

A year of **Positive Returns**

2017 Financial Report

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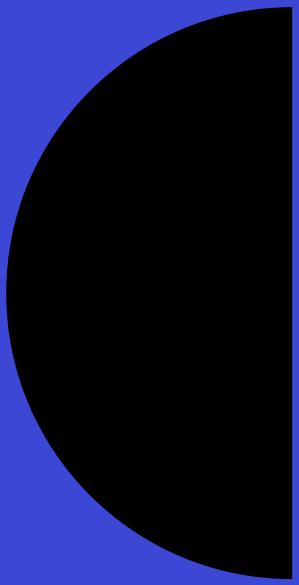
Data Visualization Capstone Project

This project utilizes python, matplotlib, seaborn, pandas, and numpy to derive financial insights.

INTRODUCTION



How do we keep up financial markets?



*By doing what we do
best: combing
through data and
deriving valuable
insights !*

In this project, I simulated the responsibilities of a data visualization developer at Yahoo Finance by visualizing stock information pertaining to Netflix. This report is a summation of the insights afforded through extensive web scraping, data wrangling, tidying, manipulation, and visualization.

Abstract

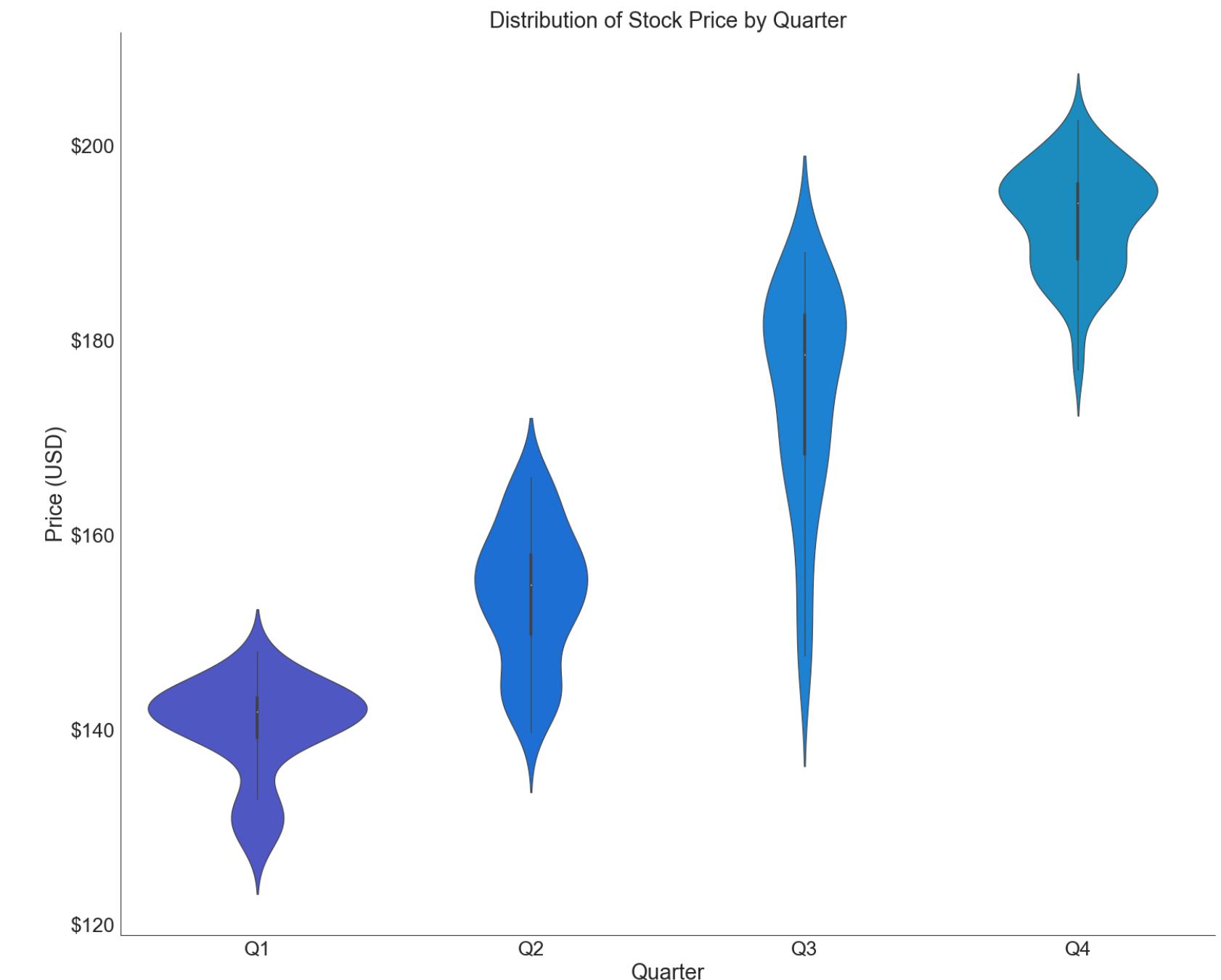
Lowest Closing Price: \$127.49

Highest Closing Price: \$202.68

This violin plot demonstrates an upward trend, as the closing price of NFLX rose through all four quarters.

Q3 featured the greatest volatility.

