NETFLIX CAPSTONE PROJECT

NETFLIX

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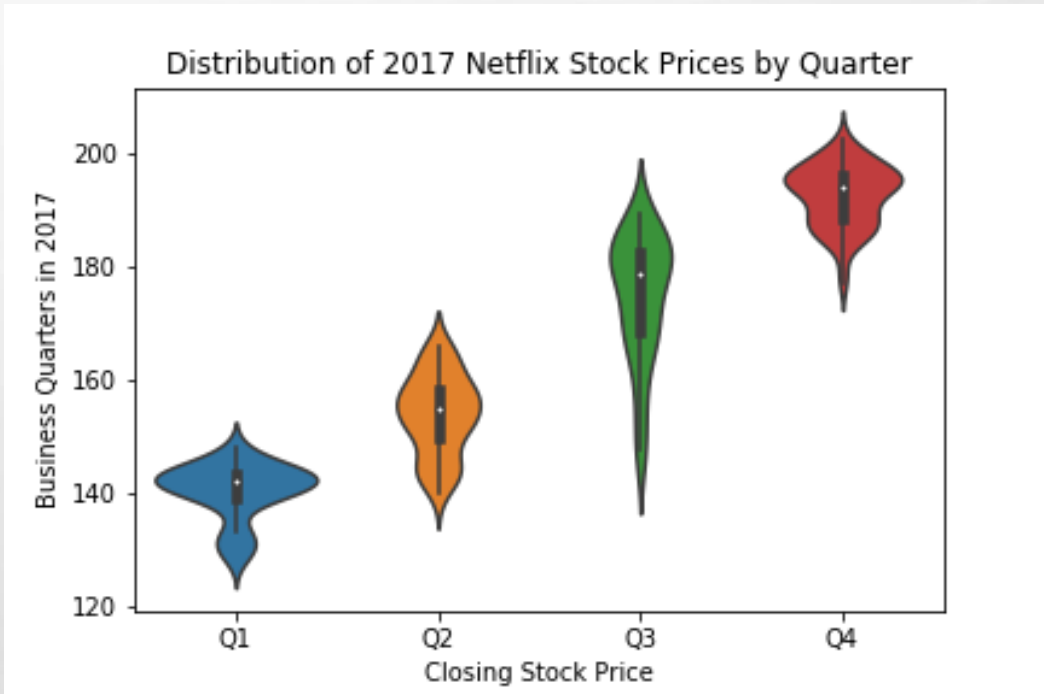
INTRODUCTION

- ROLE: DATA VISUALIZATION EXPERT FOR YAHOO FINANCE

- TASKED WITH GENERATING THE FOLLOWING VISUALIZATIONS:
  - DISTRIBUTION OF NETFLIX STOCK PRICE DURING 2017
  - STOCK AND REVENUE FOR PREVIOUS FOUR QUARTERS
  - EARNED VS. ACTUAL EARNINGS PER SHARE ANALYSIS
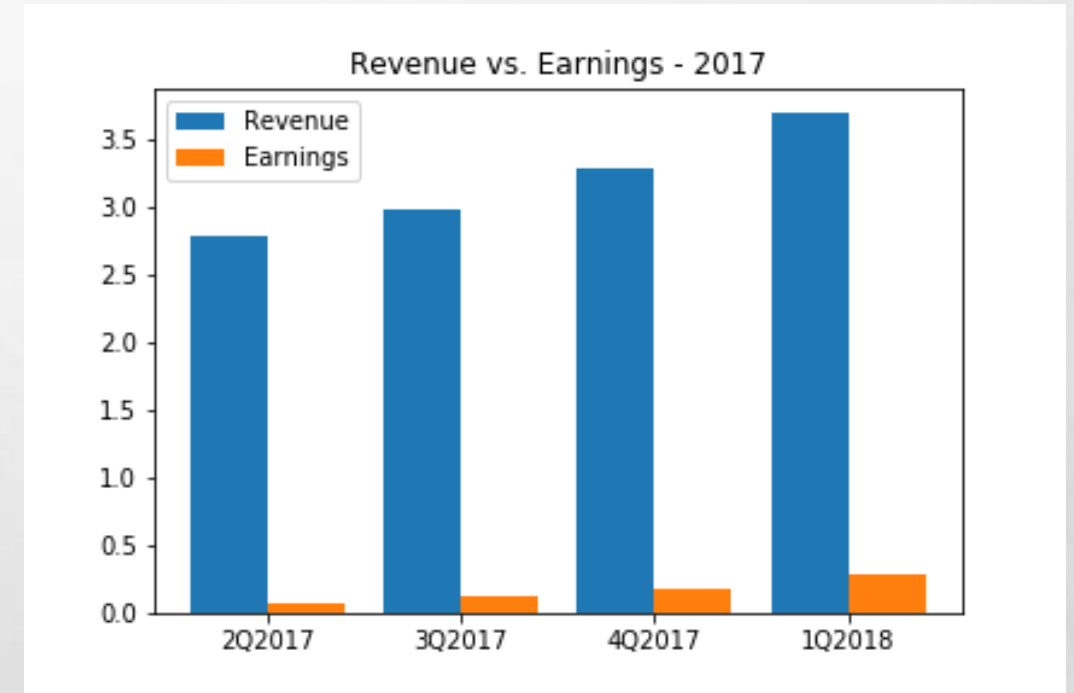 - NETFLIX STOCK PERFORMANCE AGAINST THE DOW JONES

