

CodeAcademy Python Visualization

Course Capstone: Netflix Stock

Prices 2017

Rachel, Sept 2018

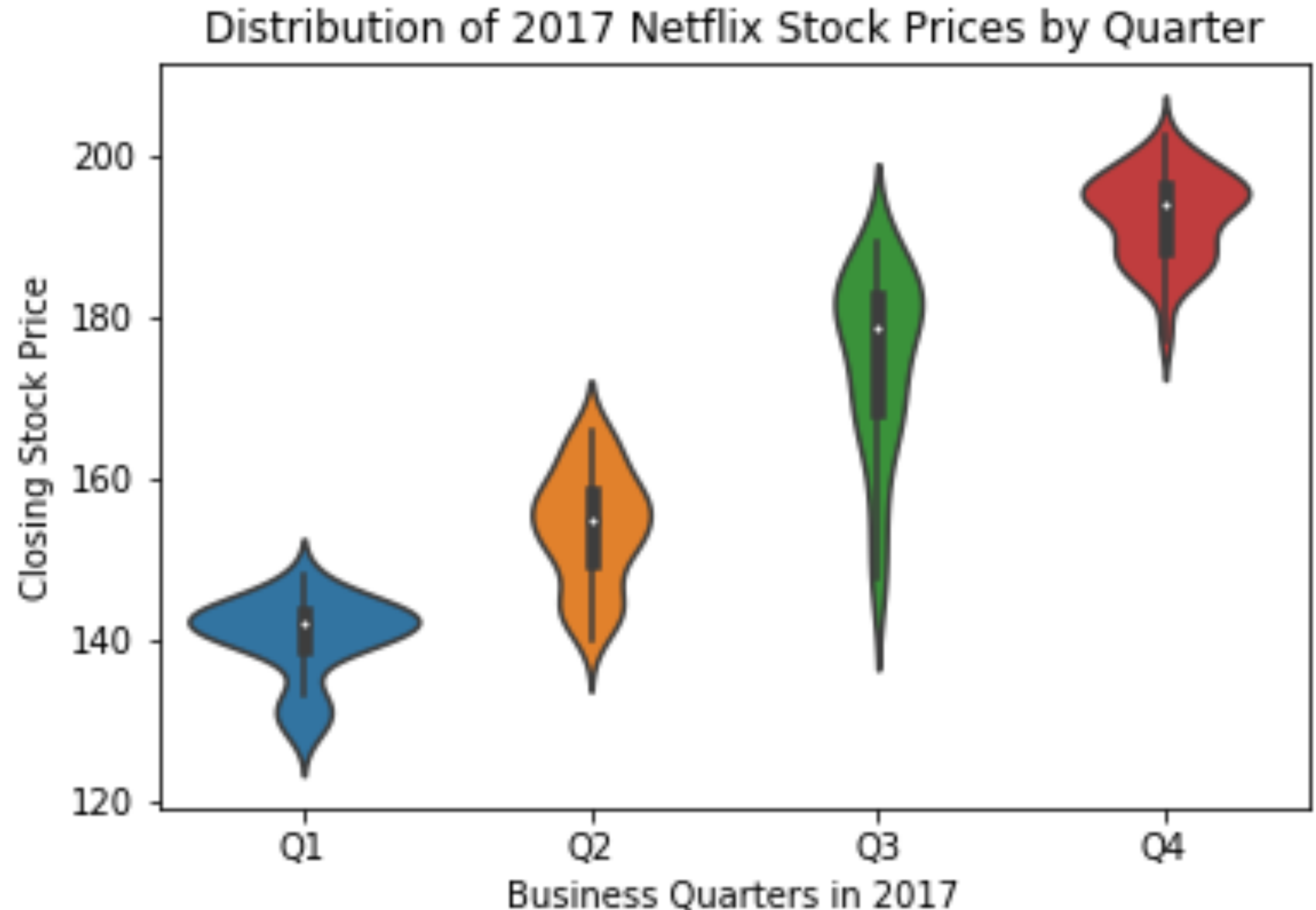
Who is Netflix?

