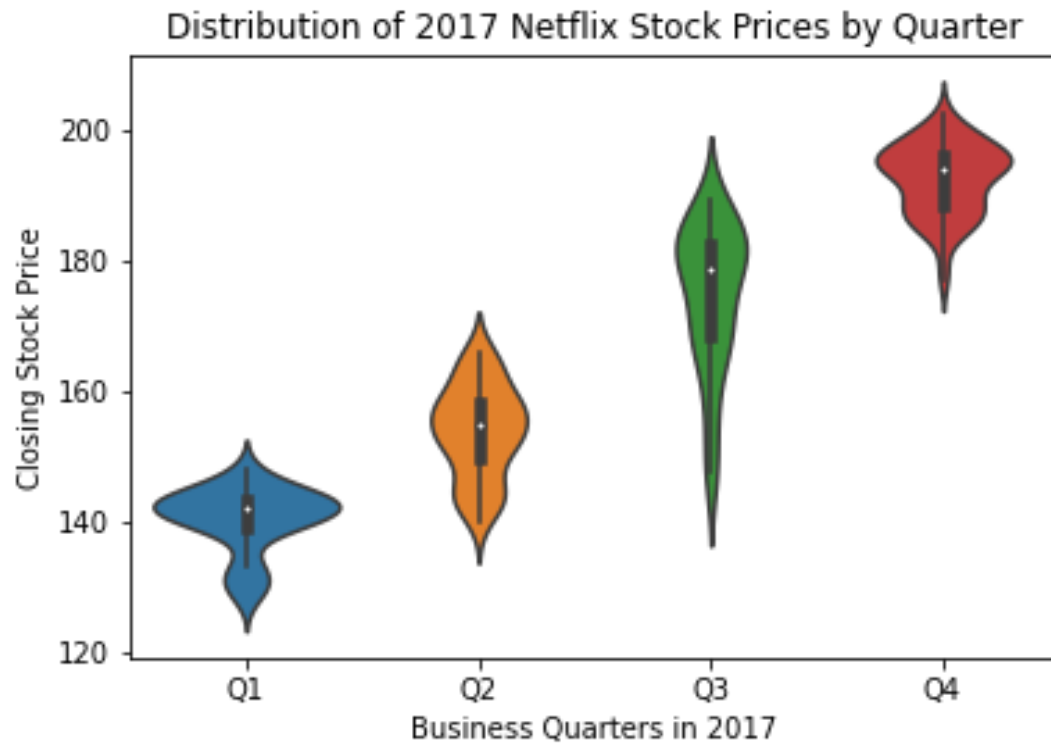# NETFLIX

Stock Performance Review (2017)

STEPHEN ELLINGSON

OVERVIEW

- DISTRIBUTION OF STOCK PRICES PER QUARTER (VIOLIN PLOT)

- ESTIMATED AND ACTUAL EARNINGS PER SHARE (SCATTER PLOT)

- EARNINGS AND REVENUE PER QUARTER (BAR GRAPH)

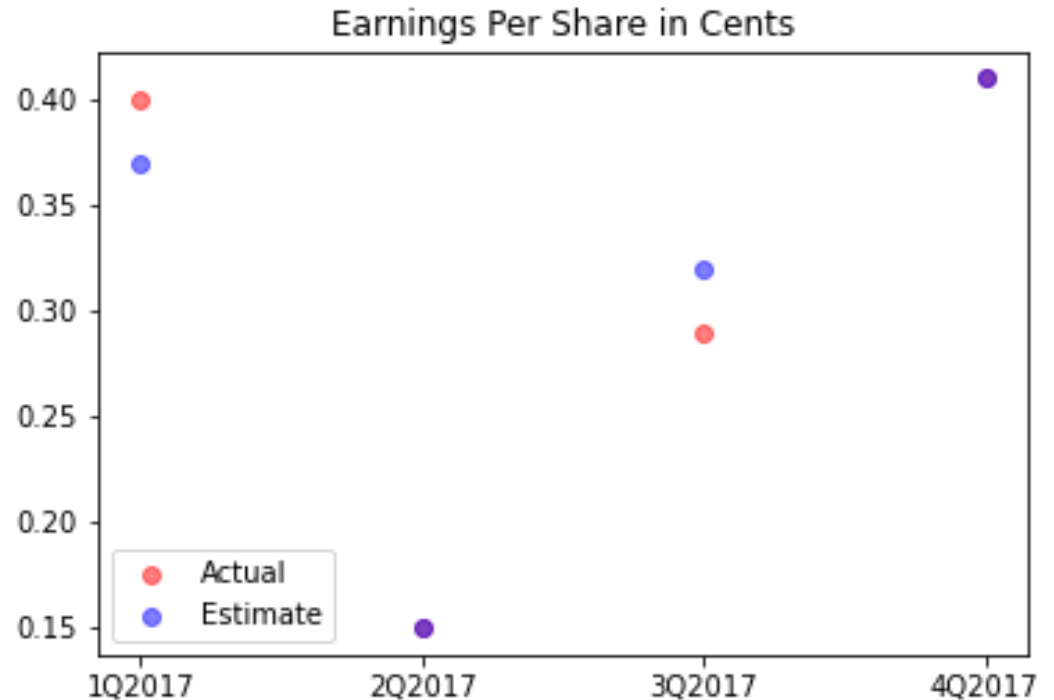- STOCK PRICE COMPARISON – NETFLIX VS. DJI AVERAGE (LINE GRAPH SUBPLOTS)

