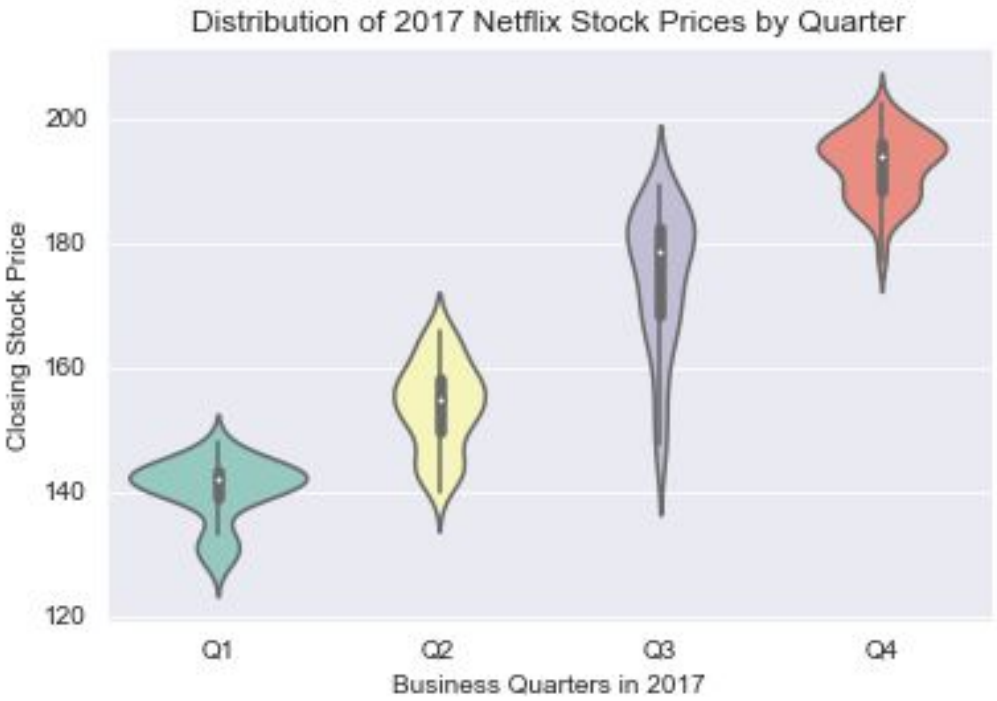
Netflix 2017 Stock Visualization Profile

By Caroline Rocco for Codecademy

Data Visualization with Python

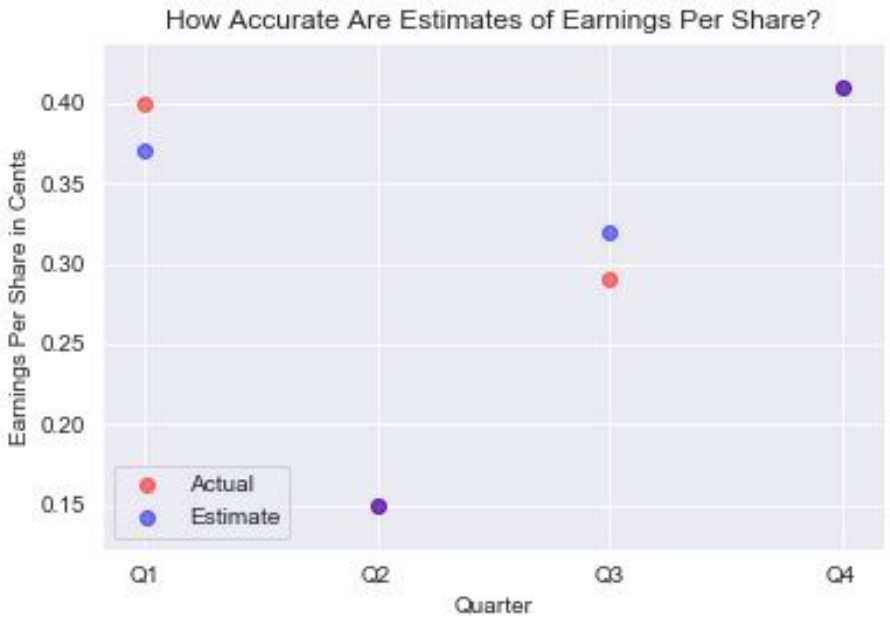
Final Project

Netflix Quarterly Stock Report, 2017



- Netflix stock prices increased steadily from the first quarter to the fourth
- The lowest closing stock price was just above 120, seen in Quarter 1
- The highest closing stock price was about 210, seen in Quarter 4
- Quarter 3 had the greatest distribution of closing stock prices, but the average still came in greater than that for Quarter 2, following the trend of the data