- Netflix is an American video streaming service founded in 1997 and based out of Los Gatos, California.
- Its service includes 3 subscription plans and vary by HD/non-HD as well as number of screens customers can watch at any one time, amongst other variability in features:
 - Basic: \$7.99 a month
 - Standard: \$10.99 a month
 - Premium: \$13.99 a month

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font. The letters are slightly irregular and have a hand-drawn feel.

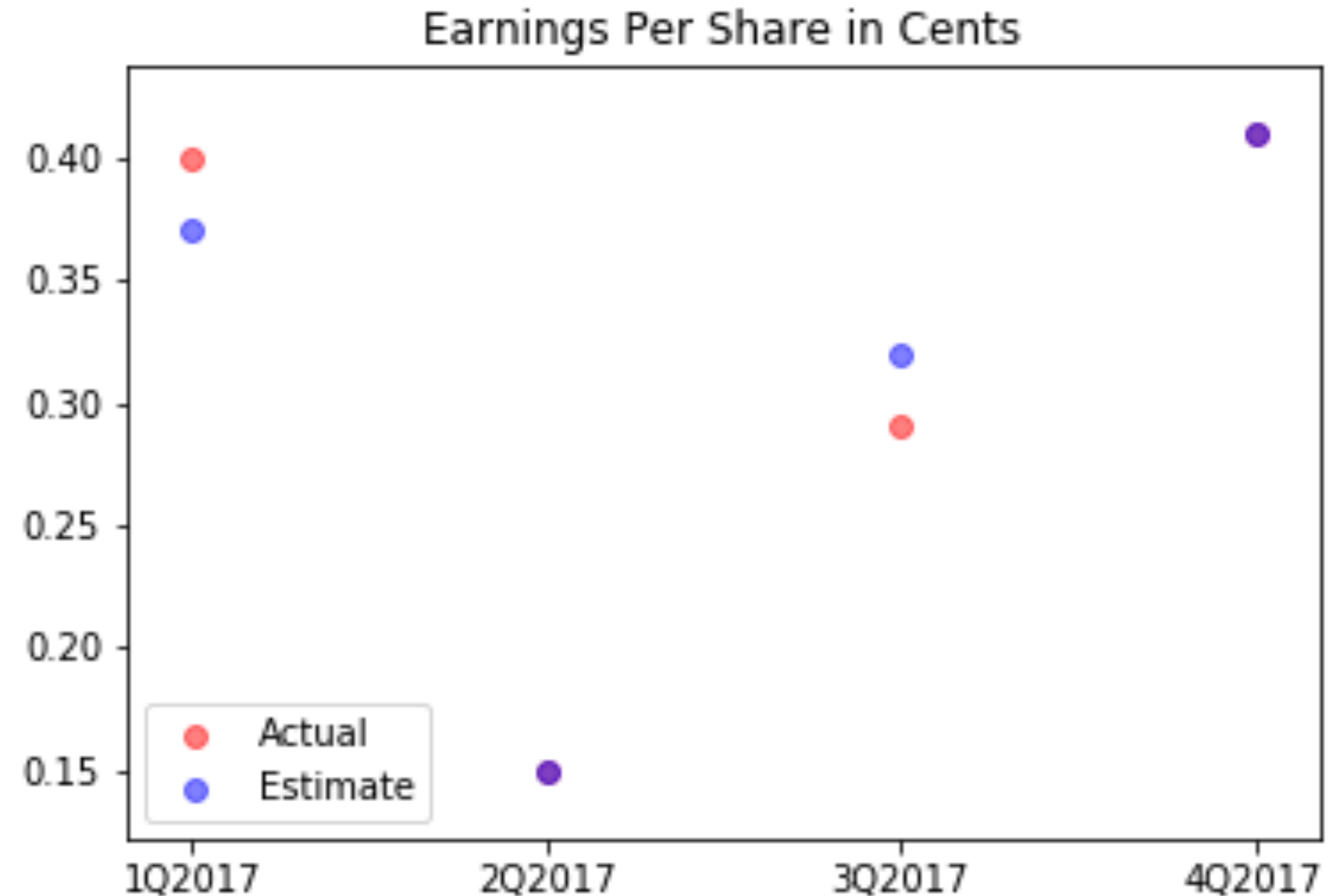
Distribution of 2017 Netflix Stock

- General upward trend of median stock price as time progresses
- Similar spread of data by quarter, except for Q3.



