



Netflix Data Capstone

ANALYZING NETFLIX STOCK DATA

My Role & List of Visualizations

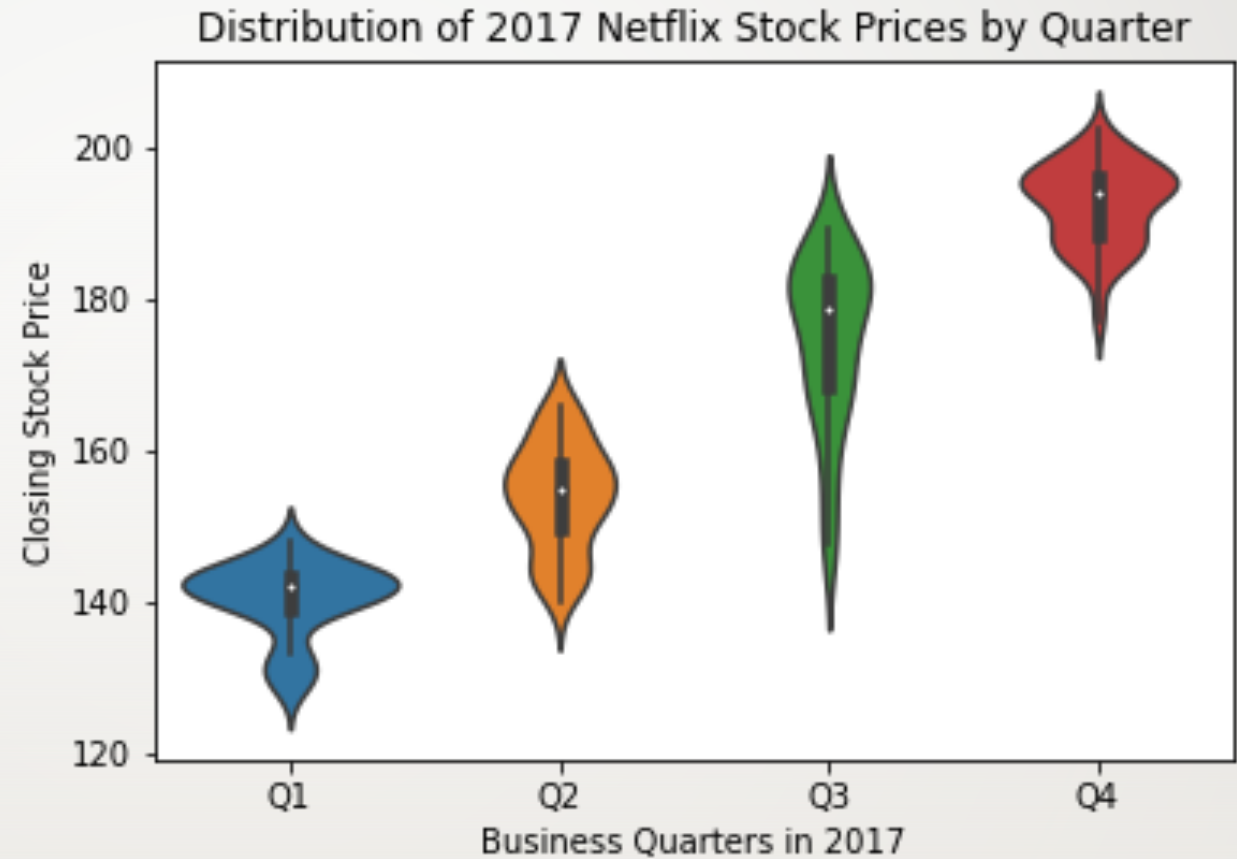
In this project I acted as a Yahoo Finance Data Visualization Developer. The project I was assigned with was to visualize Netflix stock data in order to create a stock profile.

The list of visualizations that will be shared are:

- Distribution of Netflix stock prices by quarter in 2017.
- Actual and estimated earnings per share (EPS).
- Netflix earnings & revenues.
- Netflix stock and Dow Jones Industrial Average (DJIA) data side by side.

