

Netflix Stock Visualization 2017

Using Dow Jones Industrial Average

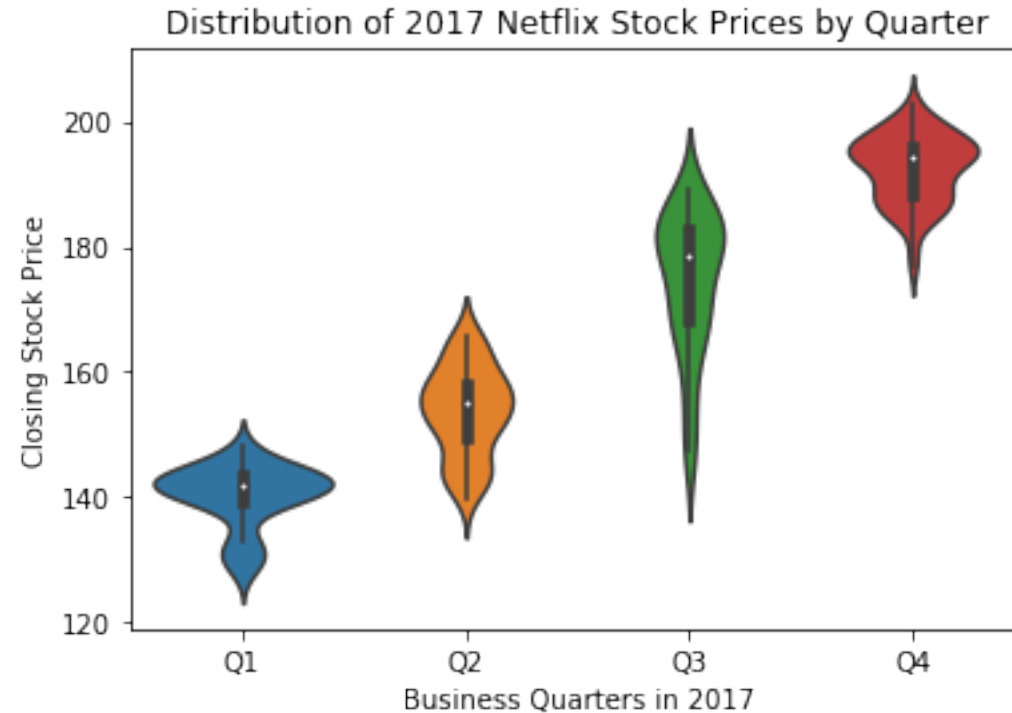
Objective

This presentation was created to help better understand the trends of the Netflix stock prices over the 2017 business year. The data used was 2017 Netflix stocks (by month and by quarter) And the 2017 Dow Jones Industrial Average. Minor data analysis was performed to better understand the trends in the Netflix quarterly data and how this data relates to the DJIA.

