

## A blurred background image of a computer monitor displaying financial data. The screen shows multiple windows: a line chart for EUR/USD at the top right, a candlestick chart for Gold (spot) at the bottom right, and a table of market data on the left. Overlaid on the center of the screen is the text "Netflix Reports Stock Analysis" in a large, bold, red font. The overall image has a dark, slightly desaturated aesthetic, typical of a stock market analysis theme.

## **Index of the graph visualizations**

1. Distribution of 2017 Netflix Stock Prices by Quarter
2. Earnings Per Share in Cents
3. Netflix Revenue and Earnings in Billions
4. Netflix Dow Jones (DJ) Stock Price 2017

I am Francisco Correa and I have been hired as a data visualization developer at Yahoo Finance! My job is to help financial analysts by creating some of the visualizations for a stock profile of Netflix.

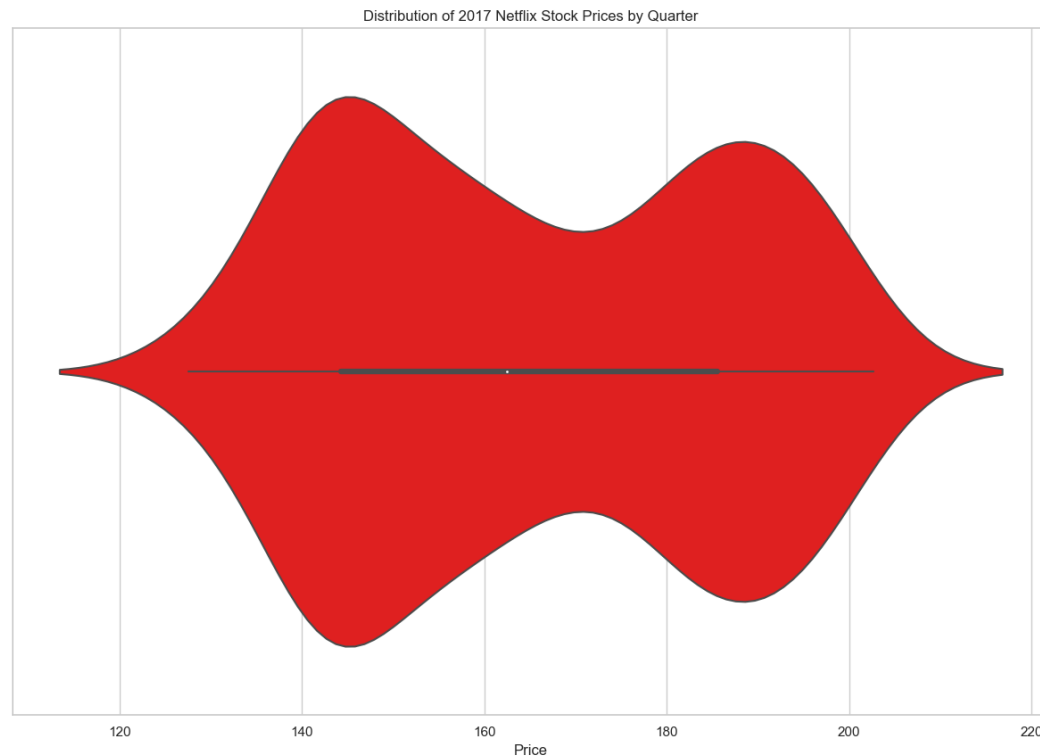


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graph LR; CODE[CODE] --> VISUALIZATION[VISUALIZATION]; VISUALIZATION --> ANALYSIS[ANALYSIS]
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CODE

VISUALIZATION

ANALYSIS



•What are your first impressions looking at the visualized data?

My impressions is the stock have a big variability, the shape of the violin is fat (**high frequency**), so the price are far from the **median**.

