

NETFLIX

2017 Data Analysis

Codecademy Data Visualization Intensive

My Role

- I have been hired as a data visualization developer by Yahoo Finance
- For this job, I am tasked with creating visualizations of Netflix's stock profile
- In creating these visualizations I am utilizing data from 2017

Data Visualizations

The data visualizations in this 2017 analysis include the following:

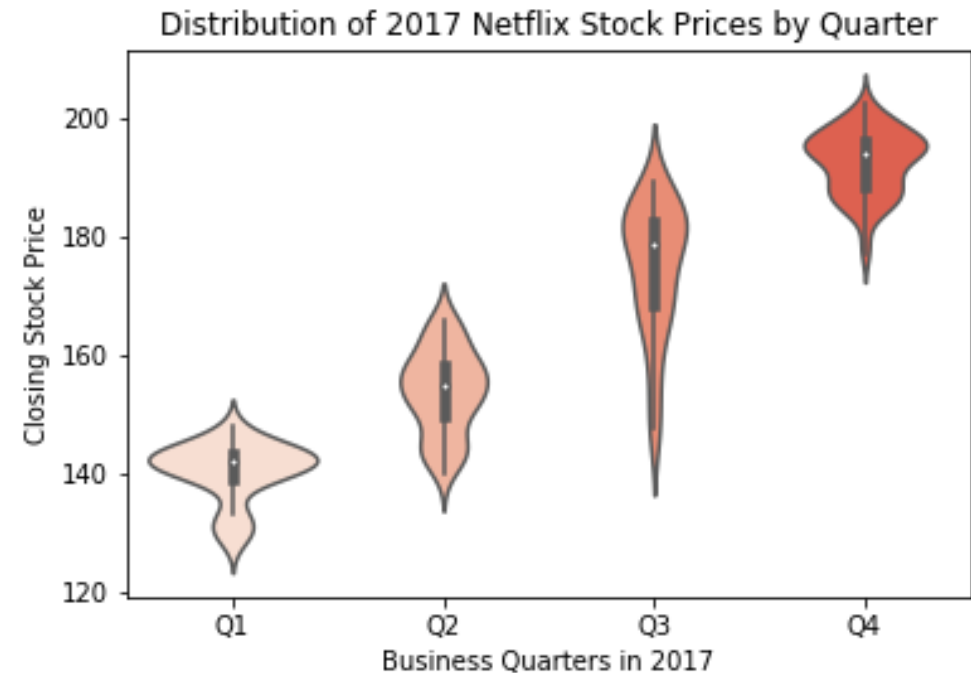
- Violin plots for quarterly performance of Netflix stock
- Scatter plot showing estimated versus actual Netflix stock prices
- Bar charts comparing Netflix revenue vs. earnings
- Line graph comparison of Netflix vs. Dow Jones

Stock Prices for Netflix in 2017

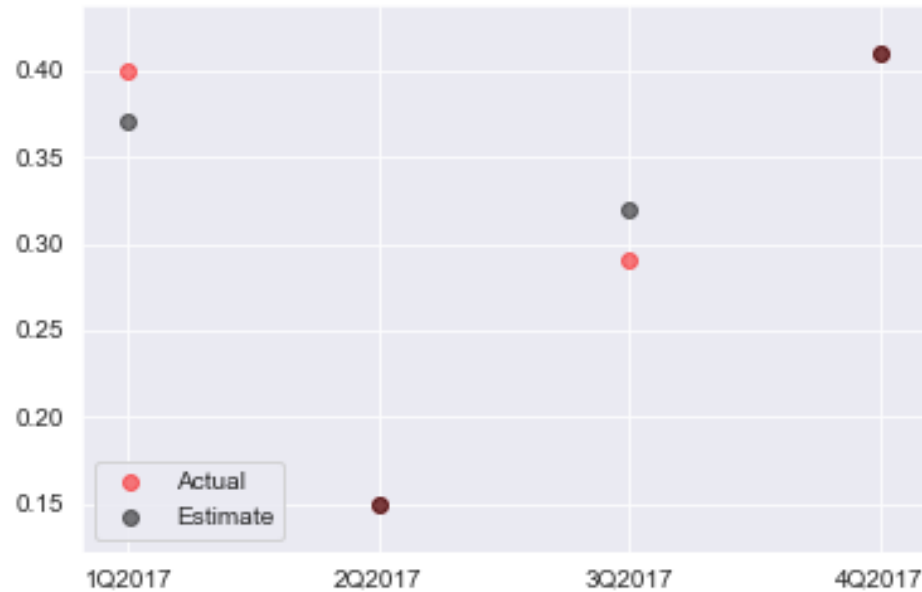
This figure displays Netflix's quarterly closing stock prices during 2017.

