



# AN ANALYSIS OF NETFLIX STOCK

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# Request

To act as a data visualization developer at Yahoo Finance and help financial analysts by creating some of the visualizations for a stock profile of Netflix.

- The following visualizations will help the financial analysts assess the risk of the Netflix stock:
  - A distribution of the stock prices for Netflix in 2017
  - An assessment of Netflix stock and revenue for the past four quarters
  - An evaluation of Netflix's earnings per share
  - A comparison of Netflix stock against the Dow Jones stock in 2017

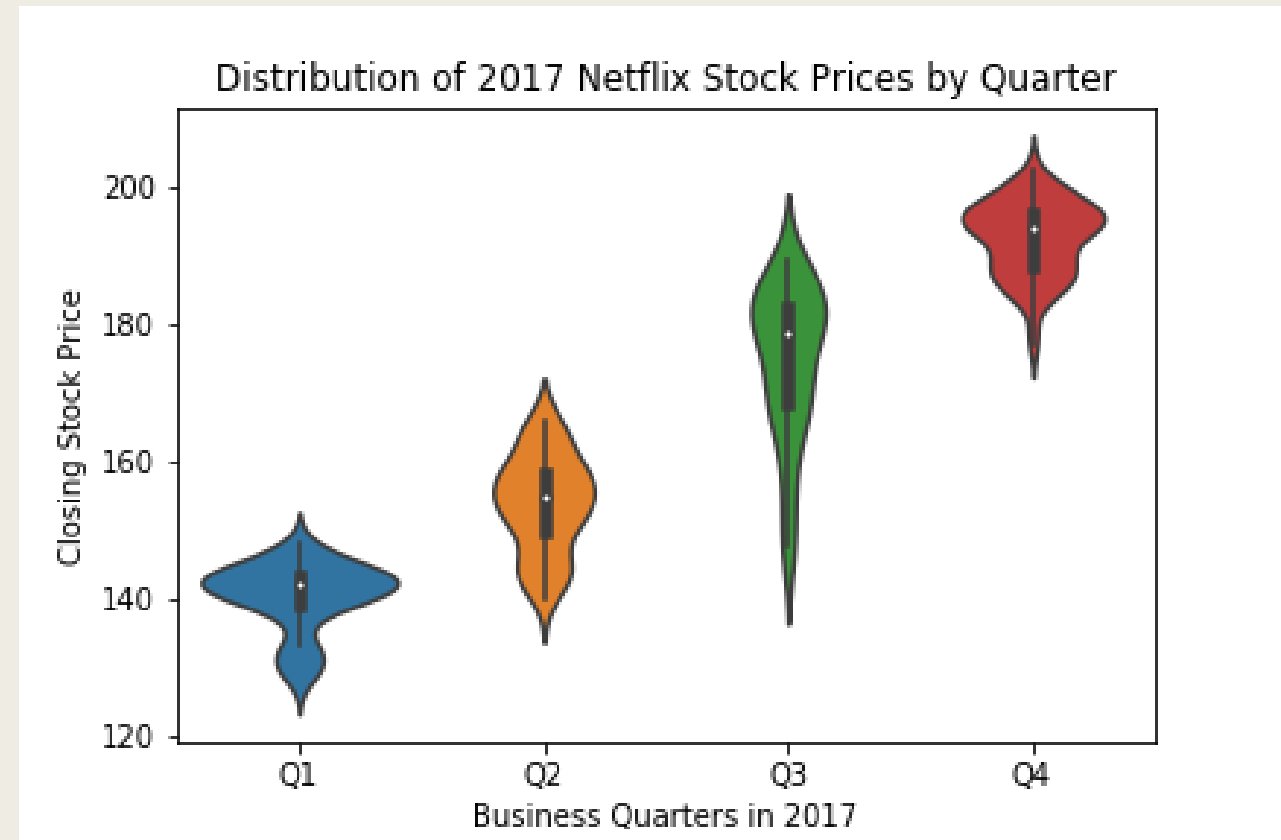
# How did Netflix stock prices change in 2017?

First impressions?

- Gradual increase in price through the year

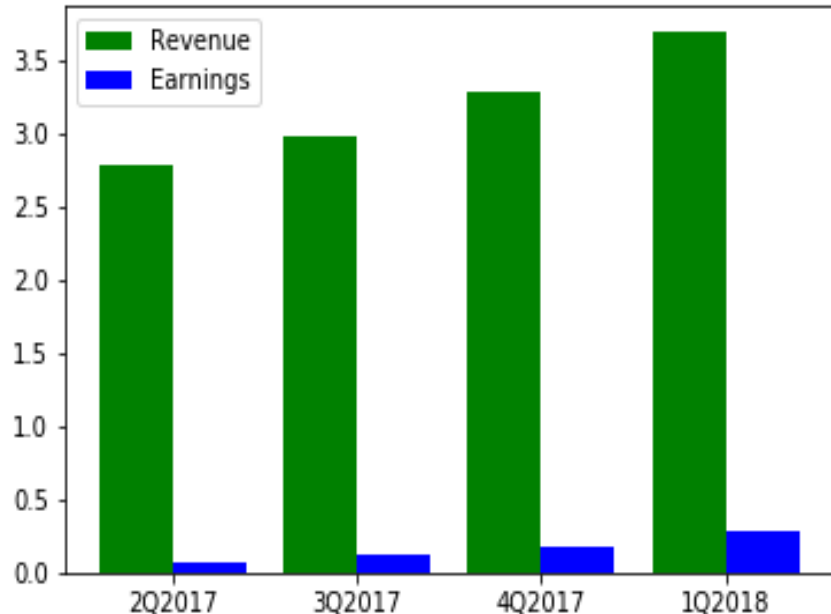
What were the highest and lowest prices?

