

# **Netflix 2017 Stock Price Analysis**

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# Introduction

In this short presentation, I want to point out a few relevant information about how Netflix performed on the stock market in 2017.

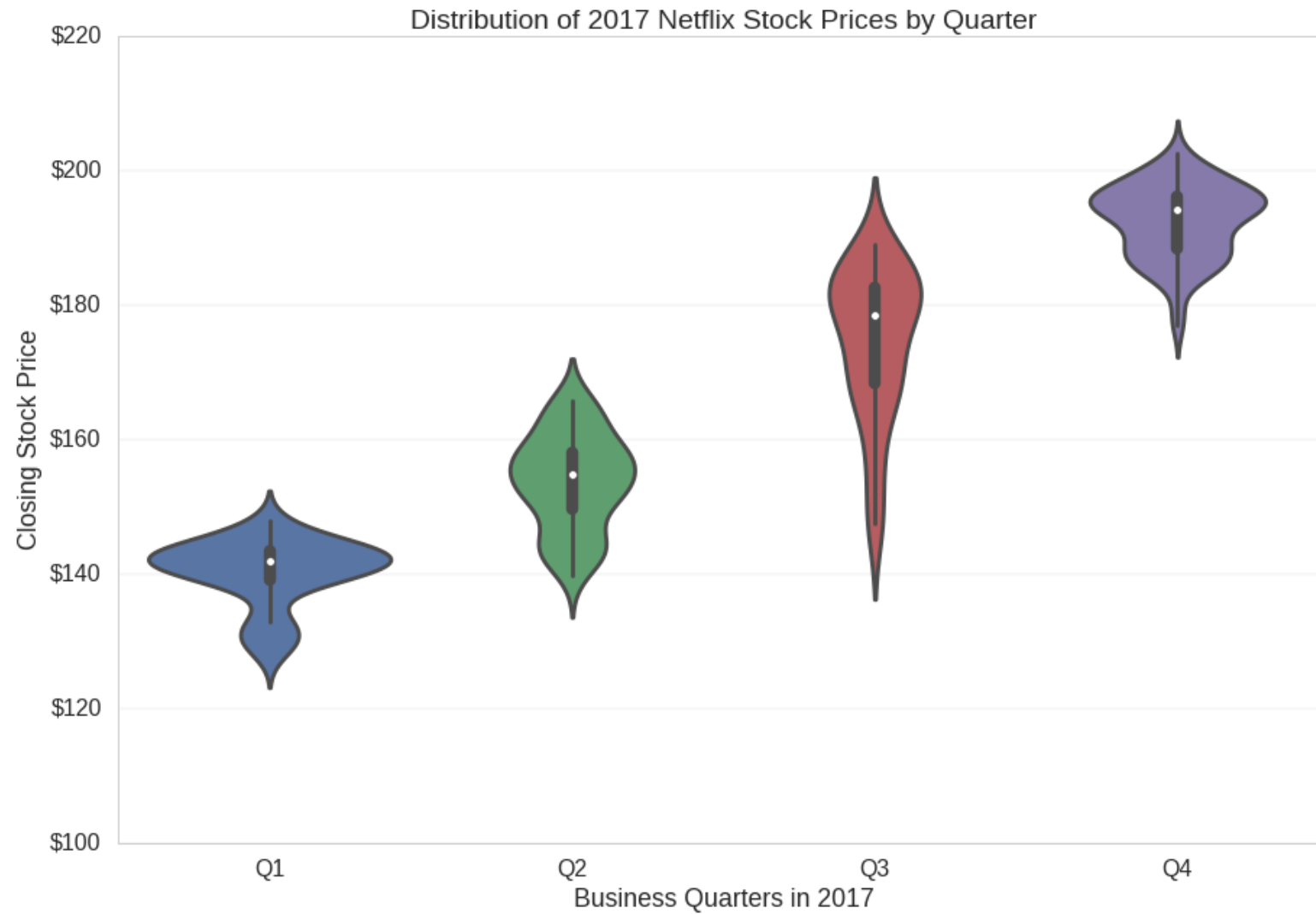
To do so, I will show you 4 figures:

1. Distribution of Netflix Stock Price
2. Comparison of Revenue & Earnings
3. Comparison of estimate & actual earnings per share
4. comparison of Netflix and Dow Jones

Each figure will be followed by a short explanation and a take home message (in bold on the slides).

