



Netflix: Stock profile

Visualisations

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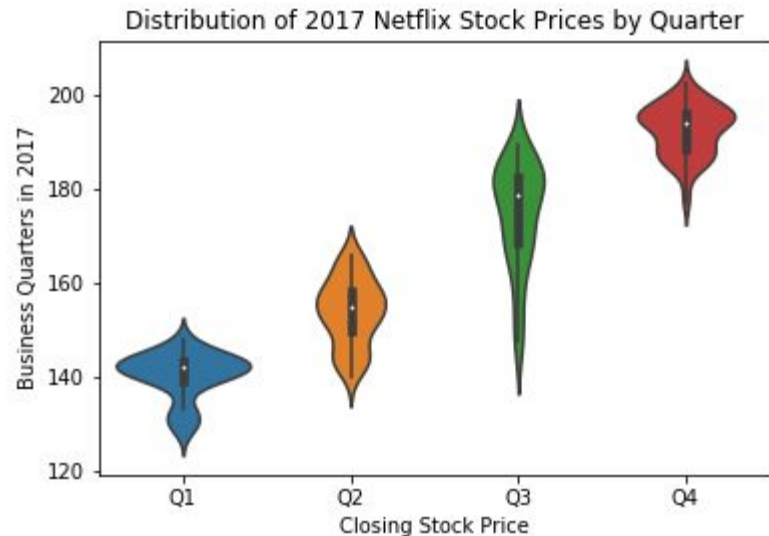
Example Table of Contents

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

1. The distribution of the stock prices for the past year

- What are your first impressions looking at the visualized data?
The stock price is increasing overall
- In what range(s) did most of the prices fall throughout the year?
Most of the prices fluctuated between 140 and 200\$ in 2017
- What were the highest and lowest prices?
The highest price was about 205\$, the lowest around 105\$

```
ax = sns.violinplot(data = netflix_stocks_quarterly, x =  
netflix_stocks_quarterly.Quarter, y =  
netflix_stocks_quarterly.Price)  
ax.set_title('Distribution of 2017 Netflix Stock Prices by  
Quarter')  
ax.set(xlabel='Closing Stock Price', ylabel='Business  
Quarters in 2017')  
#plt.show()  
plt.savefig("Distribution.png")
```



2. Netflix's earnings and revenue in the last four quarters

- What do the purple dots tell us about the actual and estimate earnings per share in this graph?
The purple dots indicate that the blue and red points are overlapping, which means the estimate and actual earning are very close or identical

```
x_positions = [1, 2, 3, 4]
chart_labels = ["1Q2017", "2Q2017", "3Q2017", "4Q2017"]
earnings_actual = [.4, .15, .29, .41]
earnings_estimate = [.37, .15, .32, .41]

plt.scatter(x_positions, earnings_actual, c='red', alpha=0.5)
plt.scatter(x_positions, earnings_estimate, c='blue',
            alpha=0.5)
plt.legend(["Actual", "Estimate"], loc=4)
plt.xticks(x_positions, ['Q1', 'Q2', 'Q3', 'Q4'])
plt.title('Earnings Per Share in Cents')
plt.show()
plt.savefig("Earnings_per_share.png")
```

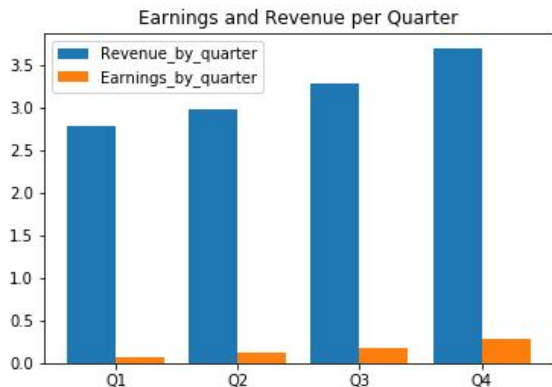


3. The distribution of the stock prices for the past year

What are your first impressions looking at the visualized data?

Earning is only small fraction of the revenue

- Does Revenue follow a trend? Do Earnings?
- Earnings represent roughly 2-8% of the Revenue
- Roughly, what percentage of the revenue constitutes earnings?
- Earnings represent roughly 2-8% of the Revenue



```
# Revenue
n = 1 # This is our first dataset (out of 2)
t = 2 # Number of dataset
d = 4 # Number of sets of bars
w = 0.8 # Width of each bar
bars1_x = [t*element + w*n for element
            in range(d)]
plt.bar(bars1_x, revenue_by_quarter)

# Earnings
n = 2 # This is our second dataset (out of 2)
t = 2 # Number of dataset
d = 4 # Number of sets of bars
w = 0.8 # Width of each bar
bars2_x = [t*element + w*n for element
            in range(d)]
middle_x = [ (a + b) / 2.0 for a, b in zip(bars1_x, bars2_x)]

plt.bar(bars2_x, earnings_by_quarter)
plt.legend(['Revenue_by_quarter', 'Earnings_by_quarter'])
plt.title('Earnings and Revenue per Quarter')
plt.xticks(middle_x, ['Q1', 'Q2', 'Q3', 'Q4'])
plt.show()
plt.savefig("Earning_and_revenue.png")
```

4. A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

- How did Netflix perform relative to Dow Jones Industrial Average in 2017?
Netflix performed better than the Dow Jones (about +35% against 25% for the Dow Jones)
- Which was more volatile?
Netflix was more volatile with 3 larger drops
- How do the prices of the stocks compare?
The price of Netflix stocks is less than 1% of the price of Dow Jones

```
# Left plot Netflix
ax1 = plt.subplot(1, 2, 1)
plt.plot(netflix_stocks['Date'], netflix_stocks['Price'])
ax1.set_title('Netflix')
ax1.set_xlabel('Months in 2017')
ax1.set_xticklabels([1,2,3,4,5,6,7,8,9,10,11,12])
ax1.set_ylabel('Stock Price in $')
# Right plot Dow Jones
ax1 = plt.subplot(1, 2, 2)
plt.plot(dowjones_stocks['Date'], dowjones_stocks['Price'])
ax1.set_title('Dowjones')
ax1.set_xlabel('Months in 2017')
ax1.set_xticklabels([1,2,3,4,5,6,7,8,9,10,11,12])
ax1.set_ylabel('Stock Price in $')
plt.subplots_adjust(wspace=.5)
plt.show()
plt.savefig("Comparaison_with_Dowjones.png")
```

