

Netflix Stock Profile

Visualising the 2017 Netflix Stock Price





The task

Company

We all know the Netflix streaming platform. Millions of streams around the globe with a lot of their own productions as well.

Context

We are part of the Netflix Stock Profile team. Hired to create data visualisations for 2017

- This will help the team to assess the risk of the Netflix Stock

Problem statement

Is the Netflix stock price riskier than the average stock price?



The plan

Step 1

Getting/exploring data

We have 3 files, 2 containing monthly stock prices and 1 containing daily stock prices.

We will look at the data and see what it is about.

Step 2

Visualising data

We will make numerous plots.

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Step 3

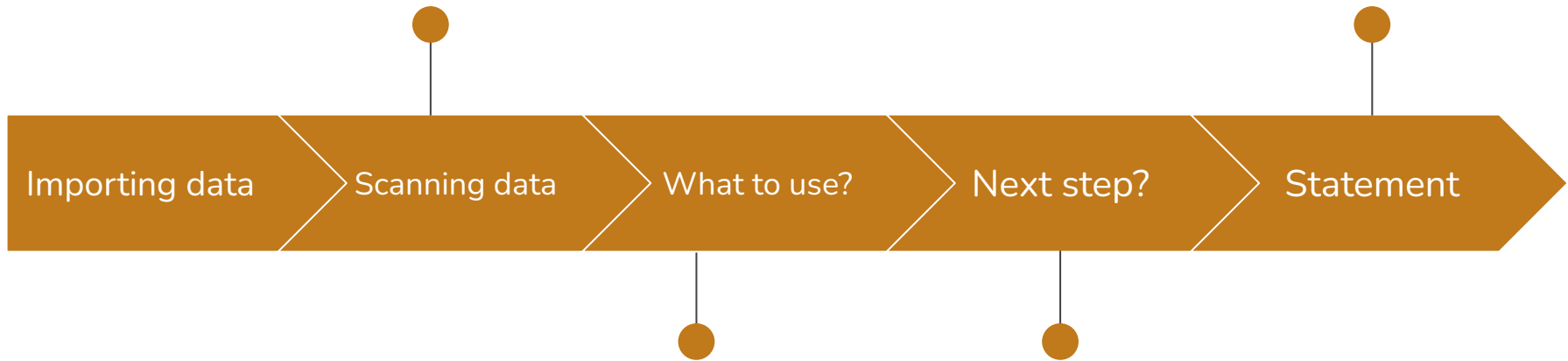
Make a statement

After we made our plots we can answer a few questions about the Netflix stock price and how it compares to a 'industry average'.

Executing the plan

	Date	Open	High	Low	Close	Price	Volume	Quarter
0	2017-01-03	124.959999	128.190002	124.309998	127.489998	127.489998	9437900	Q1
1	2017-01-04	127.489998	130.169998	126.550003	129.410004	129.410004	7843600	Q1
2	2017-01-05	129.220001	132.750000	128.899994	131.809998	131.809998	10185500	Q1
3	2017-01-06	132.080002	133.880005	129.809998	131.070007	131.070007	10657900	Q1
4	2017-01-09	131.479996	131.990005	129.889999	130.949997	130.949997	5766900	Q1

After the plot we can make a statement about the stock price.



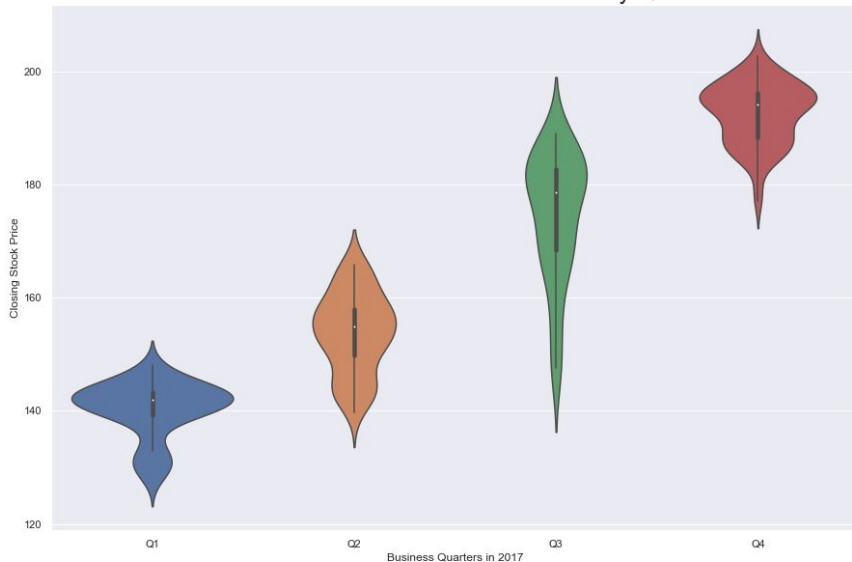
We will mainly be using Price and Quarter information to find out various things about our stock.

