

2017

NETFLIX STOCK PROFILE

The Netflix logo, consisting of the word "NETFLIX" in red, bold, sans-serif capital letters, centered within a black rectangular box.

NETFLIX

yahoo!finance

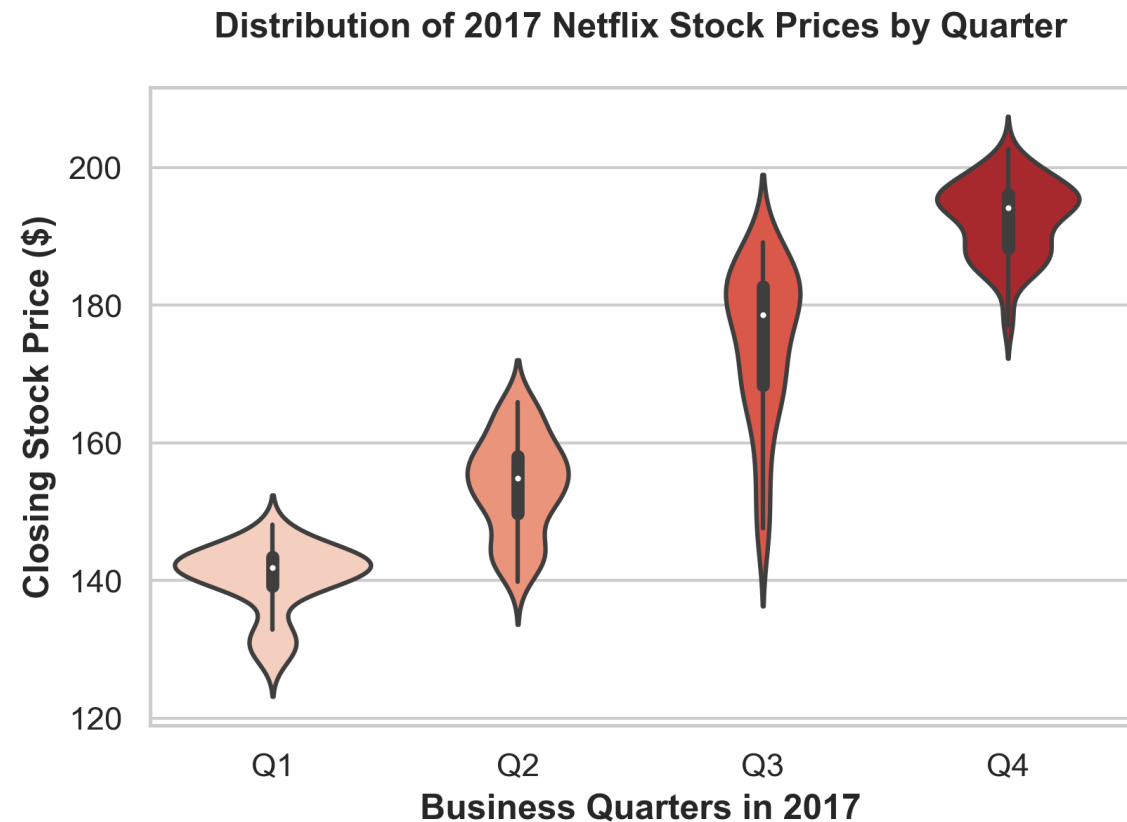
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Visualisations and analysis prepared by Sach Clements

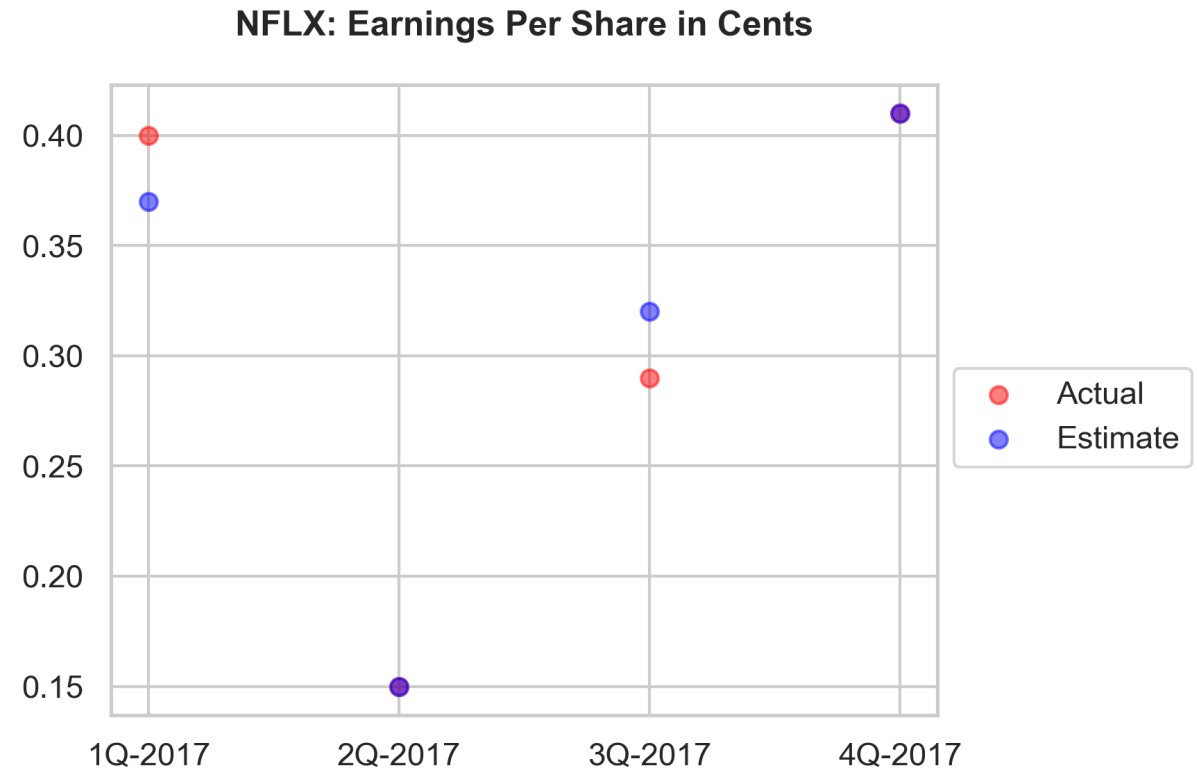
1. Distribution of the stock prices for Netflix in 2017 by Quarter

