

Netflix Stock Data in 2017

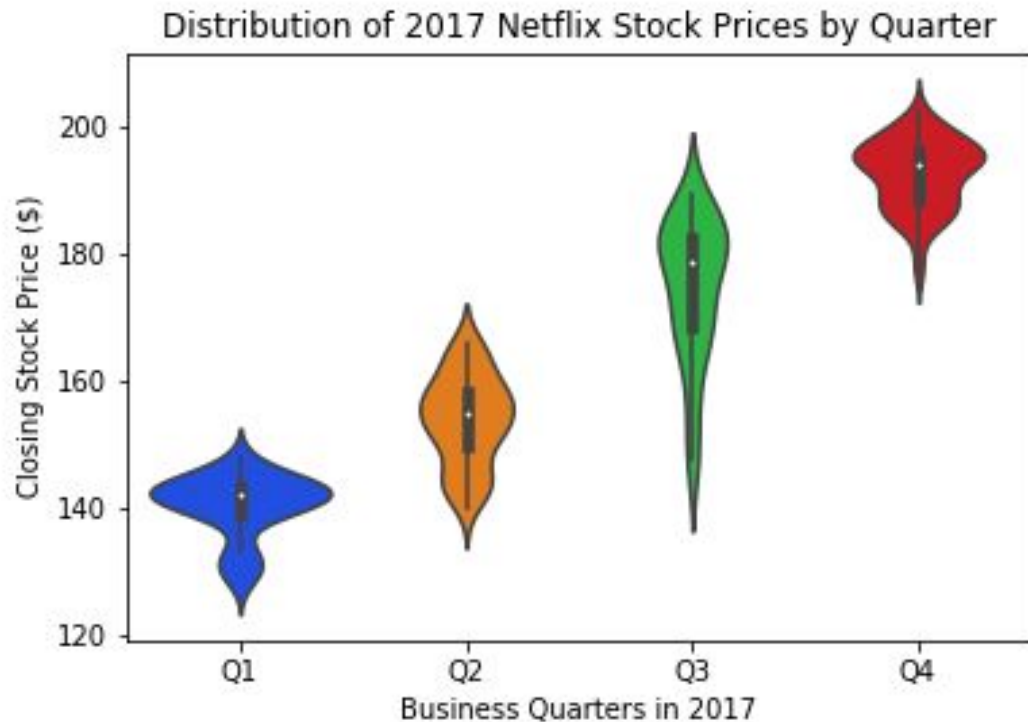
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Visualizations

