

A large monitor on a desk with a red light bar underneath, displaying the word NETFLIX in red.

# NETFLIX

Stock Market Time Series Analysis  
By Jinsol Cantrall



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# Business Problem



DailyMarket Co.  
Stock Market Information App

- Start up mobile app company.
- Accurate Analysis to attract more users and subscribers.
- Recommendation system by using forecasting predictions.
- Must to be able to update everyday to provide daily information.
- Our team is focusing on streaming company.

# Data



Yahoo Finance API

06/03/2002 ~ 01/31/2022

4951 days

Open, High, Low, Close, Adj Close, Volume, Date

Only Dealt with Close Price for now

# NETFLIX

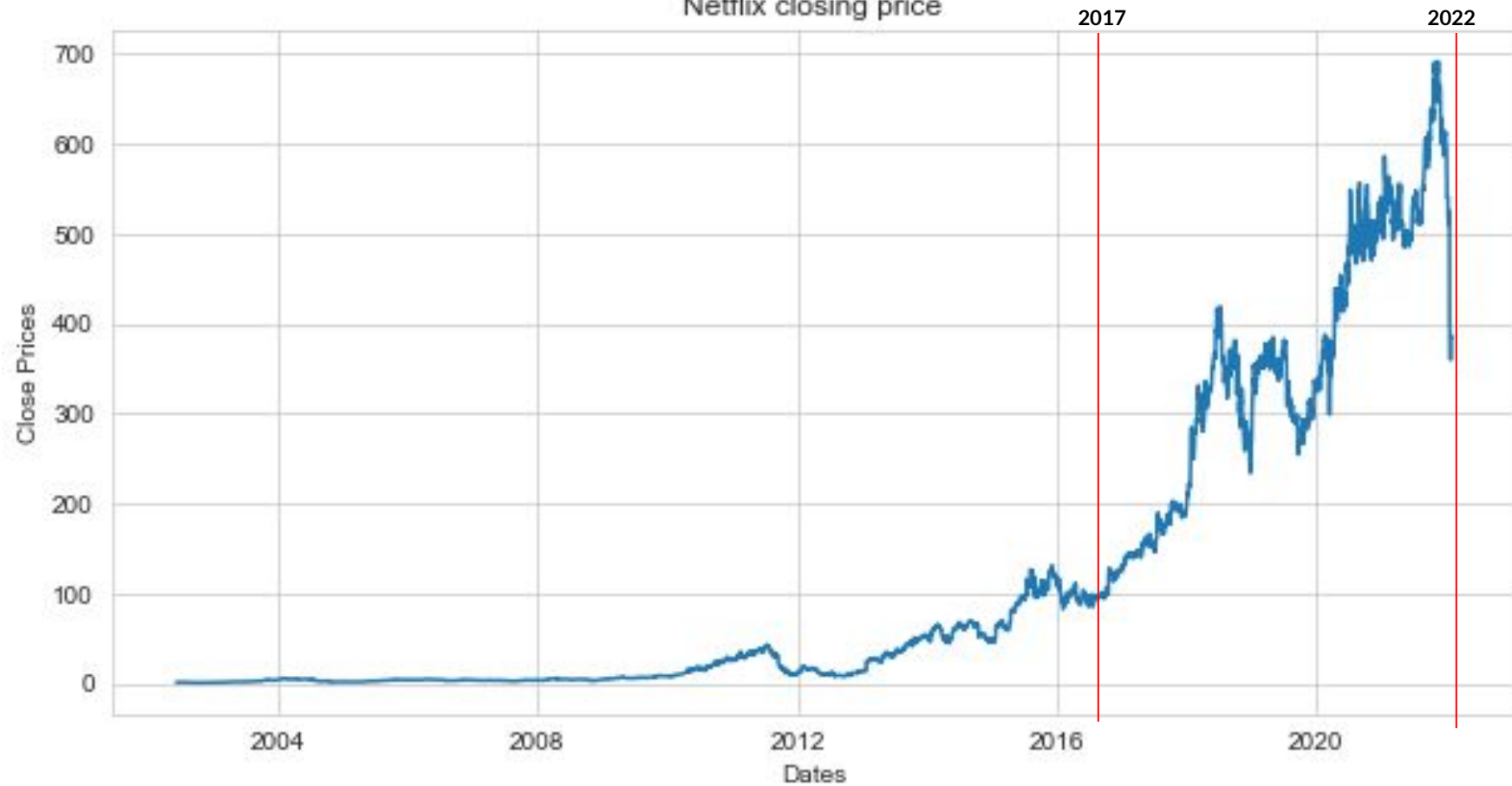
Netflix Stock Market Key Points:

