

A stock profile of Netflix (NFLX) during 2017

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List of visualizations

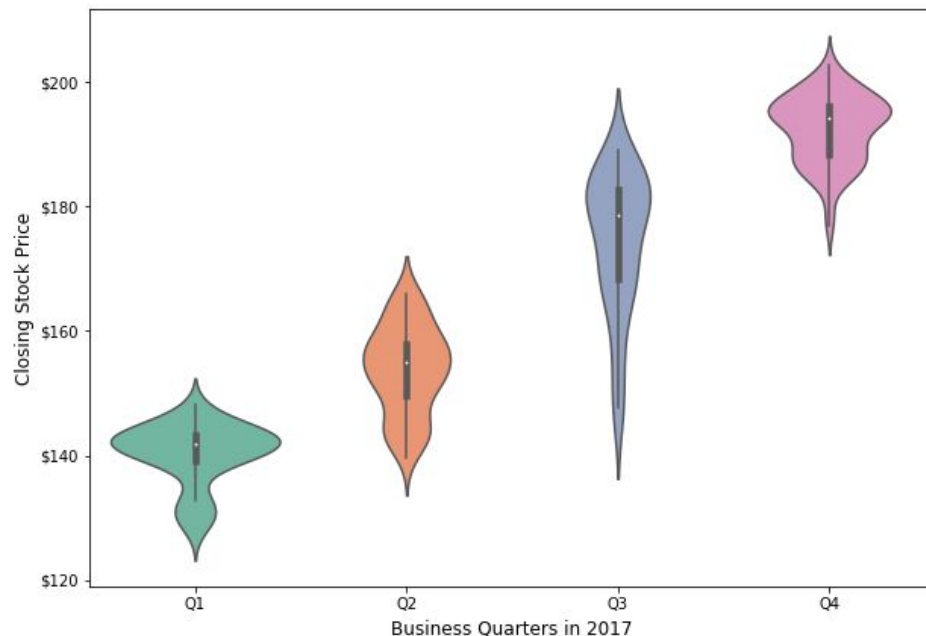
1. The distribution of the stock prices for the past year
2. Netflix's earnings and revenue in the last four quarters
3. The actual vs. estimated earnings per share for the four quarters in 2017
4. A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

Distribution of Netflix stock prices in 2017

Q3 saw the widest distribution of closing stock prices for the year, indicating it was a very volatile quarter.

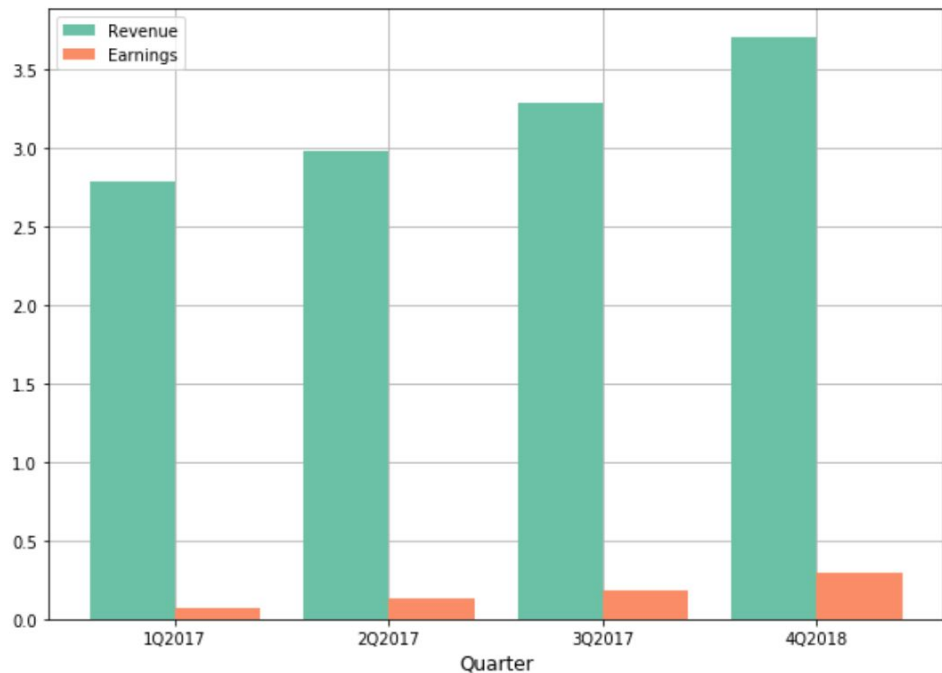
Most stock prices closed between \$140 and \$180, with the lowest stock price closing at around \$125 and the highest stock price at nearly over \$200

What was the distribution of stock prices for Netflix in 2017 by quarter?



