



Netflix Stock Performance in 2017

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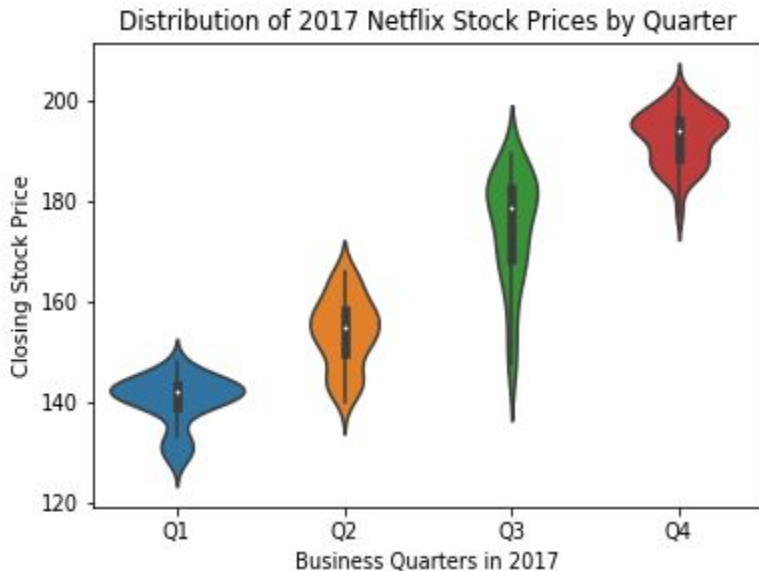
A Look Ahead. . .

This presentation contains visualizations and summaries for Netflix stock prepared by me, Jose .

The four visualizations are as follows:

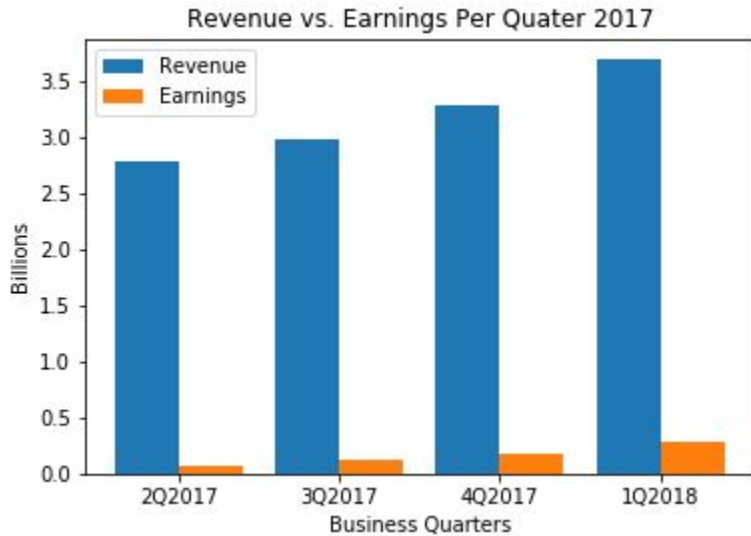
1. Distribution of Closing Stock Price in 2017
2. Revenue vs Earning in 2017
3. Earnings Per Share in 2017
4. Netflix vs Dow Jones Industrial Average in 2017

Closing Stock Price 2017



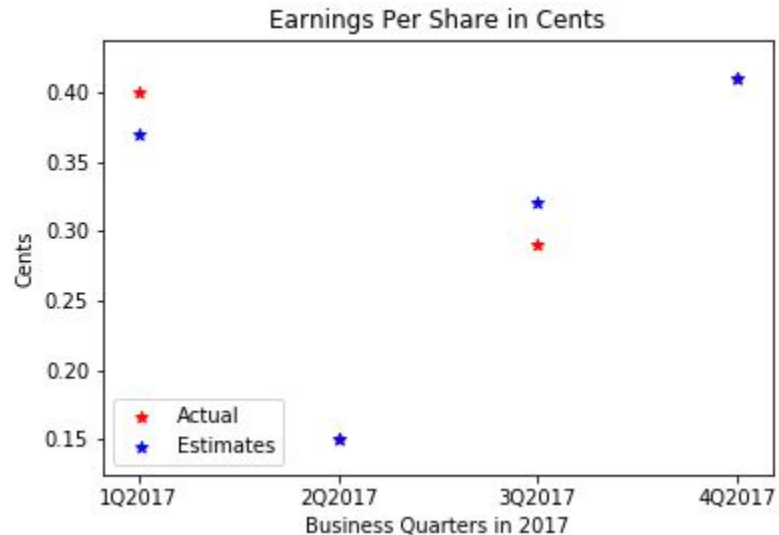
- A. Overall, the stock price ranged from ~\$127 to ~\$202
- B. Average price in 2017 was ~\$165, with a standard deviation of ~\$21
- C. Quarter over quarter growth was topped off by Q4, which had a high of ~\$203 and a low of ~\$177, including a median of ~\$194
- D. Q3 showed to be the most volatile quarter, with a low of ~\$146 and a high of ~\$189, while the median was ~\$179

Revenue vs Earnings in 2017



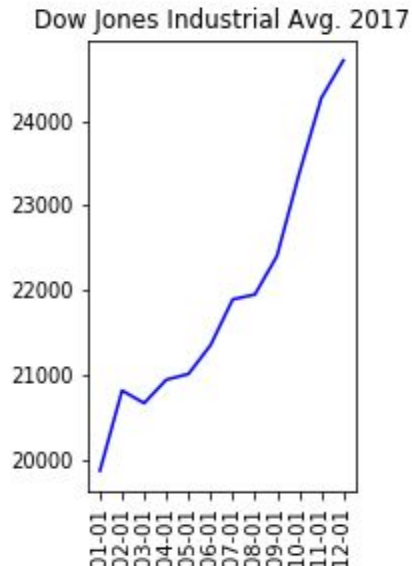
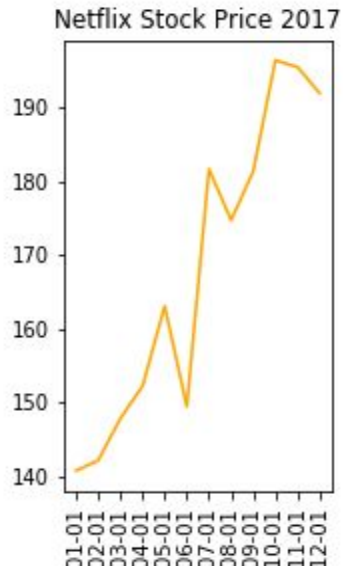
- A. Revenue experienced changes in each quarter
 - a. Q2 experienced a ~25% drop from Q1
 - b. Q3 bounced back with an ~8% increase over Q2
 - c. Q4 increased ~10% over Q3
- B. Earnings also experienced some wide changes
 - a. Q2 saw a ~78% drop from Q1
 - b. Q3 bounced back with a ~98% increase over Q2
 - c. Q4 continued to climb with a ~43% increase over Q3
- C. Over the course of 2017, roughly 2 to 8% of the revenue constituted earnings

Earnings Per Share in 2017



- A. Overall, actual earnings per share showed positive results
- a. Q1 beat estimates by 3 cents
 - b. Q2 & Q4 met estimates exactly
 - c. Q3 did not meet estimates, but actuals only missed by 3 cents

Netflix vs Dow Jones Industrial Average 2017



- A. Overall, the stock performed well against the Dow Jones average, by experiencing growth for most of the year
- B. Netflix stock does appear to be more volatile due to dips in Q2, Q3, and a small tapering off in Q4