Included Visualizations

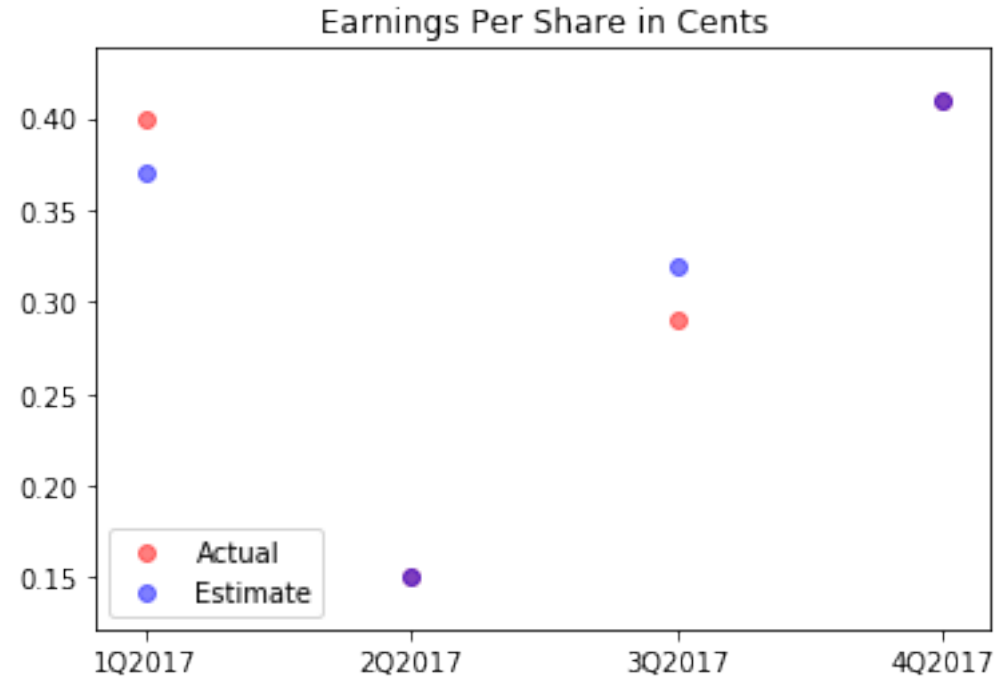
- Distribution of stock prices for Netflix in 2017
- Netflix quarterly stock prices for 2017
- Netflix earned versus revenue per share
- Netflix stock in relation to the 2017 Dow Jones stock

Distribution of Netflix stocks for 2017



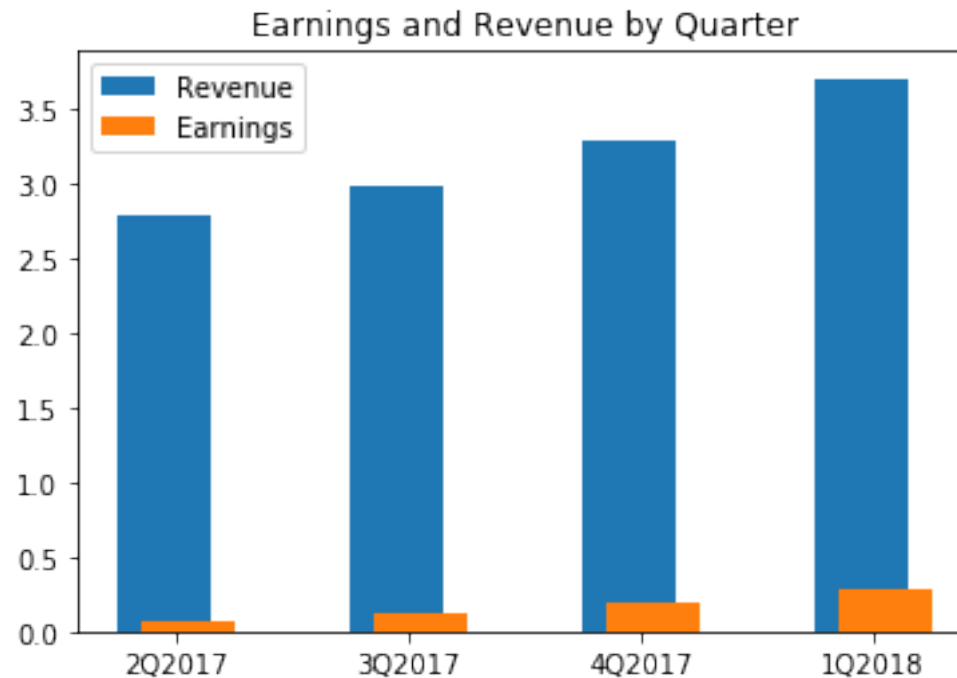
It is apparent that the closing stock prices increase as the year progresses. Although Q2 and Q3 have significant overlap, Q3 exhibits a larger variation in closing prices. Quarters 1, 2, and 4 have roughly similar variation in closing prices

