

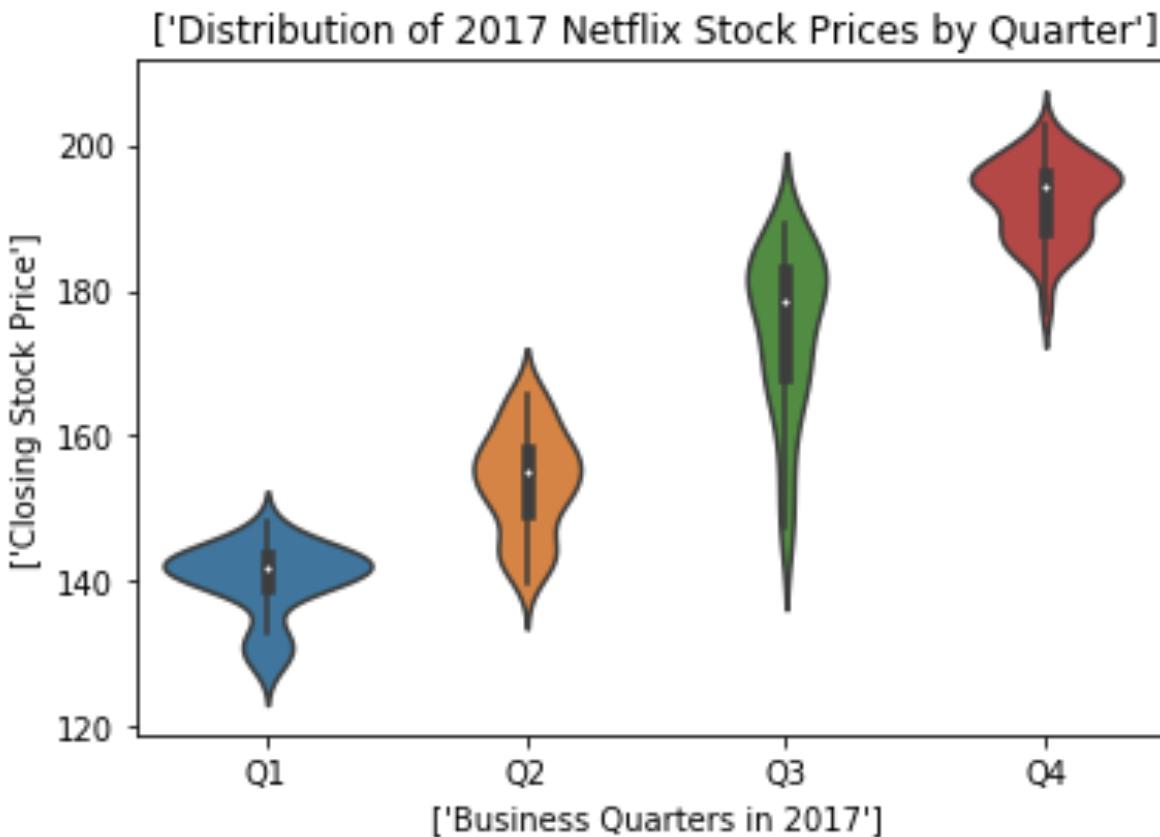
Netflix Stock Profile

BY JAMES CORBY

Overview

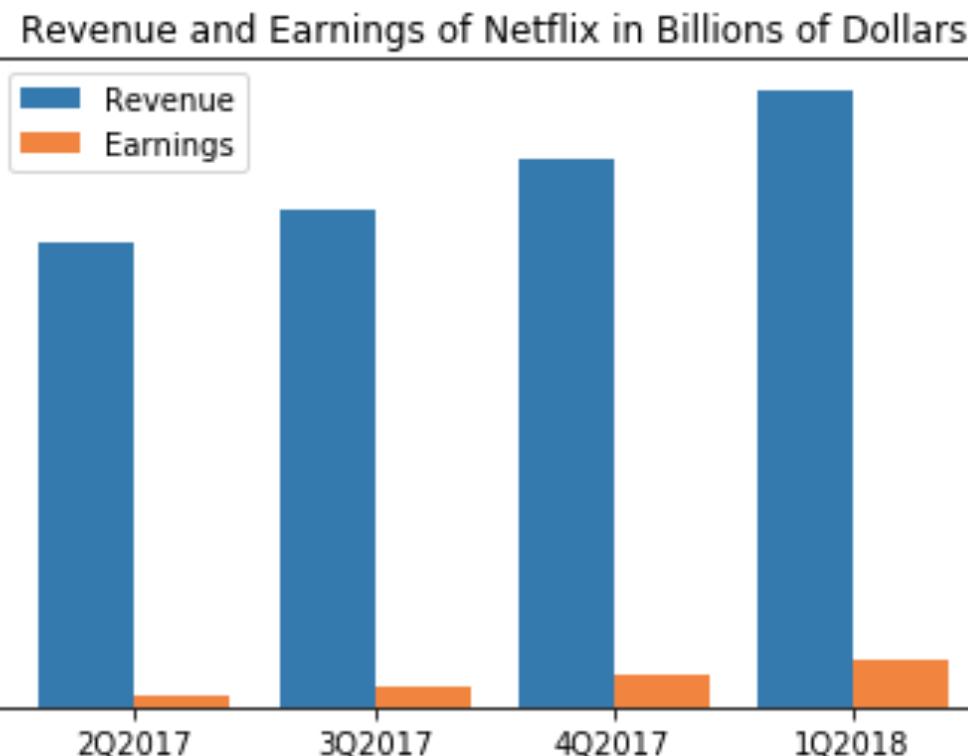
- ▶ This project was designed in order to create a stock profile for Netflix. In finance, a *stock profile* is a series of studies, visualizations, and analyses that dive into different aspects a publicly traded company's. My role during the creation of the stock profile was to analyze, prepare and plot data, based on the Netflix stock prices throughout 2017. The visualizations will help financial analysts asses the risk of the Netflix stock. These visualizations include:
- ▶ 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

