

# NETFLIX STOCK DATA -2017/2018

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BY THE NETFLIX STOCK PROFILE TEAM



# INTRODUCTION

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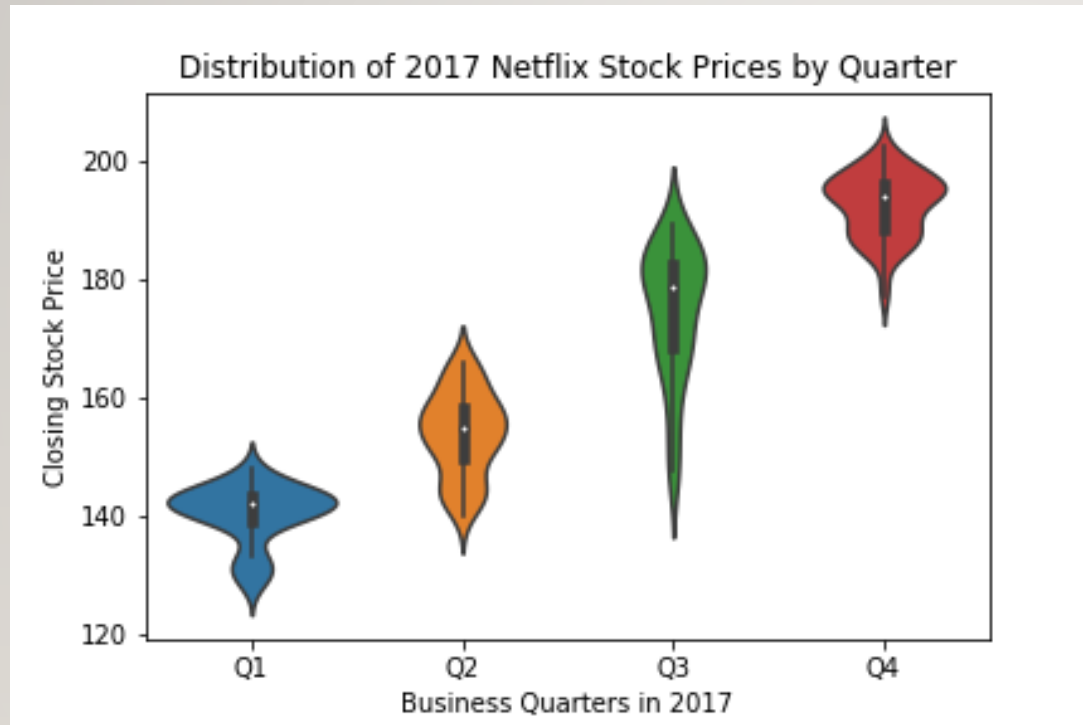
- Creator: TN Wijerathne (Data Visualization Developer at Yahoo Finance, Netflix Stock Profile Team)
- Addressed Areas:
  - The distribution of the stock prices for the past year
  - Netflix's earnings and revenue in the last four quarters
  - The actual vs. estimated earnings per share for the four quarters in 2017
  - A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

