



Netflix Data Visualization Capstone Project

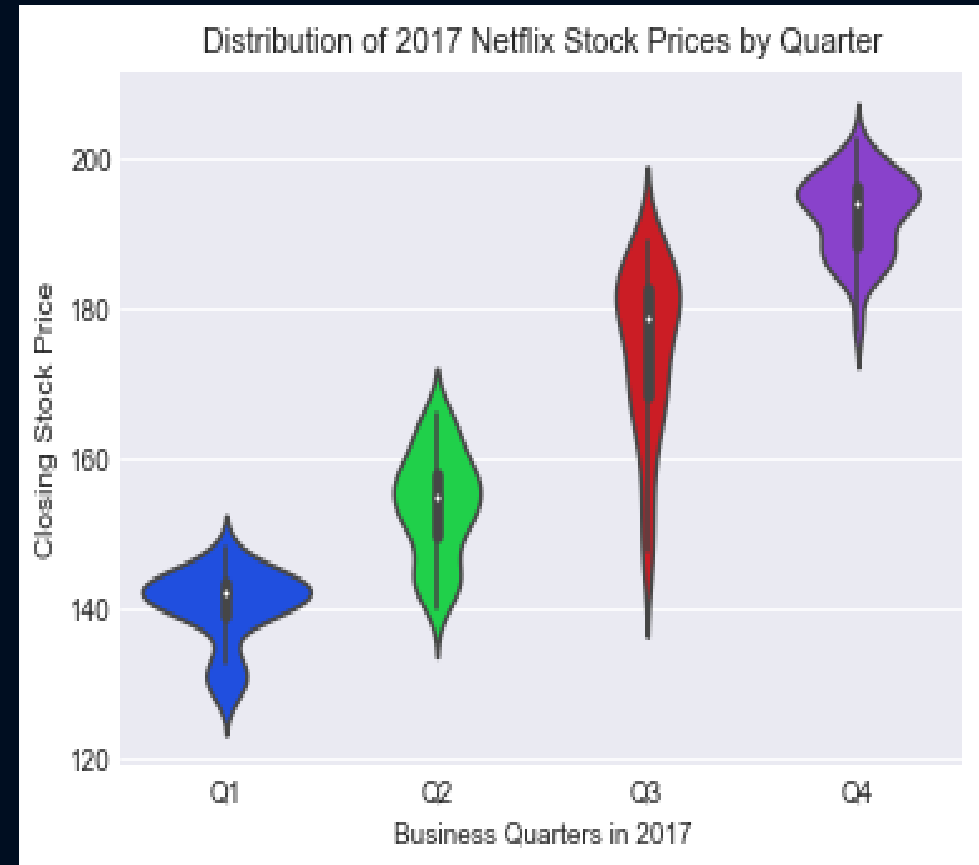
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Introduction

- My job?
 - To assist Netflix's Financial Analysts in creating visualizations for their stock profile for 2017
- List of the visualizations
 - Distribution of 2017 Netflix Stock Prices by Quarter
 - Earnings Per Share
 - Netflix's earnings vs revenue for 2017
 - A comparison of Netflix's Stock price vs the Dow Jones Industrial Average price in 2017

