



Data Visualization of Stock Performance for 2017

Prepared by Bobby Oommen



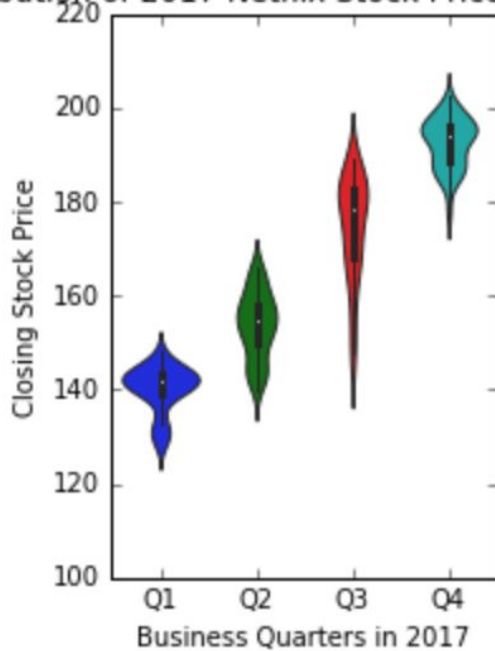
Visualizations Included in Report

1. Distribution of Stock Prices for 2017
2. Earnings and Revenue for last four quarters of 2017
3. Actual vs. Estimated Earnings Per Share for 2017
4. Netflix stock compared to Dow Jones Industrial Average

All Visualizations prepared and summarized by Bobby Oommen

Distribution of Netflix Stock Prices for 2017

Distribution of 2017 Netflix Stock Prices by Quarter

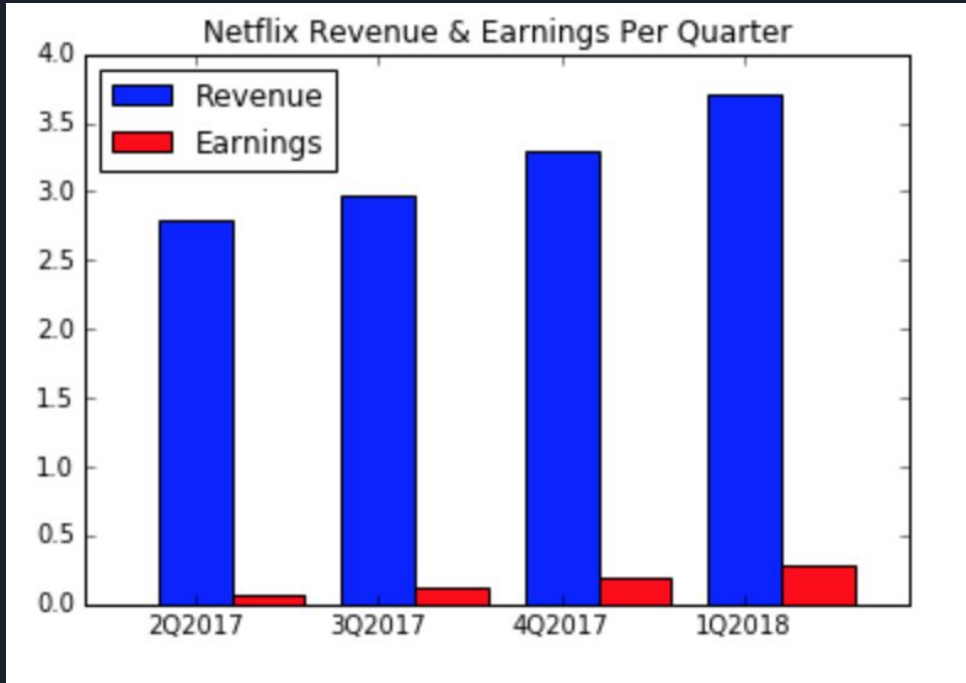


Netflix stock prices have steadily increased over 2017. There was a greater distribution of stock prices in quarter 3.

In Q1, the prices mostly fell in approximately the \$140 dollar range, whereas in Q4, the prices fell mostly in the \$180-190 range.

The highest price for Netflix was just over \$200/share, while the lowest prices was just over \$120/share.

Earnings and Revenue for last four quarters of 2017

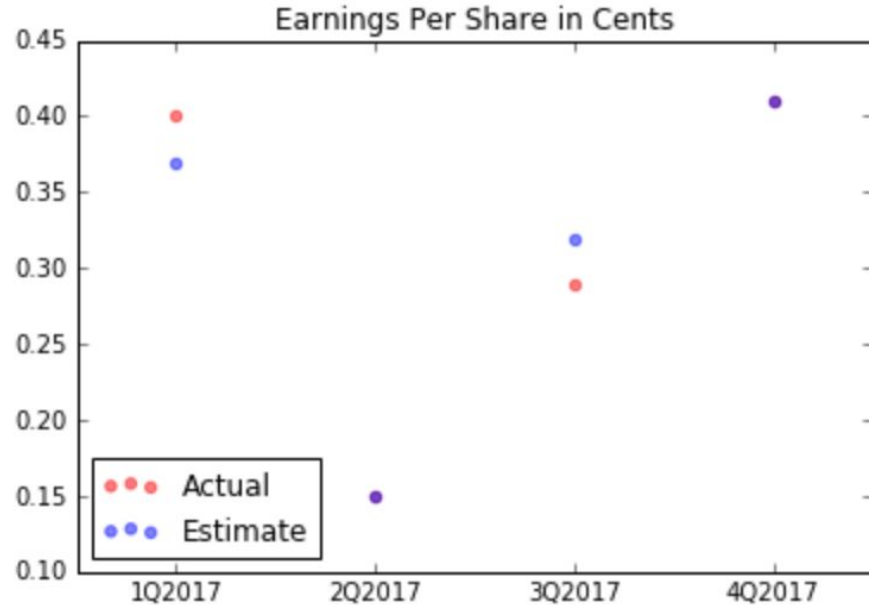


This bar graph shows that earnings is a very small percentage of revenue at Netflix. While both Revenue and Earnings trend upwards, earnings is only between 4-9% of revenue.

Questions to consider:

- What type of costs are causing earnings to be such a small percentage of revenue?

Actual vs. Estimated Earnings Per Share for 2017



The estimated earnings per share vs. actual earnings correlated nicely for 2017.

In Q1 and Q3, actual earnings were greater than estimated, whereas in Q2 and Q4, those values were identical (shown by the purple dot)



Netflix stock compared to Dow Jones Industrial Average

FYI - I sent Bailey, Jen, and Shoheb messages through Slack indicating that I could not get this visualization to work.

In fact, I showed my code to Jen via Slack, and she said it was working on her end.

Afterwards, I emailed my code to Jen, she fixed it on her end, and sent it back to me. I copied and pasted her code and STILL got the error.

I had to leave this slide blank as a result.