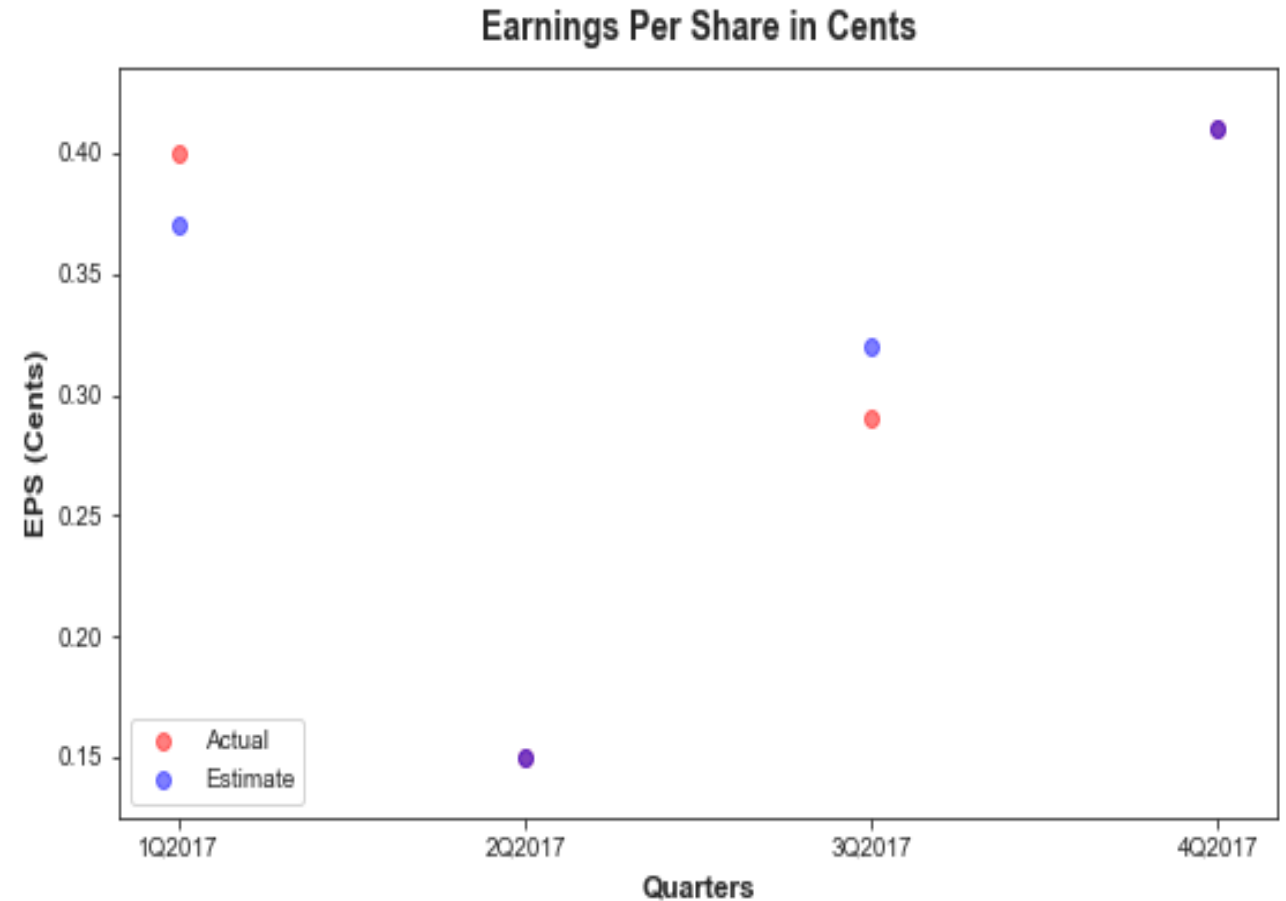- Netflix stock against the Dow Jones stock in 2017