# **Distribution of Netflix 2017 Stock Price**

# Figure 1



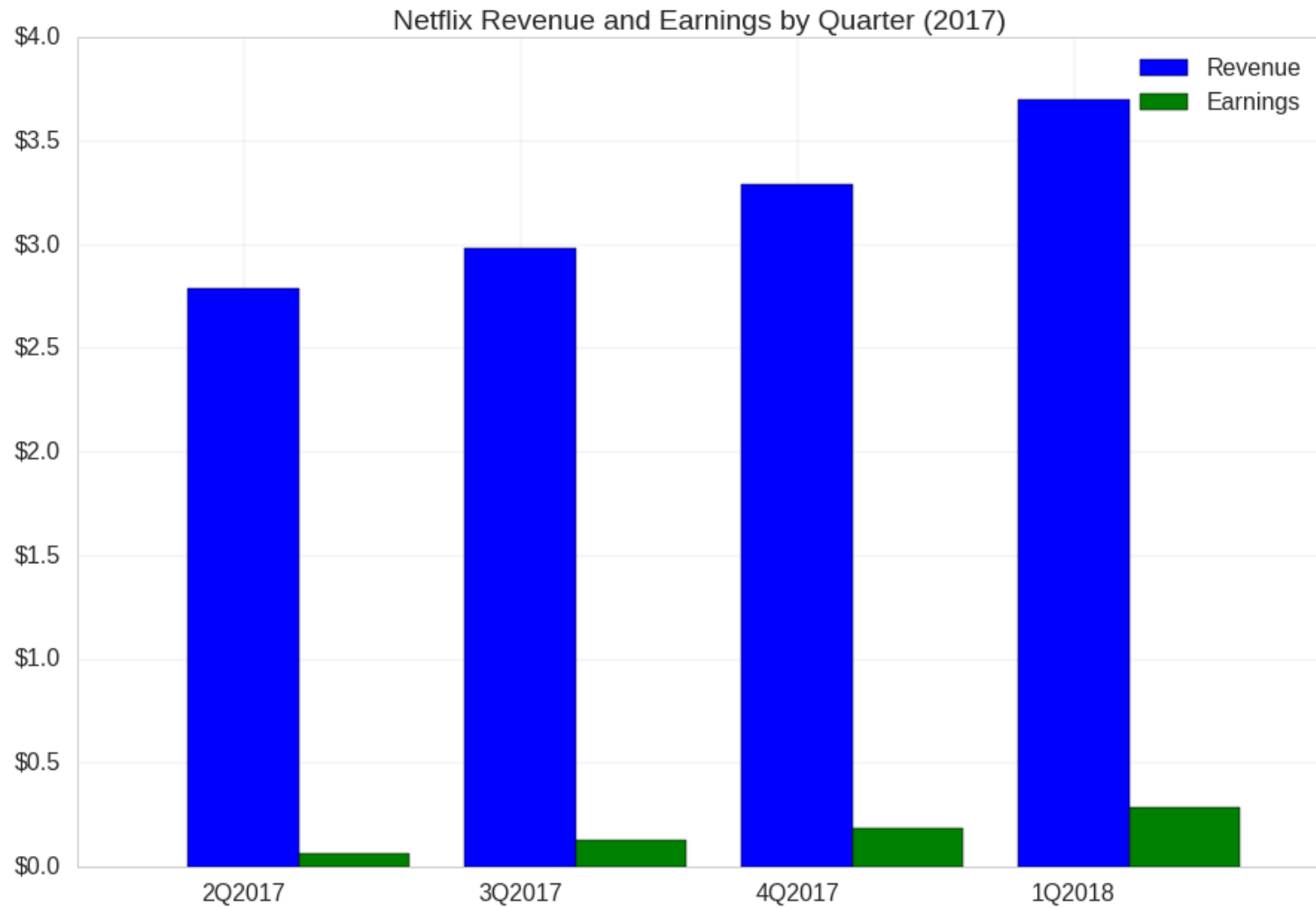
Over 2017, **Netflix's Stock Price** had an overall **linear growth**.

