

# Netflix 2017 Stock Prices

Analysis | Visualizations | Observations

# Understanding NFLX Stock Profile

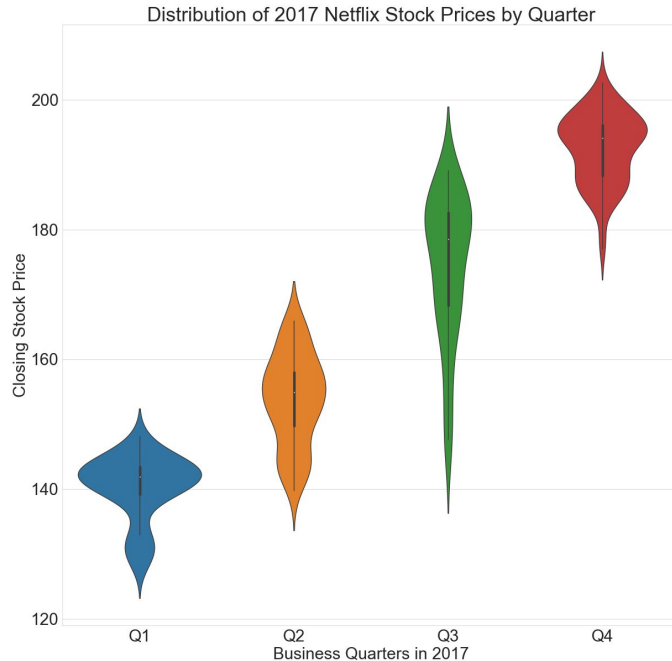
As a data visualization developer, I've utilized data provide by my team to help put together this presentation on NFLX Stock Profile.

In the following slides, we'll be using the below visualizations to have a better understanding of Netflix's 2017 Stock Profile:

- Distribution of 2017 Netflix stock prices
- Netflix estimated versus actual EPS for the past four quarters
- Netflix earnings versus revenue for the past four quarters
- Netflix stock against the Dow Jones stock



# Distribution of Stock Prices



The figure on the left displays Netflix's closing stock prices over the year 2017 by quarter.

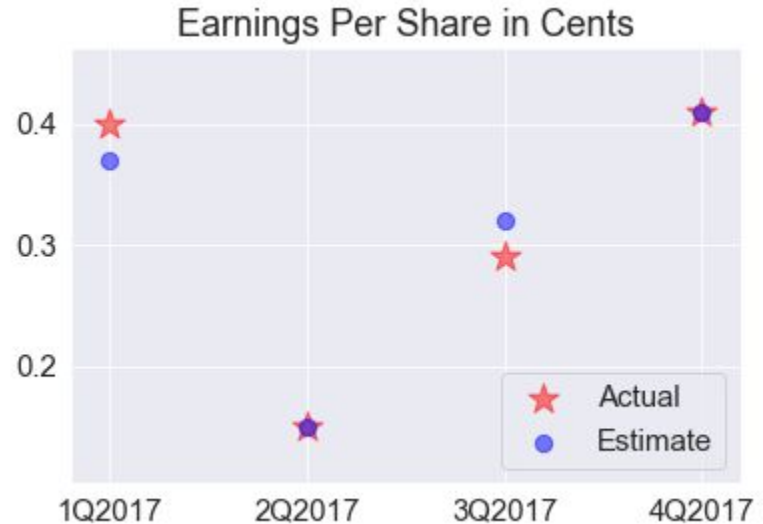
At first glance, it seems Netflix's stock prices fluctuated throughout the entire year. The bigger fluctuation happened during the third quarter; with a high nearing 200 and a low of about 138.

Nevertheless, it looks like the highest price was roughly 205 in Q4, and the lowest price was about 118 in Q1.

# Estimate vs Actual Earnings

On the right is a graph of Yahoo's estimate of Netflix EPS vs Netflix's actual EPS.

In Q1, the actual EPS was greater than the estimate. The opposite is true for Q3. As for both Q2 and Q4, it seems the projections were correct; the actuals and the estimates are a match for Q2 and Q4 respectively.



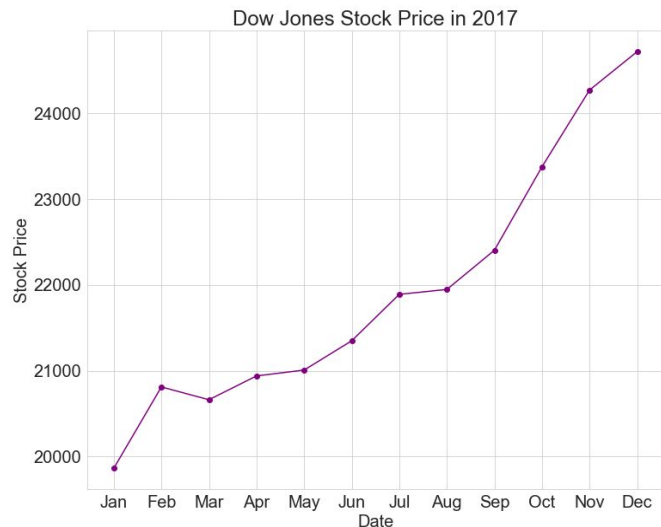
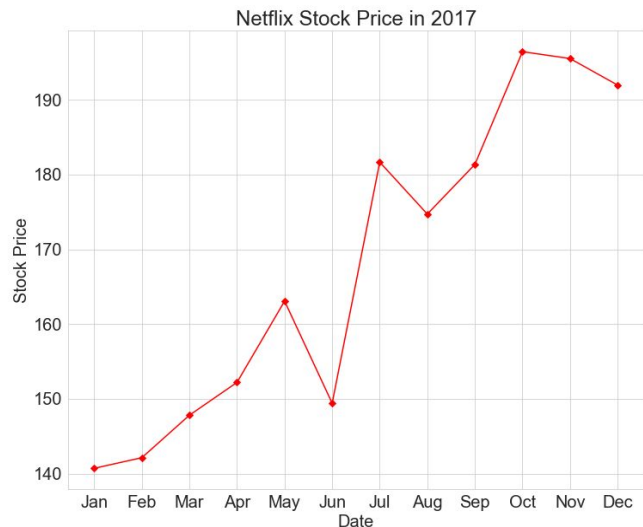
# Earnings vs Revenue



Revenue seems to have grown throughout the year. The histogram shows an upward trend.

Earnings also had an upward trend and seemed to have grown with the revenue. There seems to be a positive correlation between revenue and earnings; for the higher the revenue, the higher the earnings (roughly 5% of revenue).

# Netflix Stock vs Dow Jones Industrial Average



The prices for NFLX are in hundreds (stock volume is in millions); meanwhile, the prices for DJI are in thousands (stock volume is in billions). NFLX stock performance was poor relative to DJI's. In 12 months, NFLX stock grew by \$50, while DJI grew by about \$4K. Contrary to NFLX, DJI had a smooth growth. Due to its fluctuations, NFLX was more volatile than the industry average in 2017.