



Netflix 2017 Stock Profile

Python Data Visualization Capstone Project

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1. Introduction

Abstract

You've been hired as a Data Visualization Developer at Yahoo Finance. Your job is to help financial analysts by creating some of the visualizations for a stock profile the of Netflix in 2017.

Objective

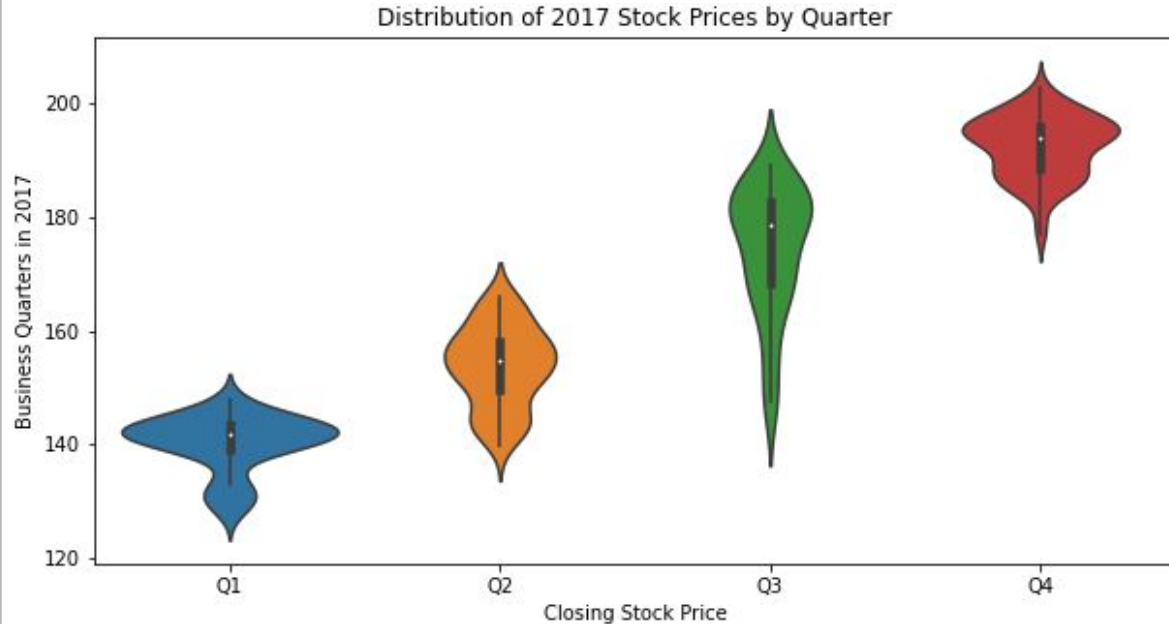
Build a Stock Profile by finding the following:

1. The Distribution of the Stock Prices
2. Netflix's Earnings and Revenue in the Four Quarters of 2017
3. The Actual vs. Estimated Earnings per Share in the Four Quarters of 2017
4. A comparison of the Netflix Stock price vs the Dow Jones Industrial Average Prices