Distribution of NFLX Price





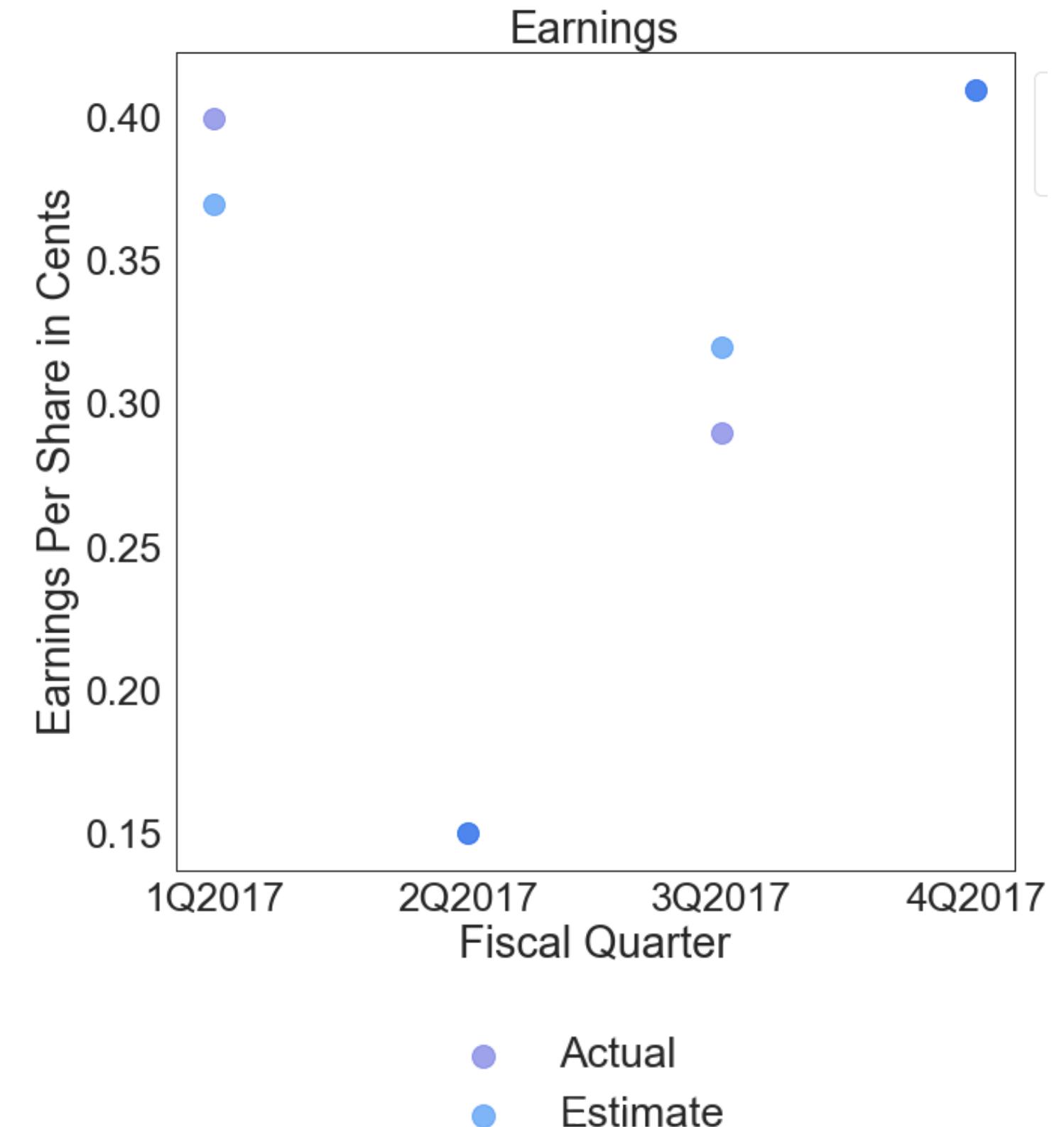
Actual vs Estimated EPS

Performance

Missed Estimate: 3Q

Surpassed Estimate: Q1

