Introduction

Taking a closer look at the traded price preformance of NFLX since its IPO in May of 2002 through April of 2024.

Also, making comparisons to the overall market by looking at the performance of SPY during the same period.

Dataset Examination and Profiling

Both of the tables used in this analysis had a similar format and consisted of columns showing daily trading data for Date, Open, High, Low, Close, and Volume. The SPY table contained additional columns parsing out date functions but were not used for the purposes of this project.

The schemas were checked for both tables and it was found that during the import process the datatypes for all columns in the NFLX table were set to varchar (50). The columns in the SPY table were imported using the proper datatypes and did not require adjustment.

While calculating descriptive statistics of both tables they were found to have the same start and end dates, as well as the same number of rows. This verified the accuracy of the data being used.

Both tables were checked for any NULL values, and none were found.

Both tables were checked for duplicate rows based on the ‘Date’ column, and none were found.

Cleaning and Manipulation of the Data

The columns in the NFLX table schema were adjusted to their proper datatypes.

The ‘Adj Close’ column in the NFLX table was found to be identical with the ‘Close’ column and was removed from the table so as not to cause confusion.

Analysis and Discussion

The dates included in the comparison were standardized to ensure that the same period was being considered for each table. Specifically, between May 23, 2002, and April 30, 2024.

Recommendations and Possible Further Actions Based on Analysis

Keeping in mind that past performance is not indicative of future results, NFLX has seen a rise in value that most likely will not be repeated any time soon.

To assess the long-term performance of NFLX stock, we analyzed the potential return on a hypothetical $100 investment made on the IPO date, May 23, 2002.

The query utilized two subqueries:

1. **First Price:** This subquery retrieves the closing price of NFLX on May 23, 2002, representing the initial investment amount.
2. **Last Price:** This subquery retrieves the most recent closing price of NFLX, reflecting the current value of the investment.

The calculation then involves:

1. **Investment Value:** Dividing $100 by the opening price on May 23, 2002, and multiplying it by the current closing price. This accounts for the split-adjusted price changes.
2. **Percent Return:** Calculating the percentage change in the investment value by subtracting the initial $100 and dividing by the initial amount.

**Results:**

Based on the query, a $100 investment in NFLX on May 23, 2002, would be worth approximately $54,056.70 today, representing a significant gain of over 53,956.70%. This demonstrates the substantial long-term growth of NFLX stock.

**Additional Considerations:**

* It's important to note that past performance is not indicative of future results.
* This analysis only considers the price appreciation and does not factor in dividends or other potential income streams.

**Further Analysis:**

* You could expand the analysis by examining the investment value and return over different time periods to provide a more comprehensive picture of NFLX's historical performance.

This explanation clearly outlines the query's purpose, the steps involved in the calculation, and the interpretation of the results. It also acknowledges limitations and suggests further avenues for exploration.