# LIST OF VISUALIZATIONS

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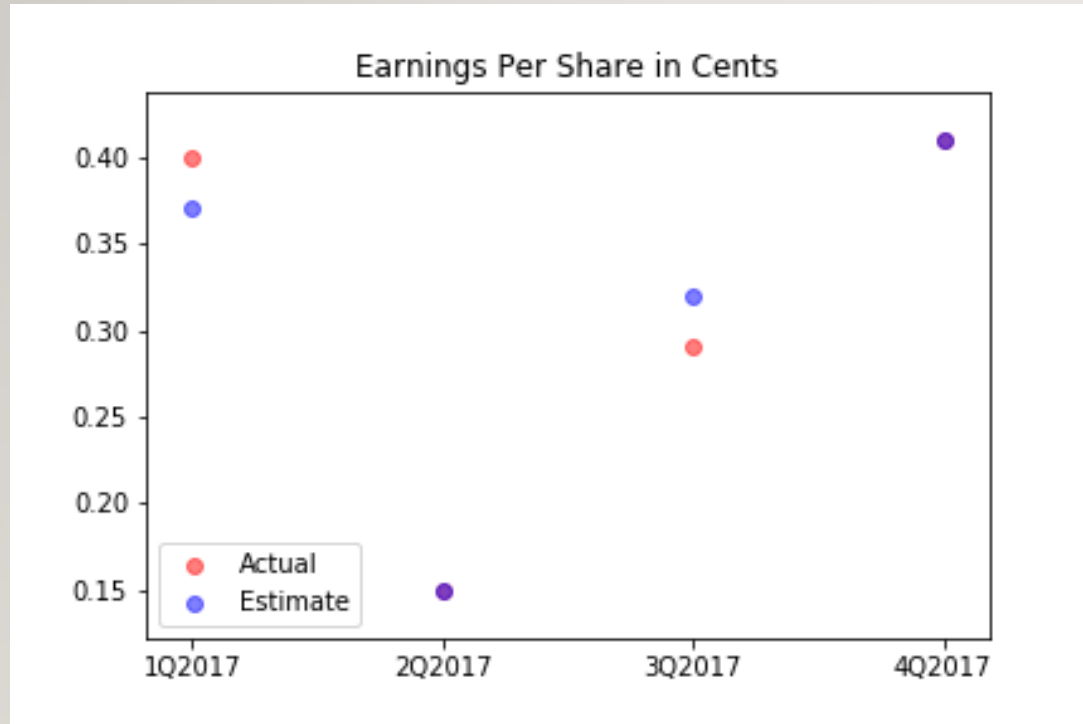
1. Distribution of 2017 Netflix Stock Prices by Quarter
2. Earnings per Share in Cents
3. The Earning and Revenue Reported by Netflix
4. The Comparison of Netflix stock to the Dow Jones Industrial Average in 2017

# DISTRIBUTION OF THE NETFLIX STOCK PRICES BY QUARTER



- It looks like there is an upward trend of stock prices from Quarter 1 to 4, where quarter 1 shows the lowest and the 4 shows the highest.
- Thought out the year the stock prices were varied between 140 and 200. For the Quarter 1 it was around 140, for Quarter 2 it was around 150, for Quarter 3 around 175 and for Quarter 4 it was around 190.
- Highest price recorded is 202.83 and lowest is 127.49.

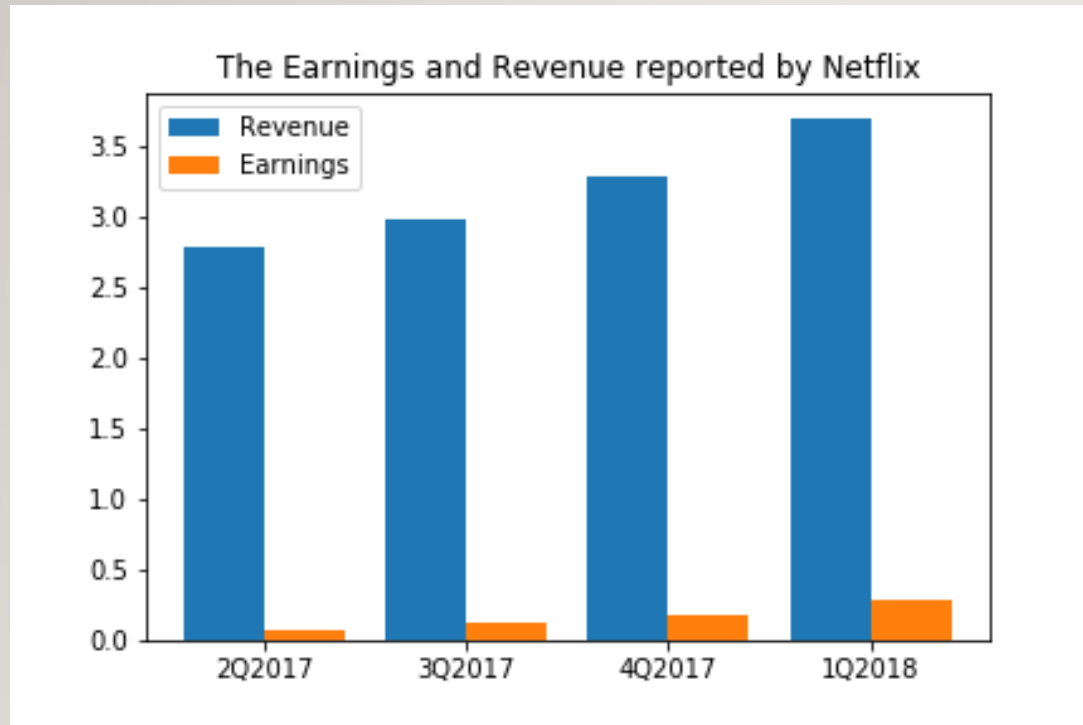
# EARNINGS PER SHARE IN CENTS



- For the quarter 2 of 2017 and quarter 4 of the 2017 the estimated value approximately matched with the actual value. It is a good sign to see the predicted and the practical overlap.
- For quarter 1 the estimate looks under predicted and for quarter 3 it seems to be over predicted. However both the estimates does not look deviated much from the actual values.



