

Netflix Stock Visualization

NETFLIX

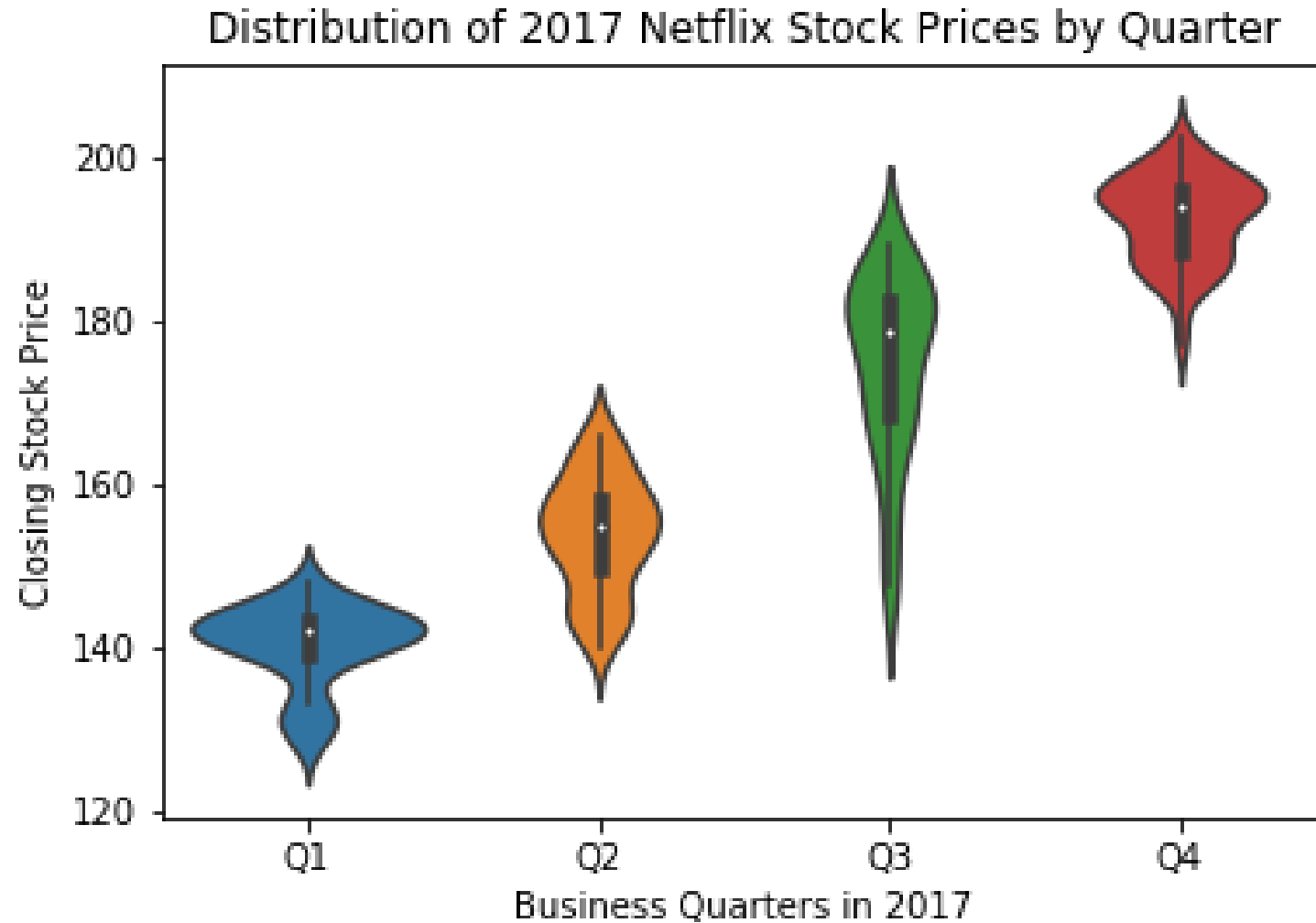
Responsibilities

- Act as A Data Visualization Developer helping the "Netflix Stock Profile" team visualize the Netflix stock data.
- Visualize Netflix (NASDAQ: NFLX) 2017 Stock Data
- Prepare Data for Further Analysis
- Create Data Visualization
- Analyze Netflix Performance vs Dow Jones Industrial Average (DJIA)