But based on this figure, neither can we figure out what were the highest and lowest price, nor can we see temporary fall that occurred.

# **Netflix 2017 Revenue and Earnings**



# Figure 2



Both revenue and earnings grew, **earnings constituting between 4% and 8% of the revenue.**

Is it what was expected?

# **Comparison of Actual and Estimate Earnings Per Share**

# Figure 3



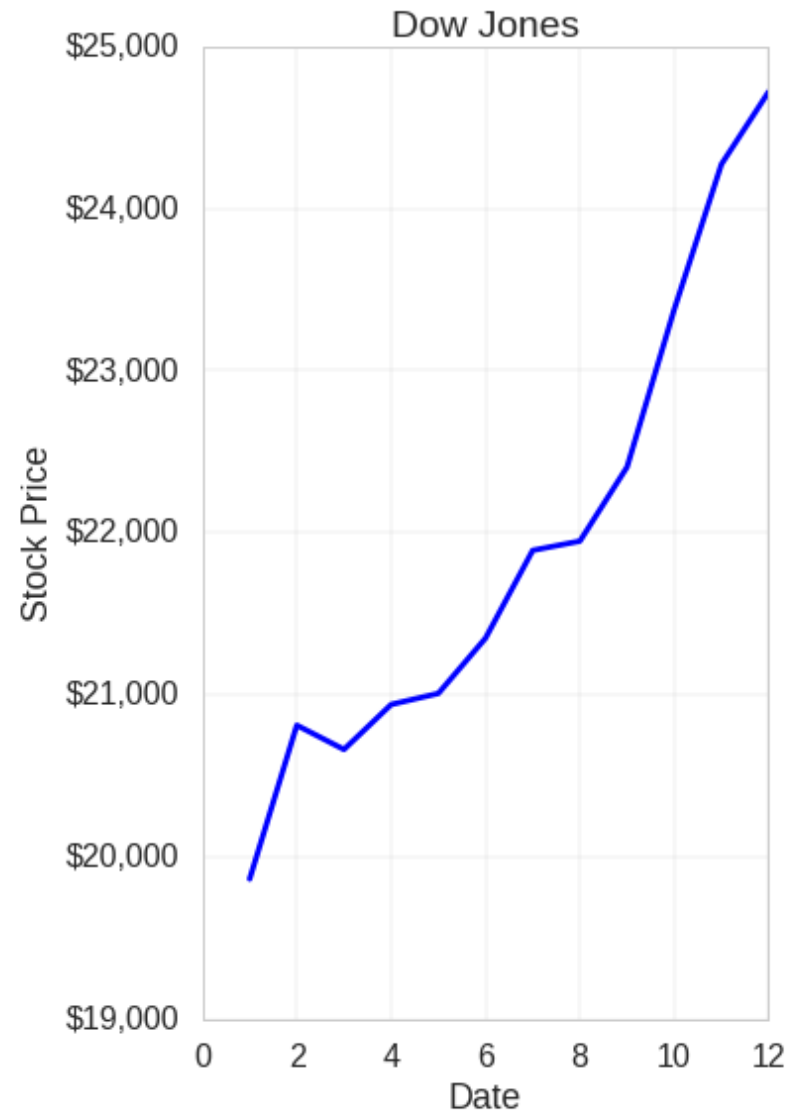
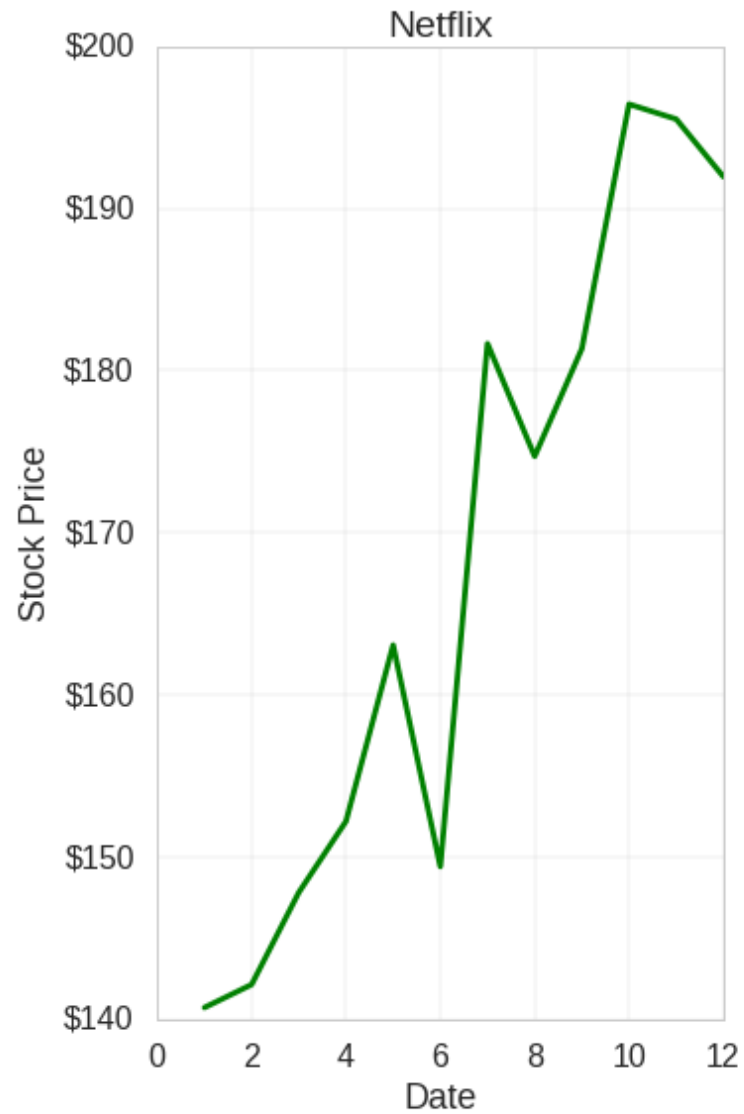
Estimate earnings were met in Q2 and Q4 and even exceeded in Q1. For a reason to be determined, it was not met in Q3.