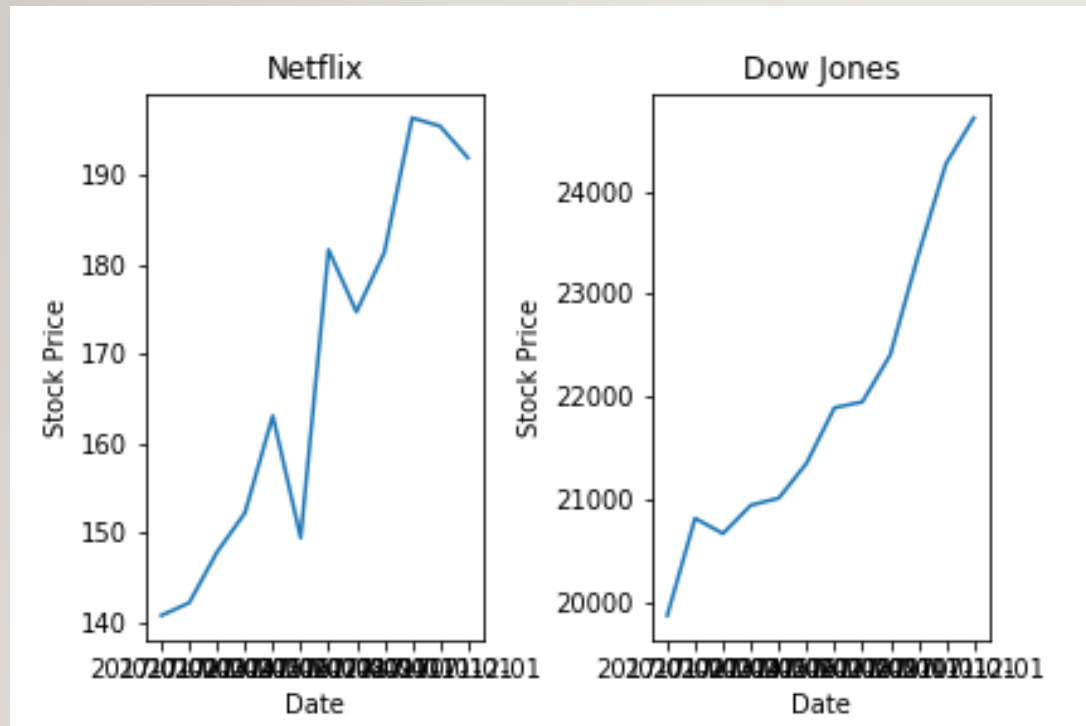
# THE EARNING AND REVENUE REPORTED BY NETFLIX



- The revenue as well as the earnings looks increased from 2017 second quarter to 2018 first quarter. In other words the revenues as well as the earnings are showing a positive trend.
- Roughly, it seems to be around 5% of the revenue constitutes earnings.

# THE COMPARISON OF NETFLIX STOCK TO THE DOW JONES INDUSTRIAL AVERAGE IN 2017

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Overall, it looks like the Netflix stock prices are also showing the same pattern as Dow Jones Industrial Average. Netflix stocks starts around 140 at the beginning of the year and ends around 190. Same with the DOW index starts around 20,000 and ends around 25,000, which shows the same trend. Netflix stocks are showing more volatility comparing with the DOW index, specially in the middle of the year. DOW index shows the healthiness of the market. With the upward trend for 2017 it can be suggested that the market increased for the year of 2017. Considering that the Netflix stock prices also increased during this time period, it seems to be a good sign for the company.

# FURTHER ANALYSIS

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- Deep analysis (hypothesis testing) to compare if there is a significant difference among prices between four quarters.
- In what percentage the actual and estimate is different (Earnings per share in cents)
- Percentage change for each quarter for earnings and revenue (The Earnings and Revenue Reported by Netflix)
- Further comparison between DOW index and the Netflix stocks (time series analysis test)