

Capstone Project: Netflix Data

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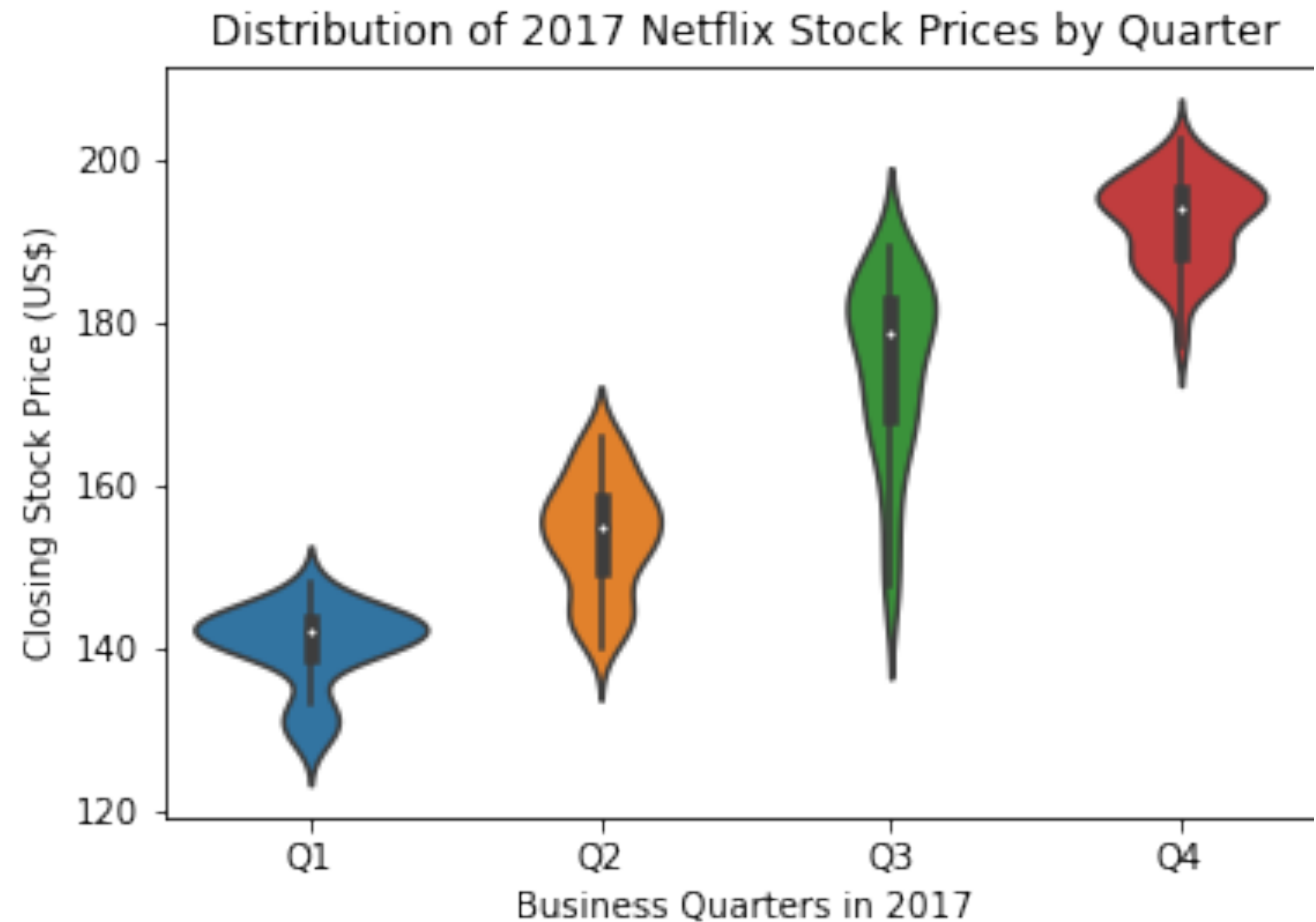
