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Netflix Stock Profile Analysis 2017

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Stock Profile

- Stock prices per quarter
- Actual vs. estimated earnings
- Earnings and revenue
- Netflix vs Dow Jones

Introduction

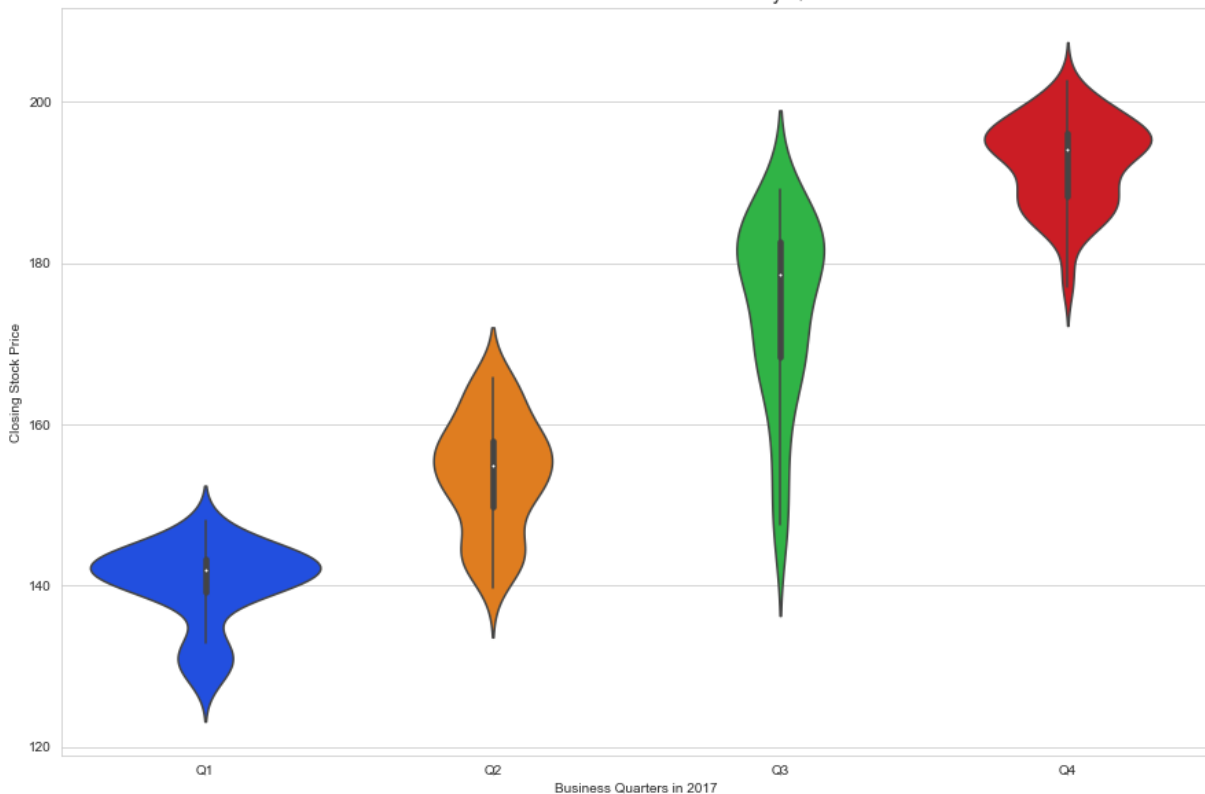
- In this project I acted as a data visualization developer at Yahoo Finance
- I helped the 'Netflix Stock Profile' team visualize the Netflix stock data
 - A stock profile is a series of studies, visualizations and analyses
 - The goal was to dive into different aspects of publicly traded company data
 - Specifically we visualized the data for the year 2017