Estimated EPS vs Actual per 2017 Quarter



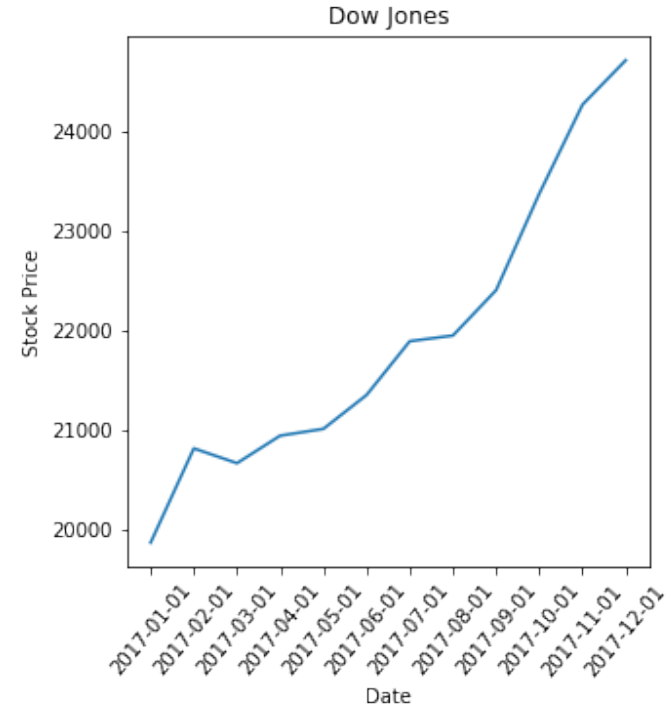
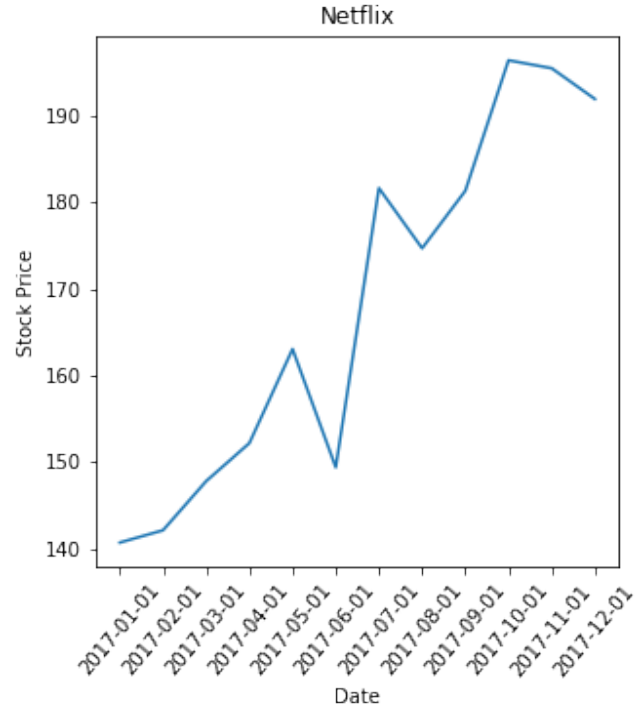
In quarters 1 and 2, the actual versus estimated differs by a very small margin. However, the estimated earnings Per share (in cents) for quarters 2 and 4 match the actual outcome.

Netflix Reported Earnings and Revenue



Both earnings and revenue increase over the last 3 quarters of 2017 into the first quarter of 2018. However, the increase in earnings increases much slower than that of revenue. Roughly 2% of the revenue constitutes earnings.

Netflix Stock price versus the Dow Jones IA for 2017



There is a general increase in the Netflix stock price and DJIA in 2017, however the Netflix prices are much more volatile than the DJIA. The Netflix prices show a sharp decline between April and June, and sharp increase between May and July. During these Months, there is a very small decline and increase in the DJIA stock price, which may have contributed to the fluctuation In the Netflix prices.