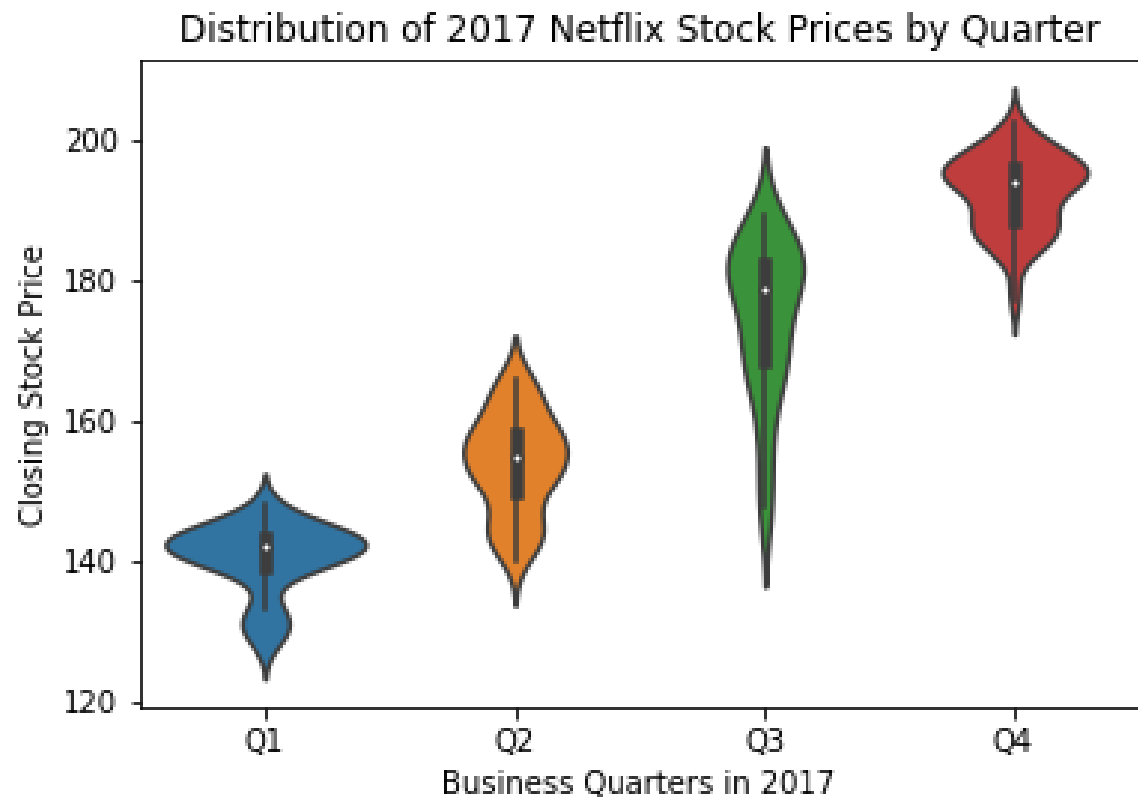
List of Data Visualization

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

Stock Price Distribution

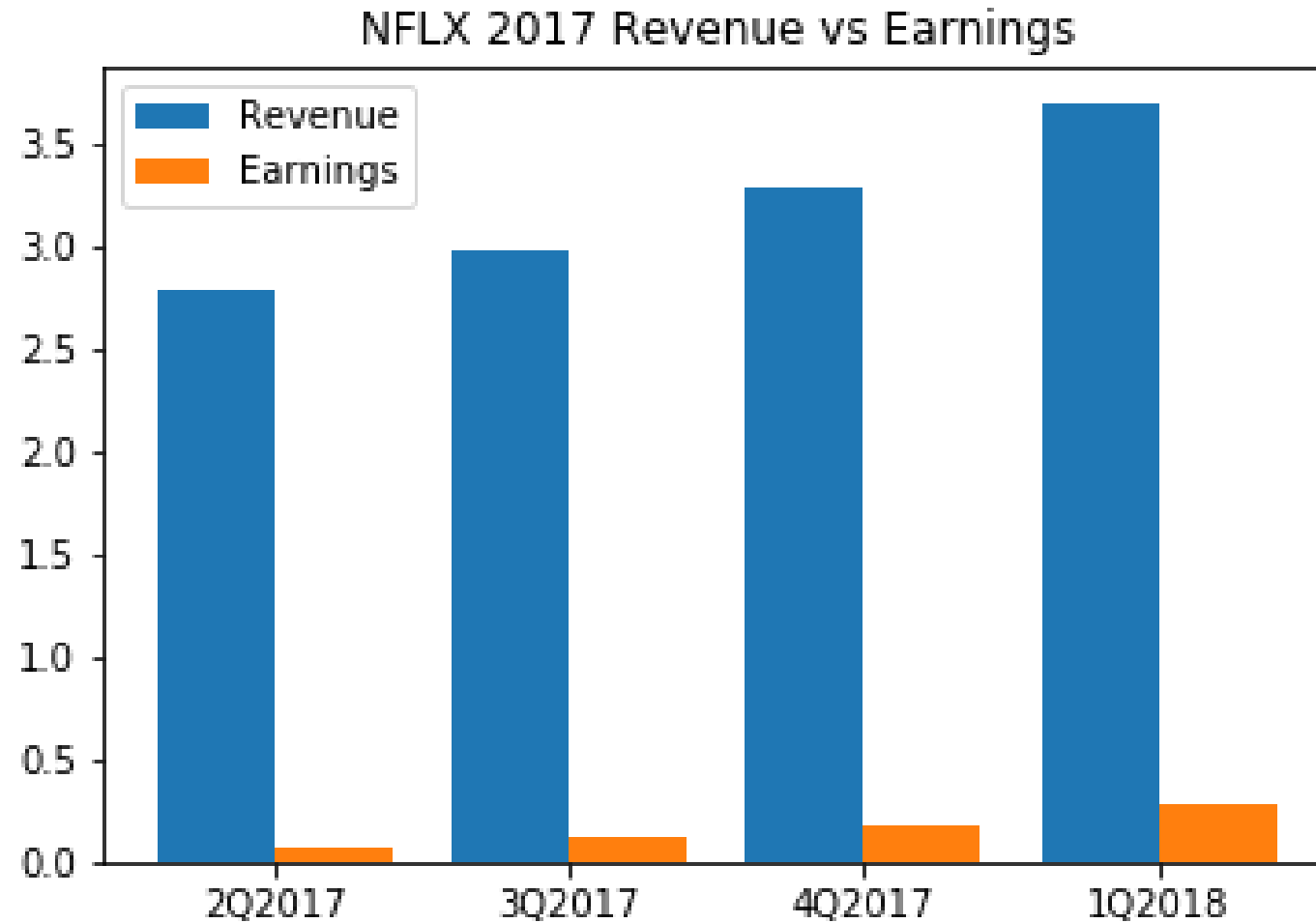


Stock Price Distribution

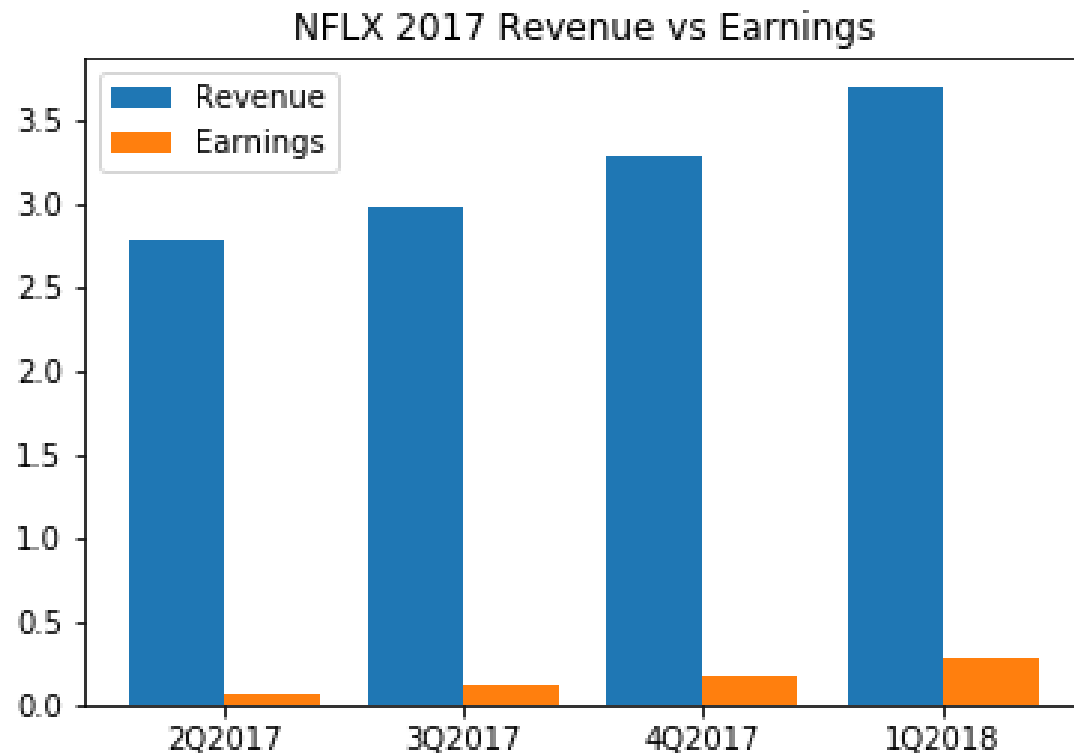


- Q1 and Q4 have higher degree of price concentration
- Q1 closing prices were highly concentrated on slightly above \$140
- Q3 had the widest range of prices change (ranging from \$140 to \$200)
- Q3 was the most volatile trading quarter in 2017
- Q4 had relatively narrower price change against other three different quarters
- In 2017, Netflix prices changed from as low as around \$120 to above \$200

