

# NETFLIX 2017

## Stock price analysis

Josh Makepeace, 17/3/19

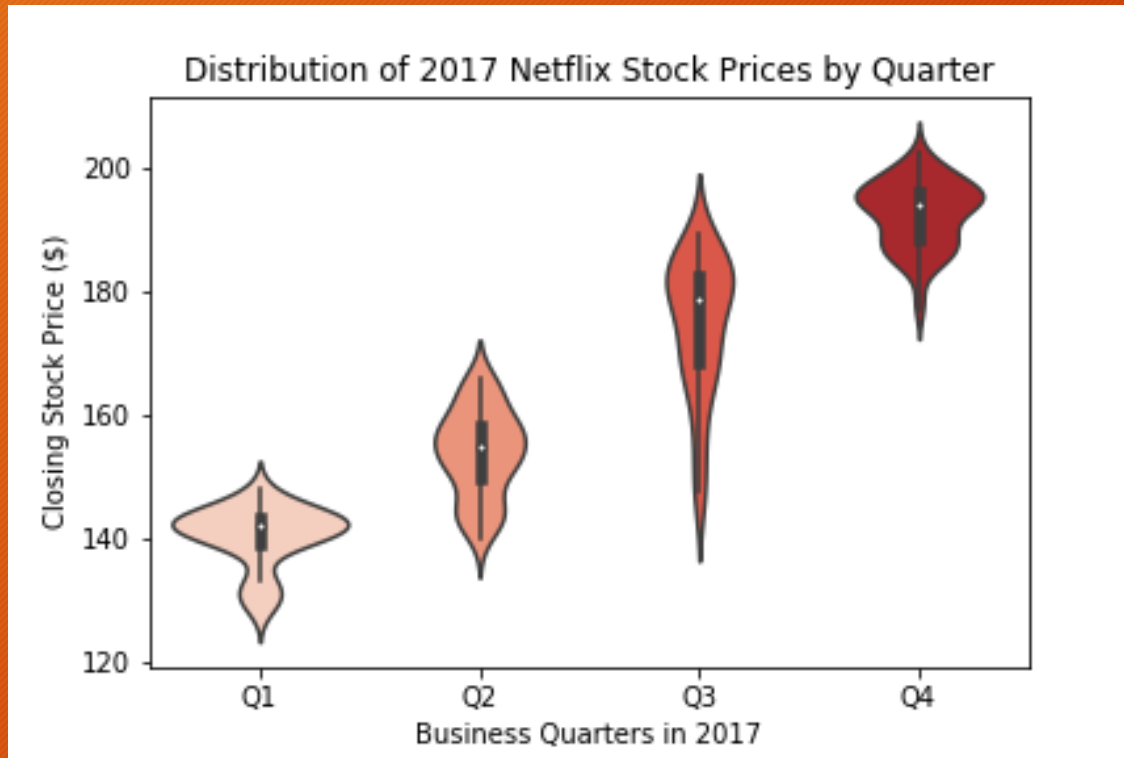
# Presentation outline

Data analysis by Josh Makepeace

Netflix 2017

- Stock price distribution by quarter
- Matching of revenue estimates and actual values
- Earnings and revenue performance
- Benchmarking against DJIA