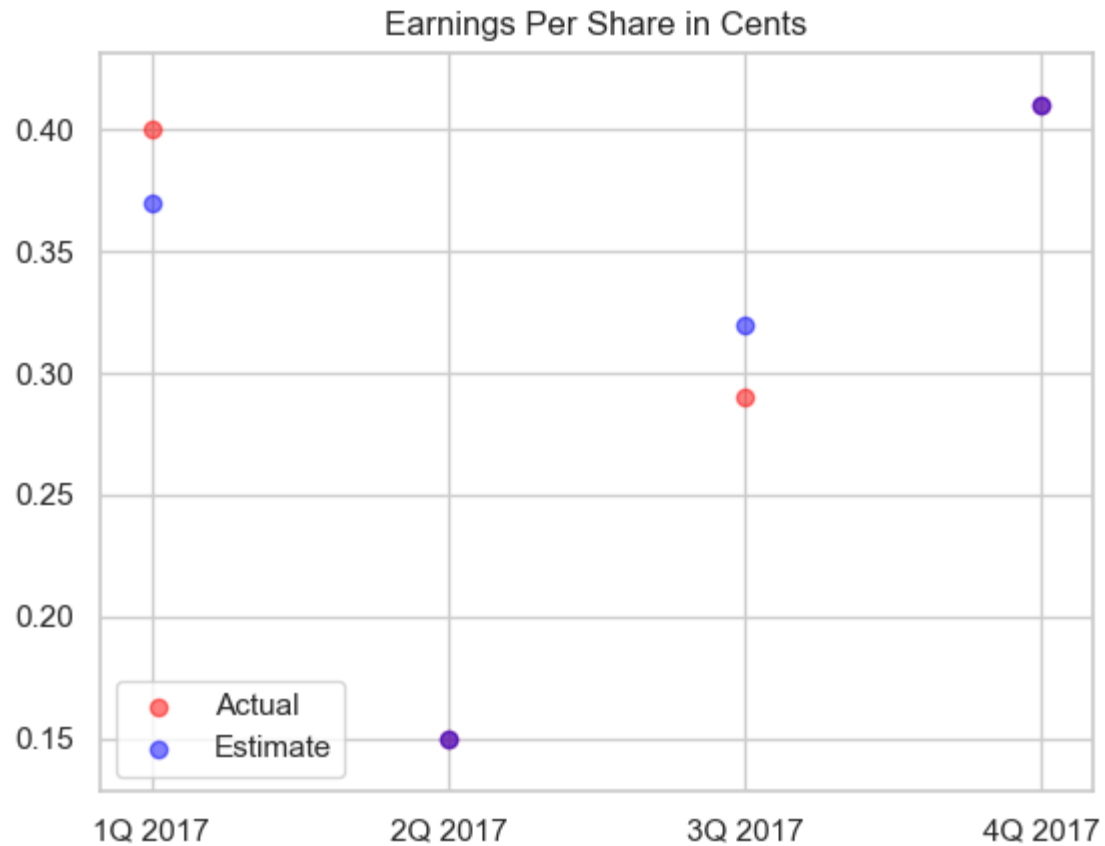
•In what range(s) did most of the prices fall throughout the year?

The stock price fall between 140 and 180.

•What were the highest and lowest prices?