Earnings vs Revenue

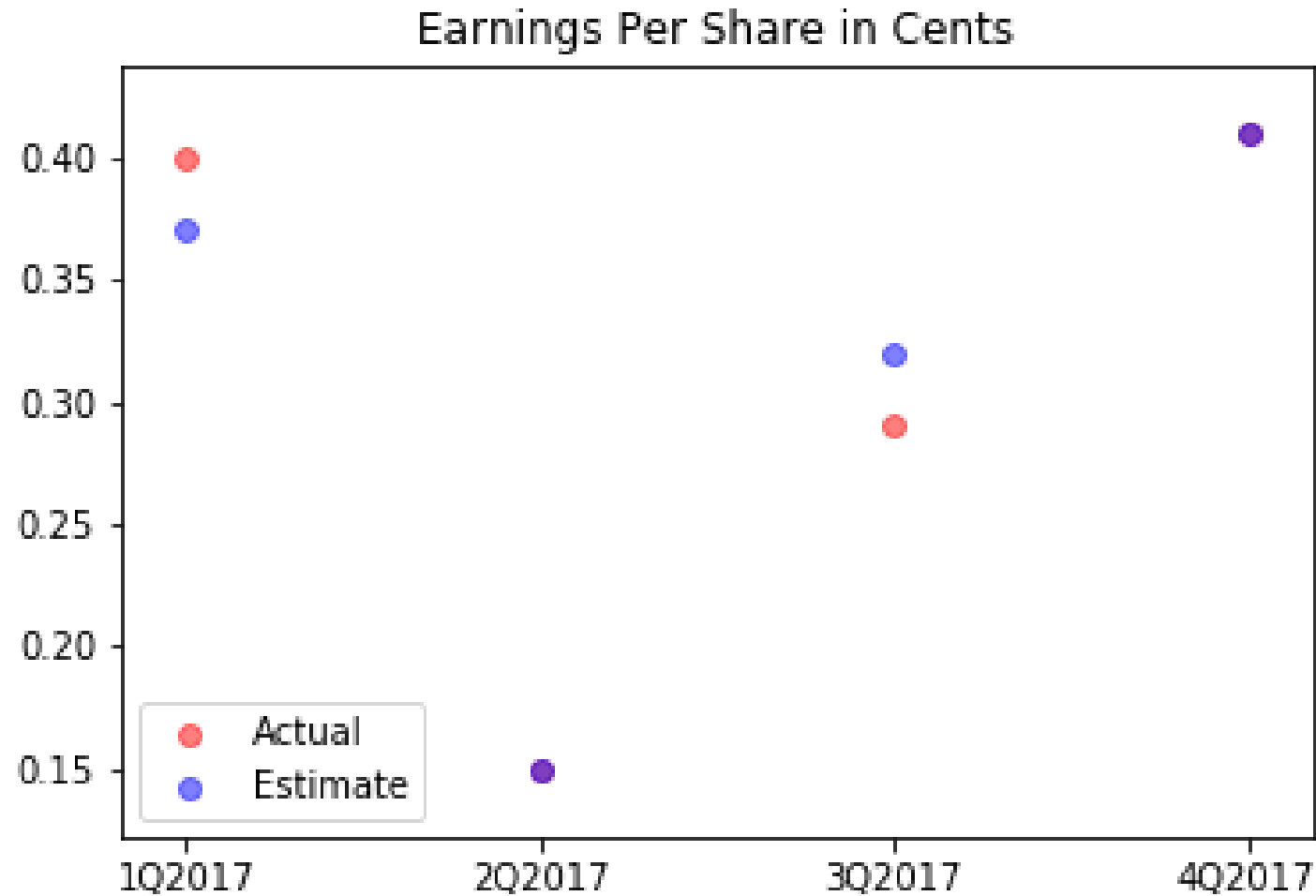


Earnings vs Revenue

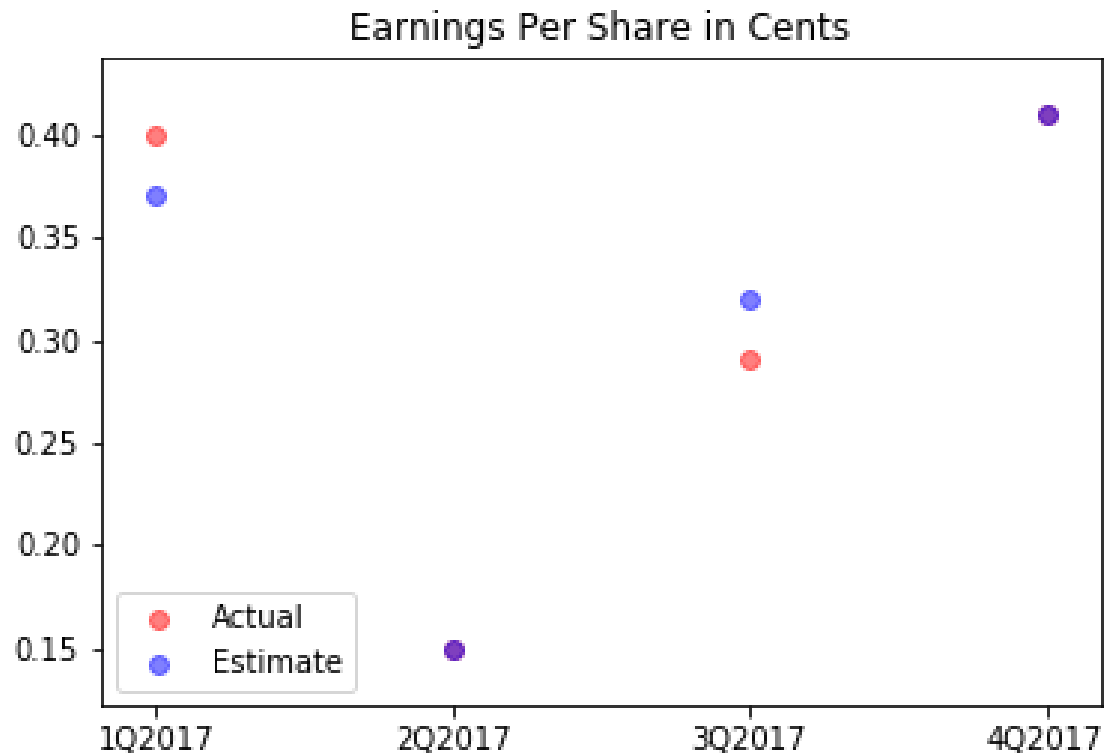


- Revenue had a steady growth in over the quarters
- Earnings followed the upward trend of the revenue in all four quarters
- The growth rate had accelerated in the last quarter
- Earnings were roughly between 2% to 7%
- Even had a more volatile trading quarter.

