Data Visualization with Python

Final Project: Netflix Stocks Capstone

List of Visualizations

- Violin Plot - shows variability of the stock data by quarter, allows analysts to see which quarter the prices varied the most
- Bar Graph - shows the difference between revenue (money earned before expenses) and earnings (after expenses are deducted) for each quarter
- Scatter Plot - shows difference between projected earnings per share (EPS) and actual earnings per quarter
- Line Graphs - Shows growth of the Netflix Stock compared to that of Dow Jones, which gives a general sense of the market

Violin Plot

Distribution of 2017 Netflix Stock Prices by Quarter
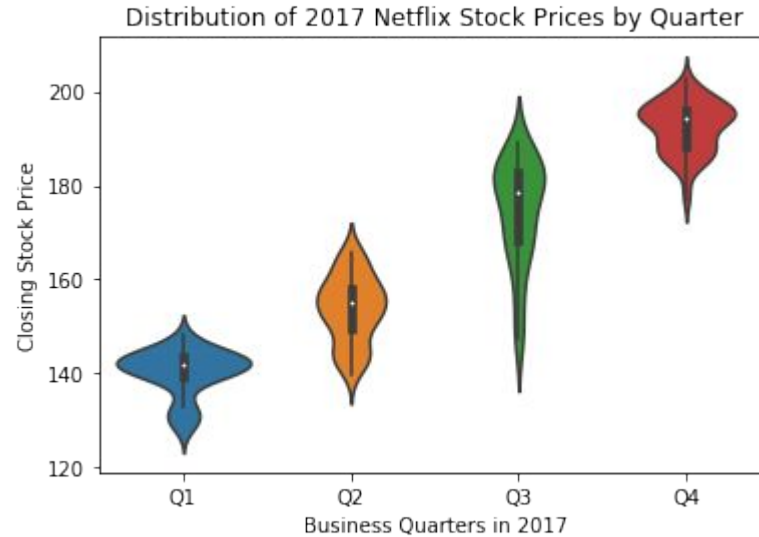
-A violin plot is useful for seeing the median and confidence intervals in a set of data. We can see the median, represented by the white dot, and the 95% confidence interval, represented by the black bar. The larger the bar, the more the stock varied that quarter. This information could be used to analyse the risk associated with purchasing a certain stock and if it would be worth purchasing.

Bar Graphs

How Did Earnings and Revenue Differ by Quarter?

- Bar graphs are helpful for showing over time or data from many different categories.
- Here the blue bar represents the revenue earned by Netflix that financial quarter
- The orange bar represents the earnings, which is just the revenue minus the expenses of the company
- We can see the revenue increased over these four quarters and that the earnings seem to grow at the same rate
- This is good in showing that the company is stable and shows growth over time

Scatter Plot

Earnings Per Share in Cents
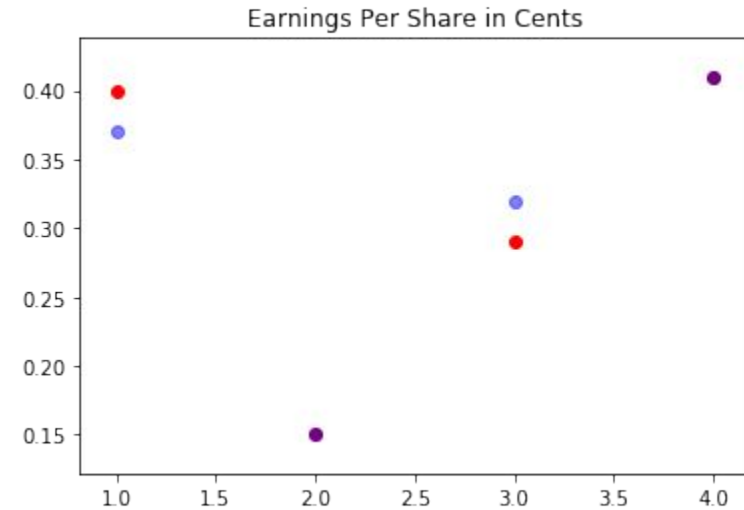
- A scatter plot is good for showing the correlation between two sets of data. It can also used to show the difference in an estimate or projection vs. the actual data, as it does here
- The red dot represents the actual earnings, while the blue dot represents the projected earnings
- The purple-looking dot is where the red and blue dots are at the same value. This means the projected value and the actual earnings are the same
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Line Graph
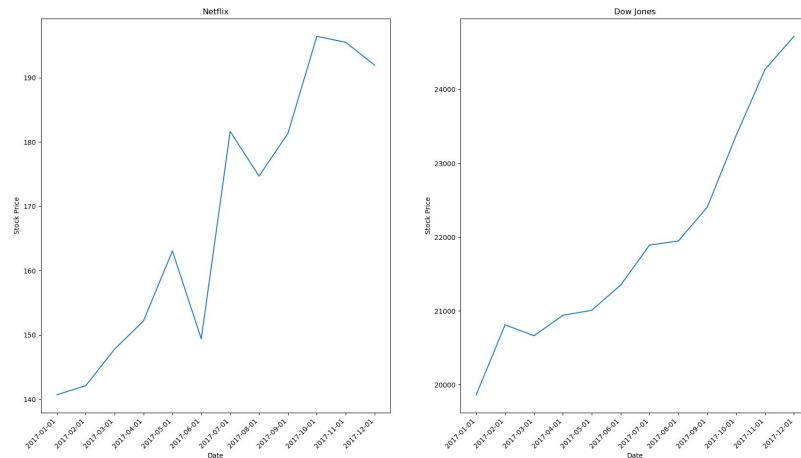
Line graphs are useful for showing change over time. When stacked by side by side they can help compare two sets of data.

Here we see the growth of the Netflix Stock vs. the Dow Jones Industrial Average

We can see how Netflix stacks up compared to the market average, which allows financial analysts to see if a company is performing better or worse than the average and if it is a good company to invest in.

Thank You

I know this wasn't part of the project requirements, but I would like to put this in here. Thank you to Code Academy and all the people who made this course. I have always had a passion for data science and this allowed me to learn at my own and (hopefully) get a pretty cool certificate to show for it. So whoever is reading this, thank you for helping people advance their coding skills.