



# Analysis and Visualizations of Netflix Stock data

Data for the year of 2017

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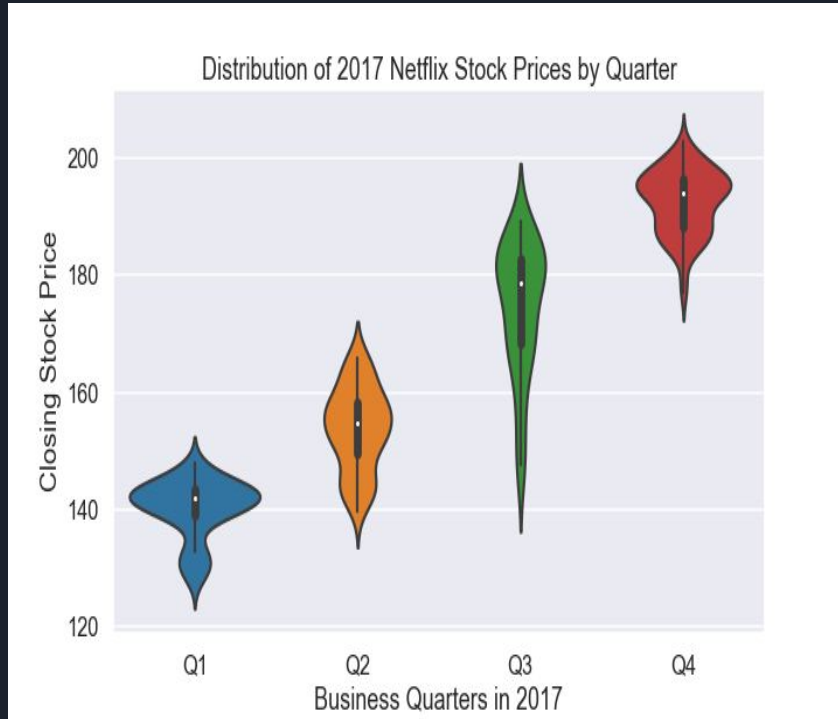


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## Visualizing the netflix quarterly data

We want to get an understanding of the distribution of the Netflix quarterly stock prices for 2017. Specifically, we want to see in which quarter stock prices fluctuate the most. We can accomplish this using a violin plot with four violins, one for each business quarter.

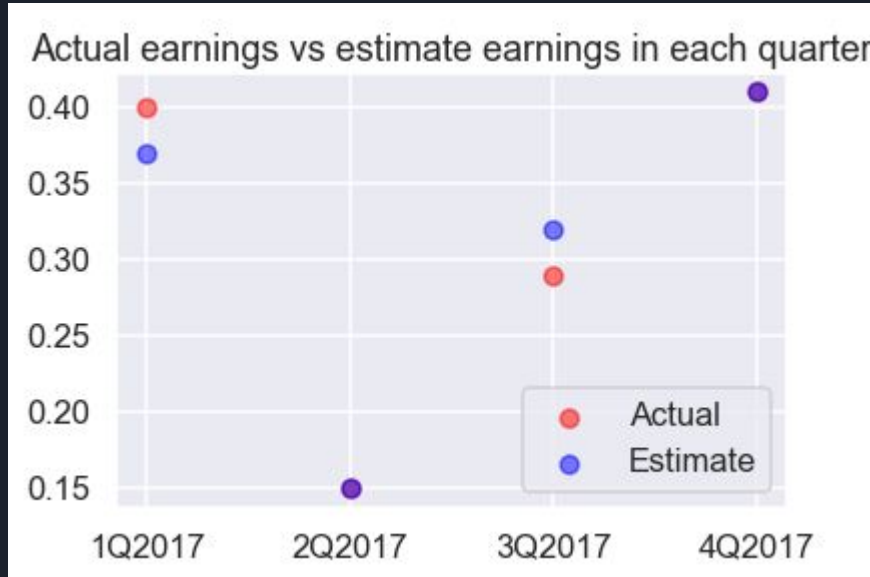


The graph shows constant and rather rapid increase of prices throughout the year. The whole annual range of prices is about 125-205, with the range of 125-155 for the 1st quarter to 170-205 for the 4th quarter.

Also the most important point of this plot is that in Q3 prices fluctuate the most and price range is from as low as 135 to 200 USD.