Earnings: Actual vs Estimated

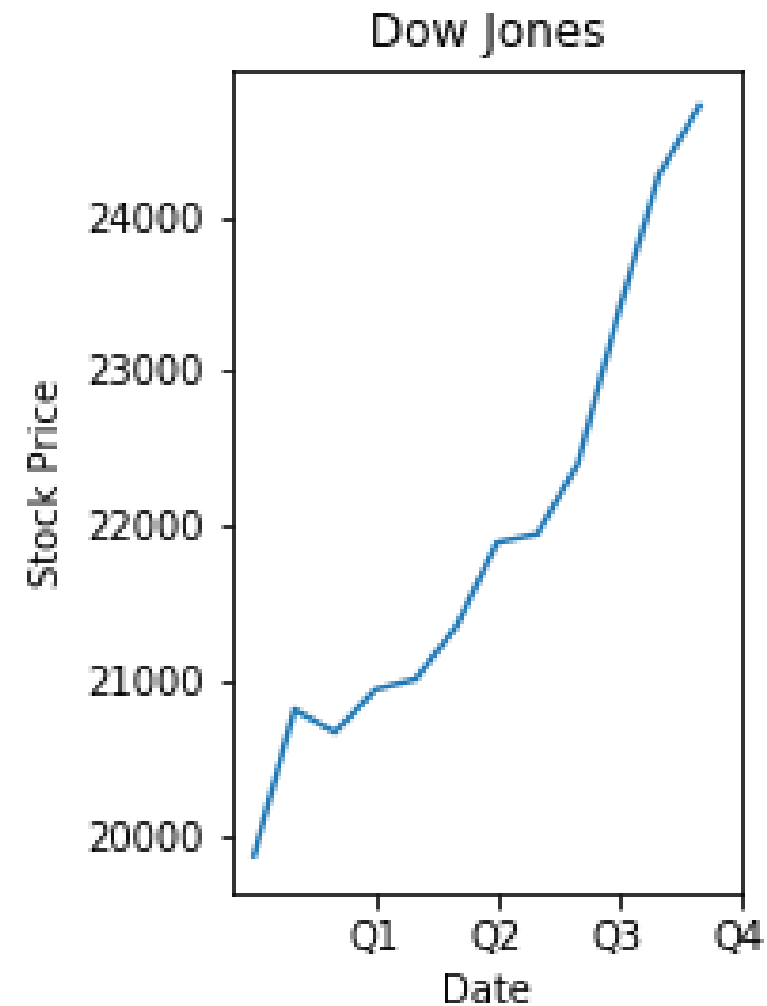
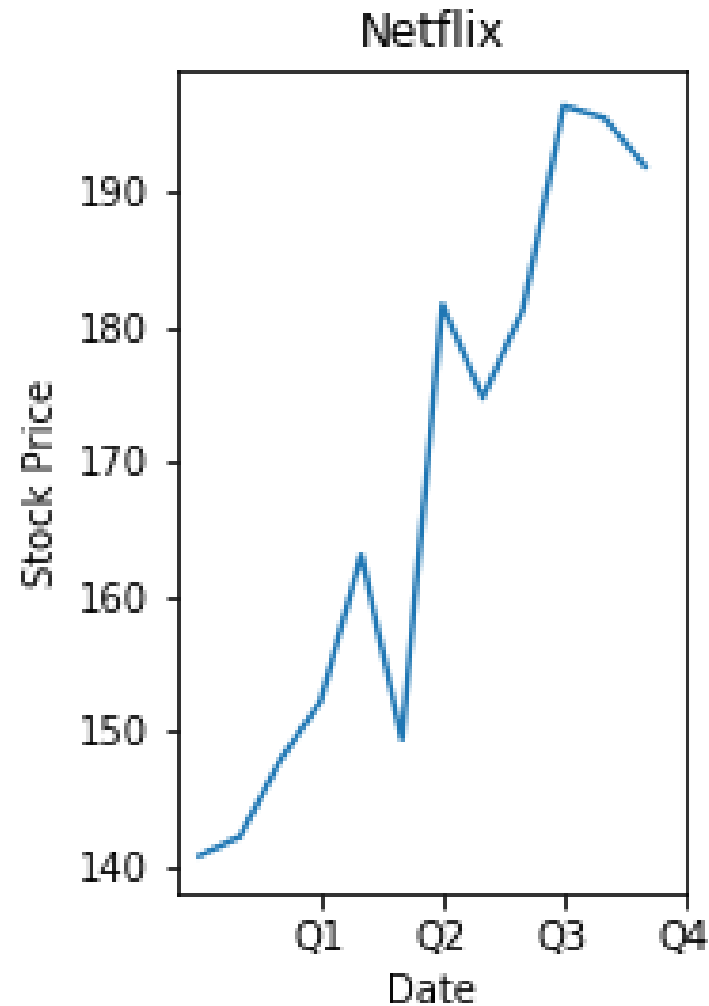


