

# Netflix Stock Profile

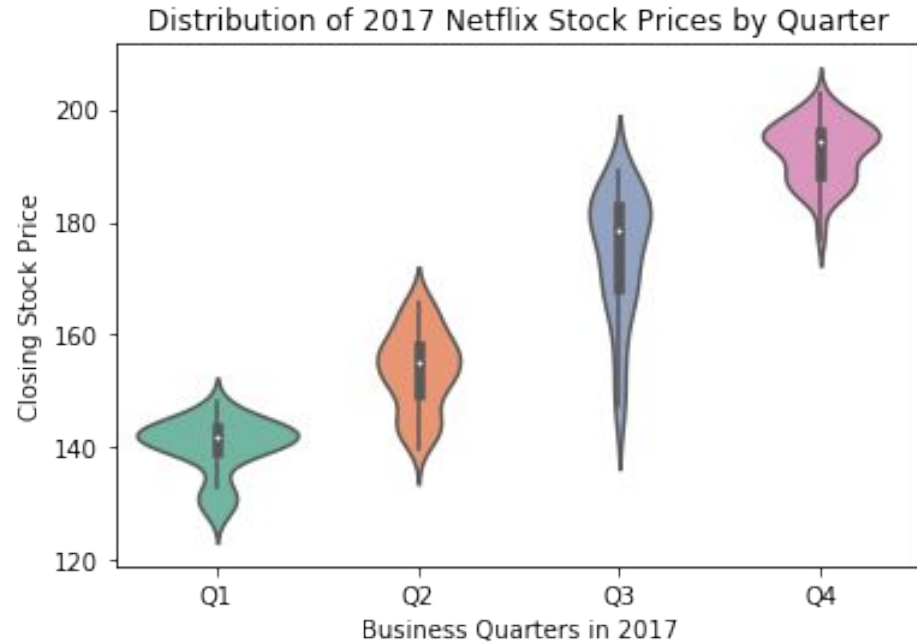
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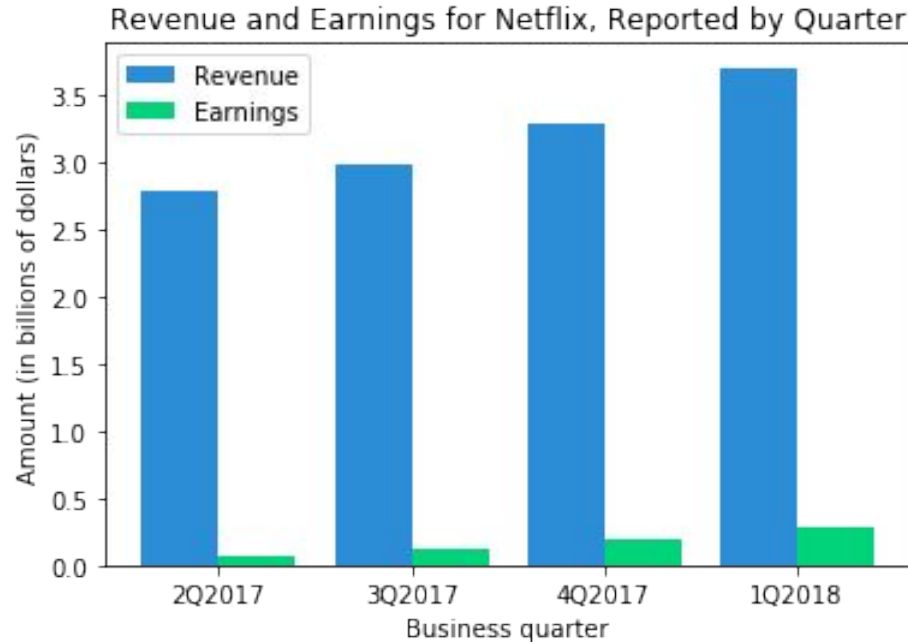
# Distribution of 2017 Stock Prices for Netflix

- There is a steady increase in closing stock price over the course of 2018
- The greatest variability in closing stock price occurred in quarters 2 & 3.
- Throughout 2017 the closing stock price generally ranged from \$140 - \$200.
- The highest closing stock price was \$202.68, on October 16.
- The lowest closing stock price was \$127.49, on January 3.