A visualization of the distribution of the stock prices for Netflix in 2017



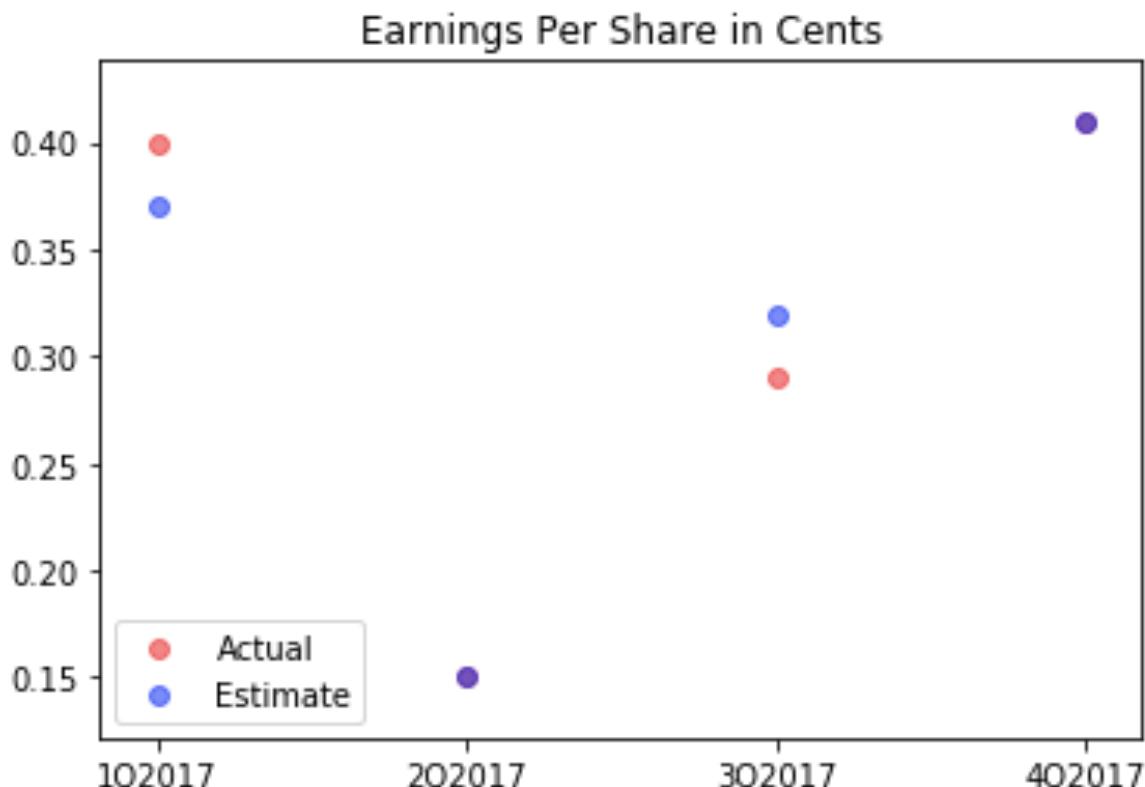
The graph to the left shows the distribution of the Netflix stock prices. The graph shows that throughout the year the price falls between a range of 125 and 205 cents per share.

A visualization of Netflix revenue ad earnings over the four quarters.



