Capstone Project: Netflix Data

STOCK PROFILE ANALYSIS

2017

NETFLIX

Today's content:

1. **Quarterly distribution** of the stock prices,
2. The **actual vs. estimated earnings per share (EPS)** for the four quarters in 2017'
3. Netflix's **earnings and revenue**,
4. Trend analysis followed by the **Netflix Stock** in comparison to **the Dow Jones Industrial Average**.

To bear in mind, this deck was made for academic purposes only as part of de Codecademy's Data Science Path.

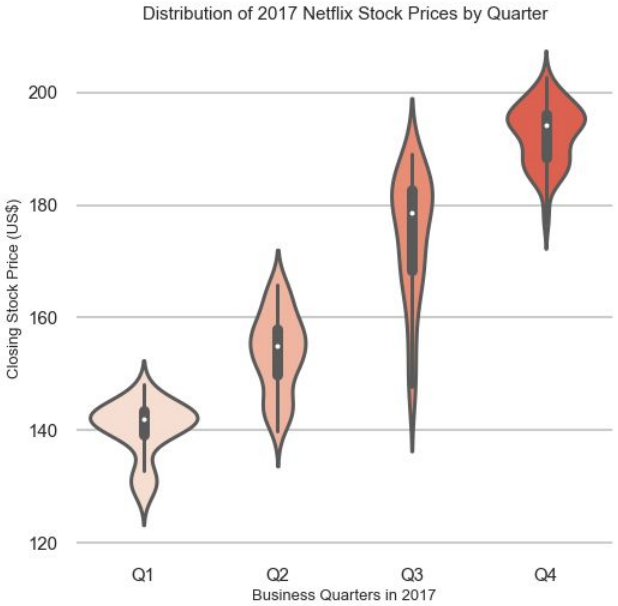
Financial Data Source: Yahoo Finance

NETFLIX

Quarterly Distribution

Highlight: Netflix' stock price followed a positive trend during 2017.

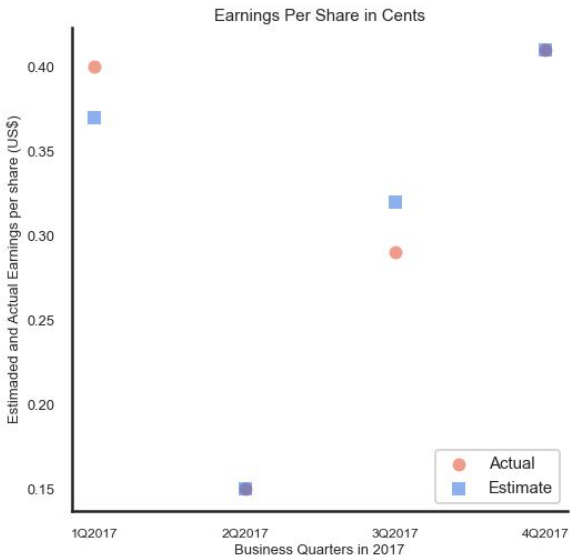
- The quarterly prices mainly ranges between 140 and 180.
  - **Annual average price:** $165.37
  - **Maximum price:** $202.68
  - **Minimum price:** $127.49
- Third quarter had the highest price volatility, however, the median price is closest to the $180.
  - We may expect stock prices above $180 at the beginning of the following year.



Actual vs. estimated EPS

Highlight: In the second and fourth quarters, both the estimated and actual EPS were the same.

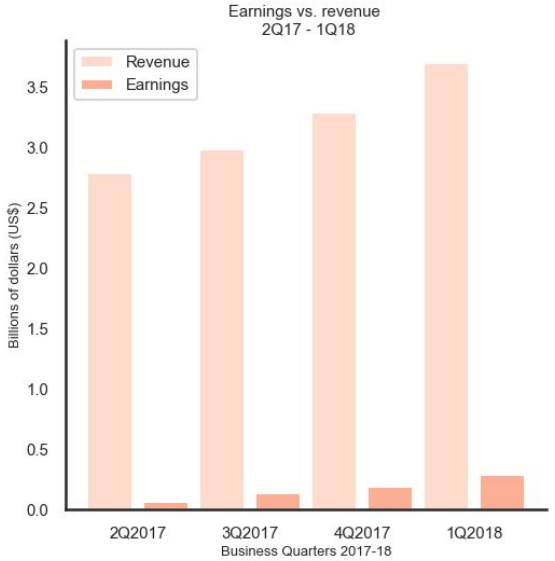
- The actual EPS in the third quarter was lower than expected, it can also be related to the high volatility of this quarter.



Earning and revenue

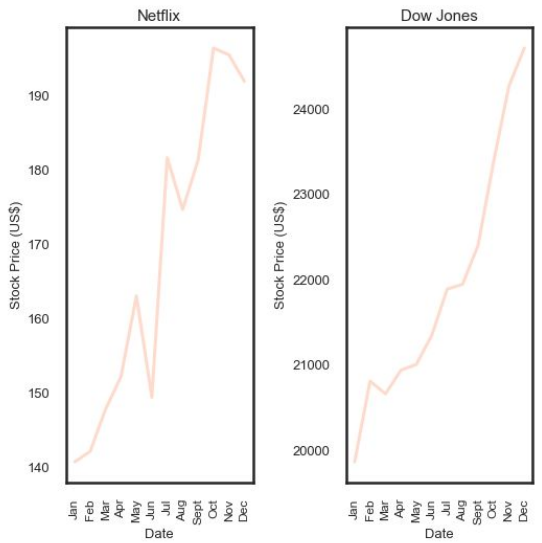
Highlight: Revenue follows an increasing trend similar to the Earnings.

- The increasing percentages of the revenue that constitute earnings are as follows:
  - **2Q17:** 2.35%
  - **3Q17:** 4.35%
  - **4Q17:** 5.64%
  - **1Q18:** 7.84%
- It is advisable to make further analysis regarding the main operating/ non-operating expenses originating these levels of earnings.



Netflix Stock vs. Dow Jones

Highlight: An upward trend in the Netflix stock price and the 30 listed entities of the Dow Jones index predominated during 2017. However, Netflix stock prices were more volatiles.



Thank you! 

Please remember, all comments and suggestions about this project are welcome.