
Capstone: Netflix Data

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DATA VISUALIZATION WITH PYTHON

11/17/2018

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My Role

- ❖ Role Title : Data visualization developer at Yahoo Finance
- ❖ Project: Help the “Netflix Stock Profile” team visualize/ analyze Netflix stock data
- ❖ Datasets:
 - ❖ *NFLX.csv*
 - ❖ *DJI.csv*
 - ❖ *NFLX_daily_by_quarter.csv*
- ❖ This project only analyzed/ visualized 2017 data
- ❖ This presentation will present Python data visualizations and answer the ‘Graph Literacy’ questions





Datasets

❖ Netflix Stocks - NFLX.csv

	Date	Open	High	Low	Close	Price	Volume
0	2017-01-01	124.959999	143.460007	124.309998	140.710007	140.710007	181772200
1	2017-02-01	141.199997	145.949997	139.050003	142.130005	142.130005	91432000
2	2017-03-01	142.839996	148.289993	138.259995	147.809998	147.809998	110692700
3	2017-04-01	146.699997	153.520004	138.660004	152.199997	152.199997	149769200
4	2017-05-01	151.910004	164.750000	151.610001	163.070007	163.070007	116795800

❖ Dow Jones Stocks - DJI.csv

	Date	Open	High	Low	Close	Price	Volume
0	2017-01-01	19872.859375	20125.580078	19677.939453	19864.089844	19864.089844	6482450000
1	2017-02-01	19923.810547	20851.330078	19831.089844	20812.240234	20812.240234	6185580000
2	2017-03-01	20957.289063	21169.109375	20412.800781	20663.220703	20663.220703	6941970000
3	2017-04-01	20665.169922	21070.900391	20379.550781	20940.509766	20940.509766	5392630000
4	2017-05-01	20962.730469	21112.320313	20553.449219	21008.650391	21008.650391	6613570000

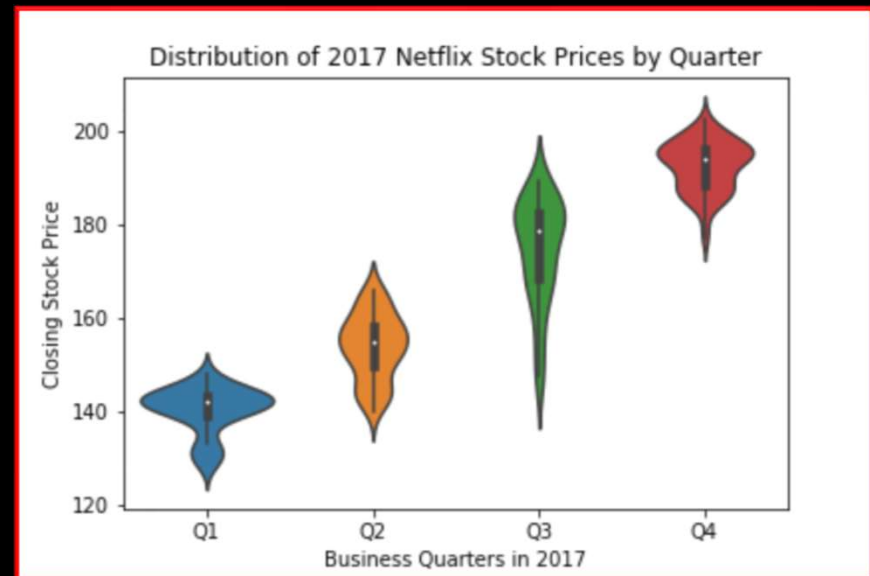
❖ Netflix Stocks Quarterly - NFLX daily by quarter.csv

	Date	Open	High	Low	Close	Price	Volume	Quarter
0	2017-01-03	124.959999	128.190002	124.309998	127.489998	127.489998	9437900	Q1
1	2017-01-04	127.489998	130.169998	126.550003	129.410004	129.410004	7843600	Q1
2	2017-01-05	129.220001	132.750000	128.899994	131.809998	131.809998	10185500	Q1
3	2017-01-06	132.080002	133.880005	129.809998	131.070007	131.070007	10657900	Q1
4	2017-01-09	131.479996	131.990005	129.889999	130.949997	130.949997	5766900	Q1

❖ The 3 csv's contain 2017 data only

Distribution of the stock prices for Netflix in 2017 (Violin Plot)

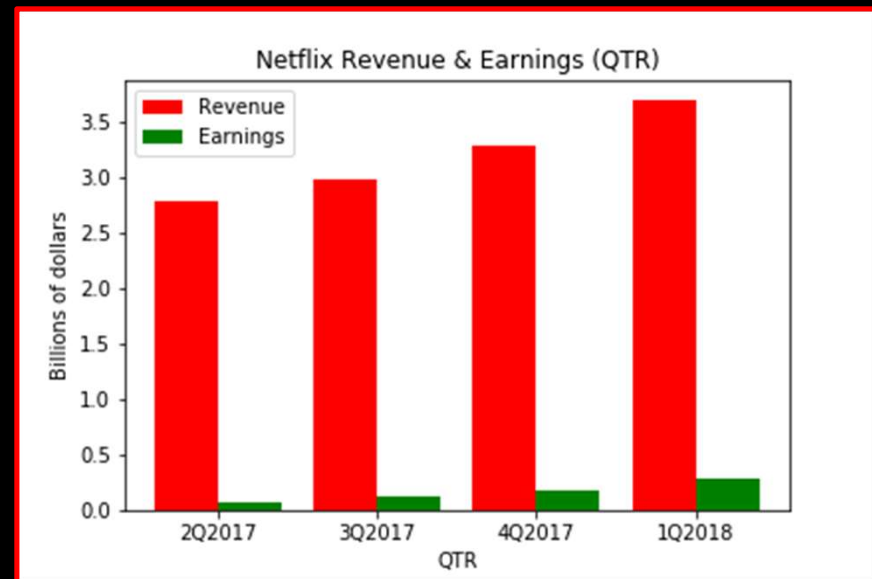
- ❖ Netflix experienced consistent growth every quarter in 2017
- ❖ The stock price closed at a higher price every Quarter
- ❖ In 2017 the price average range was around 165
- ❖ In Q3 Netflix had the most fluctuation, Prices as low as 146 and as high as 189
- ❖ Highest stock price was \$202.68 in Q4
- ❖ Lowest stock price was \$127.49 in Q1



