

Visualizing Netflix's (NFLX) stock data



Objectives of Analysis

01

Analyze stock
price
distribution

02

Compare actual VS
expected earnings

03

Visualize quarterly
revenues

04

Compare Netflix
Stock Price VS DJ
industrial AVG

About Me



Marco De Libero

Snr. BI Analyst

>5 years of data analysis experience among Media, iGaming
and Fashion

I strongly believe in data's ability to tell stories and i am a big
fan of voice of the customers data.

User's story can be the most valuable data source a company
can have, and they are often underestimated



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[upwork.com/freelancers/~01b6a2685725bb18b9](https://www.upwork.com/freelancers/~01b6a2685725bb18b9)

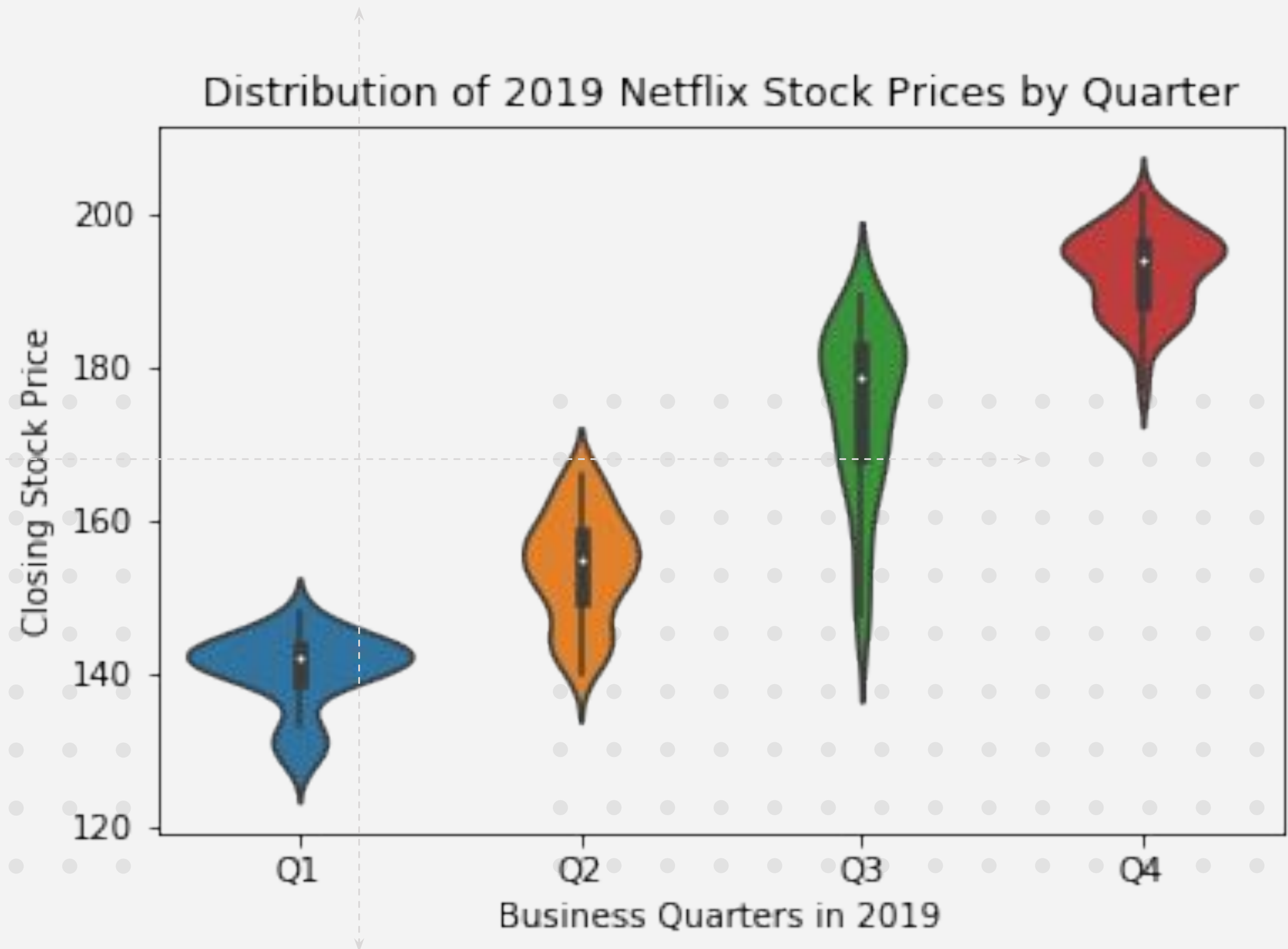


github.com/MDelibero

Netflix'2017 Stock price distribution

Analyzing the Violin plot we can see a steady YoY growth with high variance in Q3
Some major company/market changes may have had an impact on the quarter volatility