Met Estimate: Q2, Q4

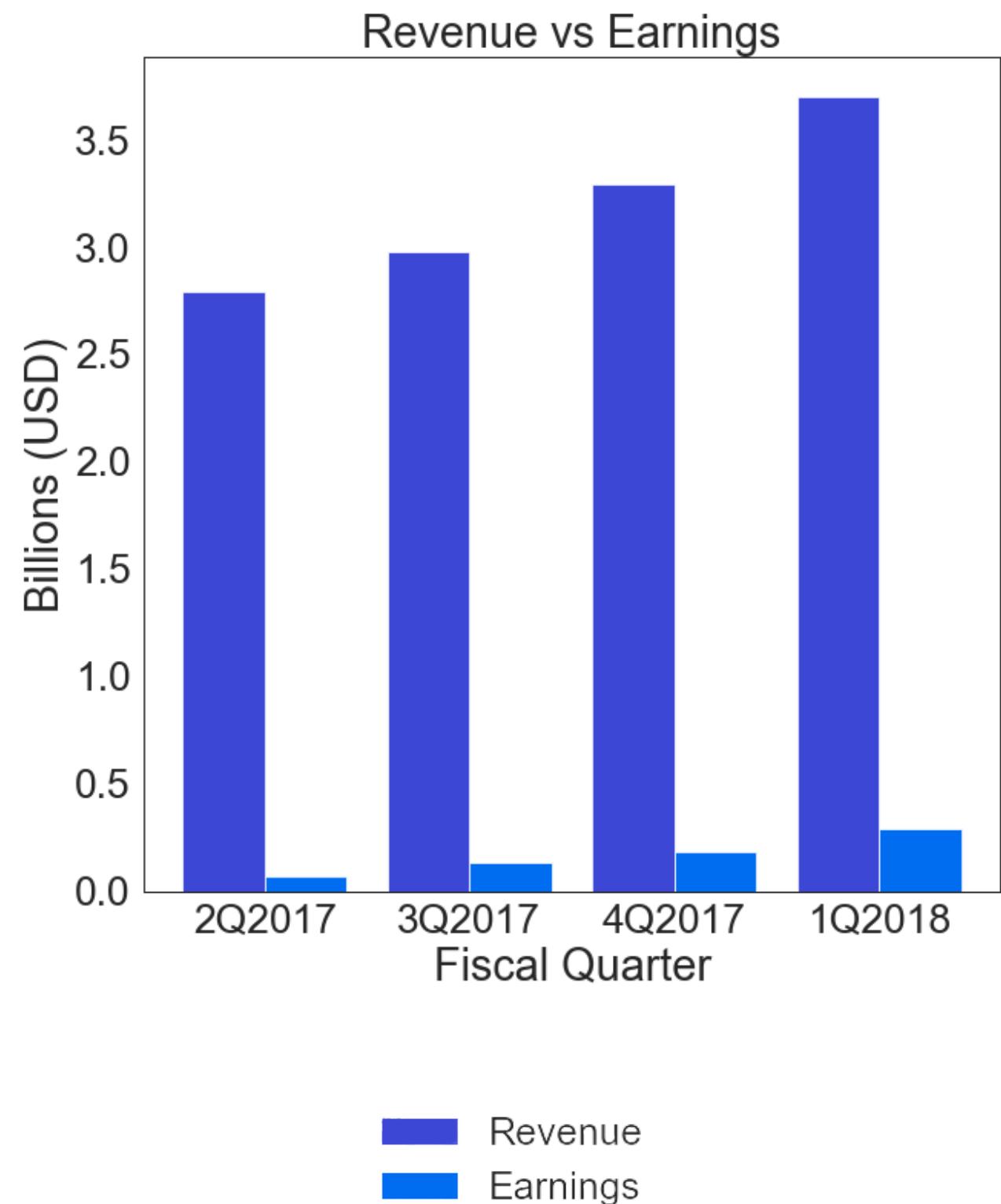




Netflix revenue and earnings both grew through all four quarters of 2017.

