



# **Graphical Analysis of Netflix vs. the DOW Jones for 2017**

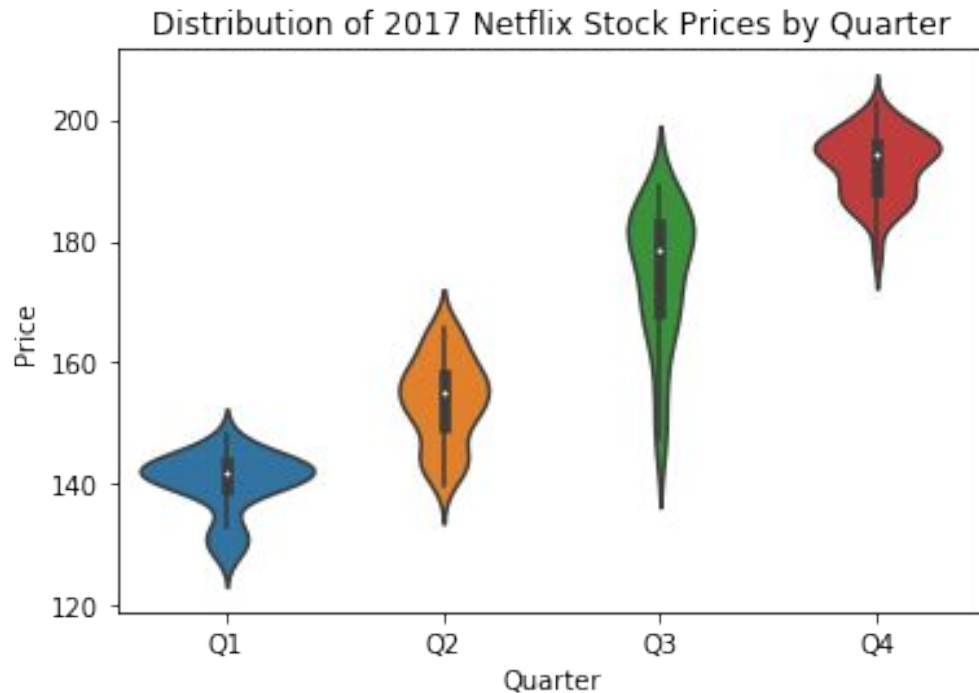
Presented by The Stock Profile Team



# Overview

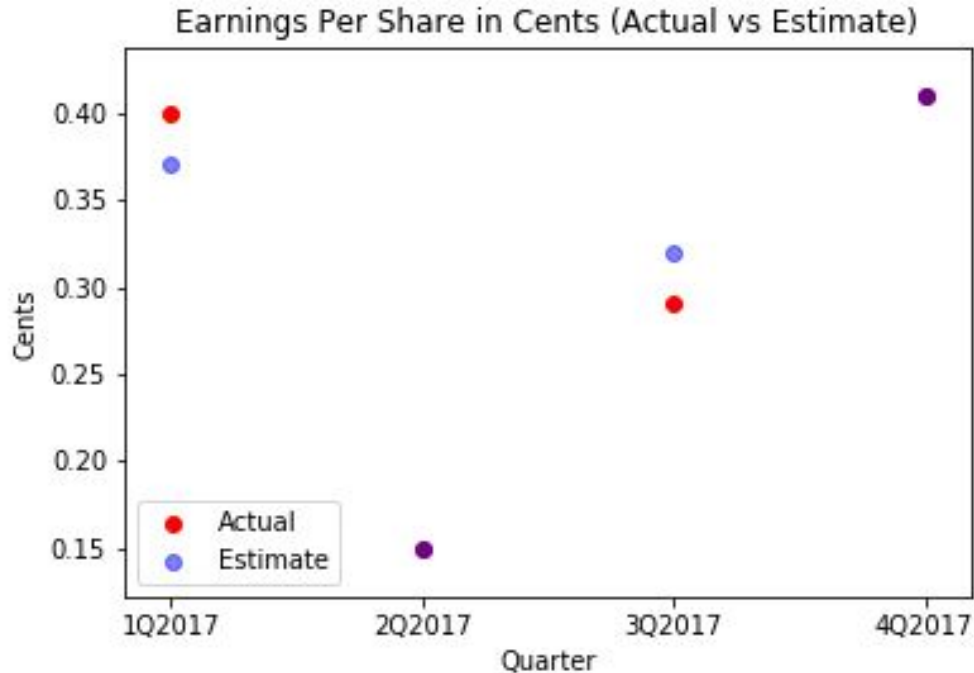
This presentation will review the following visualizations developed by the Stock Profile Team for deeper look into the 2017 performance of NFLX as compared to the Dow Jones.