Distribution of the stock prices for Netflix in 2017

- There is an average positive trend noted throughout the quarters as evidenced by the increase in median throughout.
- Q1, Q2 and Q4 show least fluctuation in the year while Q3 shows signs of high fluctuation due to the long shape and skewness of the distribution.
- Q1 is viewed to experience least fluctuation evidenced by its distribution which is close to a normal distribution.
- Most of the prices throughout the year fell between range of 130 - 200.
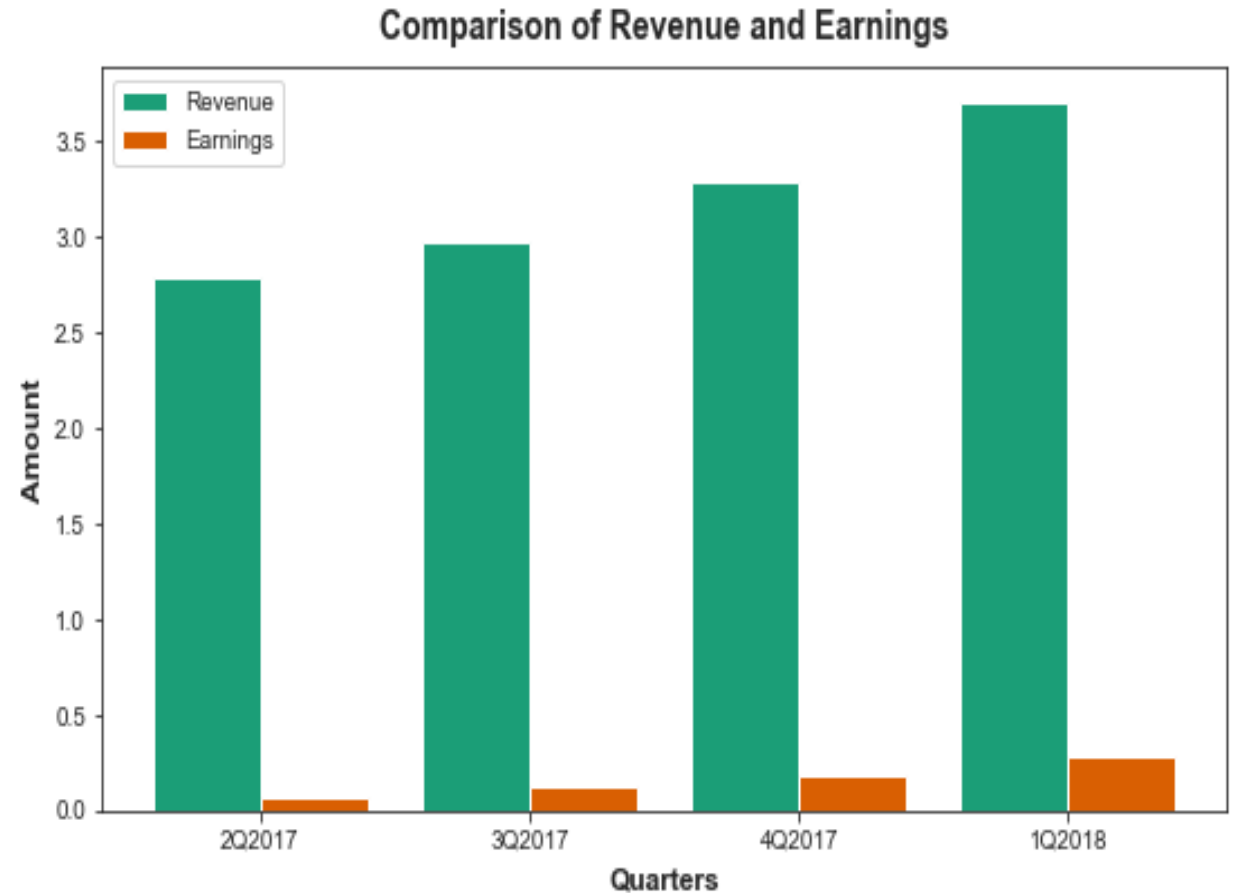- The lowest price throughout the year is approximately 125 while the highest is approximately 215.