We can plot the stock prices for each quarter.

The plots

Step 1

Distribution of 2017 Netflix Stock Prices by Quarter



First impressions:

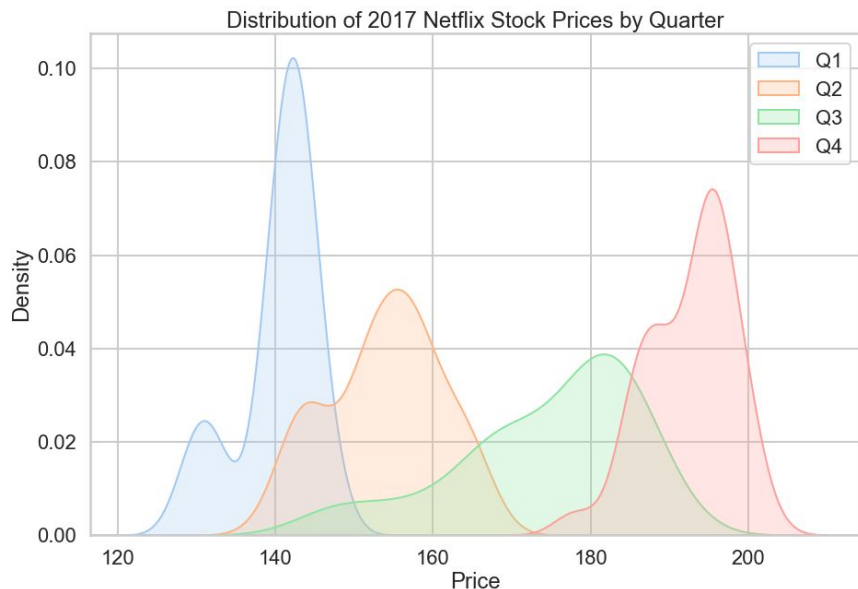
This shows us what the stock went through in each quarter. We can see a steady growth throughout the year with some heavy volatile market in Q3.

We can also see the different price ranges per quarter and over the year.



The plots

Step 2



Con'd:

This is somewhat the same plot as before just presented differently.

The plots

Step 3



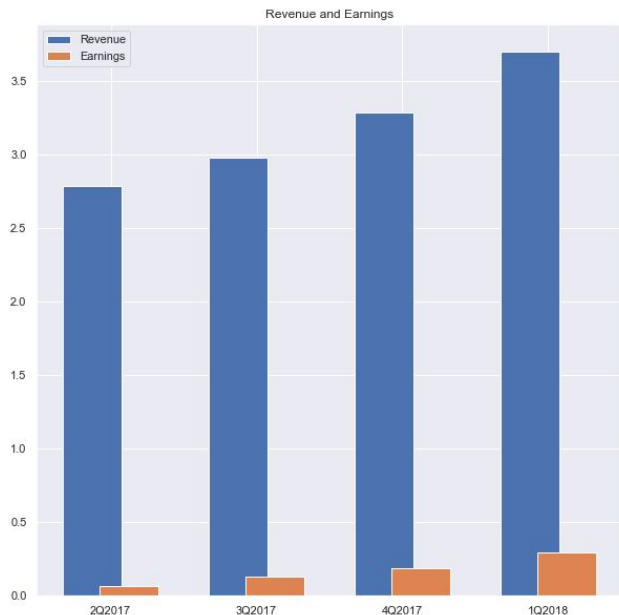
Earnings:

These are the actual and estimated earnings per share for each quarter.

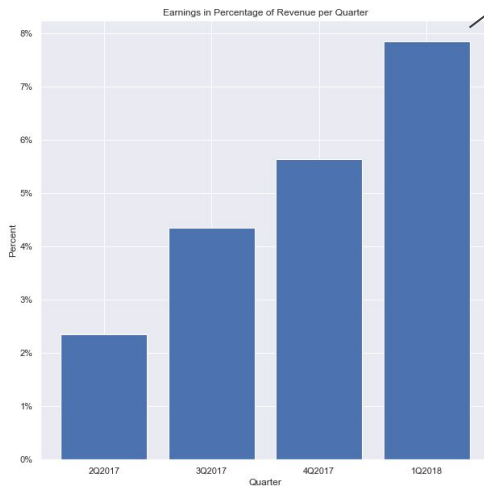
You can see how they adjusted their estimates and it matches in Q2 and Q4.