Earnings Per Share

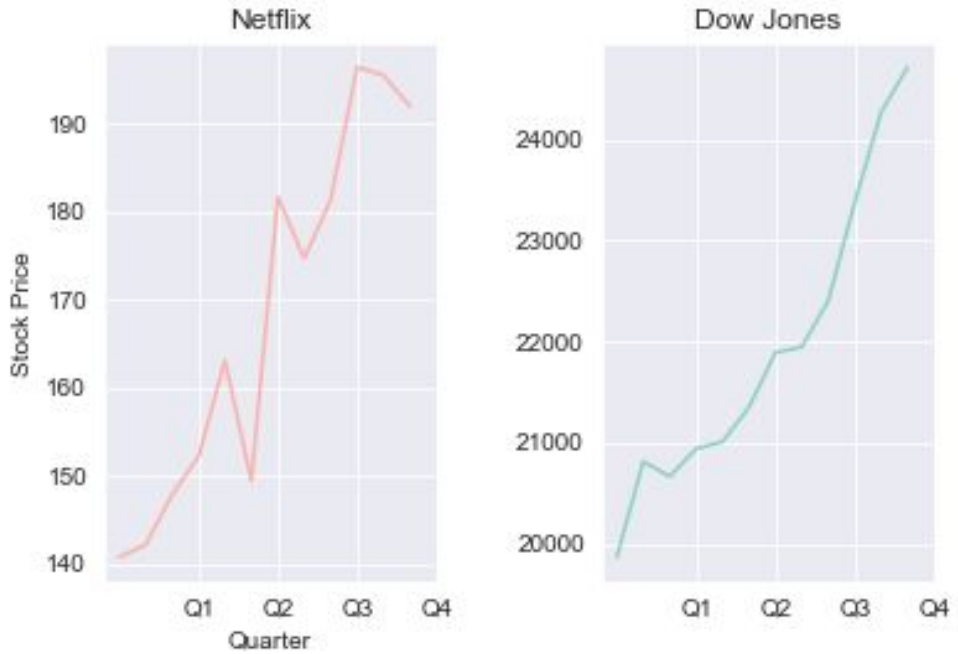


- Shown is the performance of the earnings per share (EPS), shown by graphing the estimated and actual values of EPS
  - Estimation was calculated by Yahoo software
- The estimations of EPS are accurate, with a margin of error of less than 0.25
- The estimation was most accurate in Quarters 2 and 4, where the estimated and actual values were equal
- In Quarter 1, Netflix stocks performed slightly better than expected
- In Quarter 3, the stocks performed slightly worse than expected

Earnings and Revenue

- Quarterly earnings and revenue both increased consistently from Quarter 1 to Quarter 4
- Despite the difference in size, revenue and earnings had a relatively similar growth rate
- Earnings accounted for approximately 5% of the revenue on average
  - Q1: Earnings were ~3.5% of revenue
  - Q2, Q3, & Q4: Earnings were ~6% of revenue
- Netflix is beginning to generate more earnings, increasing in value (net worth)

Netflix Stock vs. the Dow Jones Average



- The Netflix stock price followed the same general trend as the Dow
- Netflix stocks showed significant growth from Quarter 1 to Quarter 4
- Although Netflix stock prices dropped twice, they recovered very well, showing that Netflix has the ability to withstand drops in stock price
- Netflix was much more volatile than the Dow, because it is a single company, rather than an average of 30+ (a single company is more likely to experience noticeable fluctuations than an average like the Dow)

Credits

“distribution_by_quarter.png”, “earnings_per_share.png”, “earnings_and_revenue.png”, and “netflix_vs_dow.png” were all created by Caroline Rocco on Jupyter Notebook with Python for Codecademy.