Stock Profile

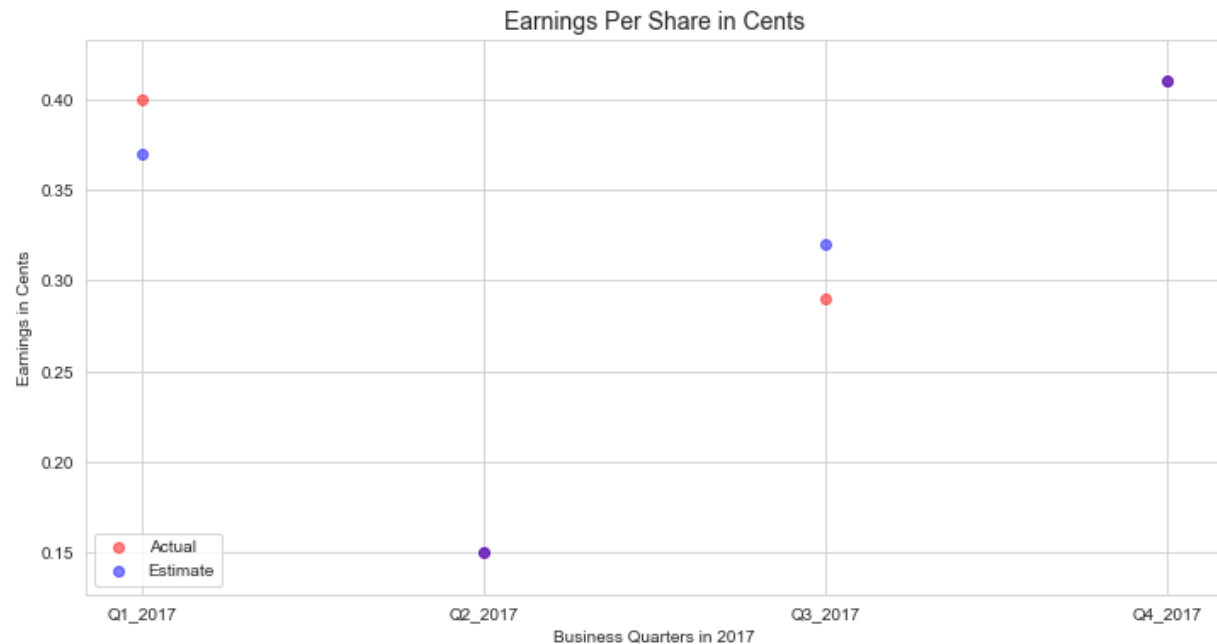
For the 'Netflix Stock Profile' I was in charge of creating the following visualizations:

1. The distribution of the stock prices for 2017
2. Netflix's earnings and revenue in the last four quarters
3. The actual vs. estimated earnings per share for the four quarters in 2017
4. A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

Distribution of 2017 Netflix Stock Prices by Quarter

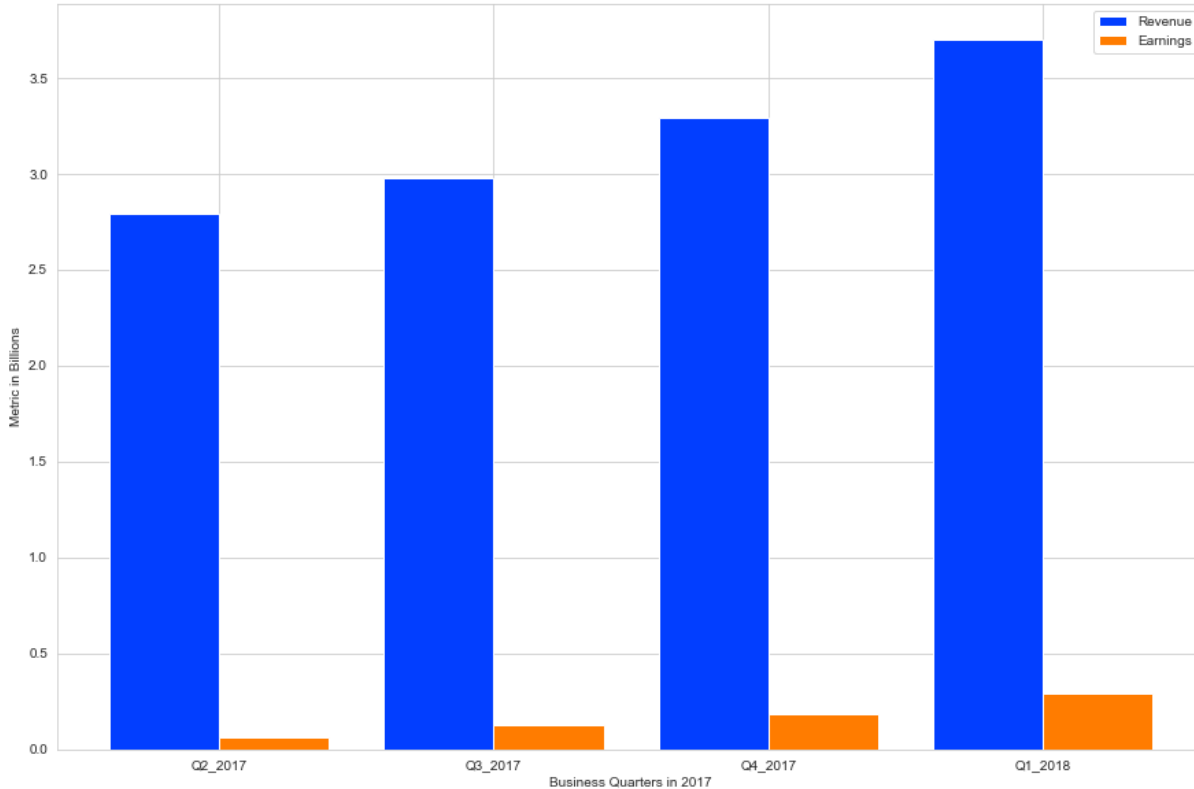


- We observe an overall increase in stock prices in each quarter, in general the growth is steady throughout the year
- Stock prices fluctuated the most in Q3
- Majority of the prices fall between 140 and 200
- The lowest price in the year is 127, the highest price is 203
- Overall, Netflix's stock price surged by approximately 60%