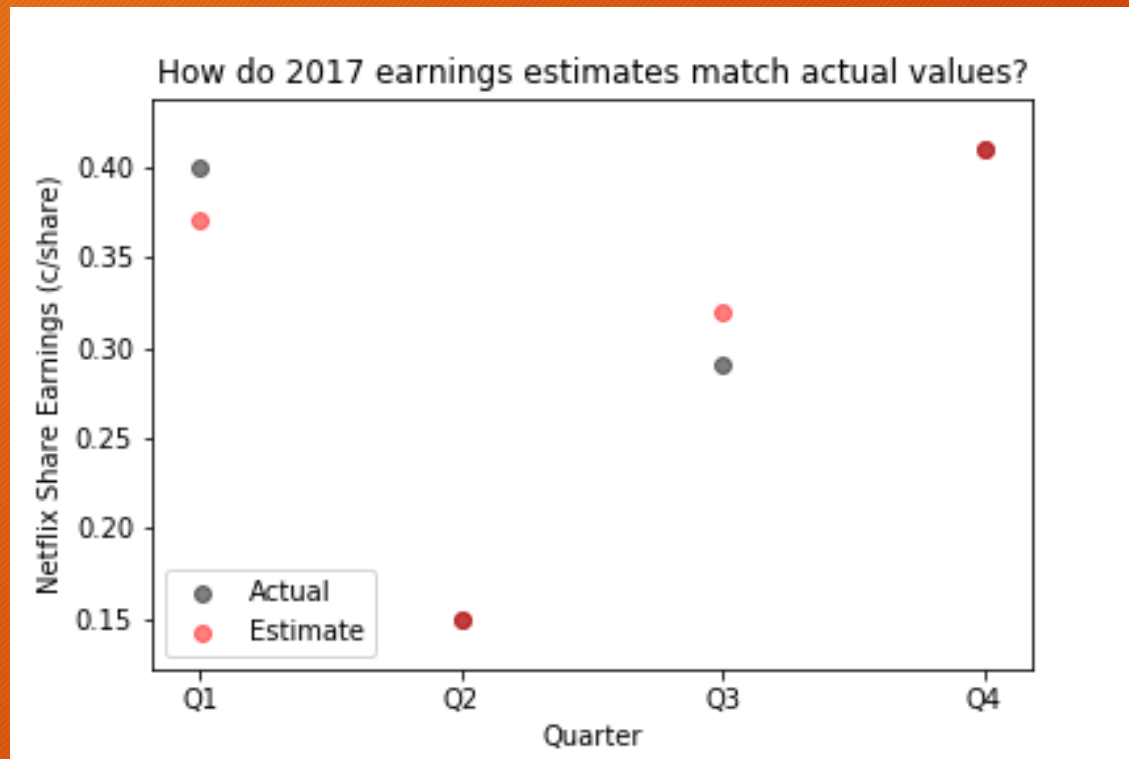
# Stock price distribution



- Stock price average growth from \$140 in Q1 to \$195 in Q4 (28% increase)
- Steady growth in average over each quarter
- Q3 most volatile

