Netflix Stock Price Analysis Report (2002-2025)

1. Introduction

This report presents an in-depth analysis of Netflix Inc.'s stock price trends from **2002 to 2025** using Power BI. The dashboard provides **key insights into stock prices, trading volume, and overall market performance.**

Objectives:

- To analyze historical stock price movements.

- To identify trends in trading volume.

- To understand patterns using visualizations and data-driven insights.

2. Dataset Description

The dataset consists of the following columns:

- **Date**: Represents the trading day.

- **Open**: The price at which Netflix stock opened on a given day.

- **High**: The highest price reached during the trading day.

- **Low**: The lowest price recorded during the trading day.

- **Close**: The final price at the end of the trading day.

- **Adj Close**: The adjusted closing price after stock splits/dividends.

- **Volume**: The total number of Netflix shares traded on that day.

3. Key Insights from Dashboard

A. Stock Price Trends (Line Chart - Sum of Close by Year)

- The **closing price of Netflix has shown a significant upward trend** over the years, especially post-2015.

- A **sharp increase from 2020 onwards indicates strong growth and market confidence.**

- Some fluctuations occurred, but the **overall trajectory remained positive.**

B. Trading Volume Trends (Stacked Column Chart - Sum of Volume by Year)

- Netflix's **trading volume peaked between 2010 and 2012,** reflecting high market activity.

- Post-2015, **trading volume declined but remained stable**.

- The highest trading activity aligns with **major stock price movements** and investor interest.

C. Volume vs Adjusted Close (Combo Chart - Sum of Volume & Sum of Adj Close)

- **Trading volume does not always directly correlate with stock price movements.**

- Some high-volume periods did not cause significant price hikes, indicating different investor sentiments.

- **Stock prices steadily increased despite fluctuations in trading volume.**

D. Count of Days by Close (Pie Chart)

- This visualization represents how frequently different stock prices appeared over time.

- The stock spent **more time in lower price ranges initially**, but **in recent years, there has been a shift towards higher prices.**

E. Volume by Year (Area Chart & Bar Chart)

- The **area chart** visually emphasizes trading volume changes over time.

- The **bar chart** clearly displays volume distribution by year, highlighting peaks and declines.

4. Conclusion & Findings

Based on the dashboard analysis, we conclude:

- **Netflix's stock has grown exponentially over the years, particularly after 2015.**

- **Trading volume peaked between 2010-2012, but the stock price continued to rise even with lower volume.**

- **The correlation between trading volume and stock price is not always direct, indicating that investor confidence plays a crucial role.**

- **Netflix stock has seen more stability and price increases in recent years, making it a strong investment choice.**

5. Recommendations & Next Steps

- Perform a deeper analysis on external factors affecting stock price (e.g., market trends, economic conditions, Netflix's financials).

- Use advanced Power BI analytics, such as forecasting models, to predict future stock movements.

- Compare Netflix's stock trends with competitors (Amazon, Disney, etc.) for broader industry insights.

6. Report Summary & Final Thoughts

This report, combined with the Power BI dashboard, offers **valuable insights into Netflix's stock performance.** The findings suggest that Netflix has been a strong performer in the market, with consistent growth and positive long-term trends.