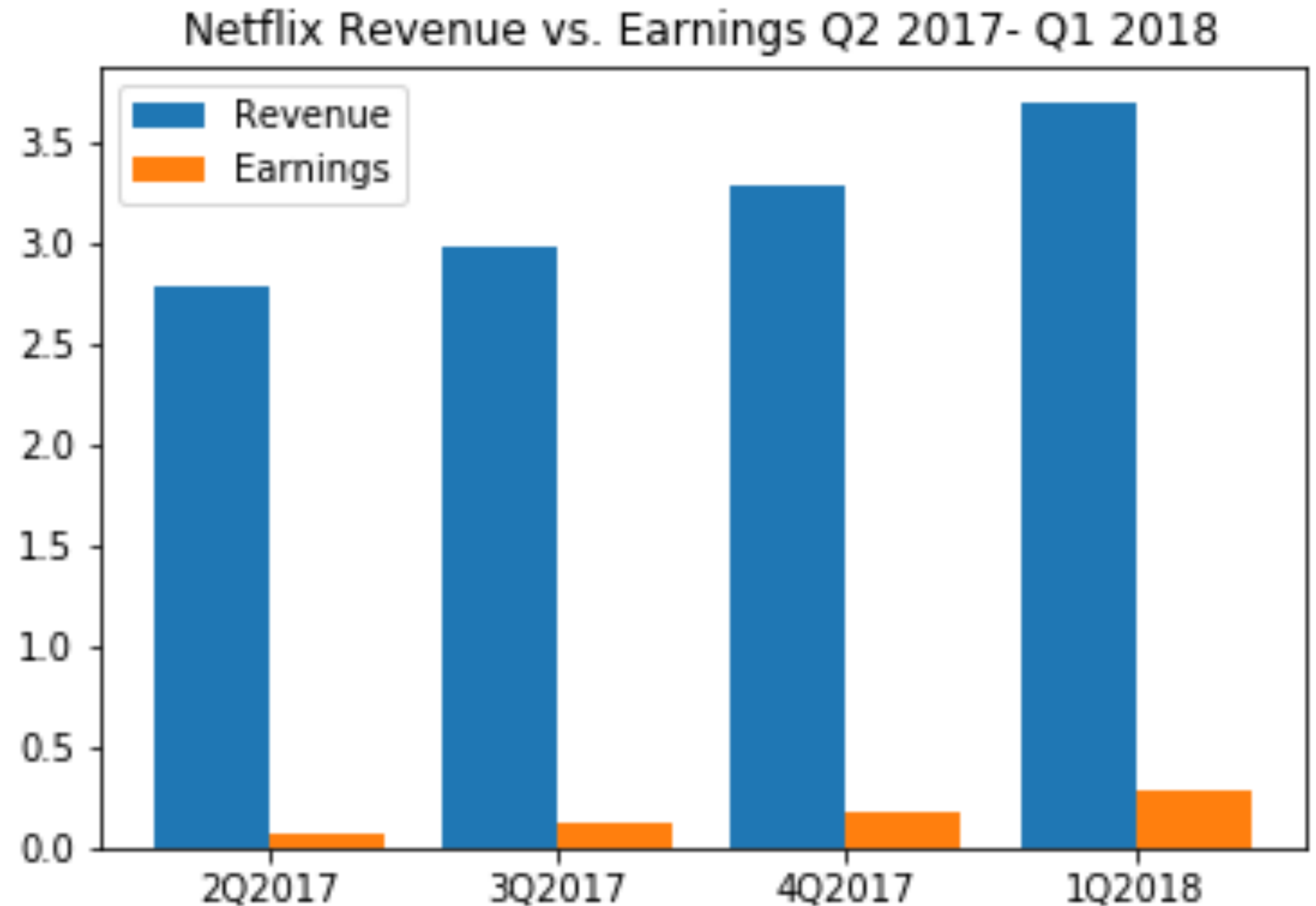
Yahoo Netflix Stock EPS estimates v. Actual EPS

- Yahoo accurately predicted Q2 and Q4 EPS accurately while in Q1 2017 Netflix beat the Yahoo EPS estimate and in Q3 2017, Yahoo overestimated Netflix EPS.