While the stock price has increased over 2017 continuously, Netflix did experience some fluctuations during the year.

As often seen by businesses in Q4 (typically the months of October and November), Netflix experienced its largest change in stock prices in Q4 versus all other quarters.



Netflix Stock and Revenue in 2017



Yahoo Finance provided quarterly estimates on what shareholders could expect from Netflix throughout 2017.

While the estimations for Q2 and Q4 were spot-on, Netflix's actual earnings in Q1 were greater than predicted, while the Q3 earnings were lower.

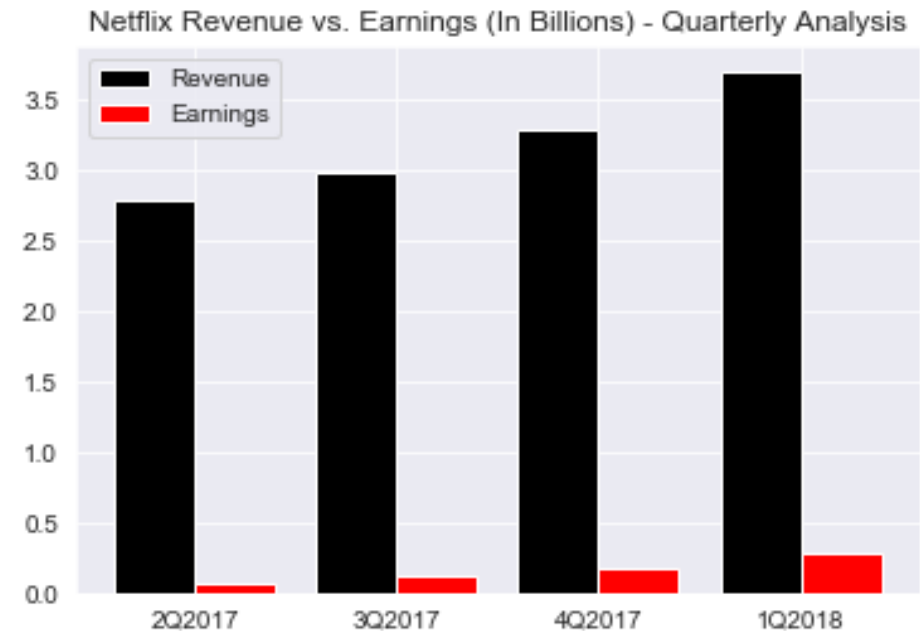
Netflix Earnings vs. Revenue in 2017

Both revenue and earnings increased for Netflix throughout 2017.

From Q1 to Q4 revenue appeared to increase approximately 0.25 billion dollars each quarter.

Additionally, all four quarters combined created an average 5.04% of total revenue. As revenue increased, however, so did earnings.

Q1 earnings were only 2.35% of the total revenue. Q2 was 4.35%, Q3 5.64%, and Q4 7.84%.