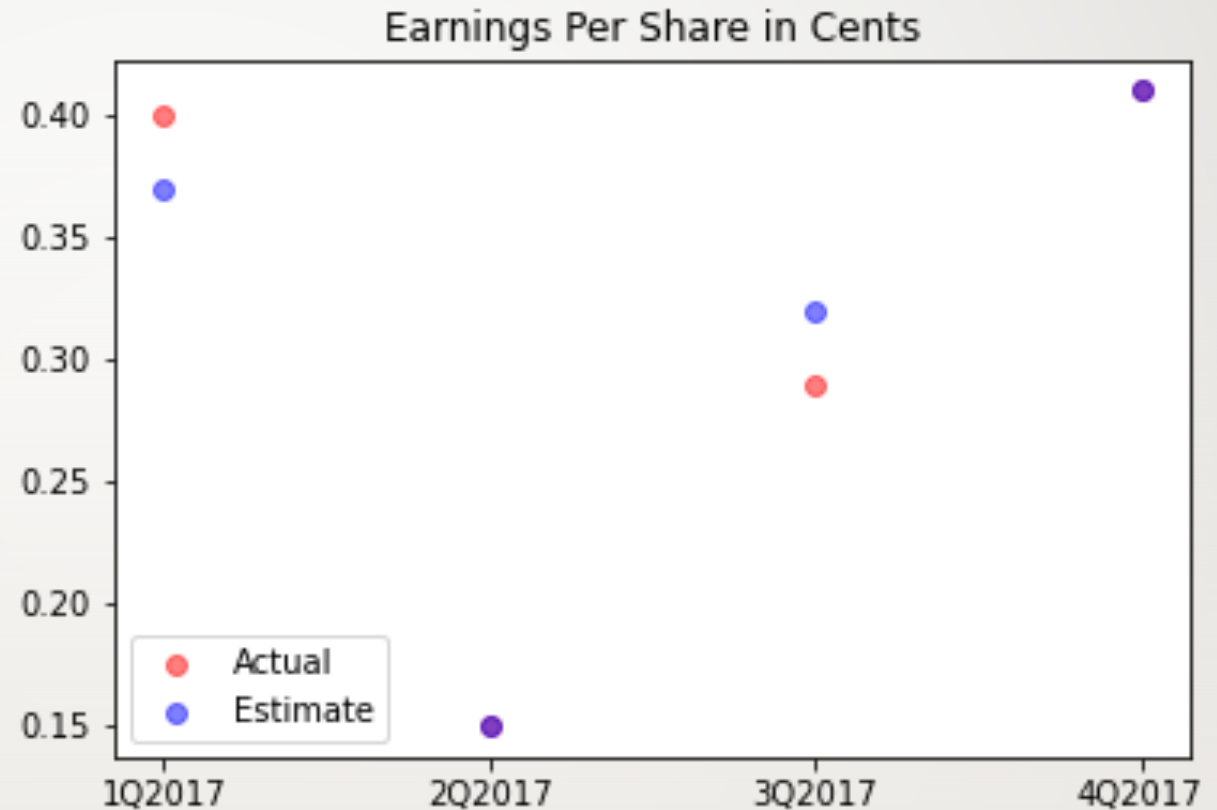
2017 Quarterly Netflix Stock Price Data

This violin plot shows a steady increase in Netflix's stock price during 2017. The median increased every quarter, starting at just over \$140 and ending around \$190. The distribution each quarter was skewed to the right and Q1, Q2, and Q4 show bimodal distributions.



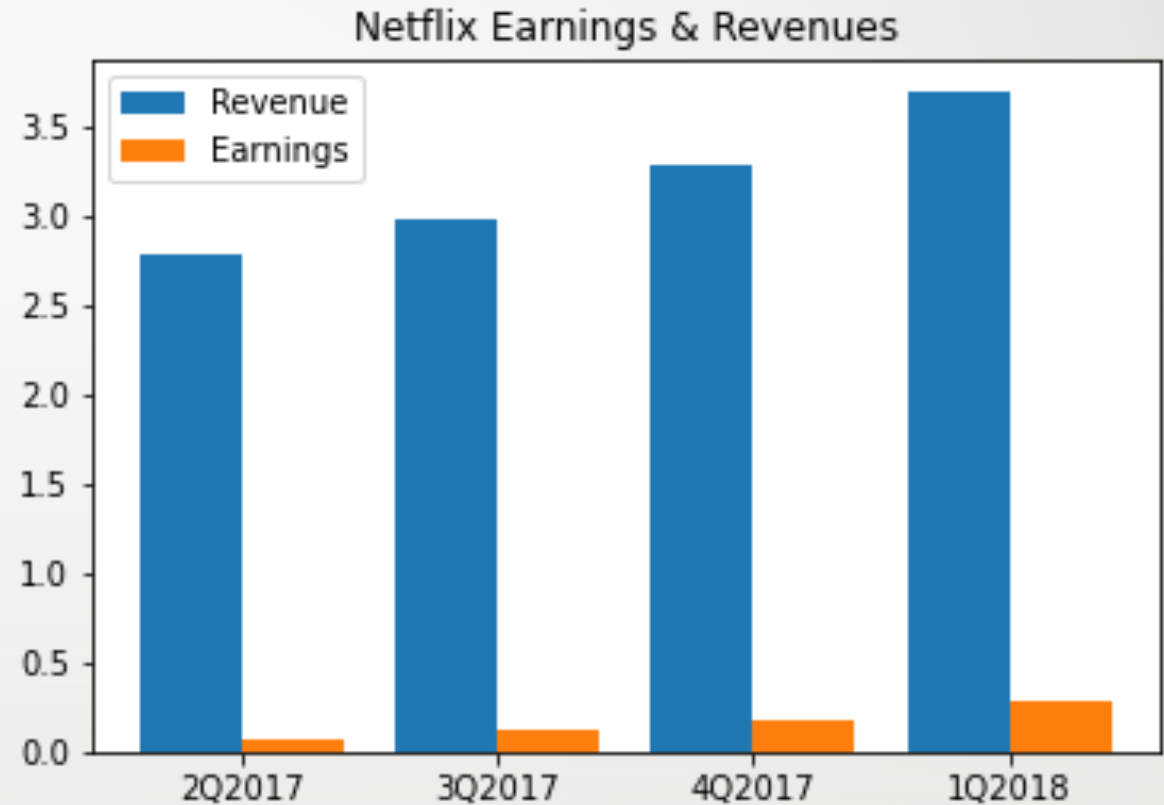
Earnings per Share (EPS): Estimated & Actual

This plot shows Netflix's estimated vs. actual EPS. Note that in the 2nd and 4th quarters the two figures matched. In the 3rd quarter the actual fell short of the estimate.



Netflix Earnings & Revenues

Netflix revenue grew steadily during 2017. Note that earnings from stock made up a small share of its earnings: from around 2% in 2Q2017 to 7% in 1Q2018.



Netflix Stock Price Compared with the Dow Jones Industrial Average (DJIA)

Both Netflix's stock and the DJIA went up during the year. However, Netflix had a couple sharp drops and sharp rises while the DJIA maintained a steady progression.