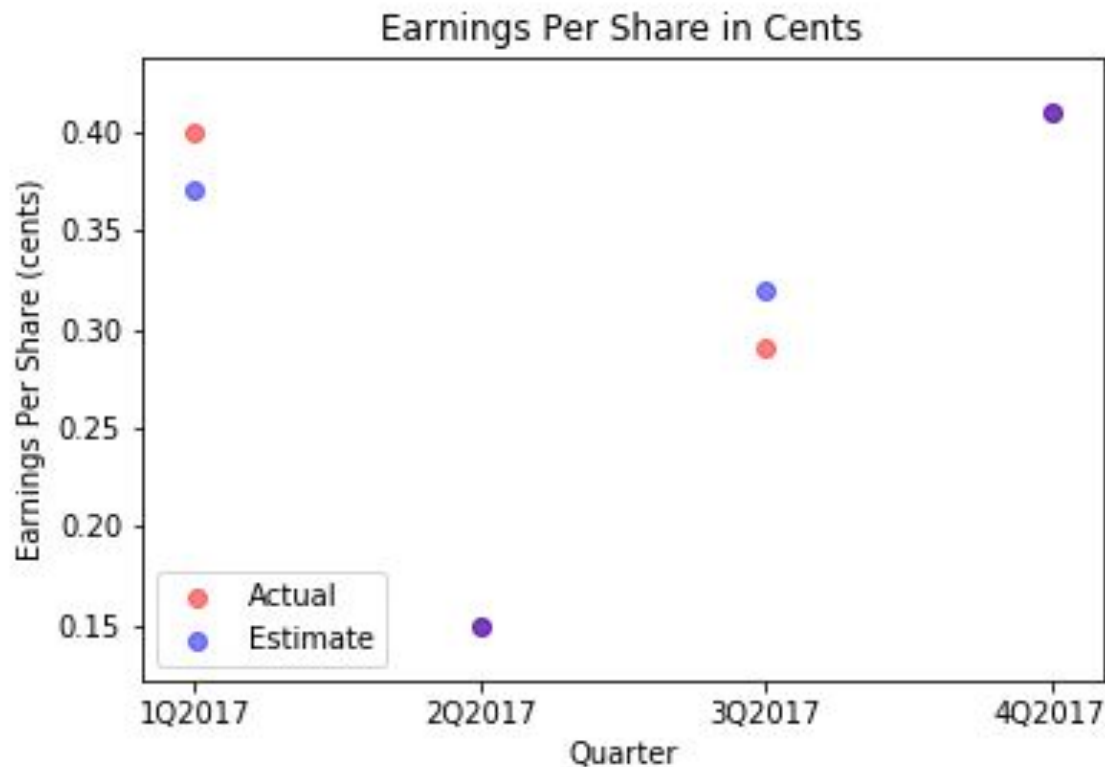
- Visualizations
 - Distribution of the stock prices for the past year
 - Netflix's earnings and revenue in last four quarters
 - Actual vs. estimate earnings per share for four quarters in 2017
 - Comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017
- My role was analyzing data and creating visualizations for better comprehension

Stock Price Distribution

- Most data falls in range of \$130 to \$200
 - Lowest: ~ \$120, Highest ~ \$200
- Q3 most “unreliable”
 - Largest range, fairly uniform distribution
- Closing stock price generally increased with quarter



Earnings Per Share



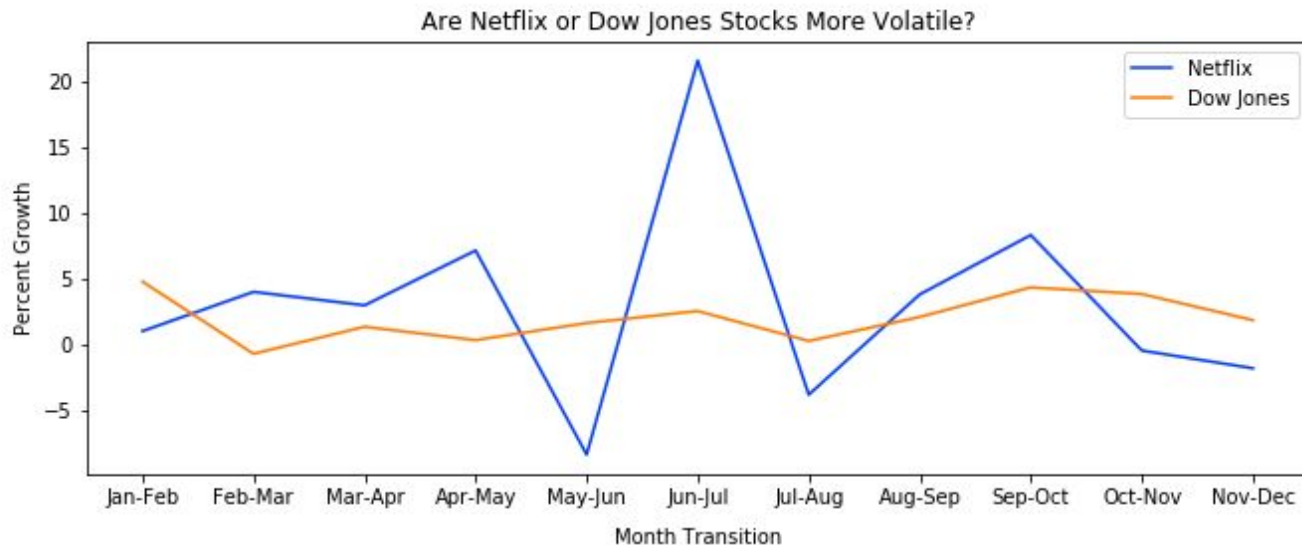
- Actual & estimated often very similar
- No apparent trend in over/under-estimation