Profit margin ranged from 2.35% - 7.84%

REVENUE VS EARNINGS





Profit Margin



2017 Q1

7.84%

2017 Q2

2.35%

2017 Q3

4.35%

2017 Q4

5.64%

NFLX VS DJI

End of Year Comparison

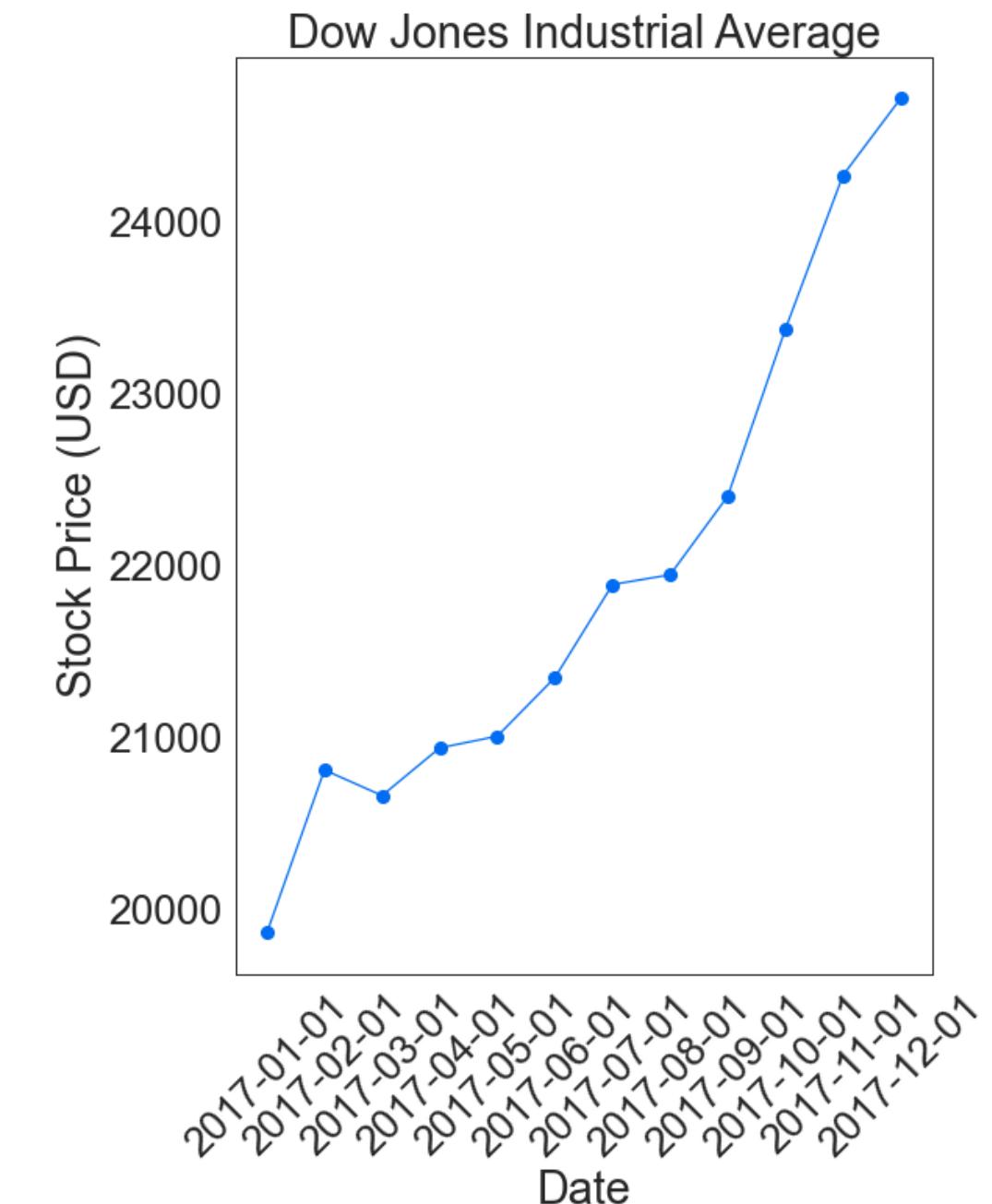
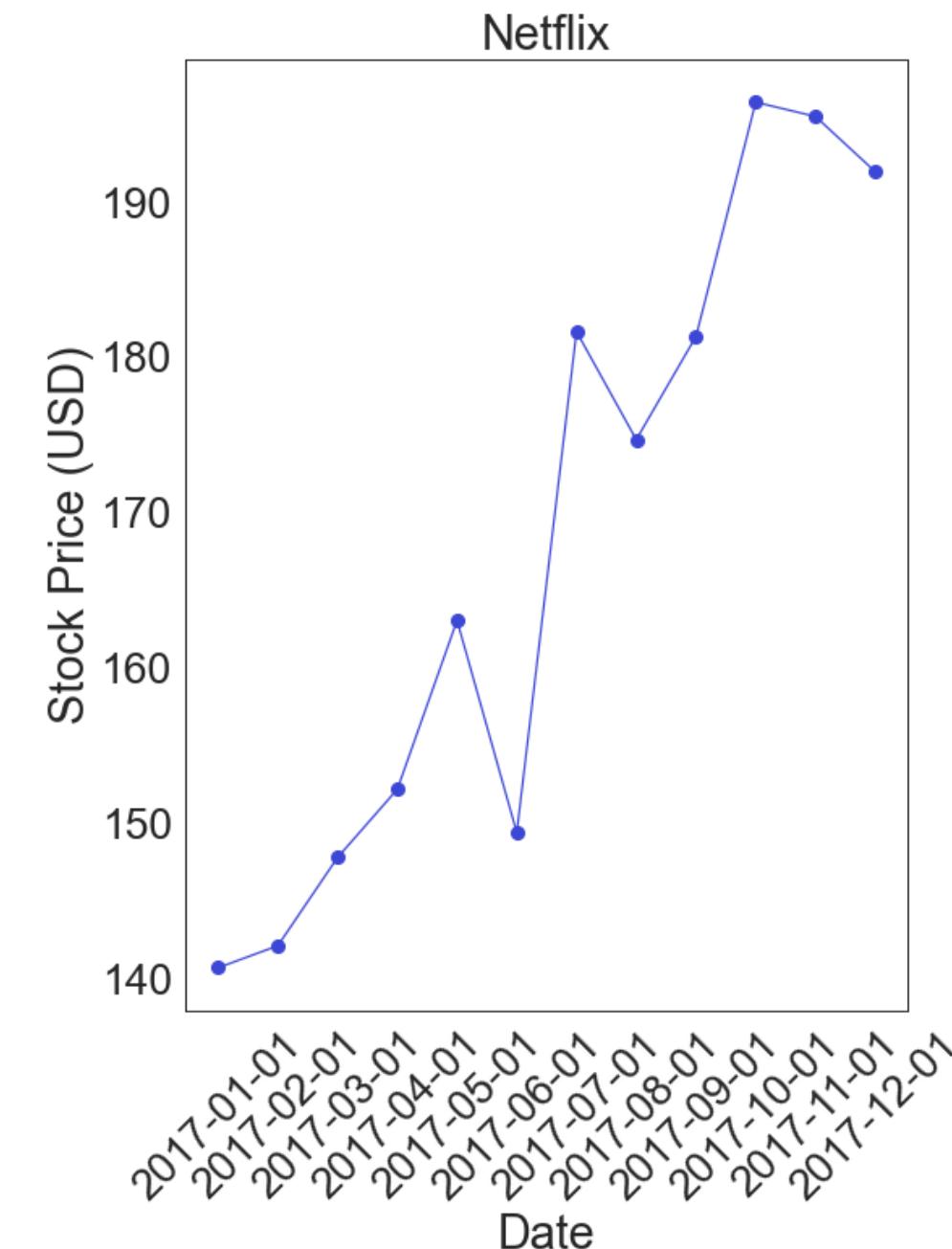
NFLX and DJI provided incredible returns to investors.

NFLX experienced significantly greater volatility compared to the DJI.

DJI 1Y Return: 24.44%

NFLX 1y Return: 36.42%

Therefore, NFLX outperformed DJI.





Project Stack

Python

Programming language of choice

Matplotlib

Provides basic data visualization features

Numpy

In conjunction with pandas, offers powerful data analysis tools

BeautifulSoup

Python package used for parsing and scraping HTML and XML documents

Pandas

Open source python package used for data analysis and manipulation

Seaborn

Python library used for statistical data visualization (e.g. violin plot)



Words to Ponder



**GROWTH IS NEVER BY
MERE CHANCE; IT IS
THE RESULT OF FORCES
WORKING TOGETHER.**

“

- James Cash Penney

ABOUT ME



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Let's talk!