2. Findings

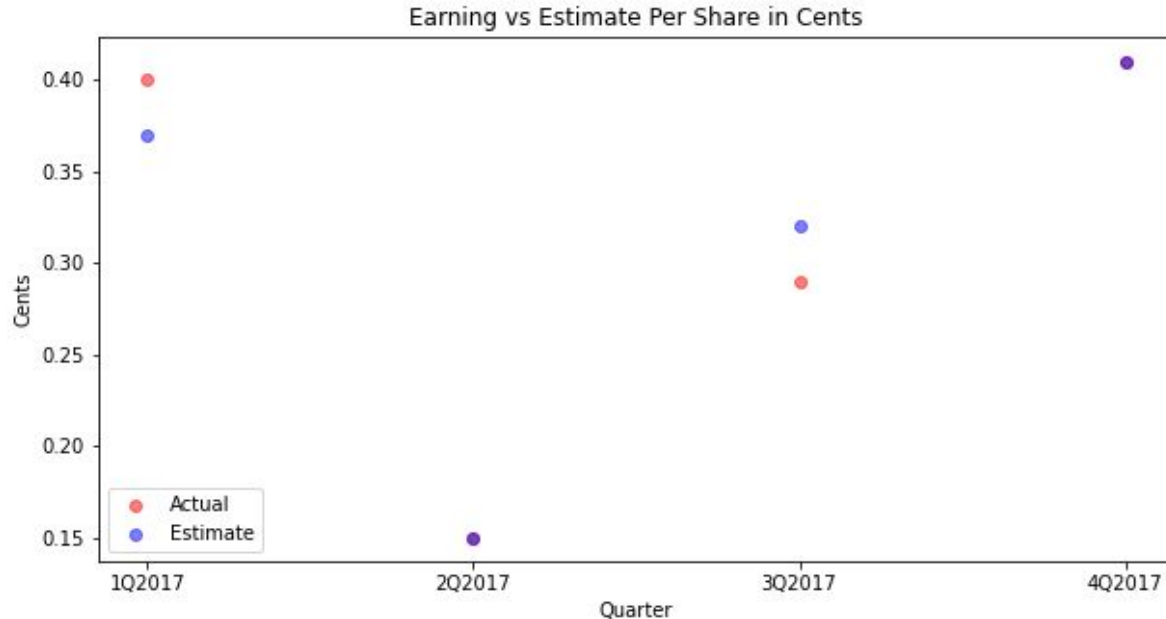
2.1 Distribution of Stock Prices

- As we can see in the graph, as time pass by, the stock prices of Netflix **kept increasing in every quarter.**
- The lowest closing stock price is 127.49
- The highest closing stock price is 202.68



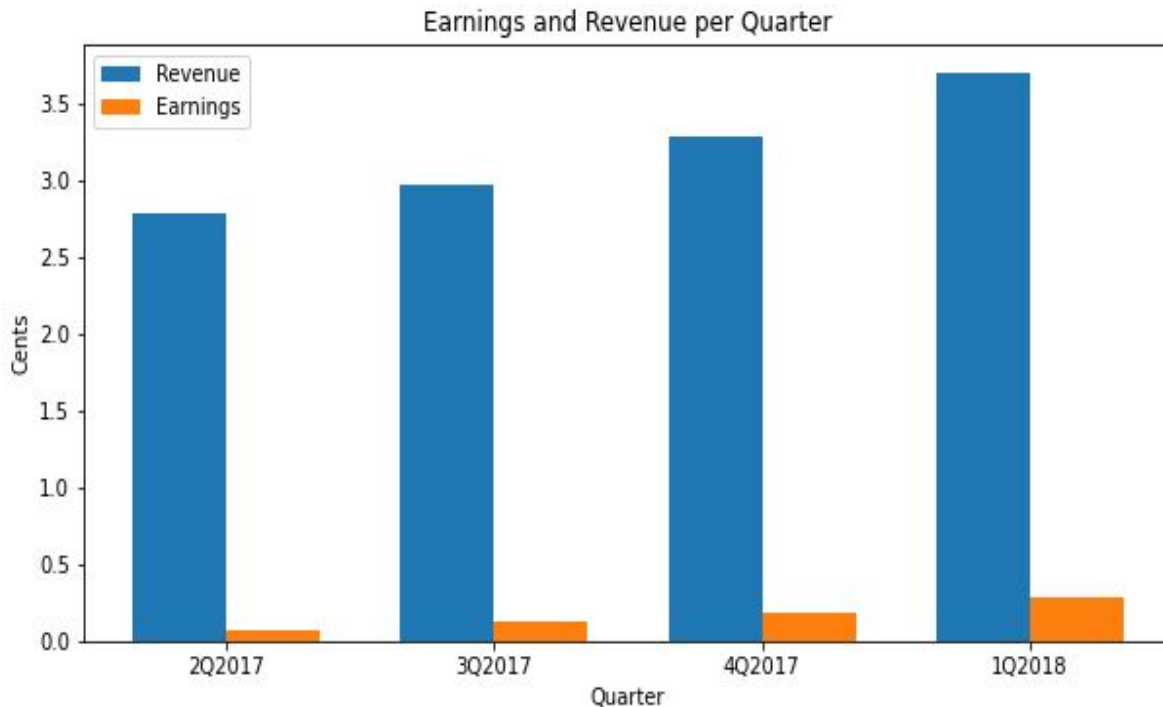
2.2 Actual vs Estimated Earnings per Share