- I. Distribution of 2017 Netflix Stock Prices by Quarter
- II. Earnings Per Share in Cents (Actual vs Estimate)
- III. NFLX Earnings and Revenue Compared by Quarter
- IV. Monthly NFLX and Dow Jones Prices Compared for 2017



The chart here shows the distribution of NFLX prices for each quarter of 2017.

- The 1st and 3rd quarter saw most the closing prices clustered around the average.
- However, the 3rd quarter shows a lot of variance in prices, indicating more volatility in the 3rd quarter.
- Overall, we still see the prices tend to trend upward from quarter to quarter.



This chart shows how closely NFLX met the estimated earning for each quarter.

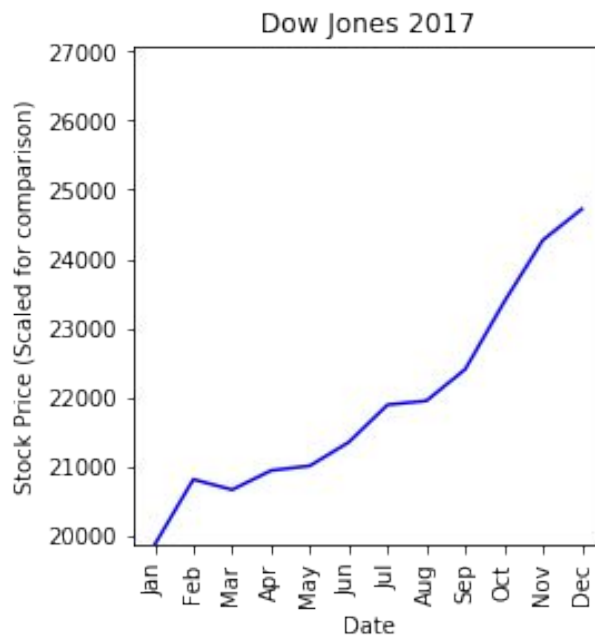
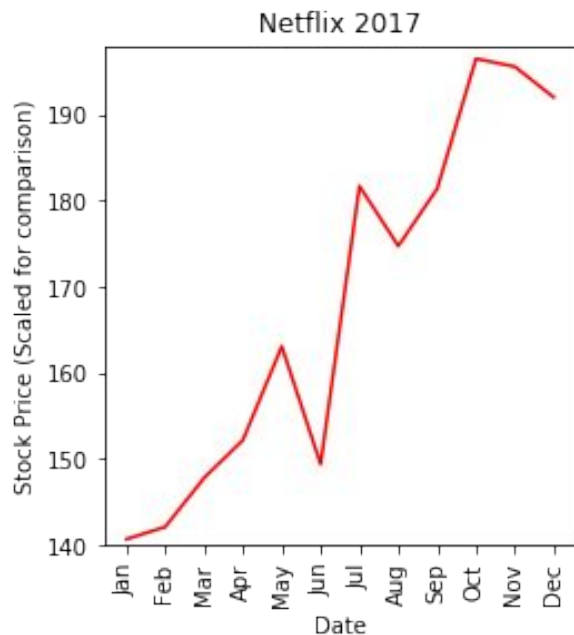
- The stock beat earnings in the first quarter and met the analyst estimates for the 2nd and 4th quarters.
- In the 3rd quarter, we see that NFLX missed estimates. This helps explain the wider distribution of prices for the 3rd quarter in the previous slide.



The chart here shows both earnings and revenue in billions of dollars.

- The chart here shows that while earnings are both increasing each quarter
- However, there has been no reductions in the gap between these (costs, expenses or losses), either.

## How did NFLX perform compared to the DOW?



The chart here plots the NFLX price side by side with the performance of the Dow Jones for 2017.

- The NFLX stock clearly outperformed the DJIA for 2017.
- NFLX was up 40%, while the Dow was up only 24%, as of 12/1/2017.