



NETFLIX STOCK PROFILE

BY JACOB MYER



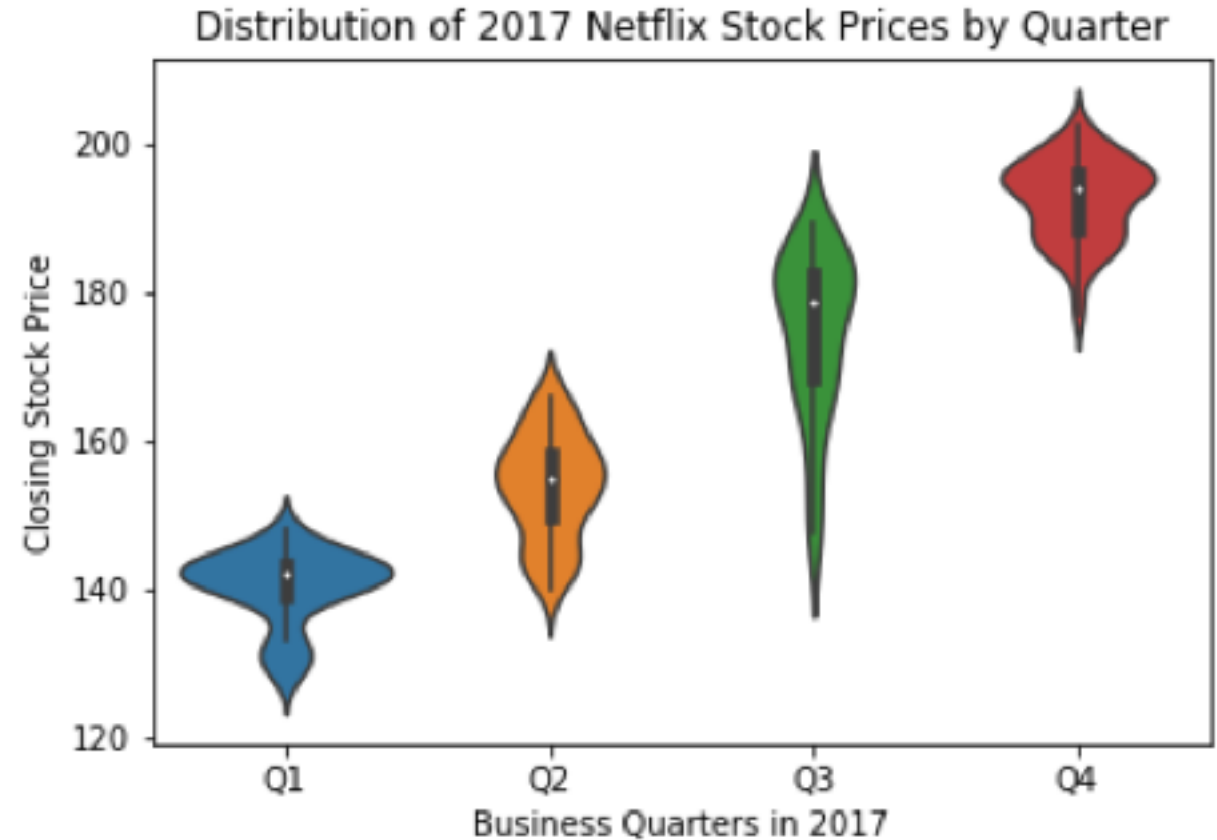
VISUALIZATIONS

I have constructed the following visualizations using financial data in order to inform our decisions going forward:

- Distribution of Netflix's 2017 Stock Prices by Quarter
- Expected versus Actual Earnings per Share by Quarter
- Revenue and Earnings by Quarter
- Netflix's 2017 Monthly Stock Prices
- The Dow Jones Industrial Average 2017 Monthly Stock Prices

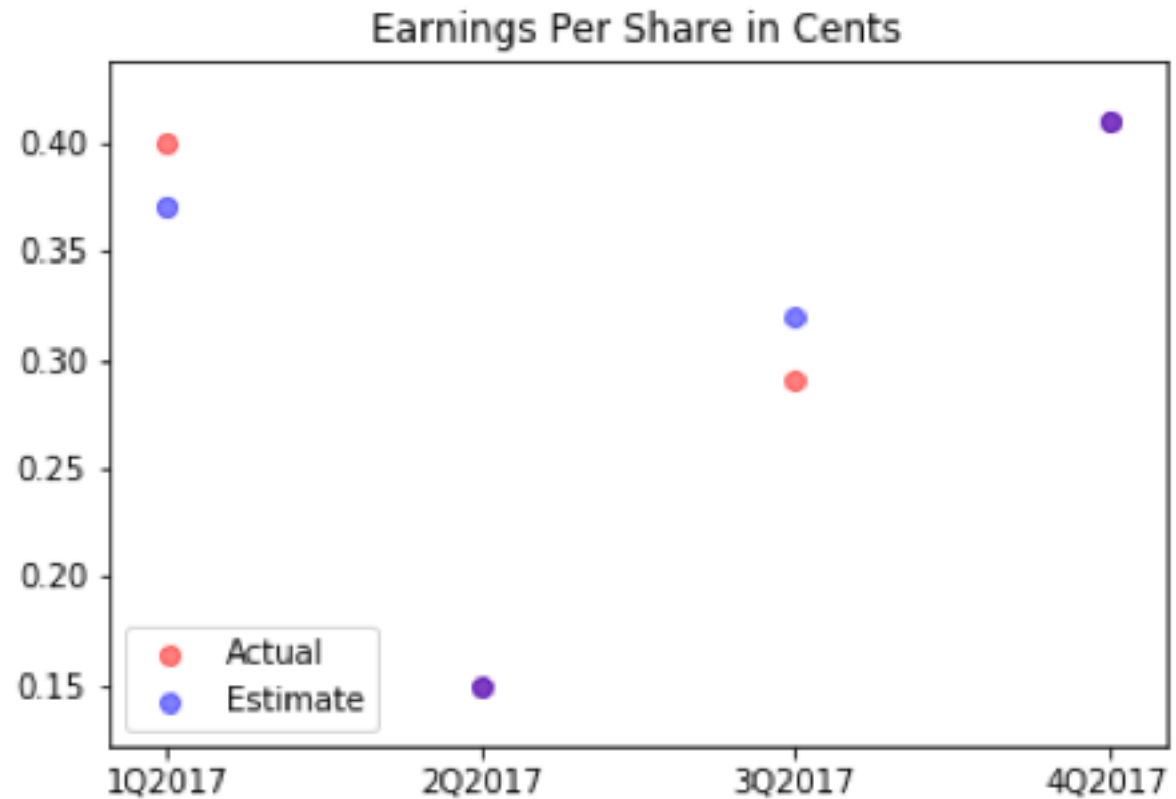
2017 QUARTERLY STOCK PRICE DISTRIBUTION

- The average price increased each quarter, with Q3 showing the most volatility
- Netflix spent most of the year between \$135-160



EXPECTED VERSUS ACTUAL EPS BY QUARTER

- Actual EPS were the same as the estimate for the 2nd and 4th quarters



REVENUE AND EARNINGS BY QUARTER

- Both revenue and earnings trended upwards in 2017
- Earnings make up roughly 6% of revenues



NETFLIX & DOW JONES 2017 MONTHLY PRICES

- Both Netflix and the Dow trended upwards
- Netflix was much more volatile

