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 valuables data source a company can have, and they are often understimated

marcodeliber@gmail.com

linkedin.com/in/marcodelibero/

upwork.com/freelancers/~01b6a2685725bb18b9

github.com/MDelibero

Objectives of Analysis

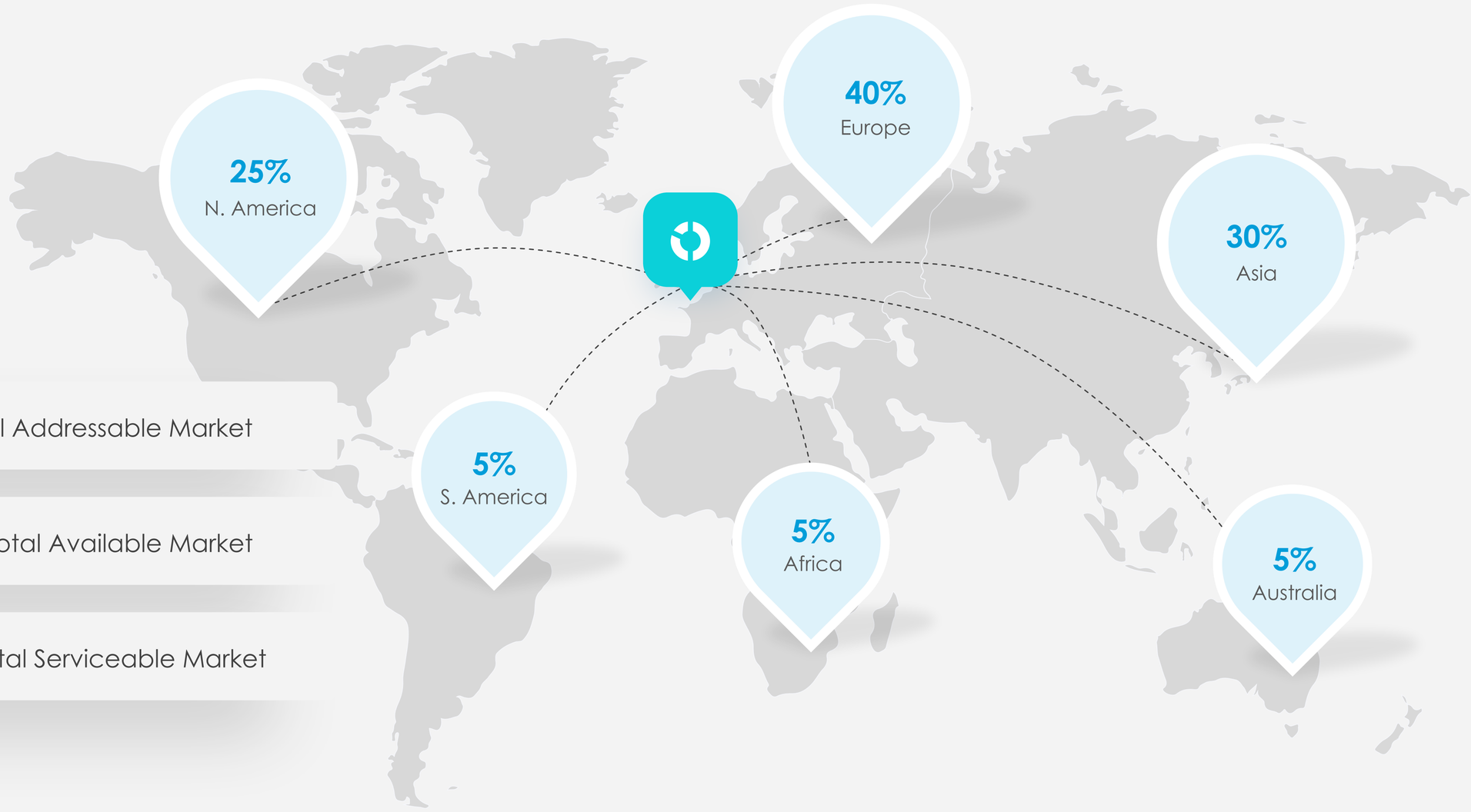
New customer acquisition

Better targeting customers

Tertiary market possibilities

Market potential forecasting

Current International Market



+ **$2B** | Total Addressable Market

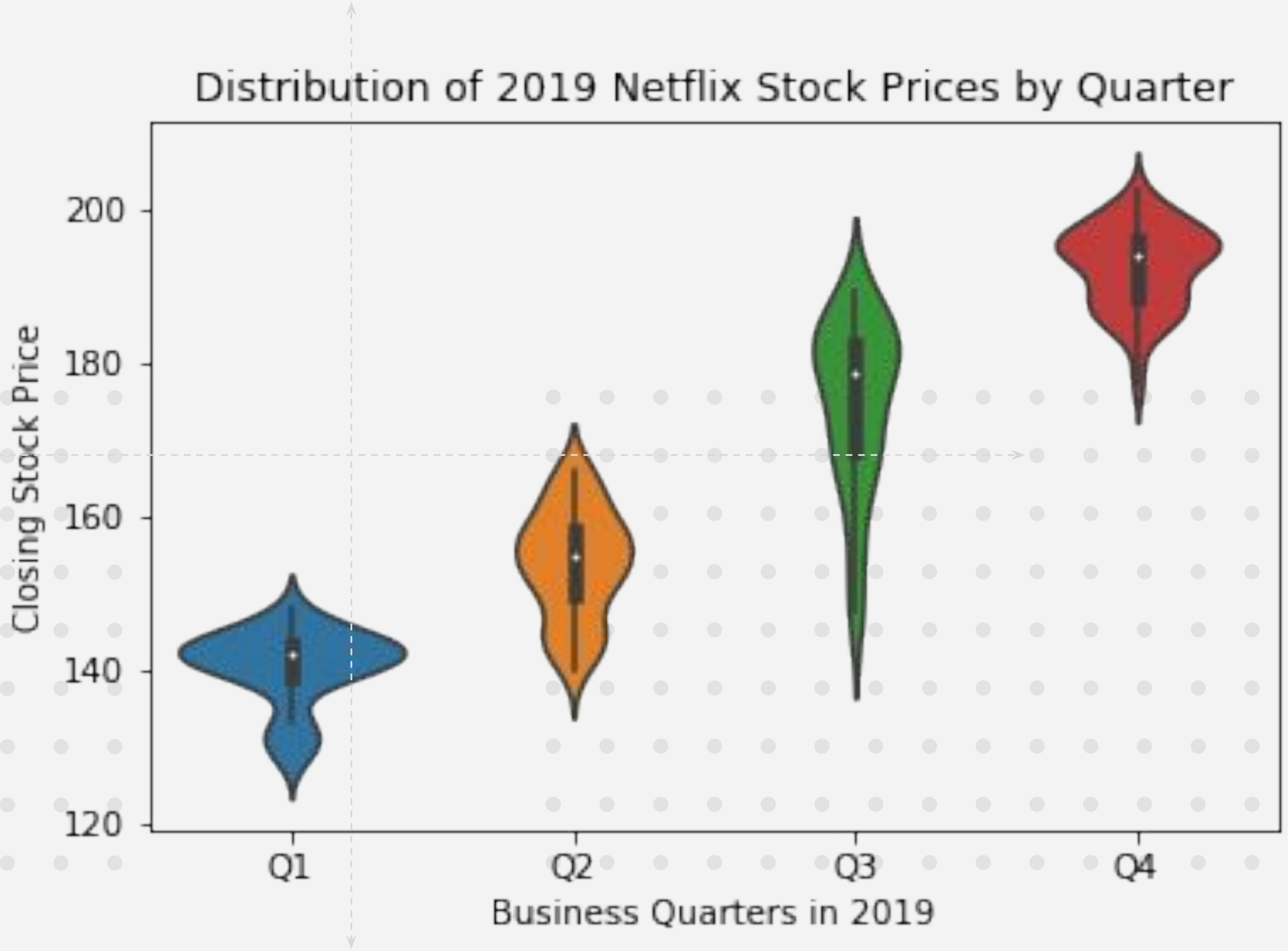
+ **$ 80M** | Total Available Market