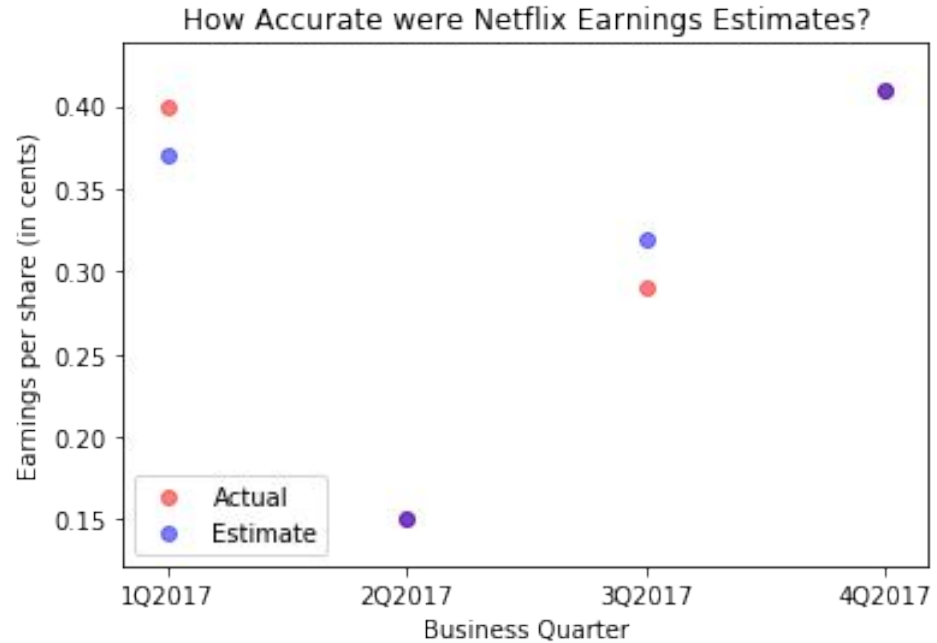
# Netflix 2017 Revenue and Earnings, Reported by Quarter

- Both revenue and earnings gradually increased from Q2 2017 to Q1 2018.
- Roughly 5% of revenue constituted earnings.

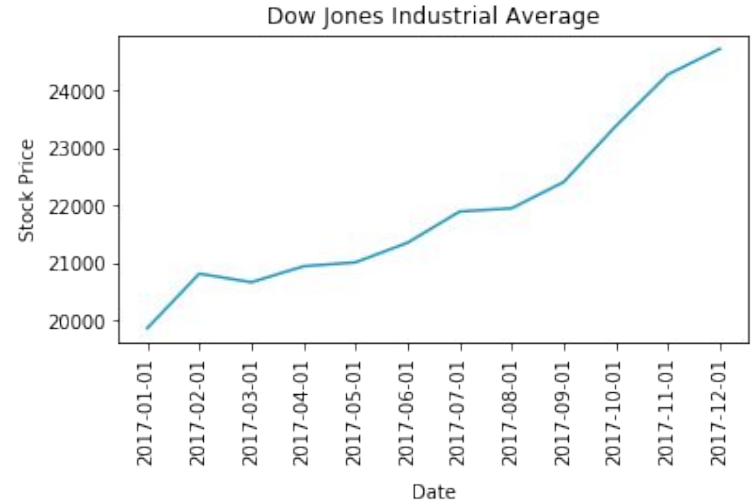
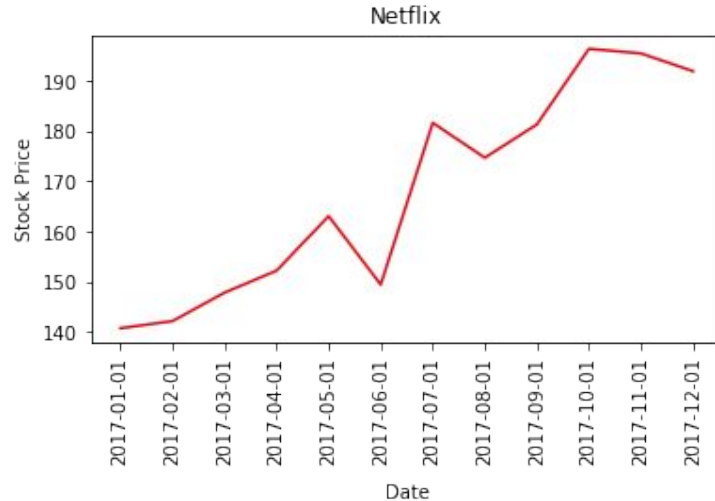


# Netflix Estimated vs. Actual Earnings Per Share, 2017

- In Q1 the actual earnings exceeded estimated earnings.
- In both Q2 and Q4 actual earnings matched estimated earnings.
- In Q3 actual earnings were less than estimated earnings.



# Netflix Stock vs. the Dow Jones Industrial Average, 2017



- Over the course of 2017, Netflix stock was more volatile than the Dow Jones Industrial Average (DJIA).
- Both Netflix and the DJIA follow a positive growth curve, though Netflix experienced an especially volatile period from May - August that did not appear to affect the DJIA.