DISTRIBUTION OF STOCK PRICES PER QUARTER

Distribution of 2017 Netflix Stock Prices by Quarter

- Average closing stock price increased each quarter by around the same amount.

- Q1 and Q4 saw clustered prices, while Q2 and Q3 were spread over a comparatively larger range.

- Prices in 2017 fell within the $140-$200 range.

- Highest price was in Q4 at approx. $210, while Q1 saw the lowest price at about $122.
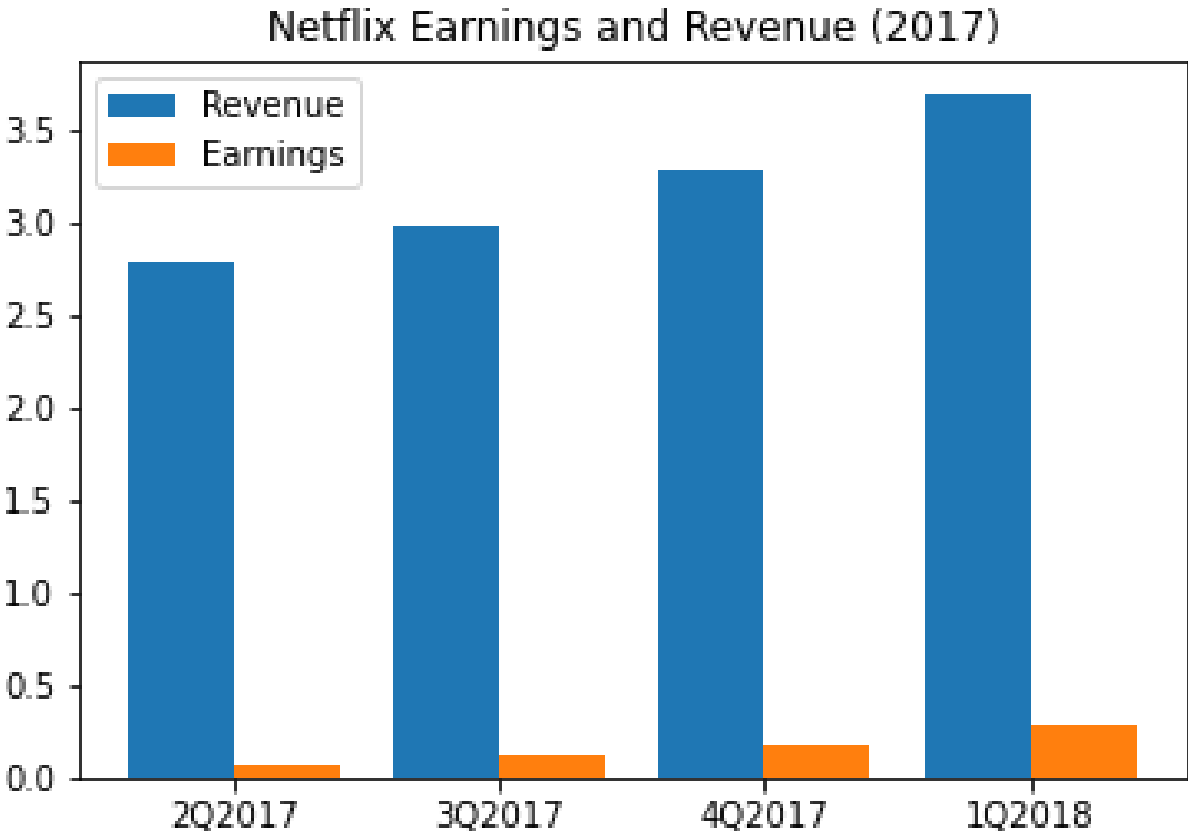
ESTIMATED AND ACTUAL EARNINGS PER SHARE

- Q2 and Q4 estimates were spot on with actual earnings, with $0.15 and $0.41, respectively.