- There is a steady increase in the median stock price for each Quarter.
- Stock prices fluctuated the most in Quarter 3, as can be seen by the large spread.
- There is about a \$40 range for each Quarter – except for Q3.
- The lowest stock price was just over \$120 (this was in Q1), and the highest stock price was just over \$200 (this was in Q4).



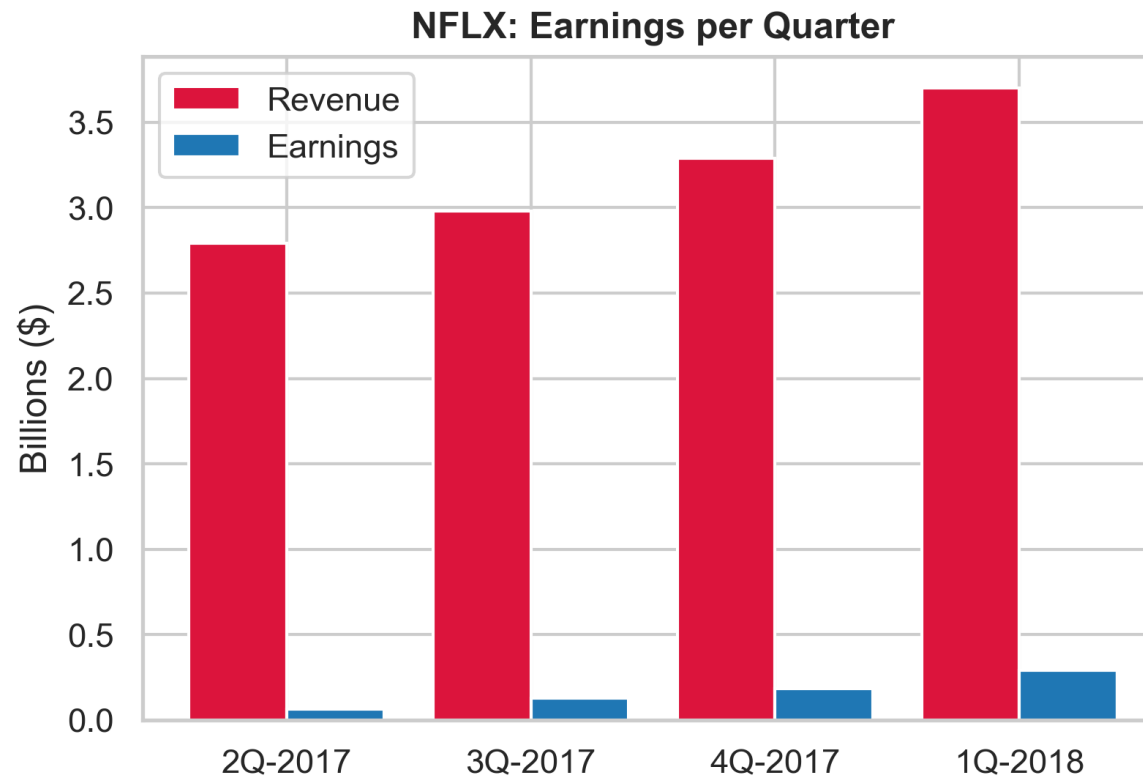
2. Estimated versus Actual Earnings per Share (EPS)

- In Q2 and Q4, we see purple dots. This means that the actual was equal to the estimated Earnings per Share (EPS).
- In Q1, the actual EPS was only slightly higher than the estimate.
- In Q2, we saw a large decrease in the actual & estimated EPS.
- Q3 saw an increase in both the actual and estimated EPS (but still below Q1's numbers), with the actual slightly less than the estimate.
- Q4 saw the actual and estimate EPS rise to slightly higher than Q1's numbers.
- The highest EPS for 2017 was in Q4.



3. Netflix Revenue and Earnings for the past four Quarters

- We have included Q1 for 2018 in the data, to determine the latest trends.
- Revenue has been increasing for every quarter, as well as Earnings.
- A very small percentage of the Revenue constitutes Earnings:
2.4% for Q2-2017
4.3% for Q3-2017
5.6% for Q4-2017
7.8% for Q1-2018



4. Netflix stock price against the Dow Jones stock price in 2017 – to get a sense of the market

- Both Netflix and the Dow Jones stock prices increased from the beginning to the end of 2017, with Netflix's price dropping slightly towards the end of the year.
- Netflix's share price was far more volatile than the Dow Jones Industrial Average share price over the course of 2017.
- The price of Netflix is significantly lower than the Dow Jones.
- The DJIA represents the health of the broader U.S. economy – so if a company shows similar price movements upwards in 2017, like Netflix did, this is a good sign.