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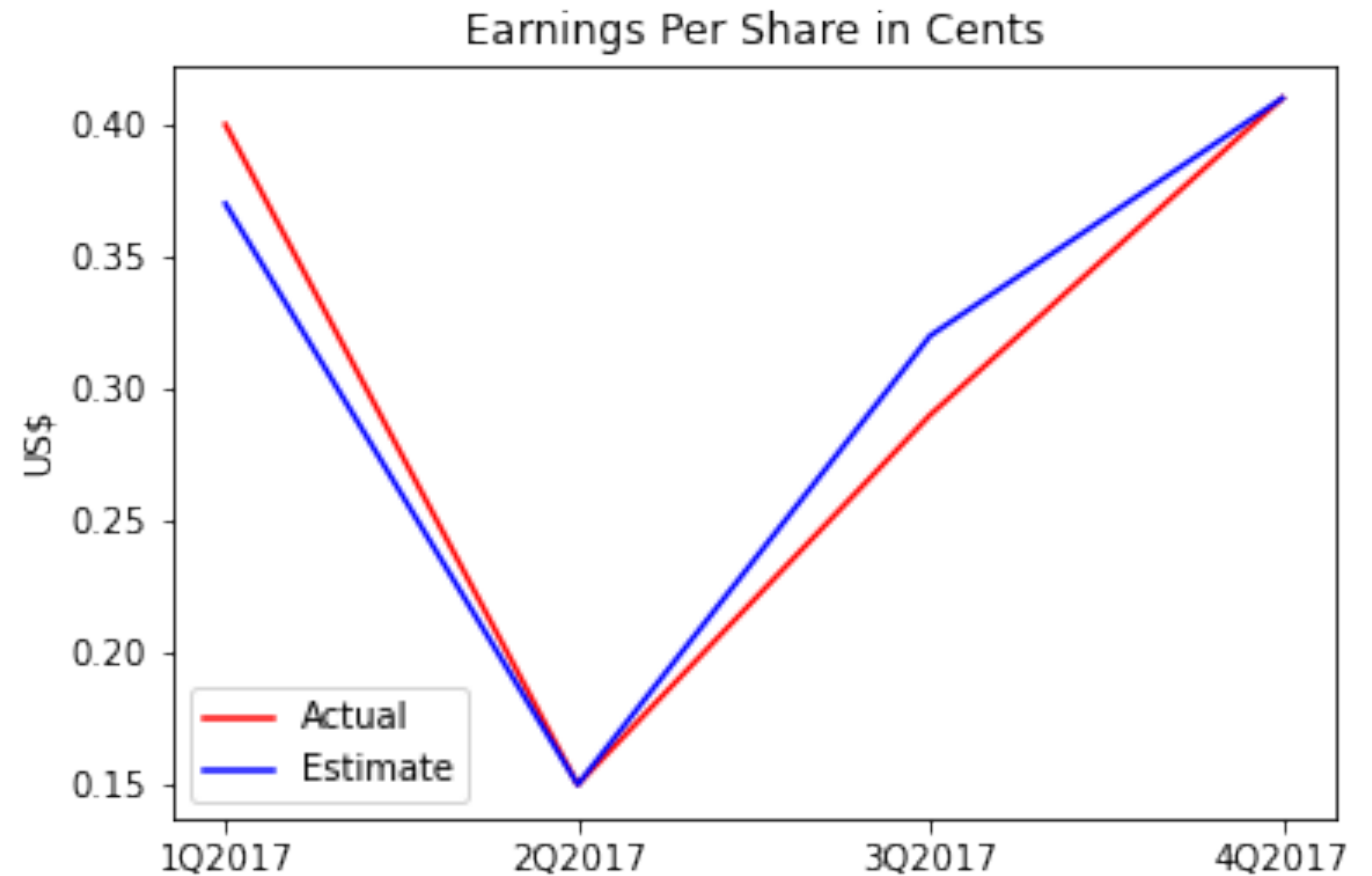
Distribution of NFLX Stock Prices in 2017