DISTRIBUTION OF NETFLIX STOCK PRICES BY QUARTER - 2017

- First impression was Q1 and Q4 were skewed while Q2 and Q3 reflected more of a normal distribution
- Most of the prices fell between $140 and $180
- Highest Price = $205
- Lowest Price = $125
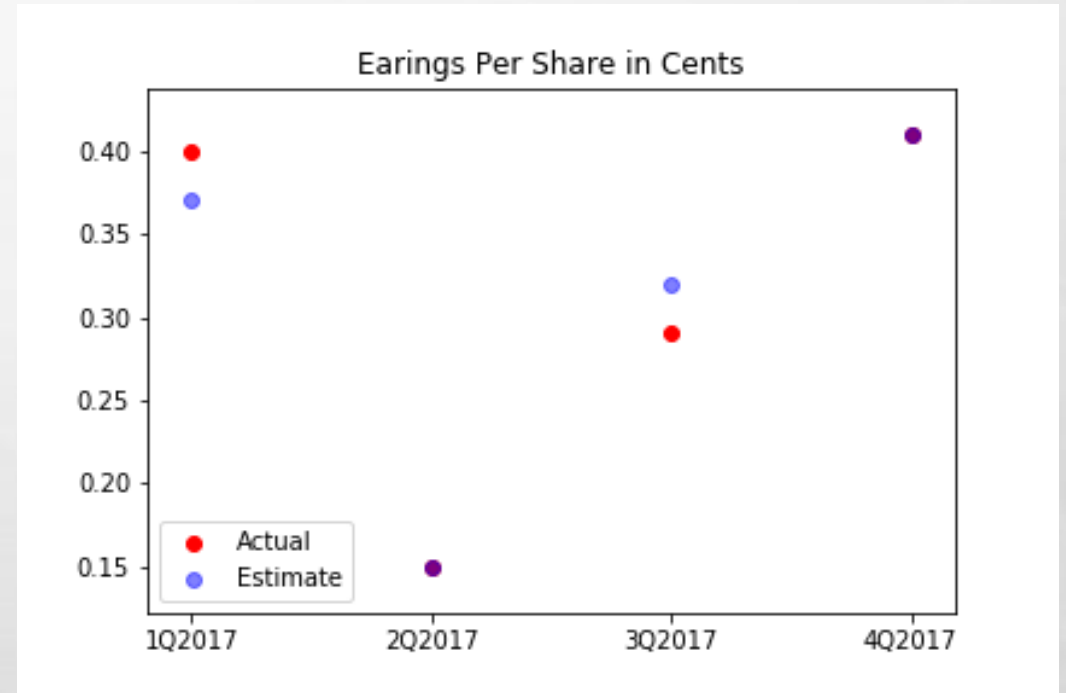

Distribution of 2017 Netflix Stock Prices by Quarter

REVENUE VS. EARNINGS

- Revenue followed an upward trend each subsequent quarter
- Earnings also increased each quarter but not at the rate of Revenue
- Earnings constitutes approximately 2-3% of Revenue

EARNINGS PER SHARE

- Purple dots are reflective of instances when actual earnings equaled estimated earnings.
- This meant we did a great job predicting earnings!

Earings Per Share in Cents

NETFLIX VS. DOW JONES

- Netflix followed the general performance of the Dow Jones.
- Netflix seemed to be slightly more volatile.
- The stock prices showed similar performance throughout the year, Netflix dropped a bit more in the middle of the year than the Dow did.