Launched in May 2002

Covid caused increase of subscriptions

Popular Shows like Squid Game increased demand

Netflix closing price





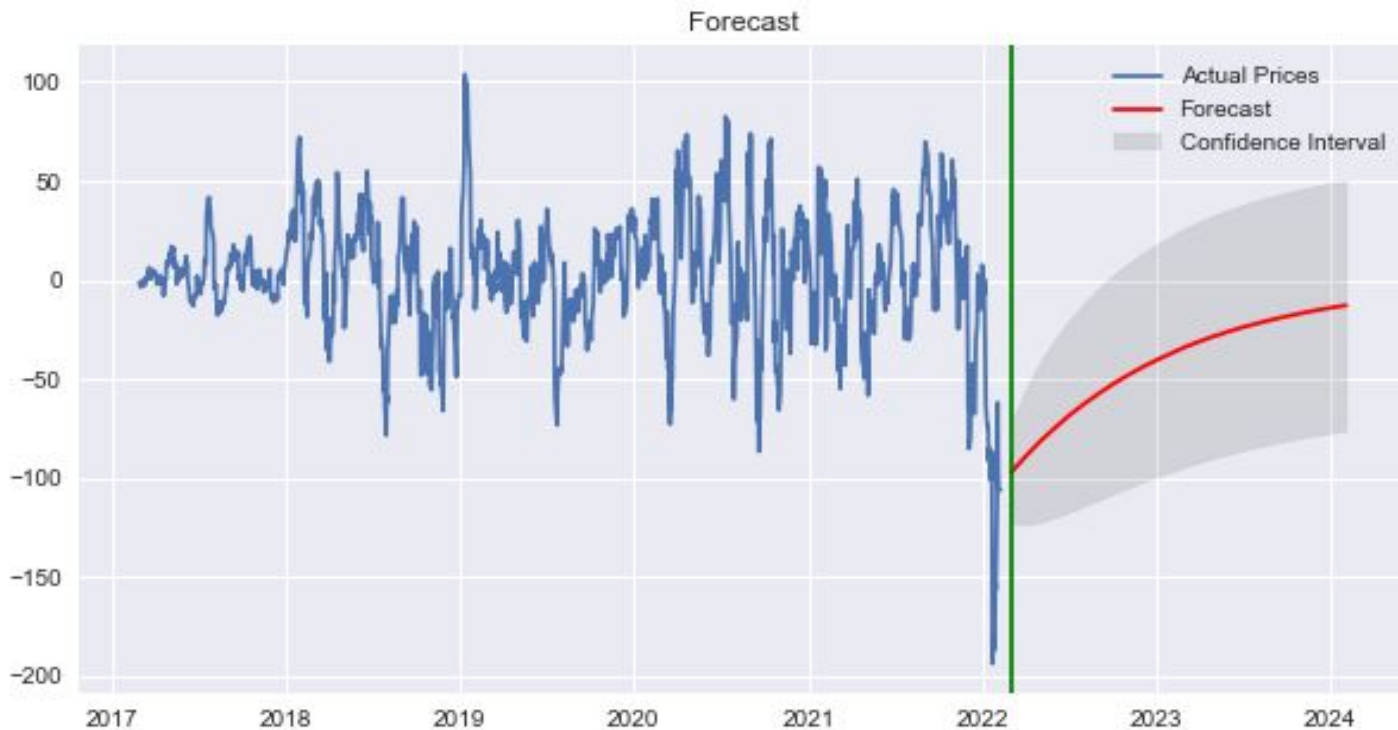
# Method

Establish Stationarity by removing Trends, Seasonality, and any noise in the dataset.

Reduced Date Range to analyze 5 year from present.

ARIMA (Autoregressive Integrated Moving Average)

# Results (24 Months)





# Recommendation

Currently, Stock closing price is decreasing rapidly.

Prediction says that the closing price will be increased in 24 months period.

If already bought the stock prior to the recent drop, wait for it to bounce back.

If you have not bought the stock but interested in buying Netflix stocks, I would recommend to buy when it is low.





## Next Steps

Update daily since Stock Market information updates everyday.

Start analysis based on Months and Days to see if accuracy could increase.

Also do analysis on other columns such as high, low in original dataset to see if it can have any effect on the predictions.

# Thank You

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