+ **$ 20M** | Total Serviceable Market

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

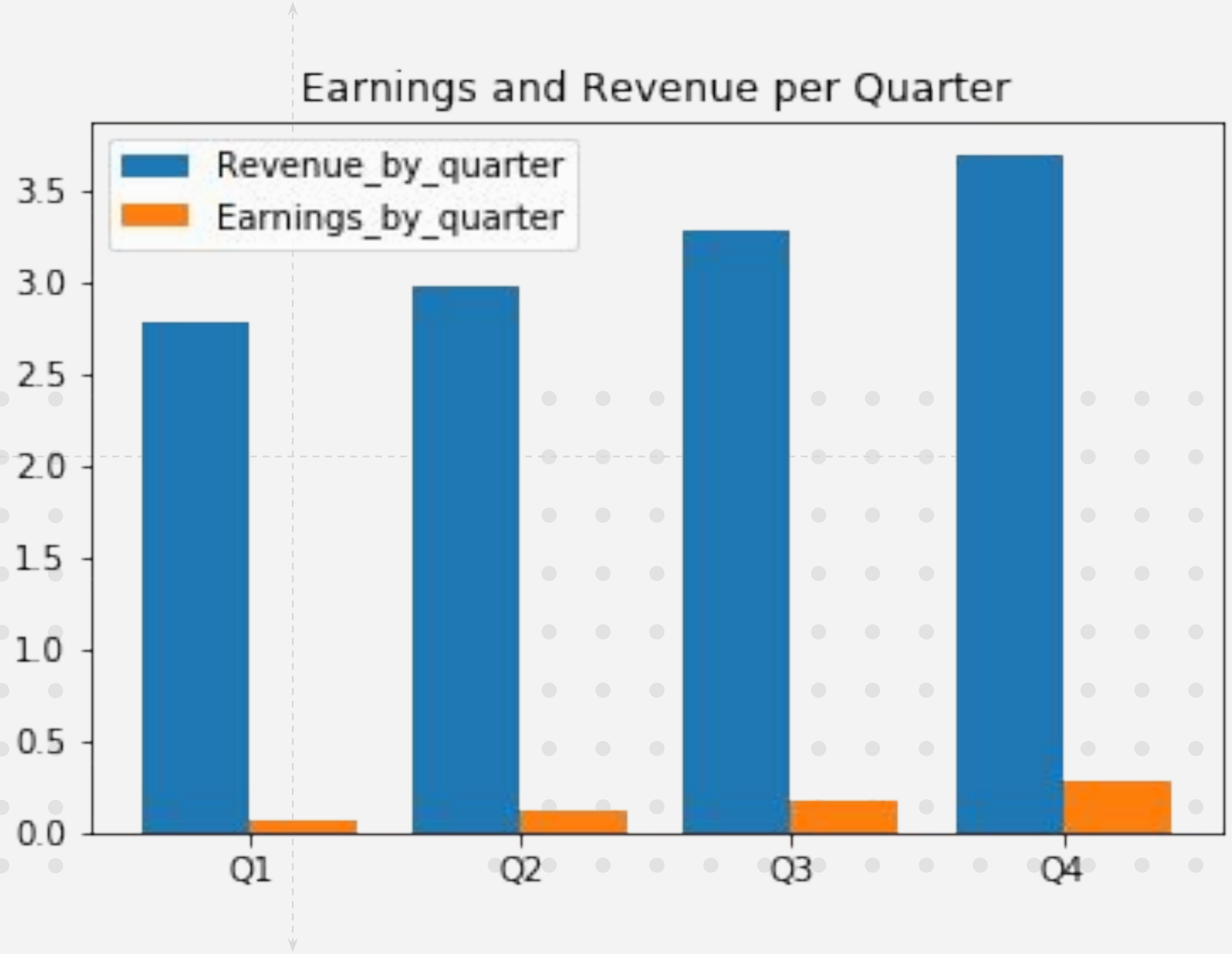
The prices vay from 130 $ to a max of 220 $



Netflix’2017 Stock price distribution

Both earning and revenues consistently increased during 2017.

