



Netflix Visualizations

A Codecademy Project



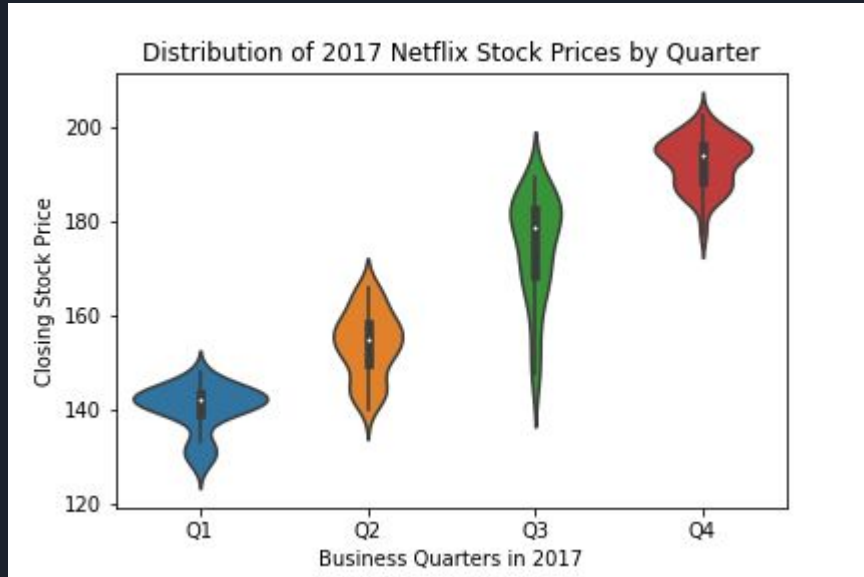
Visualizations

- Distribution of Netflix Stock Prices in 2017
- Quarterly Stock and Revenue Earnings for Netflix in 2017
- Earned and Actual Earnings per Share, Netflix 2017
- Comparison of Netflix stock prices to Dow Jones in 2017

Role

- This was a solo 'team' and I wrote and executed the code as outlined in the project files

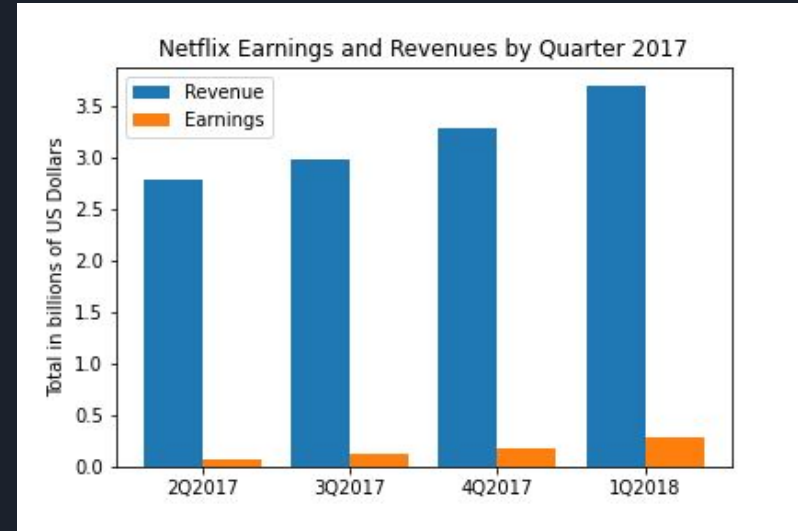
Distribution of Stock Prices, Netflix 2017



- This visualization shows the distribution of closing prices at closing time for market days broken up by quarter
- There is obviously a steady increase from Quarter 1 to Quarter 4, but the fact that there is overlap between each of the quarters shows some dips in stock prices in each quarter.
 - There was generally a 15-20 US dollar increase between quarters, with the third quarter having the largest spread.
 - Most of the prices fall between approximately 140 to 170 US dollars.
 - The minimum price is around 125 US dollars which was in the first quarter, and the maximum price was around 210 US dollars which occurred in the fourth quarter.

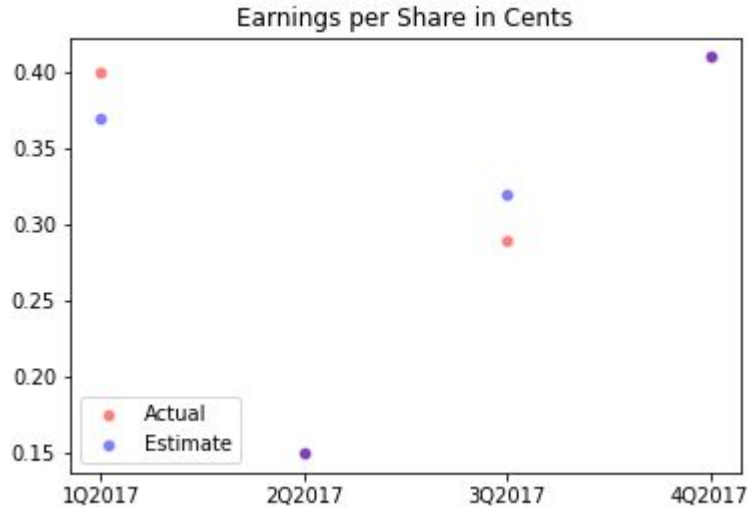
Revenue/Earnings by Quarter, Netflix 2017

- Revenue is the amount of money a company brings in from its business activities, such as from the sales of goods and services. Earnings represents the profit a company has earned; it is calculated by subtracting expenses, interest, and taxes from revenue¹.
- Both revenue and earnings steadily increased as the quarters progressed, which matches the steady increase in stock prices seen in the previous visualization.
- In each quarter, earnings are equivalent to about 5% of revenue, so it clearly takes a lot of money for Netflix to operate.



¹ <https://www.investopedia.com/ask/answers/070715/what-difference-between-earnings-and-revenue.asp>

Earned Versus Actual Earnings per Share



- This visualization shows the difference between the estimate earnings per share against the actual earnings per share.
 - The estimated earnings were provided by Yahoo Finance
- In the first quarter, Netflix did better than the estimate and in the third quarter, Netflix did worse than the estimate.
- In the second and fourth quarter, Netflix matched the estimate. This is the reason that points are purple, as the red and blue overlap. (Hoorah for color theory!)

Netflix vs. Dow Jones Comparison

- The Dow Jones Industrial Average is the combination of 30 separate companies that are publicly traded on either the New York Stock Exchange or the NASDAQ. It's purpose is to provide price-weighted stock market index.
- Overall, Netflix followed the positive trend of the Dow Jones, however you can see that the Netflix had several more dips (4 to 1) than the Dow Jones.
 - Netflix ended the year trending negatively while the Dow Jones ended trended positively.