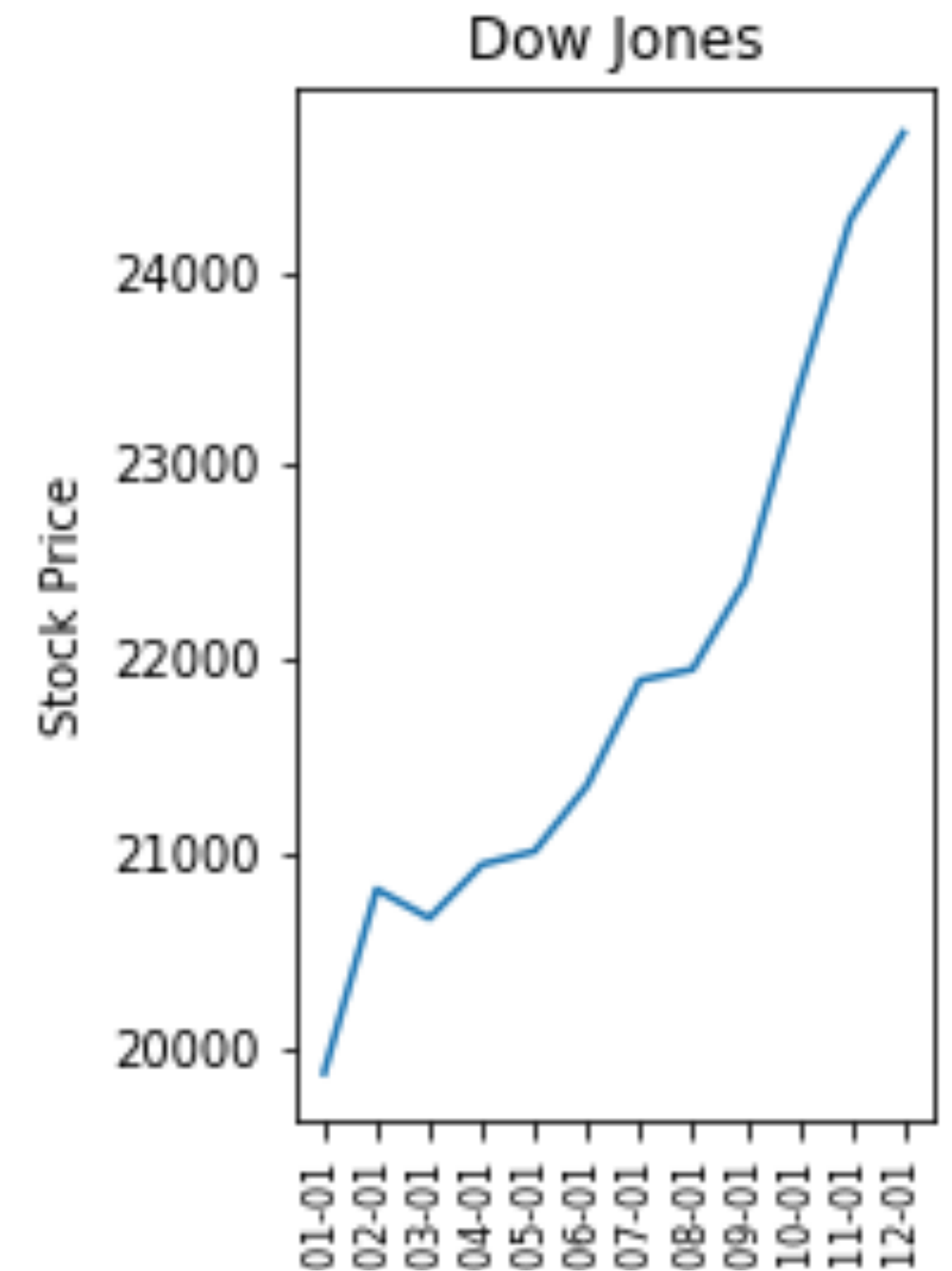
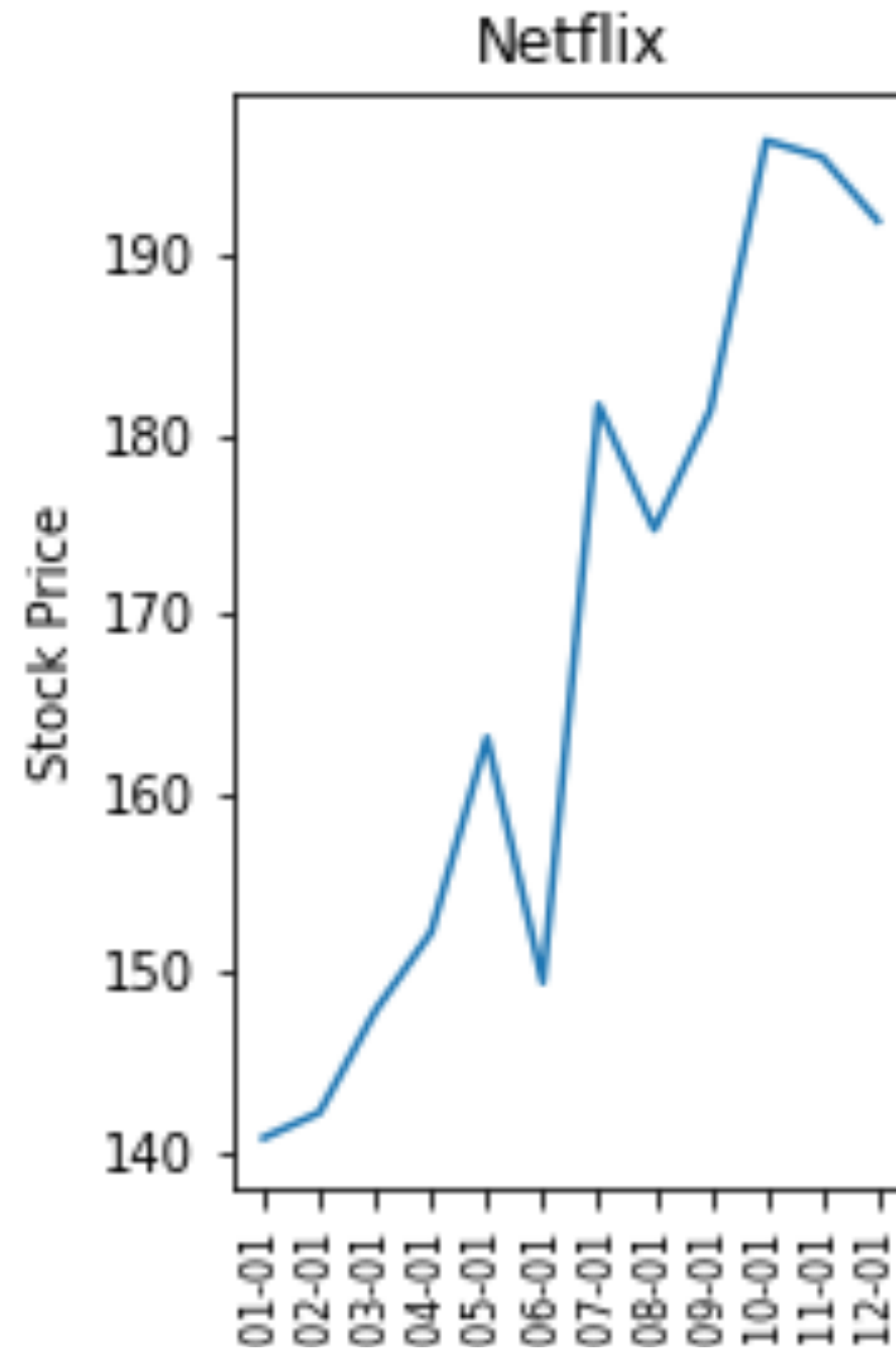
Netflix Revenue

- Both Netflix revenue and earnings show an upward trend for Q2 2017 - Q1 2018.
- Netflix earnings consistently came in ~10-15% of Netflix revenue during the same time period.



Netflix vs. Dow Jones stock price

- The Netflix stock price followed the upward trend of the Dow Jones Average stock price, except with greater volatility



The End

Today Netflix's stock price is \$388