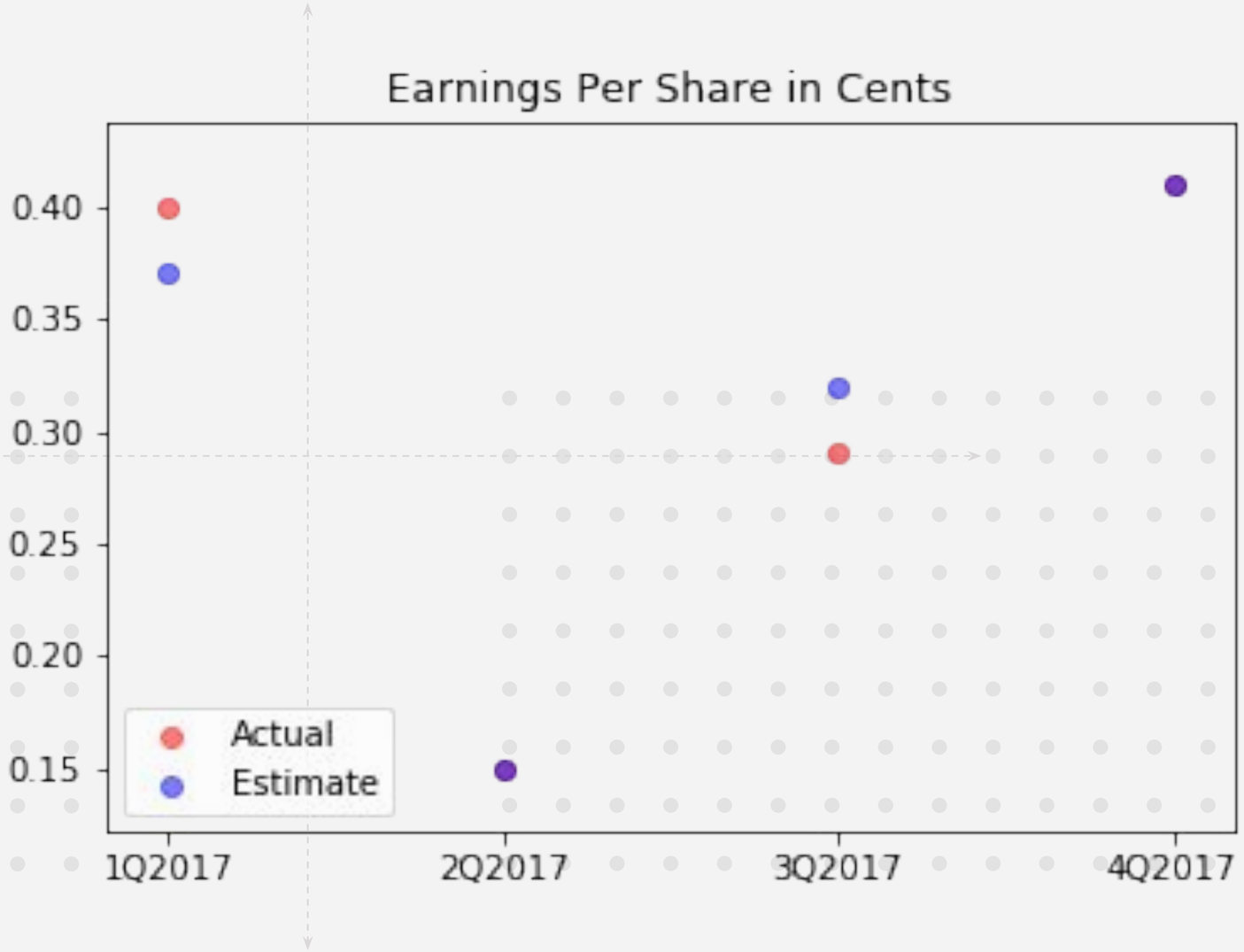
Earnings are approx 3% of the revenue

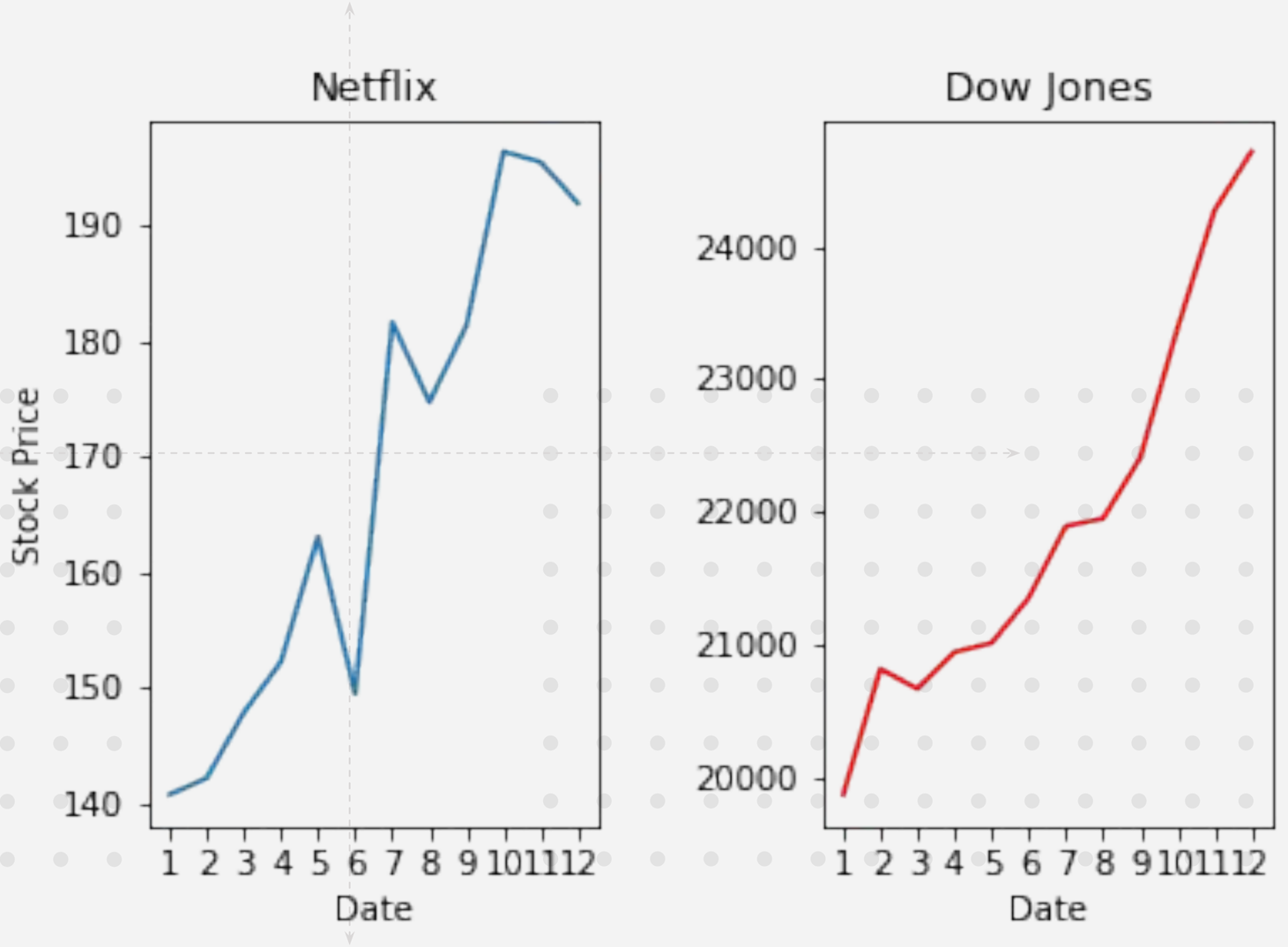


Netflix’2017 Stock price distribution

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

At the end of H1 and at the end of the year the eraning expectation were exactly matched. That’s when the graphs 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 %)