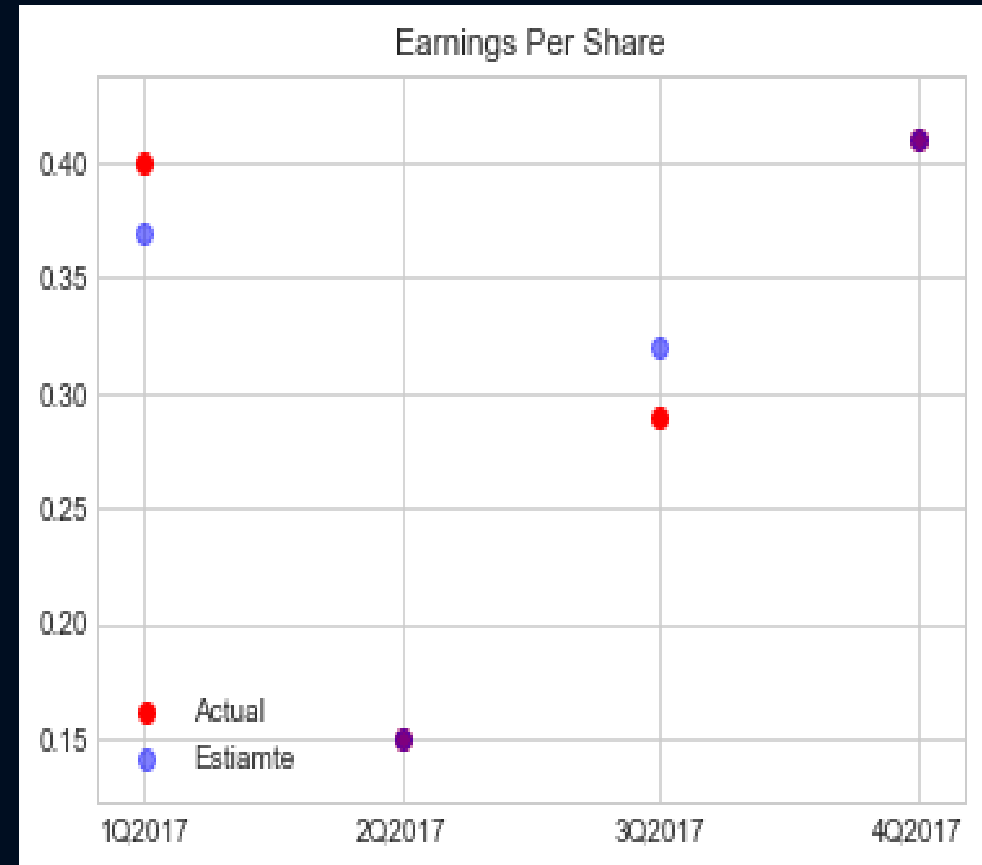
Analysis of Netflix's Price for 2017

- 1st quarter lowest median price
- 3rd quarter saw the biggest dip in price
- 4th quarter highest median price