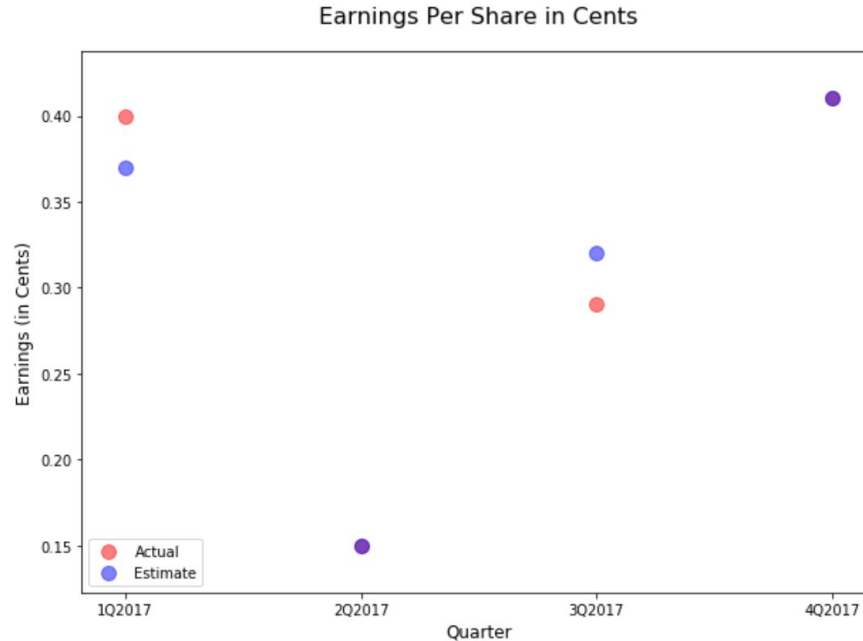
Netflix Stock and Revenue over each quarter in 2017

2017 Quarterly Netflix Stock and Revenue (in \$ Billions)



- 2017 brought in a total of 12.76 billion USD in revenue, and earned 670.83 million USD
- Revenue increases steadily QOQ, roughly by 6% in Q2, 10% in Q3, and 12% in Q4. Q4 revenue was roughly 32% higher
- Earnings constituted roughly 5% of total revenue for 2017. Earnings nearly doubled in Q2 and increased in Q3 and Q4 by roughly 43% and 56%, respectively.

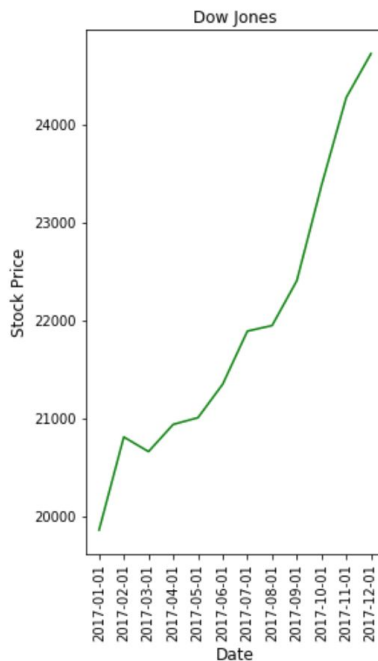
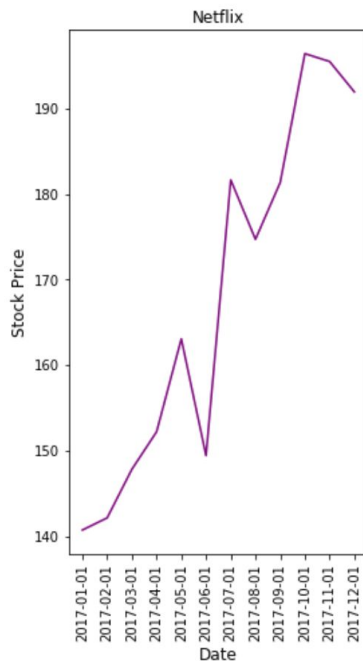
What did the actual vs. estimated earnings per share look like in 2017?



Estimated earnings were accurately forecasted for Q2 and Q4, whereas it was under forecasted in Q1 and over forecasted in Q3 by roughly 2-3 cents (~8-9% difference).

Netflix vs. Dow Jones performance for 2017

How did Netflix stock prices fare against the Dow Jones Industrial Average price in 2017?



Netflix stock prices saw a general trend relative to the Dow Jones, but was much more volatile, especially in Q3 17. July saw a huge spike from roughly \$150 to \$180, and a drop in August when Disney announced ending Netflix deal and starting new streaming service.

The overall increase in stock price was due to

- an increase in subscriber fees
- new subscribers
- growth in international streaming
- investment in original, exclusive content.

Sources

1. [Forbes](#),
2. [CNBC](#)
3. [The Verge](#)
4. [The Motley Fool](#)