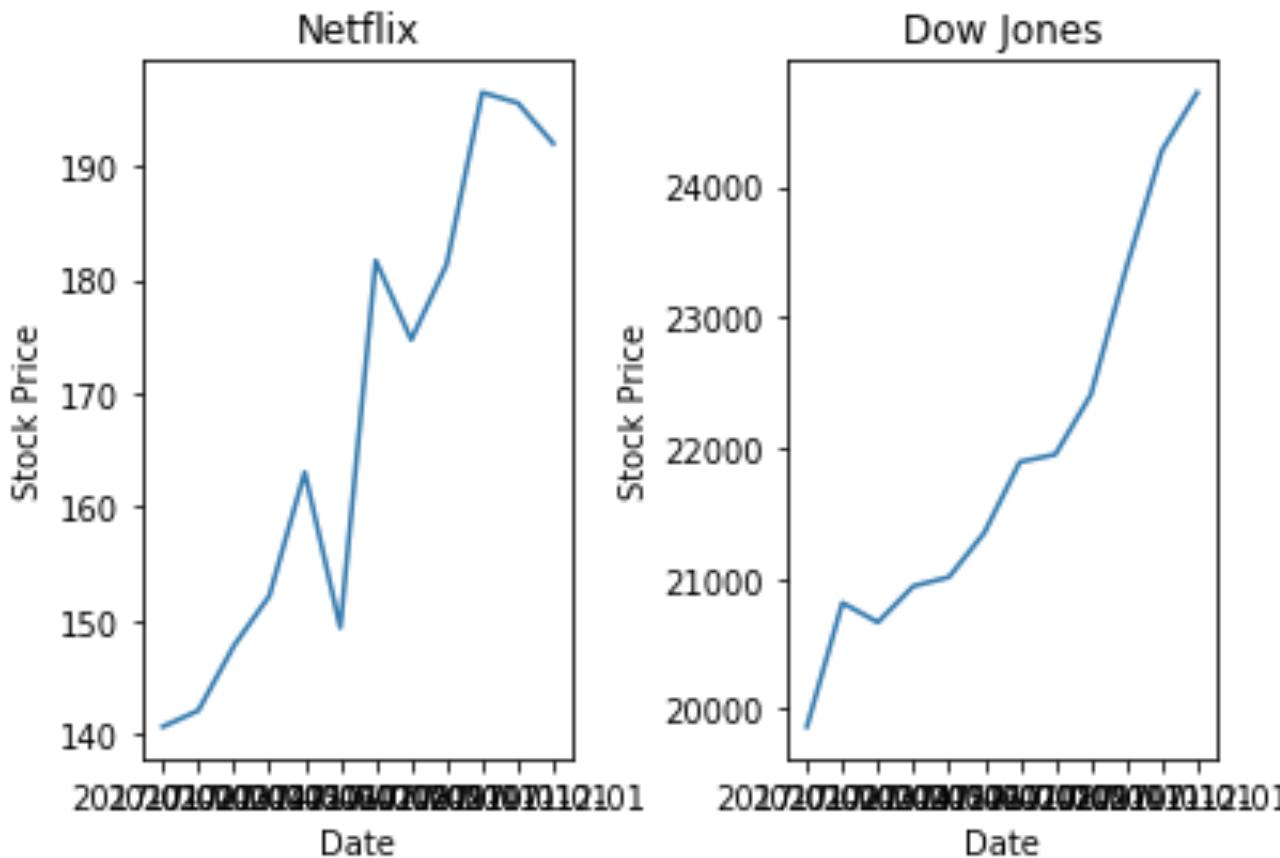
The graph to the left shows that over the past four quarters Netflix have seen a continual uptrend in revenue and earnings for 2017 and early 2018. Netflix's revenue has increased from 2.75 billion Dollars to 3.25 Billion Dollars over the four quarters. Roughly 10% of Netflix's revenue constitutes to there earnings.

Visualization of estimated vs actual earnings per share



The graph to the left shows the estimated earnings per share, which is shown in the color blue, and the actual earnings per share, shown in the color red. Often the estimated values and the actual values are the same, this is shown in the color purple, where the values are overlapping.

Visualization of the Netflix stock against the DowJones.



The two graphs to the left show how well the Netflix stock compared to the DowJones stock throughout the year. The graphs show that the Netflix stock performed as well as the DowJones stock, however at the end of the year the Netflix stock topped out, whereas the DowJones continued to rise. Furthermore looking at the graphs we can see that the Netflix stock has been more volatile throughout the year compared to the Dowjones, this maybe because of certain news headlines or economic events that affect the company. The graphs also allow us to compare the prices of each stock, and they have shown that the Dowjones has a significantly higher stock price than Netflix.