Fig. 3 shows that **estimation for 2017 was pretty good.**

But could Netflix have done better?  
Let's compare with the Dow Jones performance.

# Stock Price Comparison

# Figure 4





On Fig. 4, we see that even if more volatile than the Dow Jones, **Netflix Stock price grow at about the same rate over the year.**

# Figure 5

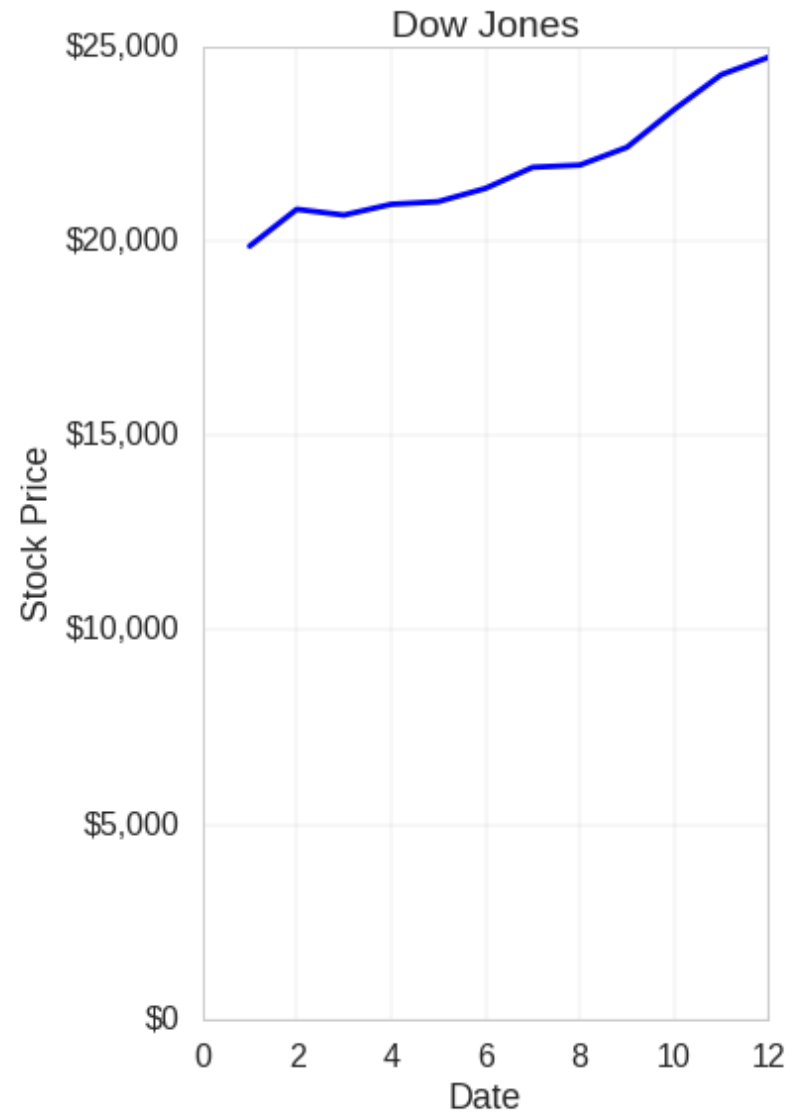
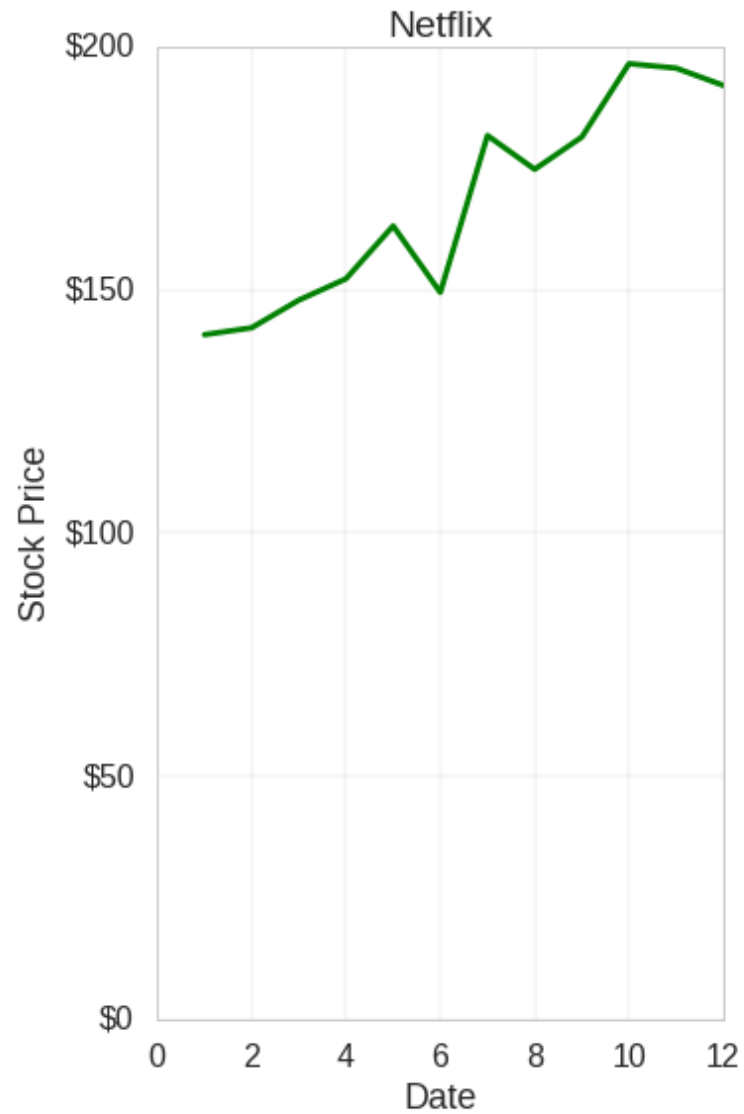


Fig. 5 shows that with y-axis set to zero, the growth is not as extraordinary as it looked like on previous figure.

Very good but not “out of this world”.

Thanks!  
Any question?

# Credit

slides available on

<https://hackmd.io/p/S17Rmf2PN#/>