Netflix Quarterly Revenue & Earnings

- ~ 5% of revenue constitutes earnings
- Revenue/earnings increase with quarter

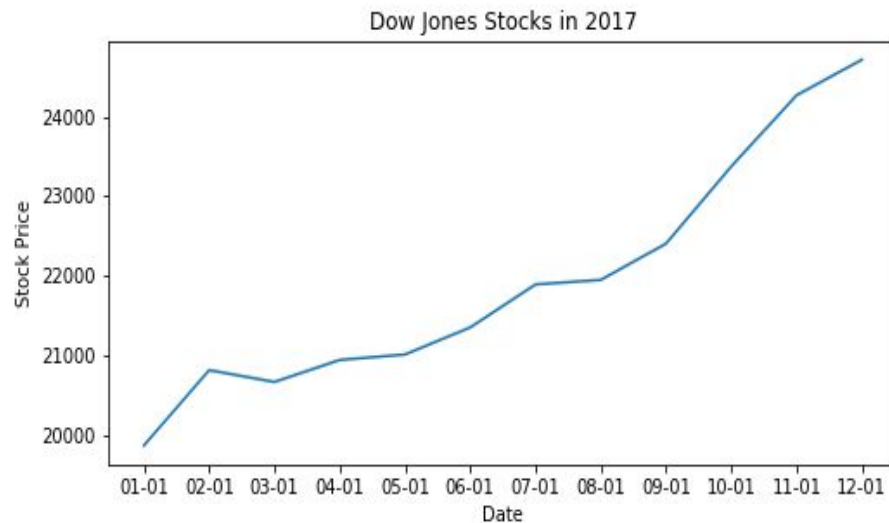
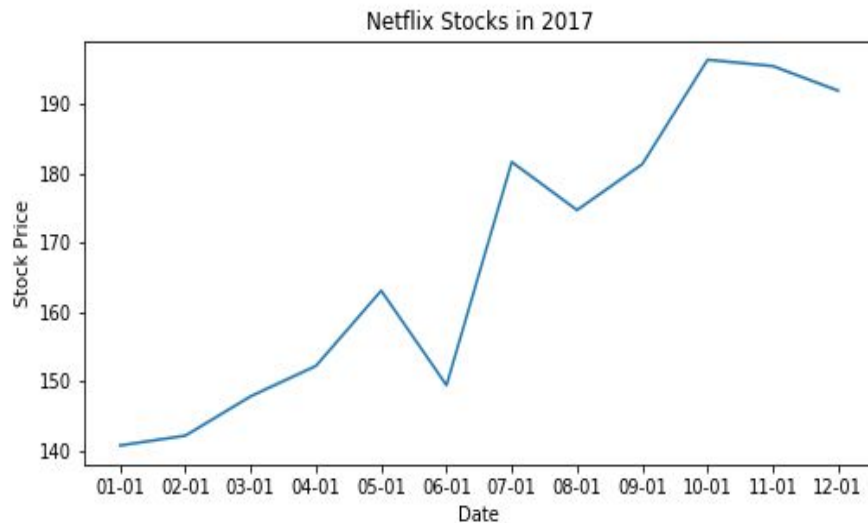


Monthly Growth



- Netflix: volatile on monthly basis, despite overall growth
- Dow Jones: steady growth

Netflix vs Dow Jones



- Netflix: Jan to Dec was 36.4% increase
- Dow Jones: Jan to Dec was 24.4% increase
- Netflix volatile, Dow Jones smooth & steady

Summary

- Netflix is risky compared to Dow Jones but can be profitable
- Overall trend has been increase but this could change
- Should pay close attention to stocks in future due to new competition (Amazon Video, Apple, etc.)

Thanks for watching!