The plots



Step 4



Small graph are the earnings in percentage of the revenue each quarter given. We can see that the percentages are going up each quarter as well!

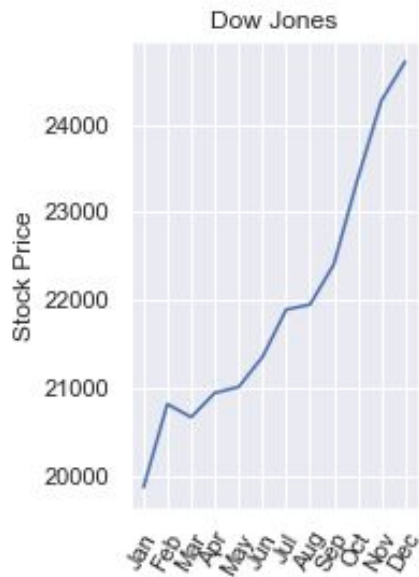
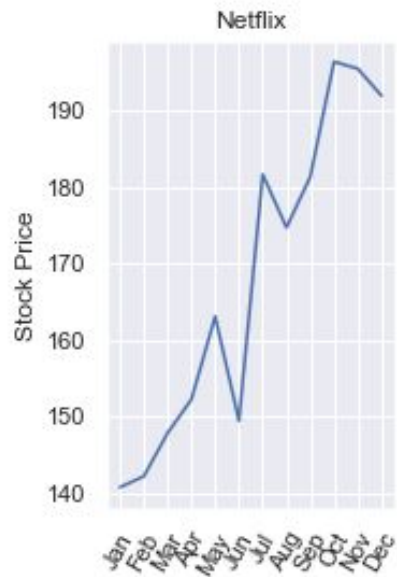
Revenue vs Earnings:

We can see that the earnings and the revenue follow the same trend. They both go up each quarter.

(Note: we have been given numbers for Q2 2017 through Q1 2018. Not 2017 data)

The plots

Step 5



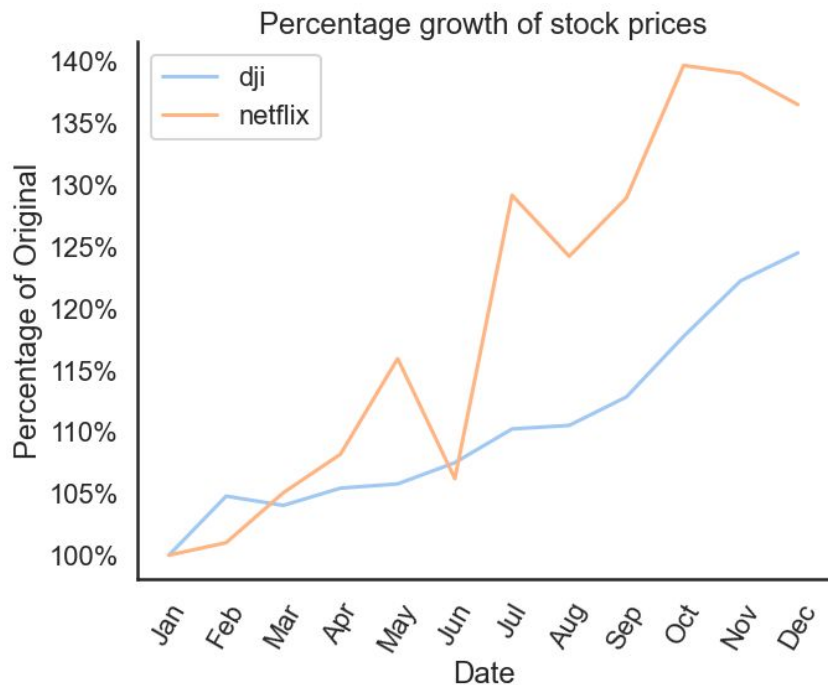
Comparing growth:

If we compare Netflix stock growth with the Dow Jones stock growth we can see it follows somewhat the same trend. However in the middle of the year Netflix had some issues. We could say it is more volatile.



The plots

Step 6



Comparing growth:

Let's look at their respective growth in percentage. It looks like Netflix grew a bit more. They were definitely more volatile as mentioned earlier. It is still hard to make claims about this as the Netflix stock is much cheaper so it might be easier to reach a bigger % growth.



Statement

We have seen that the stock price of Netflix follows the same trend as the Dow Jones Industrial Average.

However, Netflix witnessed quite some hard times over Q3 which is visible by the big range of the numbers and the drop in the graph.

All-in-all their percentage earnings from their revenue increased so I think they are doing well.