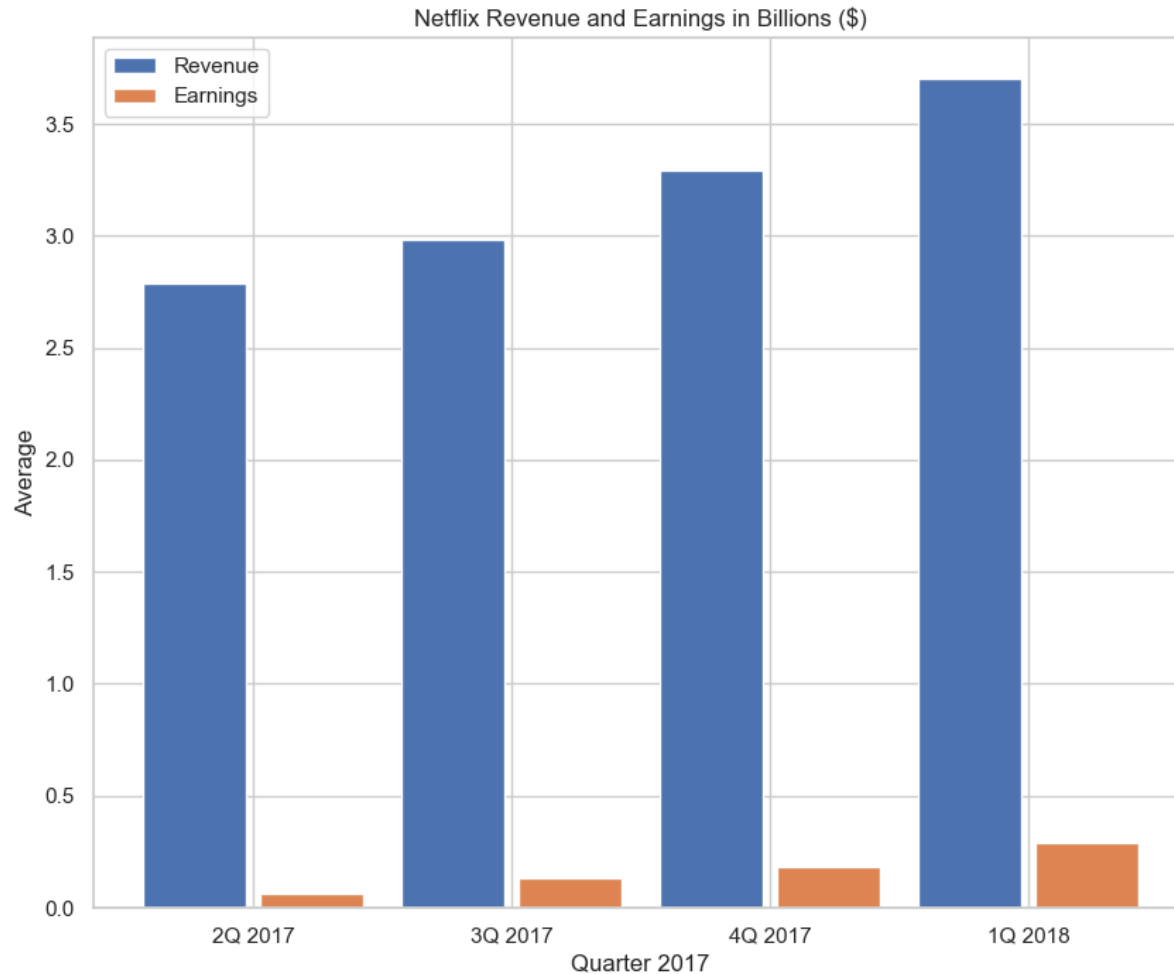
The highest was: 210

The lowest was: 120



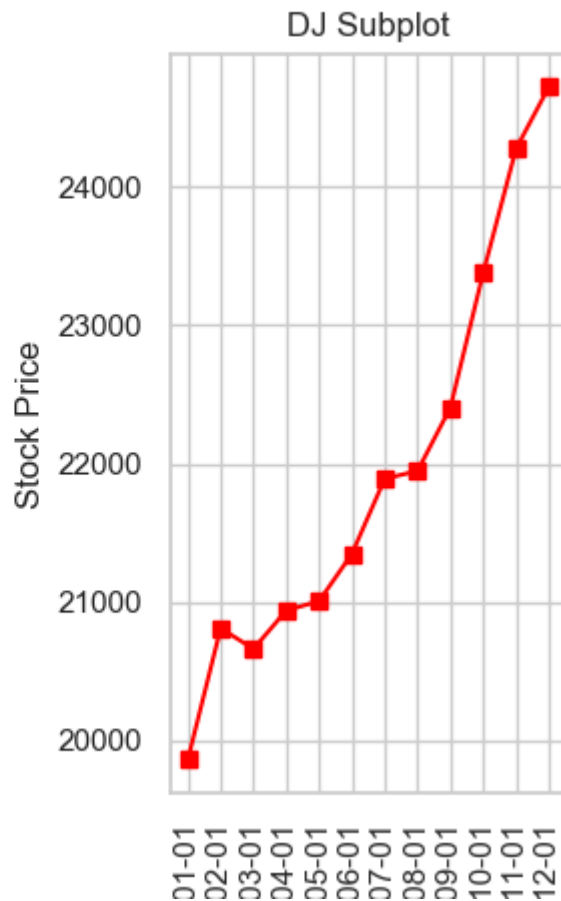
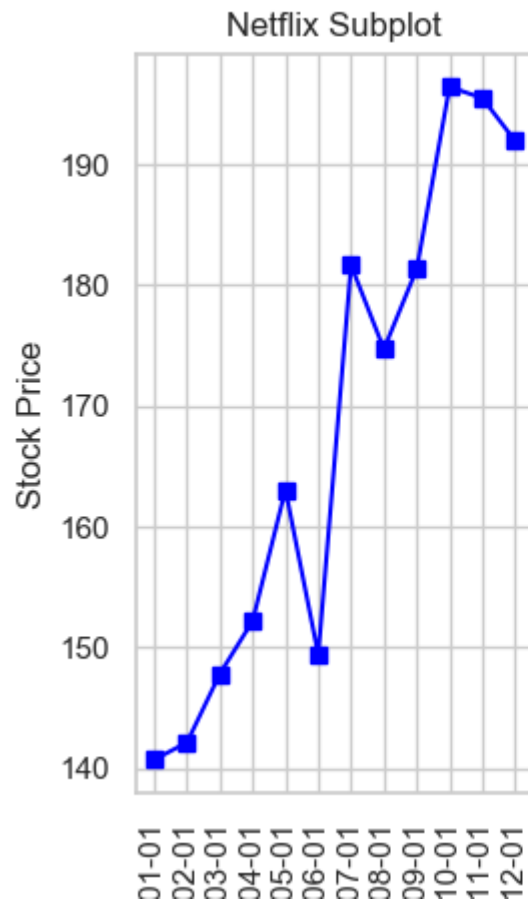
- What do the purple dots tell us about the actual and estimate earnings per share in this graph?

The purple (mix from red and blue color) dots in the 2<sup>nd</sup> and 4<sup>th</sup> quarter tell us the **Actual** and the **Estimate** share are the same.



- Does Revenue follow a trend?  
Absolutely, we have a trend, like every quarter in 2017 **increase** the revenue from Netflix.
- Do Earnings follow a trend?  
Absolutely, we have a trend, like every quarter in 2017 **increase** the earnings from Netflix.
- Roughly, what percentage of the revenue constitutes earnings?  
The percentage of the earnings represent 5% approximately from the revenue each quarter.

## Netflix Dow Jones (DJ) Stock Price 2017



- How did Netflix perform relative to Dow Jones Industrial Average in 2017?

The performance from Netflix was better than DJ, because increase 15% more than DJ.

- Which was more volatile?

If we saw the two subplots, we can infer the Netflix (blue line) had more volatile than DJ.

- How do the prices of the stocks compare?

If we compare the stocks we conclude Netflix has more volatile than DJ, but the price increase was higher than DJ.



# Netflix Reports Stock Analysis