Earnings vs Revenue

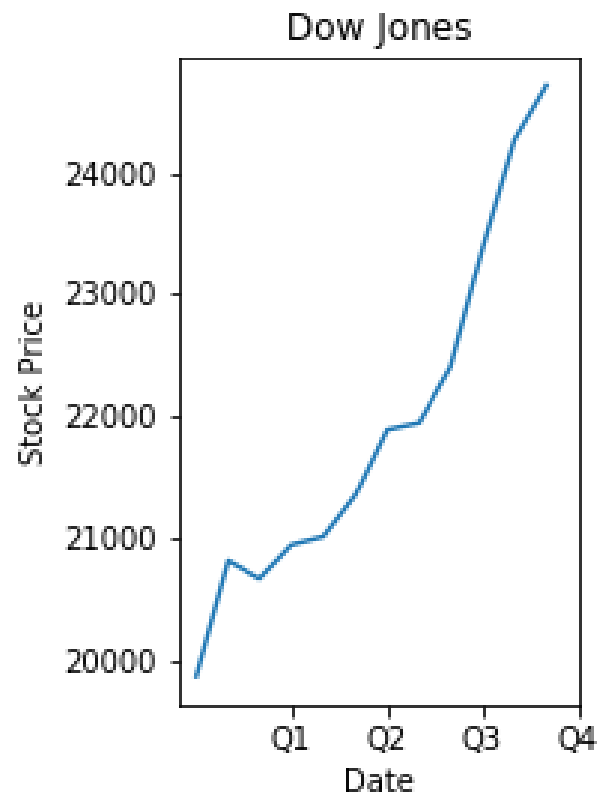
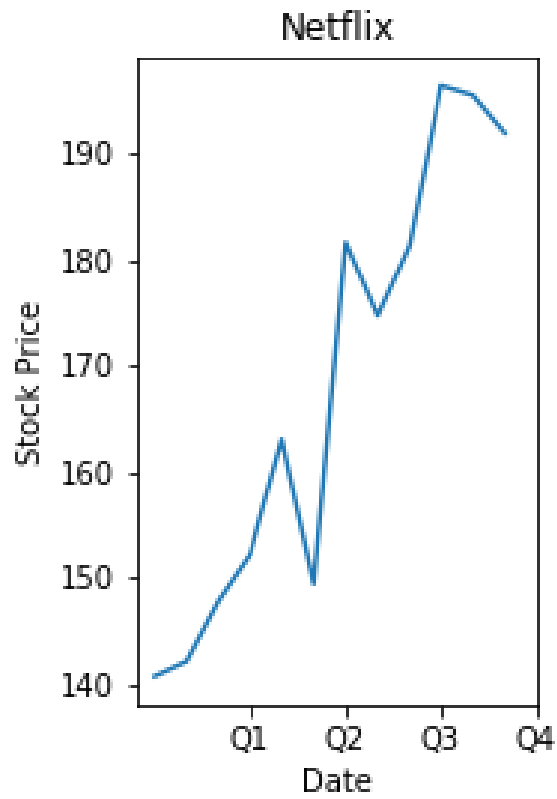


- The actual and estimated earnings in Q2 and Q4 were very close
- Q1 actual earnings were higher than estimated. Q3 actual earnings missed the estimation.
- Overall EPS had a quite various results. The range had about \$0.25 in difference.
- Q2 had the lowest EPS in 2017.

Netflix vs Dow Jones Industrial Average




Earnings vs Revenue



- Overall Dow Jones performed a stable rising trend, from about 20,000 to above 24,000 points.
- Netflix showed a more volatile trading year compared to Dow Jones performance.
- Netflix's price took a deep dive in Q2 and it could be related to the low EPS.
- Investors showed confidence in Netflix since the stock price rose significantly after the deep drop in Q2.
- Netflix still kept up with the rising trend which align with the market.

Conclusion

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- Netflix showed a steady revenue growth during the past four quarters and delivered strong earnings for its shareholders.
 - Although Netflix had some volatility, the stock price still bounced back and kept rising.
 - Investors showed confidence to the company as being indicated in the whole year performance plot.

Recommendation: Buy