- There is a robust increase trend in Netflix stock prices in 2017.
- The 3rd quarter shows the highest volatility.



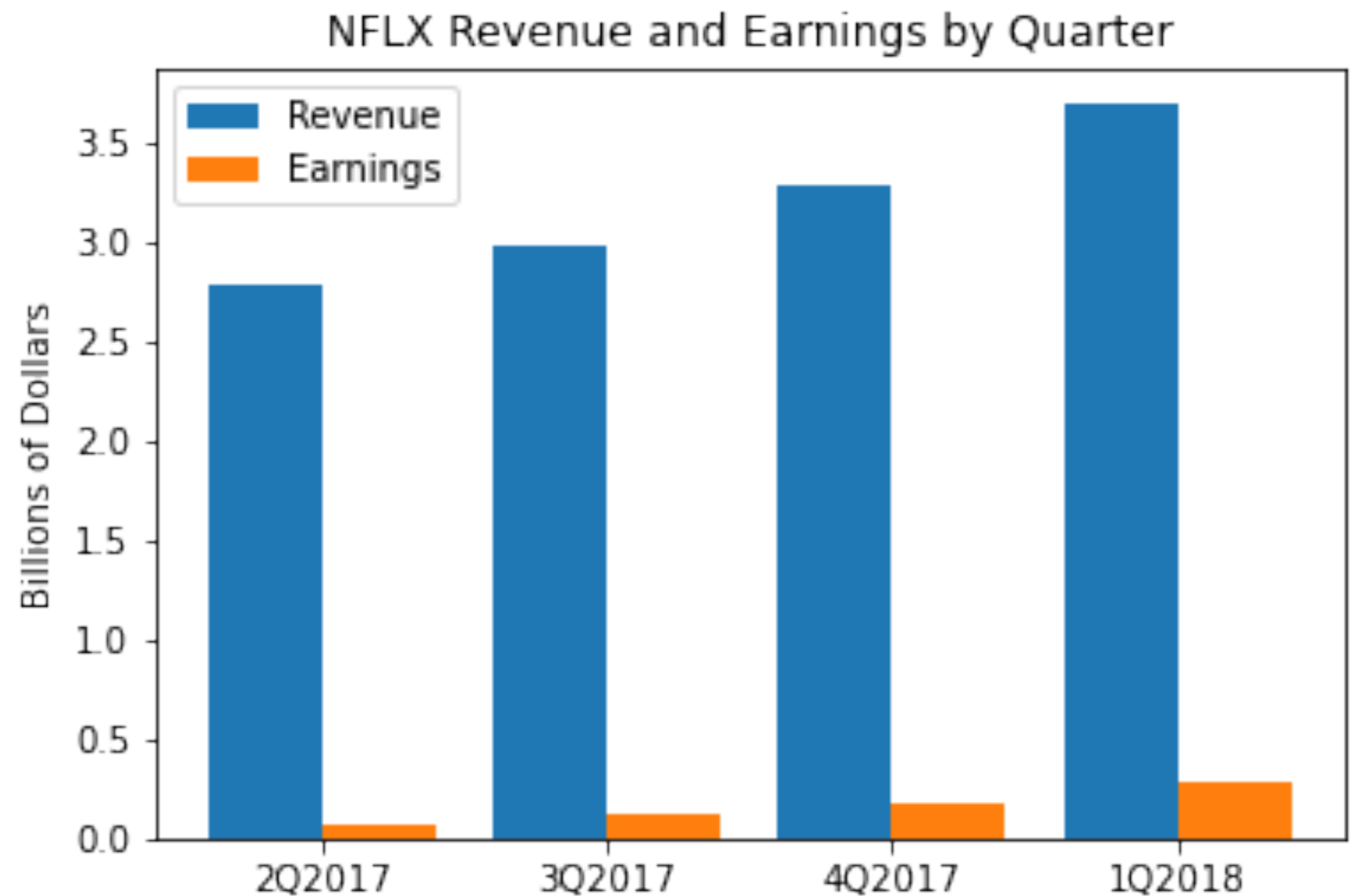
Earnings Per Share (EPS) in Cents

- The estimate for Netflix' EPS was pretty good in 2017, especially in Q2 and Q4.