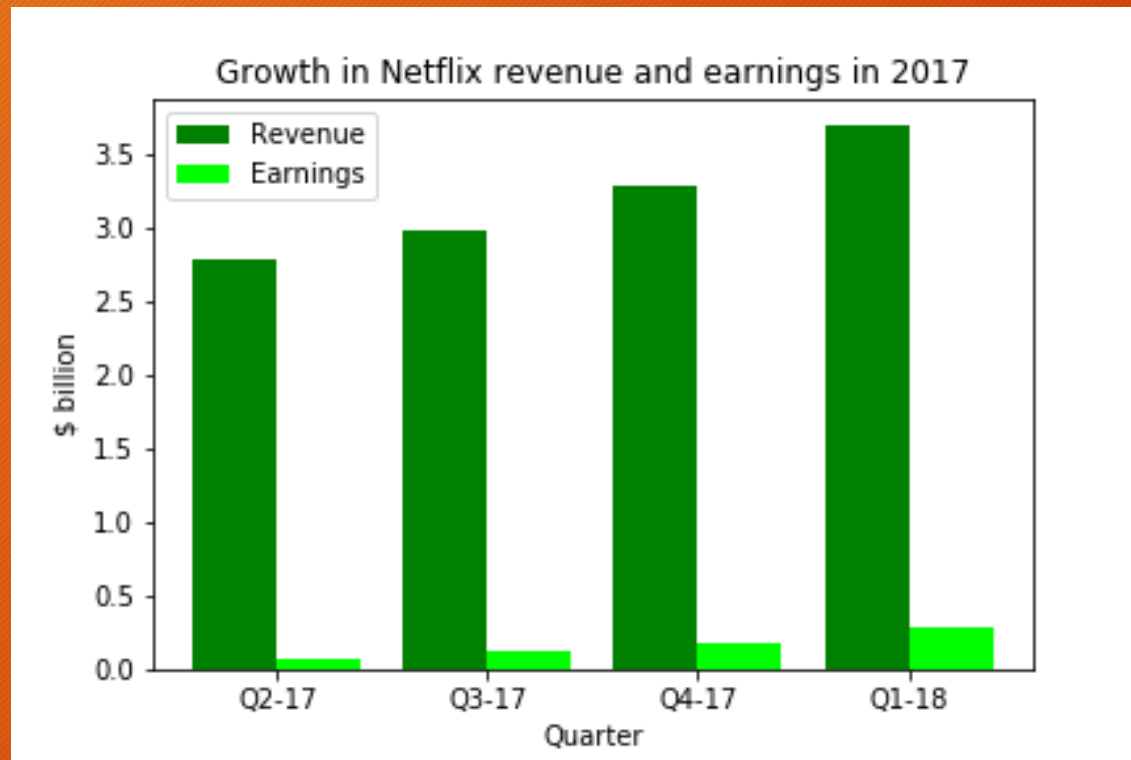


# Estimates v actual earnings



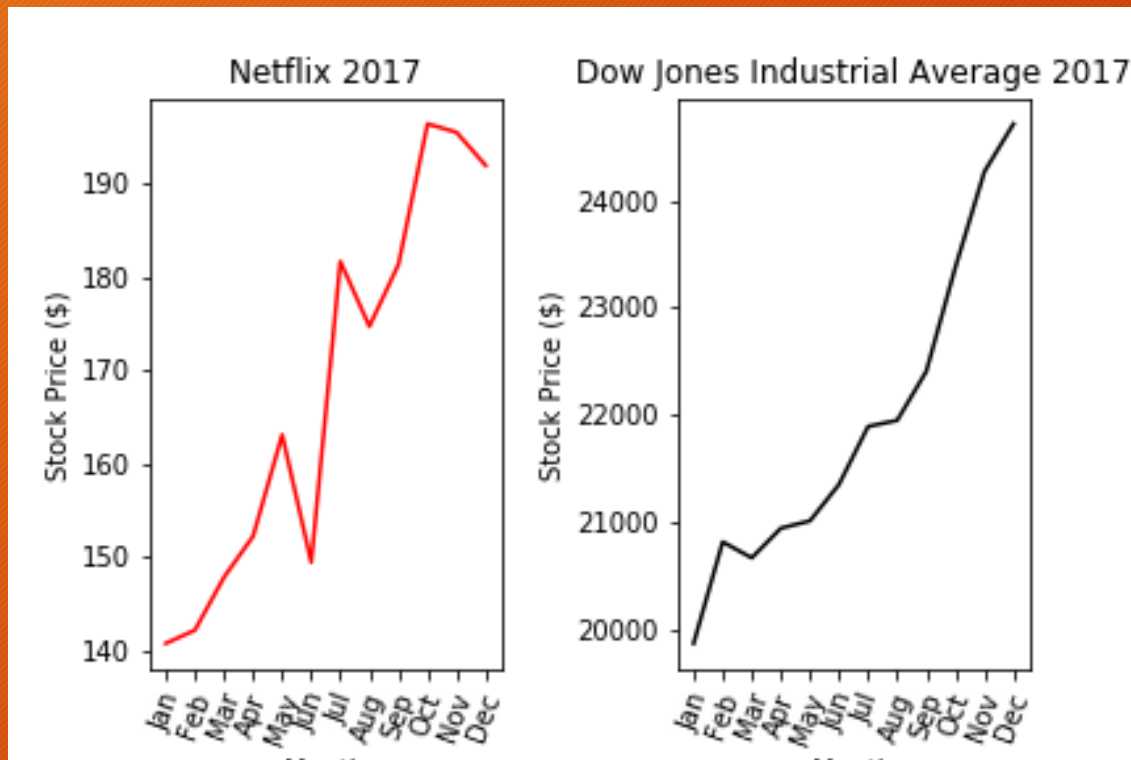
- Strong correlation between estimated and actual earnings
  - Exact match in Q2, Q4

# Revenue and earnings growth



- Revenue growth from \$2.8b to \$3.7b (32% growth)
- Earnings growth from \$70m to \$290m (314% growth)
- Earnings remain small, but growing, proportion of revenue (2% → 8%)

# Benchmarking against DJIA



- Growth in Netflix stock price (28%) slightly exceeds DJIA (24%)
- Netflix growth more volatile
- Stock price remains low compared to DJIA (0.8%)