- Estimates for Q1 were low, while Q3 estimates exceeded actual earnings per share.

- Differences in estimations to actual earnings for both Q1 and Q3 are approx. $0.05.
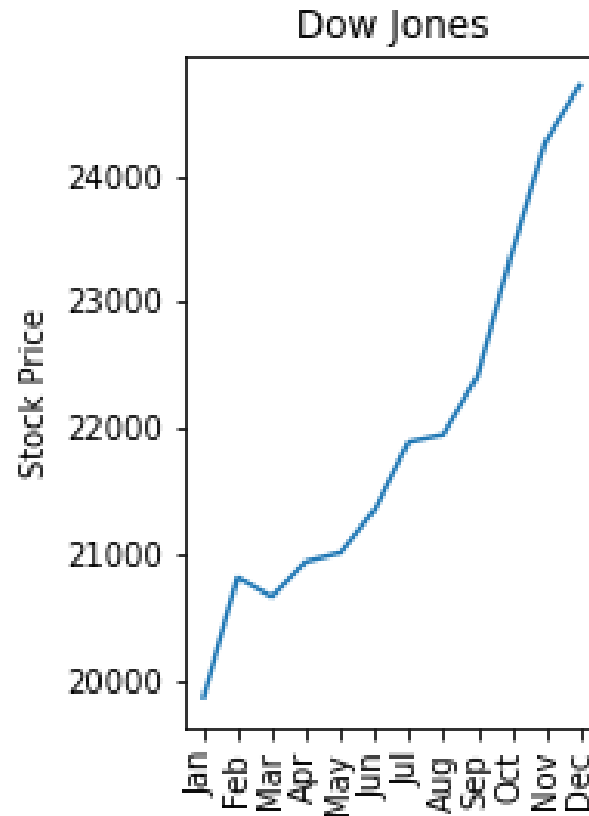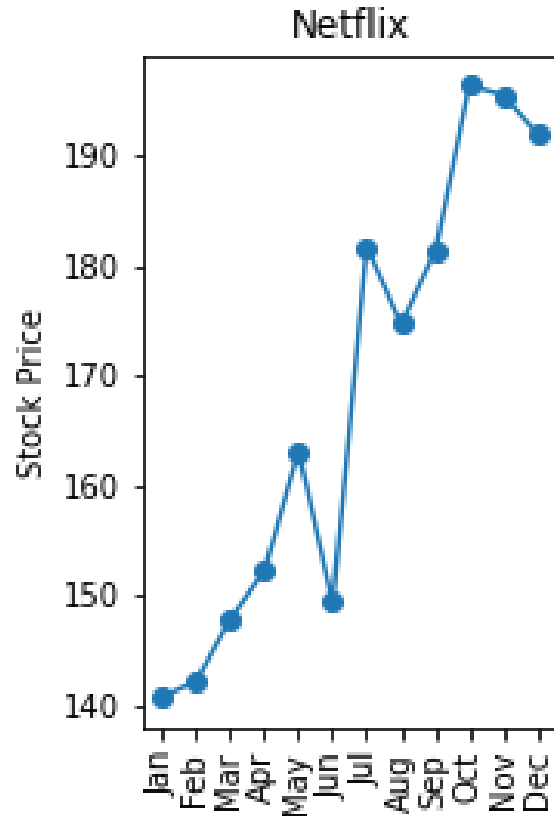

Earnings Per Share in Cents

EARNINGS AND REVENUE PER QUARTER

- Revenue follows an exponential growth from Q1 2017 to Q1 2018

- Earnings have a slightly more linear growth during that same time frame.

- Earnings for each quarter make up about 5% of that quarter's total revenue.

Netflix Earnings and Revenue (2017)

STOCK PRICE COMPARISON – NETFLIX VS. DJI AVERAGE

- Netflix performed relatively the same as the DJI Average in 2017.

- Netflix was also more volatile from several time frames (June to July being a good example).

- Netflix's stock price is significantly less than that of the Dow Jones.