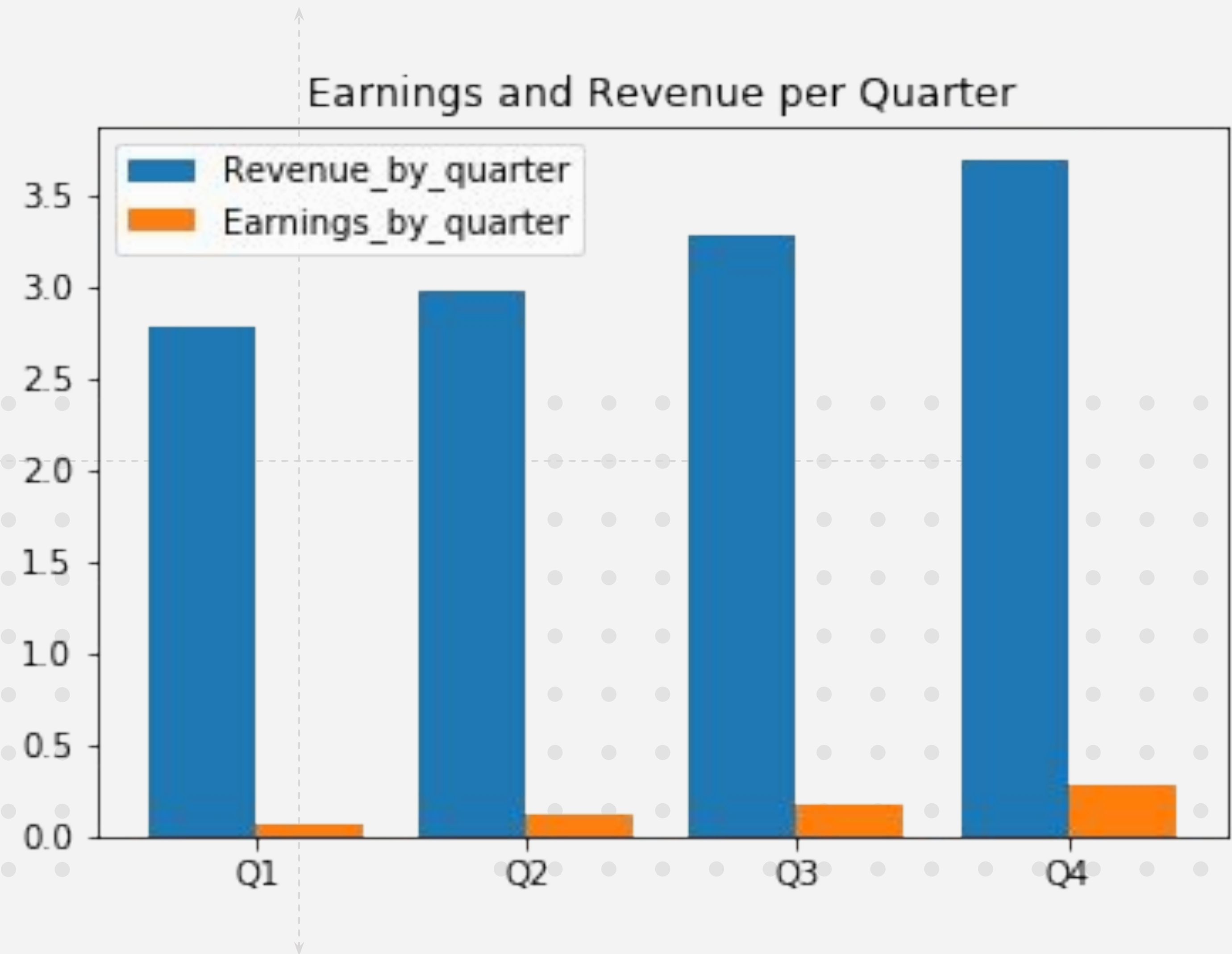
The prices vary from 130 \$ to a max of 220 \$



Netflix'2017 Stock price distribution

Both earning and revenues consistently increased during 2017.