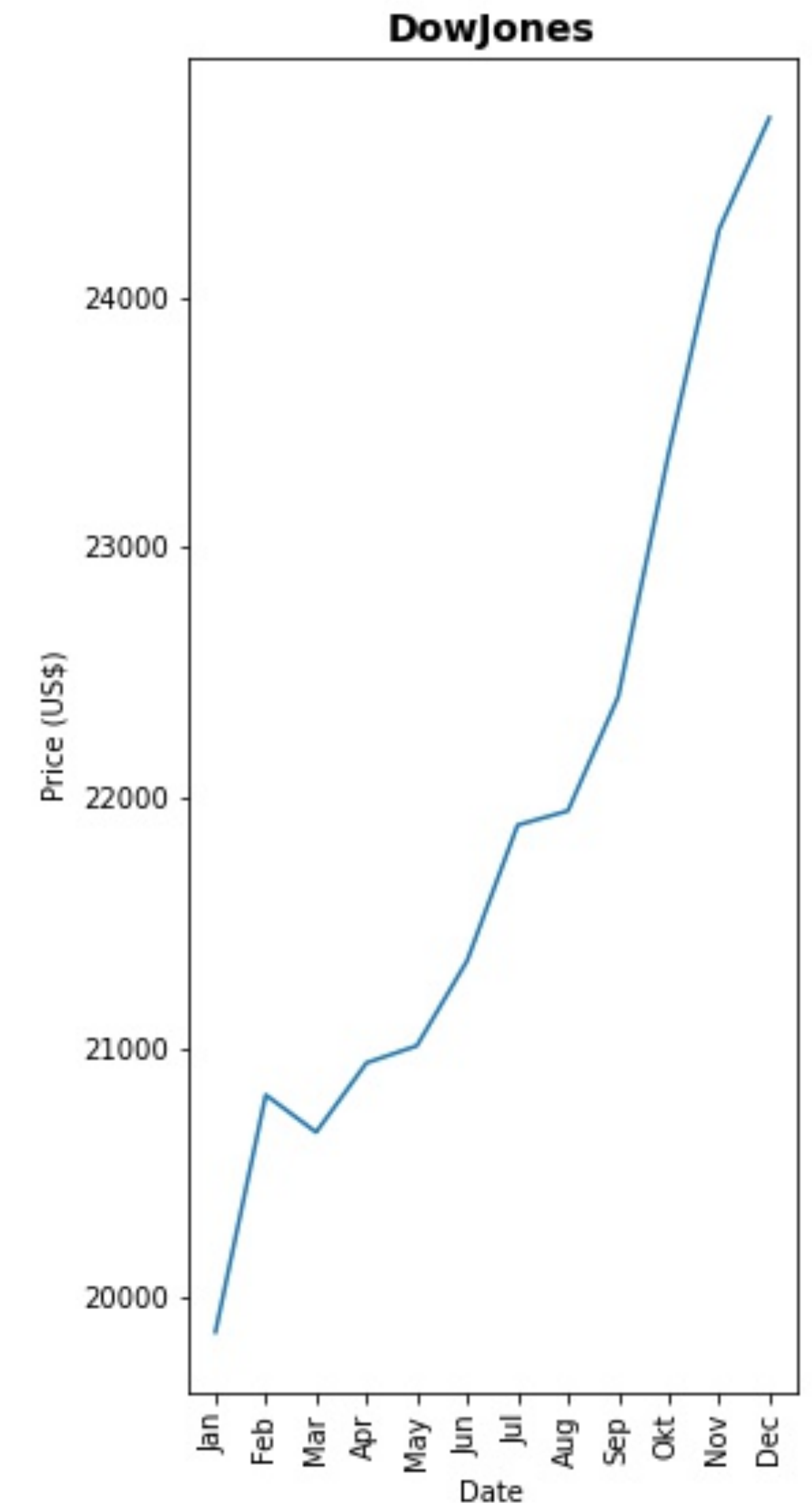
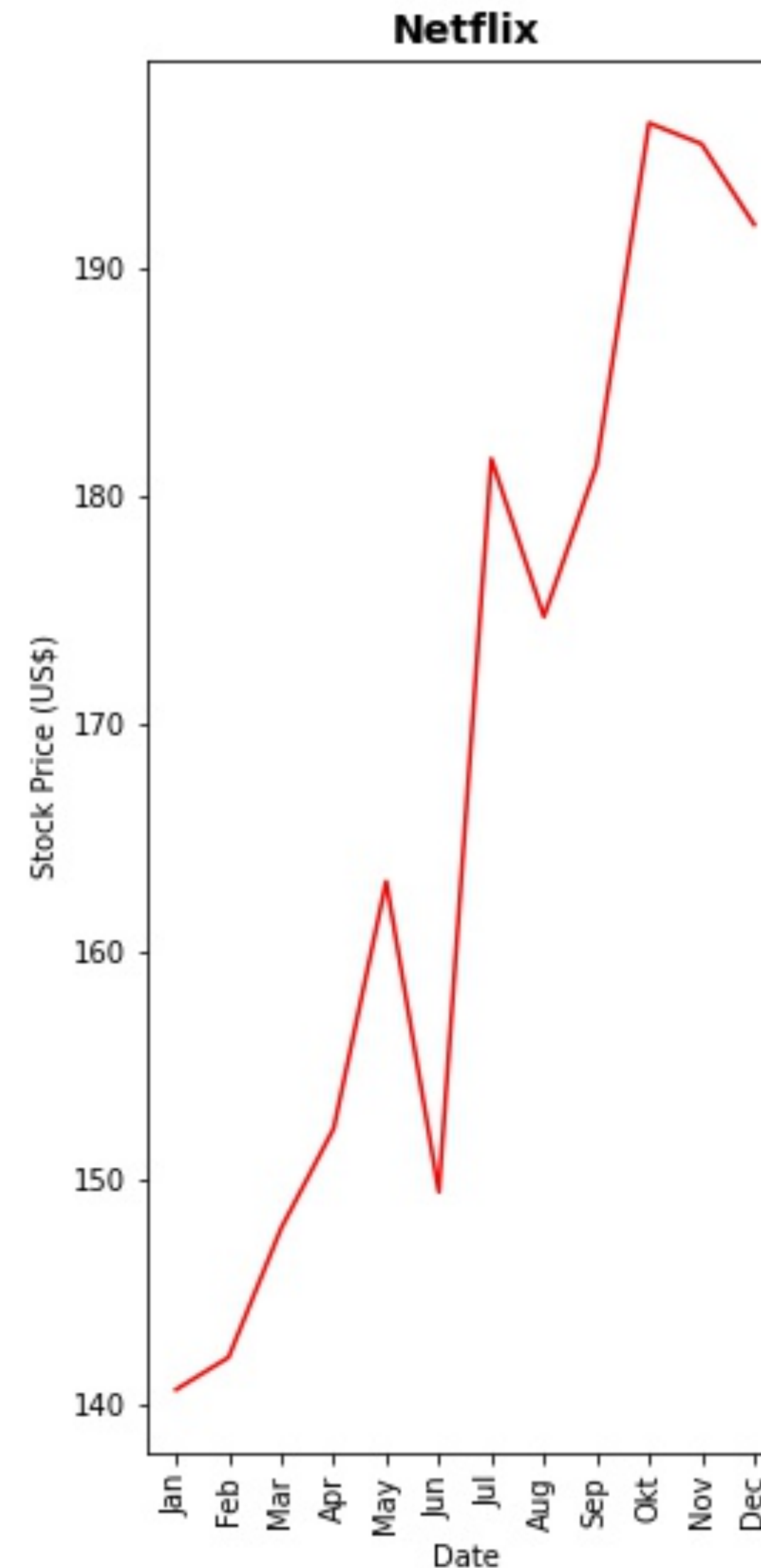
Netflix Revenues and Earnings by Quarter

- Revenue and earnings also showed an increase trend over the year.
- The ratio Earnings / Revenue was 5% on average in 2017. This ratio also increased over the year, from 2.3% (Q1) to 7.8% (Q4).



NFLX vs Dow Jones Industrial Average in 2017

- Netflix stock prices showed a similar trend when compared to the Dow Jones Industrial Average in 2017.
- However, Netflix stock prices showed a higher volatility.



Conclusions

- Netflix stock prices showed a great performance in 2017, with a very similar trend to the Dow Jones Industrial Average.
- The Earnings Per Share increased over the year, even though there was a decrease in the 2nd Quarter.
- It seems that this stock was a good investment in 2017.