

A decorative graphic on the left side of the slide. It consists of a blue parallelogram and a light green parallelogram, both tilted at an angle. The blue shape is in the foreground, and the green shape is partially behind it. They are set against a dark blue background with faint, lighter blue diagonal stripes.

Netflix Data Visualization



My Visualizations/ My role

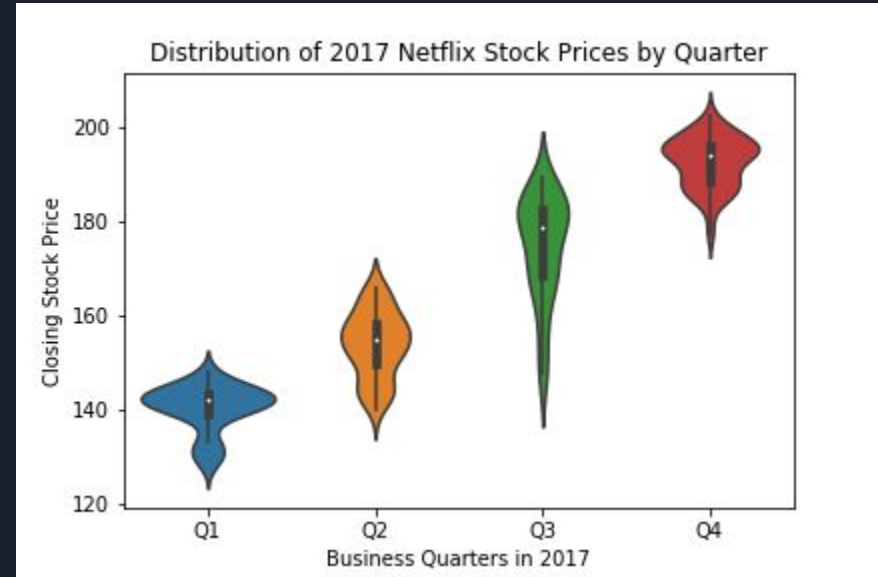
I have included:

- The distribution of the stock prices for the past year
- 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

My role in this team: I am a Data visualization developer at Yahoo Finance. I am helping the "Netflix Stock Profile" team visualize the Netflix stock data.

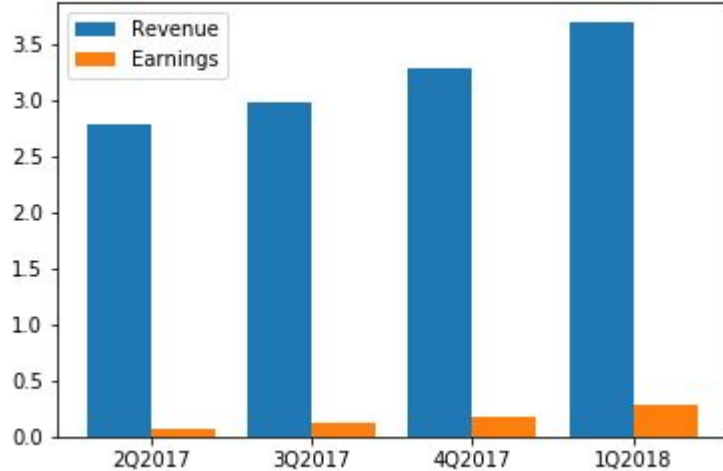
The distribution of the stock prices for the past year (2017)

- There is an obvious increasing trend in the distribution of stock prices throughout the quarter
- Throughout the year, most of the closing stock prices fell between the 130-200 range.
- The highest price was about 210, while the lowest price was about 125.



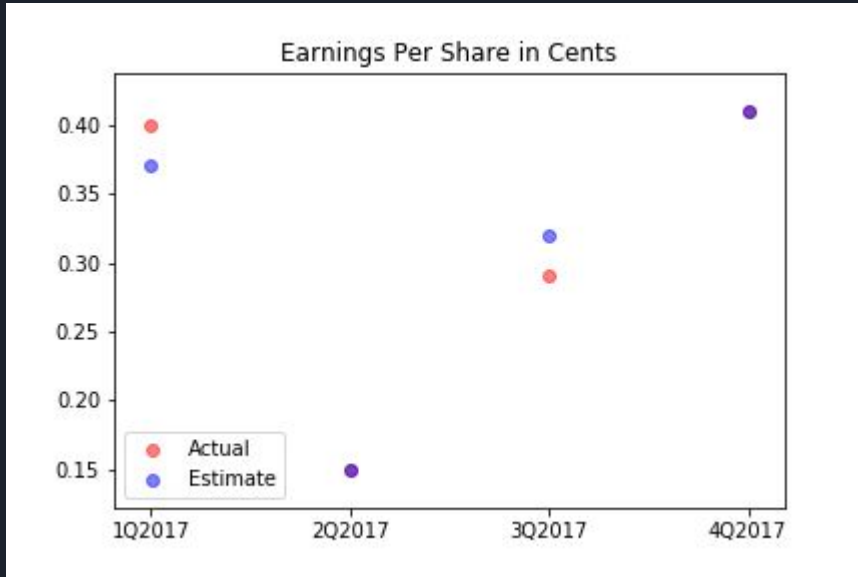
Netflix's earnings and revenue in the last four quarters

How does the Revenue by Quarter compare to the Earnings by Quarter



- Revenue is increasing
- Earnings is increasing
- Roughly, earnings is 5-10% of revenue
- Overall, there is a positive trend, as the revenue and earnings are increasing throughout the quarters.

The actual vs. estimated earnings per share for the four quarters in 2017



- The purple dots (when red and blue mix) tells us when the actual and estimated earnings per share in this graph are the same.
- In general, the estimated and actual earnings per share in cents increase. In two quarters, Quarter 2 and Quarter 4, the actual and estimated earnings per share were the same.

A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017 (to get a sense of the market)

- In 2017, the Netflix stock price is significantly lower than the Dow Jones' stock prices; however, both have a similar increasing trend.
- Netflix's stock prices were more volatile, since the stock prices fluctuate up and down
- Netflix's stock prices go from about 140 to about 200, and Dow Jones' stock prices go from about 20,000 to 25,000.
- (Further research) To learn more about why the Dow Jones Industrial Average is a reflection of the larger stock market:

<https://www.investopedia.com/terms/d/djia.asp>