- We can see in the scatter plot that the **range of earnings per share** is somewhere between **0.10-0.45**
- The plots in Q2 and Q4 of 2017 are **purple** meaning its the plot of **red + blue** (actual and estimate) and means that the **estimate predicted for those quarters are accurate.**



2.3 Earnings and Revenue per Quarter

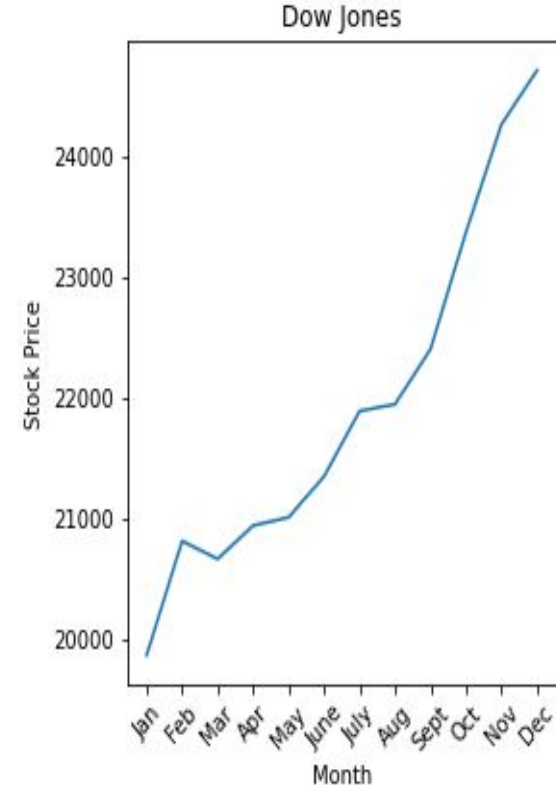
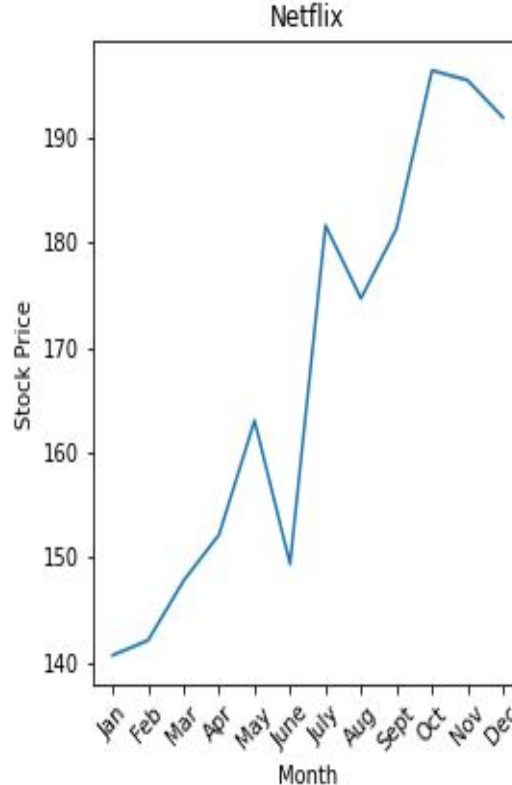
- We can see that the **both the revenue and earnings are growing.**
- Based on the code below, we can see that the **earnings are between 2.35%-7.84% of the revenue** which is relatively small, nevertheless it is still growing.



```
print([round(earnings_by_quarter[i] / revenue_by_quarter[i] * 100, 2) for i in range(4)])  
# Output: [2.35, 4.35, 5.64, 7.84]
```

2.4 Comparison of the Stock Prices of Netflix and Dow Jones

- As can be seen in the graph, Netflix's performance is **more volatile** since there is more spikes in the stock prices.
- Compared to Netflix, Dow Jones is growing **much faster and more stable**.
- It can be also seen that there is a **huge difference in stock prices** but this is normal since Dow Jones is a bigger set of the stock market.



3. Conclusion

Conclusion

To conclude, the stock prices of Netflix was growing in 2017 but the prices were volatile. Also, 2 of the 4 Quarters had a correct estimation on the earnings per share.



The End