- Highest- around 200 closing price
- Lowest- slightly above 120 closing price



# Stock vs Revenue Comparison in the Last Year

How did Earnings and Revenue Compare in the Last Four Quarters?

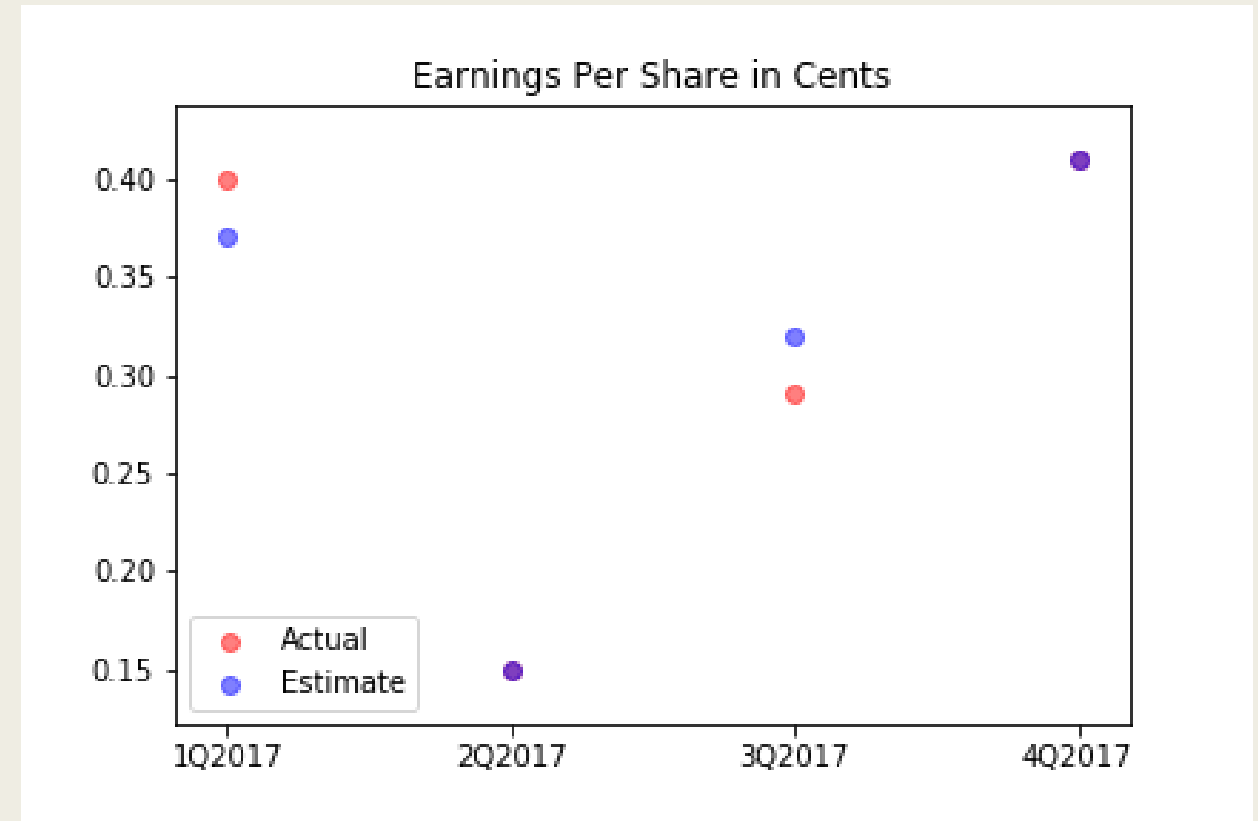


- Does Revenue follow a trend?
  - *Increases in the last four quarters*
- Do Earnings follow a trend?
  - *Also increases in the last four quarters*
- Roughly, what percentage of the revenue constitutes earnings?
  - *Roughly 5% of the revenue was earnings*

# Were the estimated earnings per share accurate?

What do the purple dots tell us about the actual and estimate earnings per share in this graph?

- Earnings per share were accurately predicted for two of the four quarters in 2017.



# How did Netflix Stock Compare to the Rest of the Market?

- How did Netflix perform relative to Dow Jones Industrial Average in 2017?
  - *Netflix was more sporadic in their stock price, but also increased like the average.*
- Which was more volatile?
  - *Netflix was more volatile*
- How do the prices of the stocks compare?
  - *Netflix was significantly lower in stock price.*