Distribution of 2017 Netflix Stock Prices by Quarter

Summary of Netflix earned versus actual earnings per share

- Trend of the estimated earnings per share follows the trend of the actual EPS. EPS exhibits a 62.0% drop between Q1 at 0.40 and Q2 at 0.15 after which it experiences a 173.0% increase to 0.41 in Q3. Moreover, the estimated EPS and Actual EPS in Q2 and Q4 were equal evidence by the purple dots in the graph.
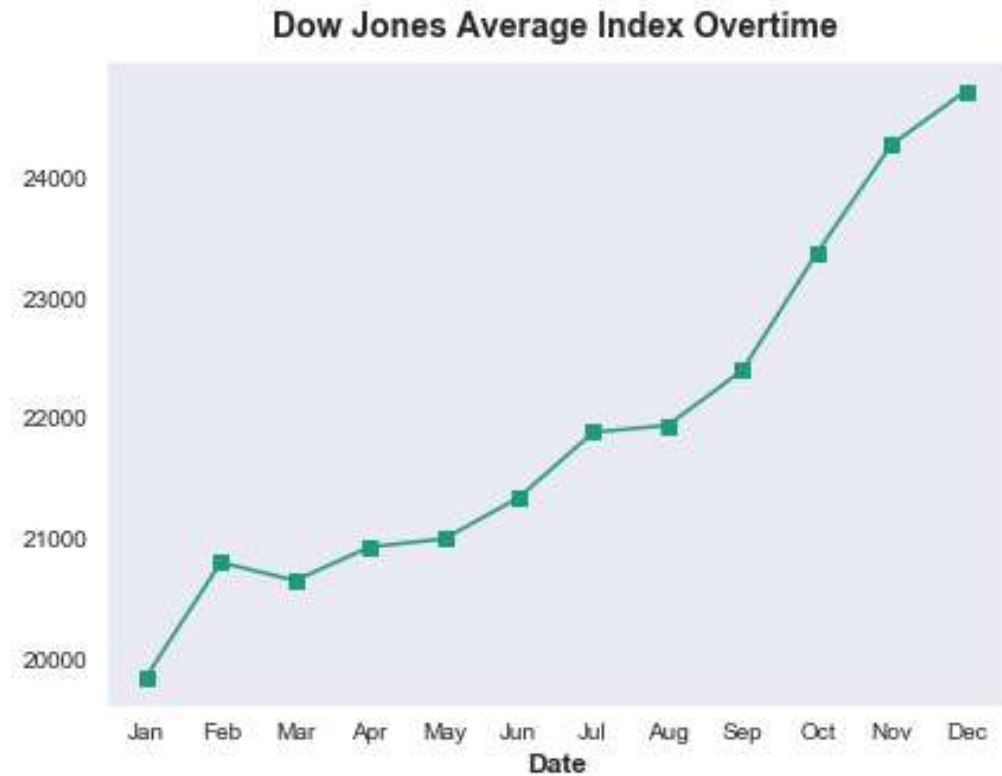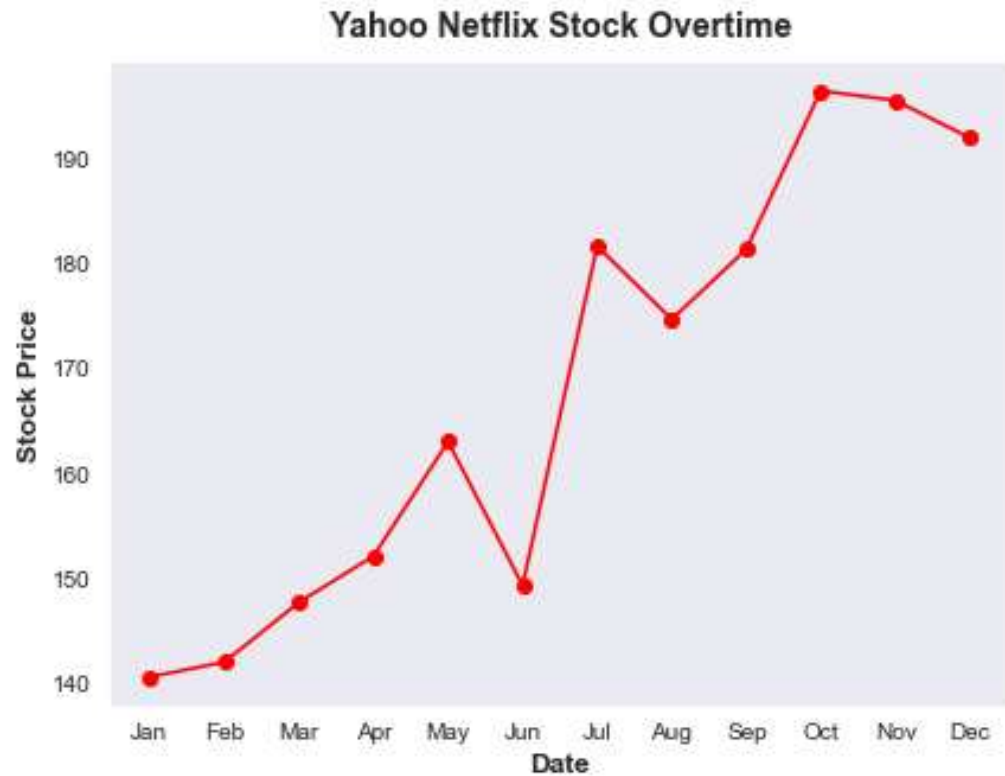

Earnings Per Share in Cents

Summary of Netflix earnings and revenue Quarterly

- Both revenue and earnings follow an increasing trend throughout. However, it can be noted that the increase in both is disproportional with revenue having a greater increase compared to earnings.
- Averagely, throughout the quarters, approximately 5.0% of the revenue constitutes earnings. In 2Q2017 2.3% of revenue constituted earnings, this saw a 5.0% points increase to 7.8% that can be attributed to an increase in total paid subscriptions which thus increased revenue.

Comparison of Revenue and Earnings

Netflix stock against the Dow Jones stock in 2017

Yahoo Netflix Stock Overtime

Dow Jones Average Index Overtime

- Shares of Netflix were moving in tandem to the broader market (DJIA) for almost half year. But a dramatic fall is seen at the end of May to July after which a dramatic rise is also experienced between June and July. On average however, both the stocks exhibit an increasing trend.

Thank You

Need Clarification?

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