## Visualizing estimate earnings vs actual earnings

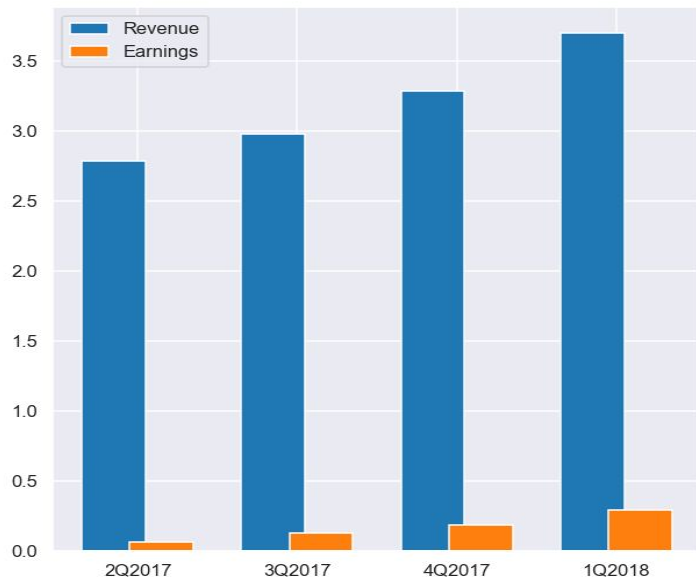
Here, we will chart the performance of the earnings per share (EPS) by graphing the estimate Yahoo projected for the Quarter compared to the actual earnings for that quarters. We will accomplish this using a scatter chart.



In this Graph the purple dots (mix of blue and red) shows that for the 2nd and the 4th quarters of 2017 the actual earnings per share coincided with the estimated ones.

## Visualizing earnings and revenue of Netflix

Next, we will visualize the earnings and revenue reported by Netflix by mapping two bars side-by-side.

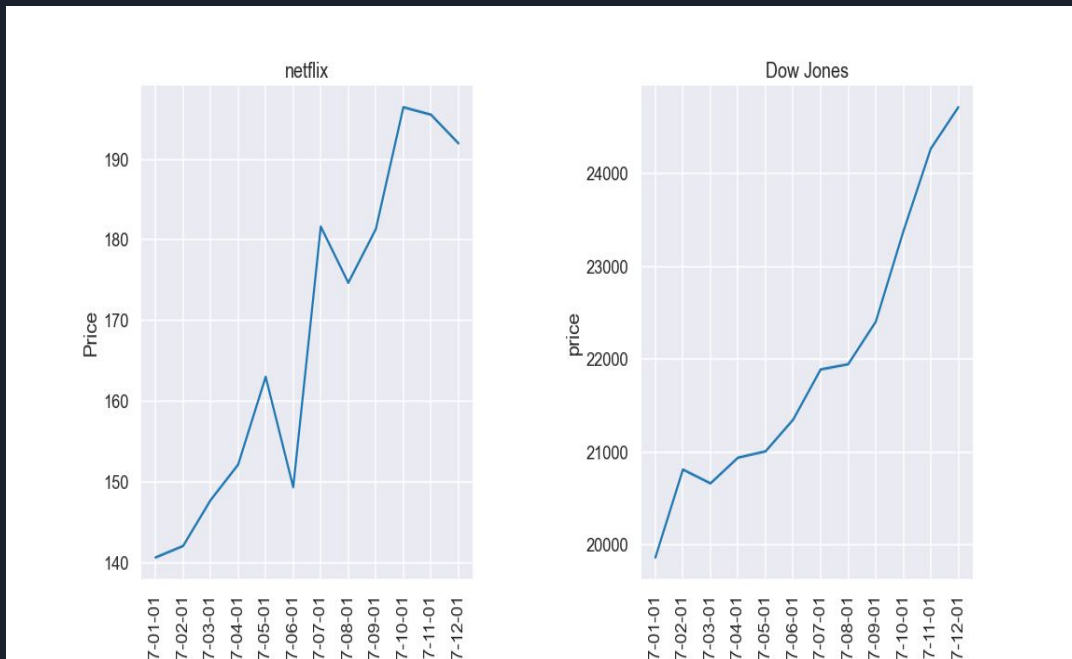


First impressions looking at this visualized data is that Revenue and Earnings both have a quarterly growth trend.

In 2017 roughly, earnings constitute around 10% of the revenue.

## Comparing Netflix stock to the Dow Jones

In this last step, we will compare Netflix stock to the Dow Jones Industrial Average in 2017. We will accomplish this by plotting two line charts side by side in one figure.



The overall trend for the stock price of Netflix in 2017 reflects the one of Dow Jones Average in the same period. The dynamics for Netflix, though, are more volatile, with a sharp decrease in the middle of the year followed by a sharp growth, and with the final decrease at the end of the year.

The price of the Dow Jones Industrial Average index is significantly higher than Netflix stock prices.