Netflix stock & Revenue for the past four quarters (Side-by-side)

- ❖ Earnings are a fraction of the Revenue that Netflix earns a quarter
- ❖ Revenue is trending up every quarter
- ❖ Earnings are trending up every quarter
- ❖ In the last 4 quarters about 5% of revenue was earning

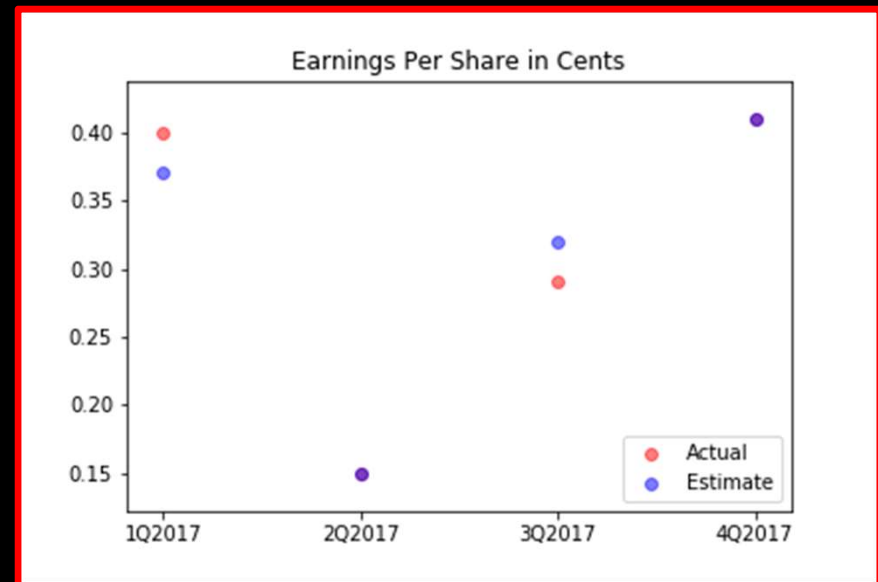
	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Last 4 Qtr
revenue_by_quarter	2.79	2.98	3.29	3.7	12.76
earnings_by_quarter	0.0656	0.12959	0.18552	0.29012	0.67083
Earn/Rev	2%	4%	6%	8%	5%



Netflix earned vs Actual earnings per share (Scatter Chart)

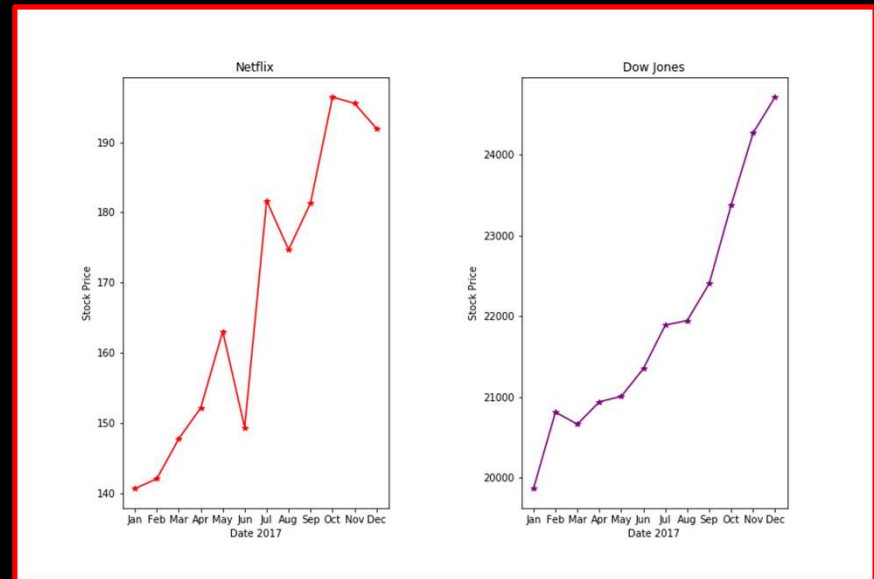
❖ This chart depicts earnings per share (EPS) performance by graphing the estimate Yahoo projected for the Quarter compared to the actual earnings for that quarter

- ❖ Q1 - Actuals were higher than what was estimated
- ❖ Q3 – Estimates came in higher than actuals
- ❖ Q2 and Q4 - Actual met earnings for share thus the purple dots.



Netflix stock against the Dow Jones stock in 2017 (Line Plot)

- ❖ First to note, the Netflix stock is at a much smaller scale than the Dow Jones
- ❖ In 2017 Netflix trended down for all Q4, while Dow Jones trended up all Q4
- ❖ Both stocks ended the year higher than where they started
- ❖ Netflix's trend compared to Dow Jones was more volatile with 4 large drops in 2017 compared to the 1 small drop the DJ had between Feb and Mar
- ❖ Netflix is a fraction of the size of the Dow Jones, Netflix highest closing price was \$195 in Oct while DJ high was \$24,719 at year end



NETFLIX

END