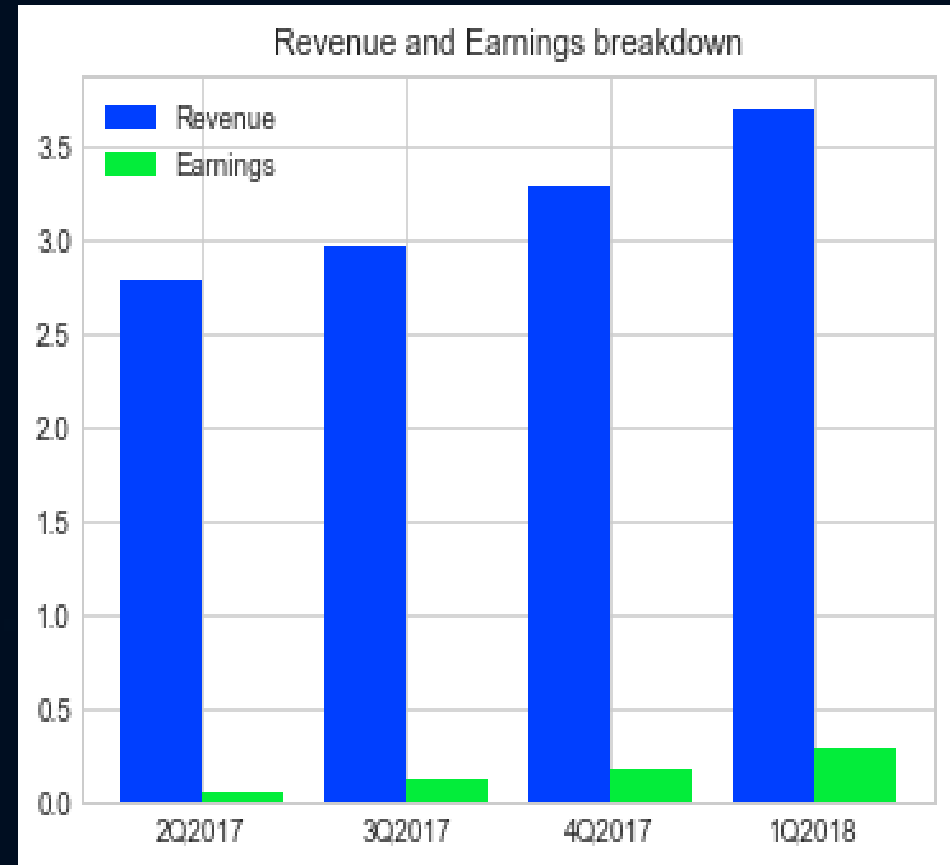
Scatter Plot showing Earnings per Share

- Shows the performance of the earnings per share (EPS)
- 1st quarter earnings beat its estimate
- 2nd quarter earnings met its estimate
- 3rd quarter earnings didn't met its estimate
- 4th quarter earnings met its estimate



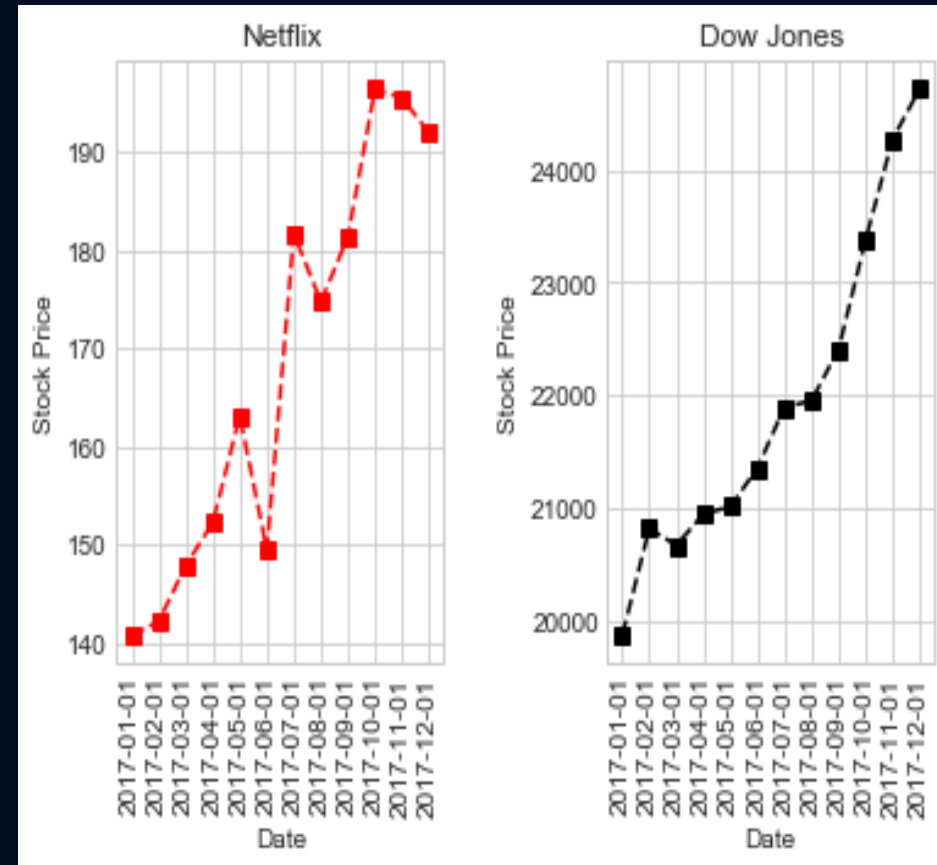
Revenue vs Earnings Comparison

- Revenue and earnings follow the same upward trend
 - From the 2nd quarter of the 2017 to the 1st quarter of 2018, as revenue increased each quarter so did Netflix's earnings



Netflix stock vs Dow Jones

- Overall Netflix stock followed the same upward trend as the Dow Jones
- Netflix's stock price did show more volatility compared to the Dow Jones
 - Specifically in 3 downward dips
 - 5/17-6/17
 - 7/17-8/17
 - 10/17-12/17



Conclusion?

- Upon first review Netflix's stock profile for 2017 appeared to break even
 - See Earnings Per Share slide
- But with further analysis and additional data, the upward trend that was present throughout 2017 continued into 2018, showed the stock price is performing exceptionally well
- The other visualizations showed a consistent upward trend
 - Netflix's Stock price
 - Revenue vs Earnings
 - Netflix's Stock vs Dow Jones