



Netflix Data Capstone Project

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Introduction

As a data visualization developer for the “Netflix Stock Profile” team, I was tasked with analyzing Netflix’s stock price throughout 2017. Utilizing the data provided by Netflix and the Dow Jones Industrial Average I created multiple visualizations to help the financial analysts assess the risk of Netflix stock. These visualizations include:

- A violin plot depicting the distribution of Netflix’s stock price
- A scatter plot depicting Netflix stock estimated earnings compared to the actual reported earnings
- A side-by-side bar plot depicting Netflix’s total revenue and respective total earnings
- Two side-by-side line charts comparing Netflix’s stock price to the Dow Jones Industrial Average stock price throughout 2017



Data Inspection

After briefly looking over the CSV files it is apparent that 2017 is the only year represented with January 3rd and December 29th as the earliest and latest dates reported

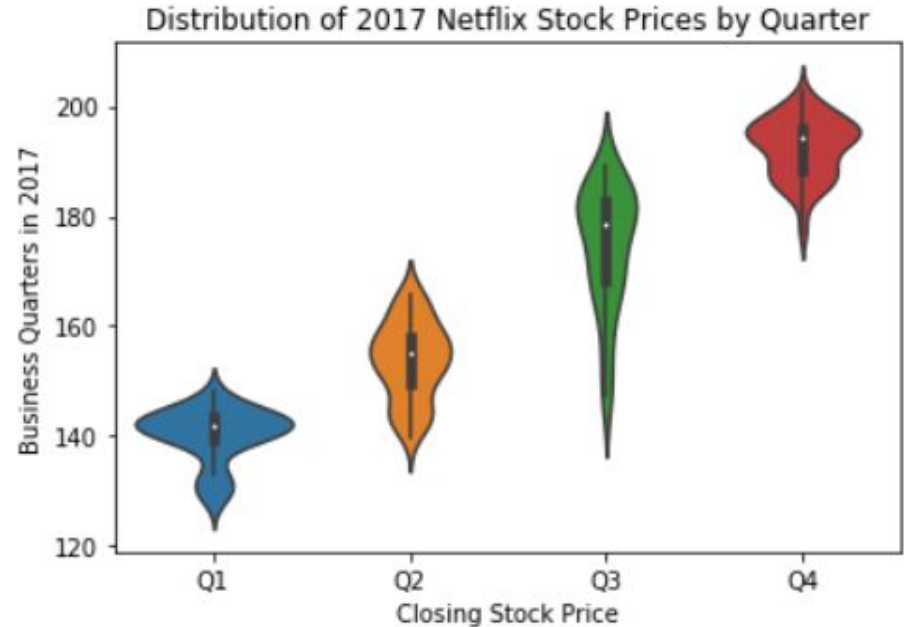
Two of the CSV files (NFLX.csv and DJI.csv) are represented by month, however NFLX_daily_by_quarter.csv is represented by day

The NFLX.csv file provides the stock opening price, high, and low for each month. The DJI.csv file provides the same information as NFLX.csv but for the Dow Jones Industrial Average. The NFLX_daily_by_quarter.csv displays the opening, high, and low price of Netflix stock each trading day of 2017 as well as identifying the business quarter for each day

Netflix Stock Price Distribution

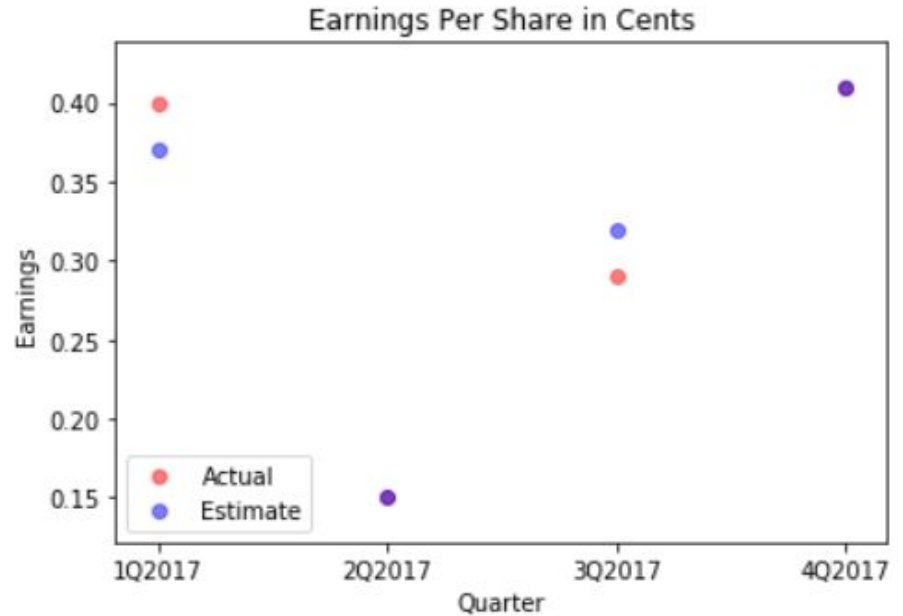
At first glance, Netflix's stock price rose considerably throughout 2017

The price ranged from a low of 124 to a high of just over 200 but fluctuated mostly between 140 and 190



Netflix 2017 Earnings

Based on this visualization, Netflix met or exceeded their estimated earnings per share in three out of four quarters



Netflix Earnings and Revenue

The revenue and earnings for Netflix rose steadily throughout 2017

Anywhere from 3%-7% of revenue constitutes earnings



Netflix vs Dow Jones

Netflix stock performed similarly to the Dow Jones Industrial Average

Netflix was also more volatile than the Dow Jones but this makes sense as Netflix is just one stock whereas the Dow Jones is an average of a plethora of different stock