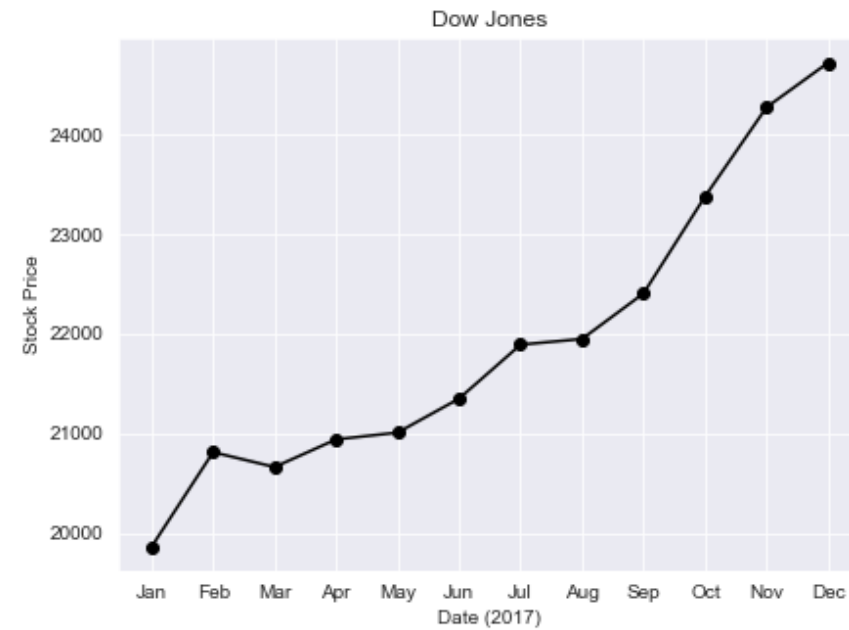
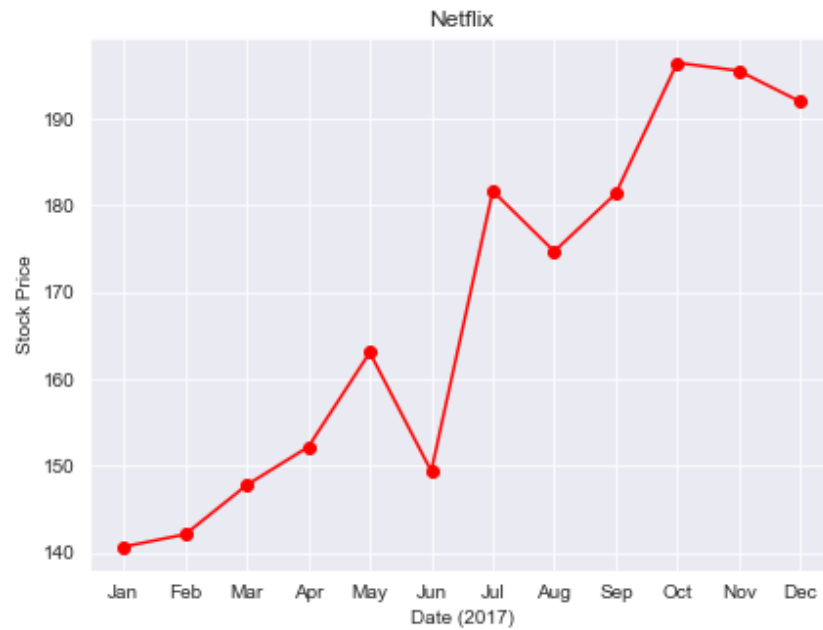


Netflix vs. Dow Jones 2017

Throughout 2017 Dow Jones experienced smooth, nearly continuous growth. Conversely, Netflix (NFLX) had three price drops - May to June, July to August, and October through the end of the year.

On the next slide you will see both Netflix and Dow Jones side-by-side for comparison.

Netflix vs. Dow Jones 2017, Cont'd



NOTE: Regarding graph units, stock prices above are in hundreds of dollars for Netflix, while Dow Jones' stock prices are in thousands of dollars.

Thank you!