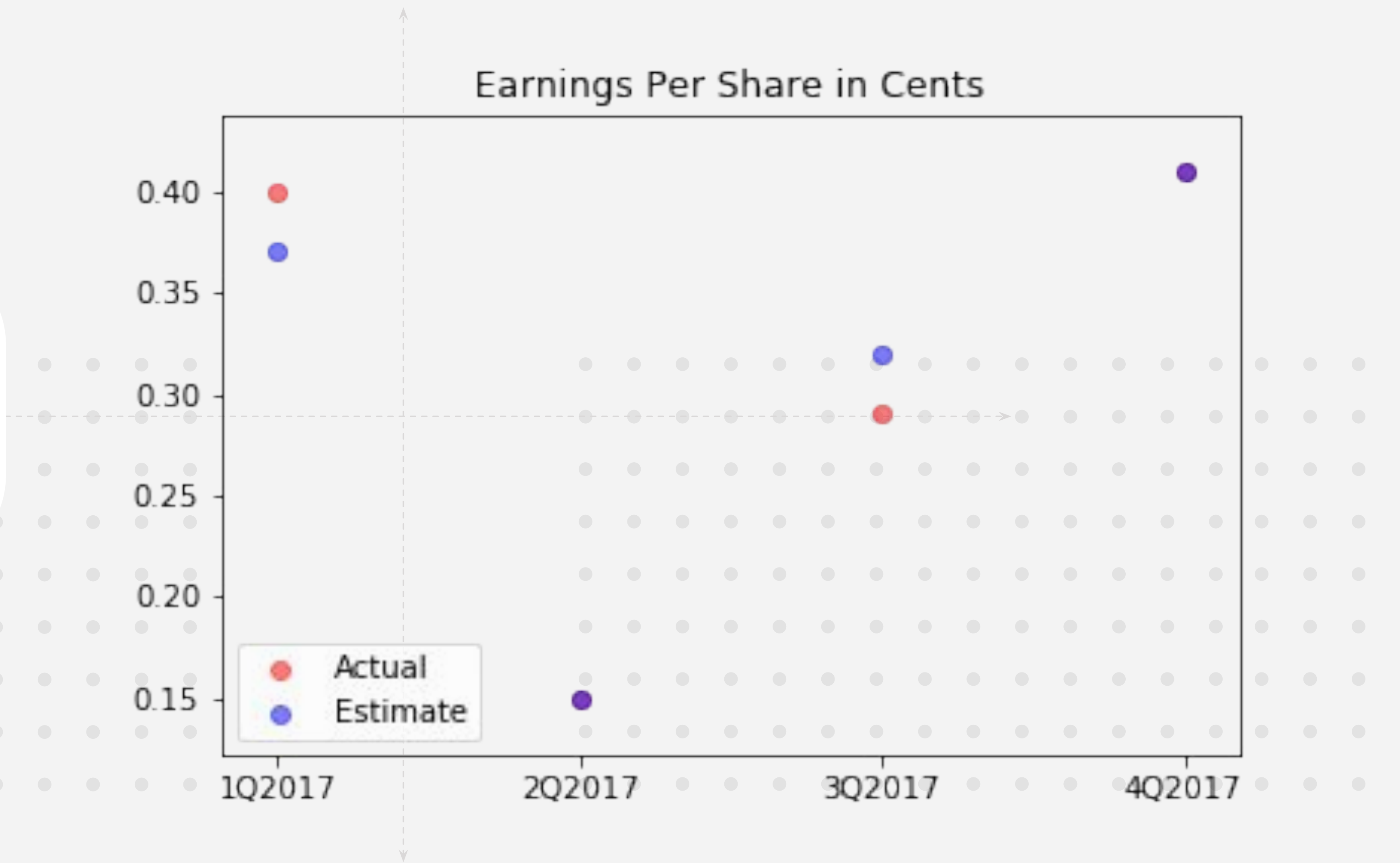
Earnings are approx 3% of the revenue



Netflix'2017 Stock price distribution

In Q1-2017 the actual earnings per share were higher than expected while in Q3-2017 the results were lower than estimated.

At the end of H1 and at the end of the year the earnings expectation were exactly matched. That's when the graph shows a purple dot



Netflix'2017 Stock price distribution

Netflix stock price grew from circa 140 \$ to 200 \$
(+40%) while DJI grew from 19k \$ to 25k (+35 %)