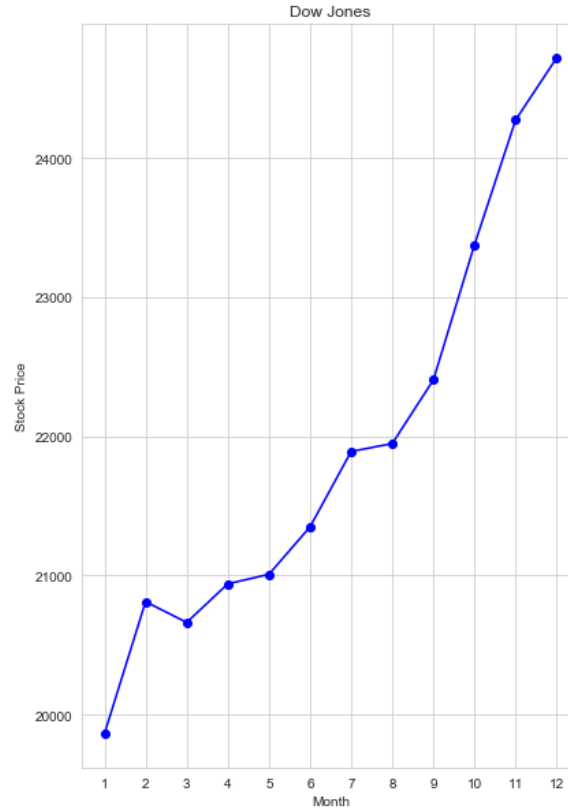
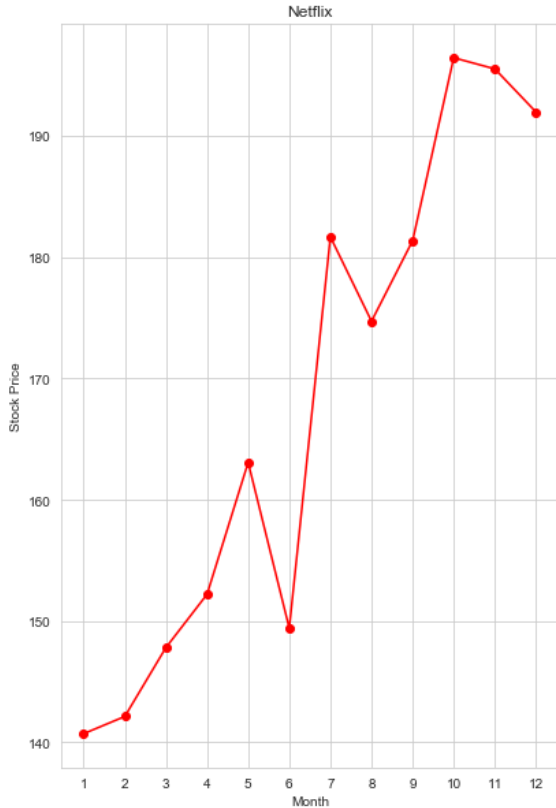
- Each quarter, Yahoo predicted Netflix's estimated earnings per share (EPS). We can see the predicted EPS was very similar to the actual EPS
- Q1 and Q4 were high performing quarters, while Q2 had a significant drop to 15 cents per share
- The purple dots show that the estimated EPS in Q2 and Q4 are equal to the actual EPS

2017 Netflix Earnings vs Revenue



- Both revenue and earnings follow a positive upwards trend from Q1 to Q4
- Roughly between 2% and 8% of the revenue in 2017 constitutes earnings, beginning at 2.3% in Q1 and ending at 7.8% in Q4

Netflix Stock price vs the Dow Jones Industrial Average price in 2017



- Dow Jones Industrial Average is a general reflection of the larger stock market. In this graph we compare Netflix stock to the general market
- Overall, Netflix was in line with the market's average performance. Both Dow Jones Industrial Average and Netflix stock followed an upwards trend in 2017
- Netflix's stock performance was more volatile, while Dow Jones followed a more consistent pattern
- Netflix stock had around 35% growth, while growth for Dow Jones Industrial Average was around 24%

Thanks!

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