

NETFLIX STOCK PROFILE

FOR THE PERIOD 1Q2017 TO 1Q2018



TEAM MEMBERS



TEAM LEADER AND MAIN ANALYST

HEAD HONCHO. SLAVE DRIVER.
BUREAUCRAT. ACTUALLY RATHER WELL LIKED
WHEN HE BRINGS IN THE DOUGH FOR THE
TEAM



DATA VISUALIZATION DEVELOPER

NEWLY MINTED ARTIST FOCUSING MAINLY
ON USING PYTHON TO DRAW BEAUTIFUL
GRAPHS. EATS NUMBERS FOR LUNCH, POOPS
GRAPHS.



PRESENTATION SLIDES GRUNT

CHURNS OUT SLIDES (SOMETIMES IN HIS
SLEEP) FOR RATHER DEMANDING TEAM
LEADERS WITHIN YAHOO! FINANCE

ABOUT NETFLIX

- Netflix, inc. Is an american media services provider, headquartered in los gatos, california, offering subscription-based streaming services.
- Founded in 1997 by reed hastings and marc randolph in scotts valley, california
- It is currently trading as:
 - NASDAQ: NFLX
 - NASDAQ-100 component
 - S&P 500 component

ABOUT NETFLIX

CURRENTLY TRADING AT

USD \$411.09

(AS OF 22 JUNE 2018)

- Netflix inc. Hit its all time high of \$416.76 as of 20th june 2018

ABOUT NETFLIX

MARKET CAP

USD \$130B

(AS OF MARCH 2018)

MAIN COMPETITORS



- **THE WALT DISNEY COMPANY**
- **MARKET CAP \$155B**



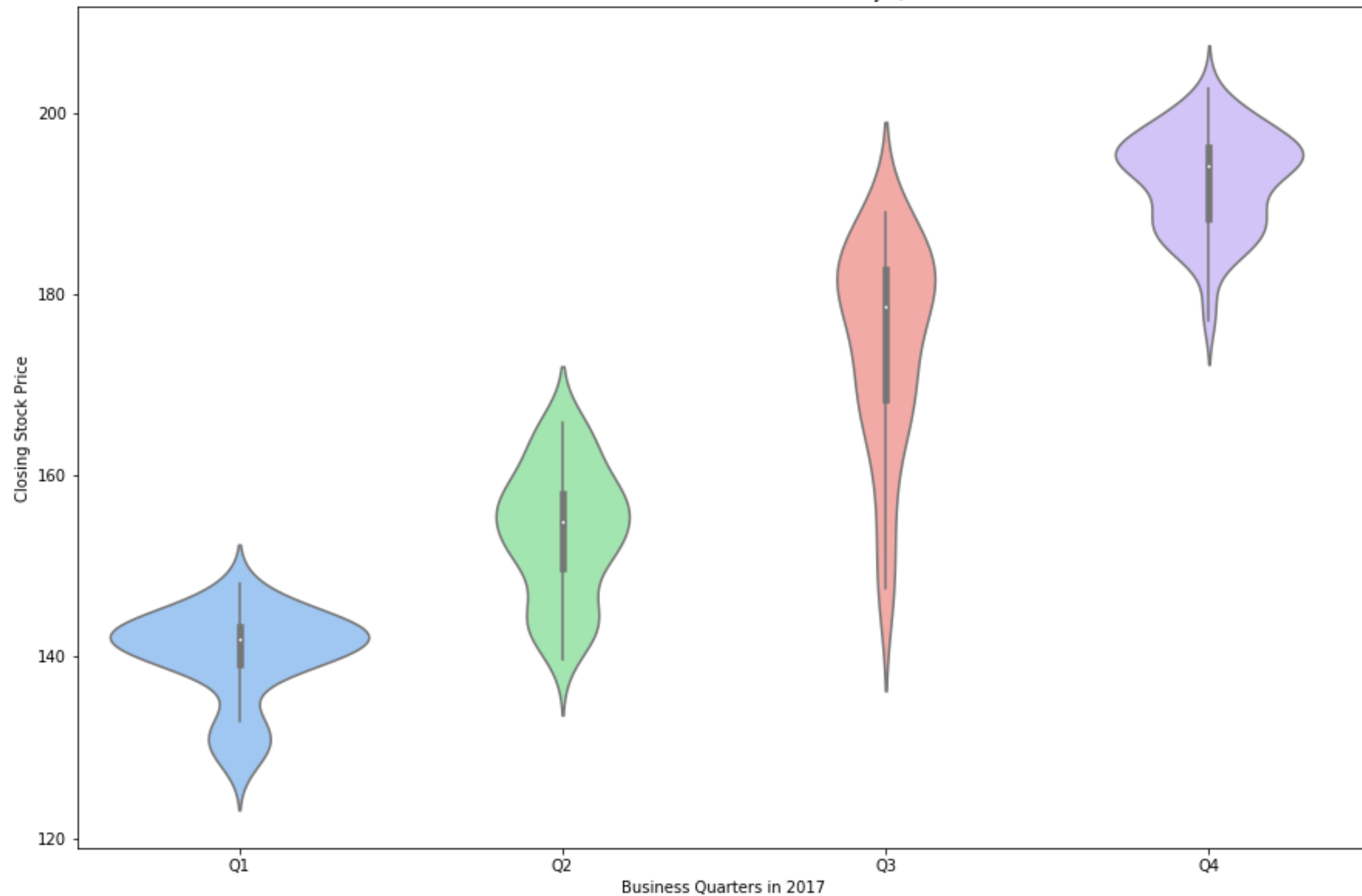
COMCAST

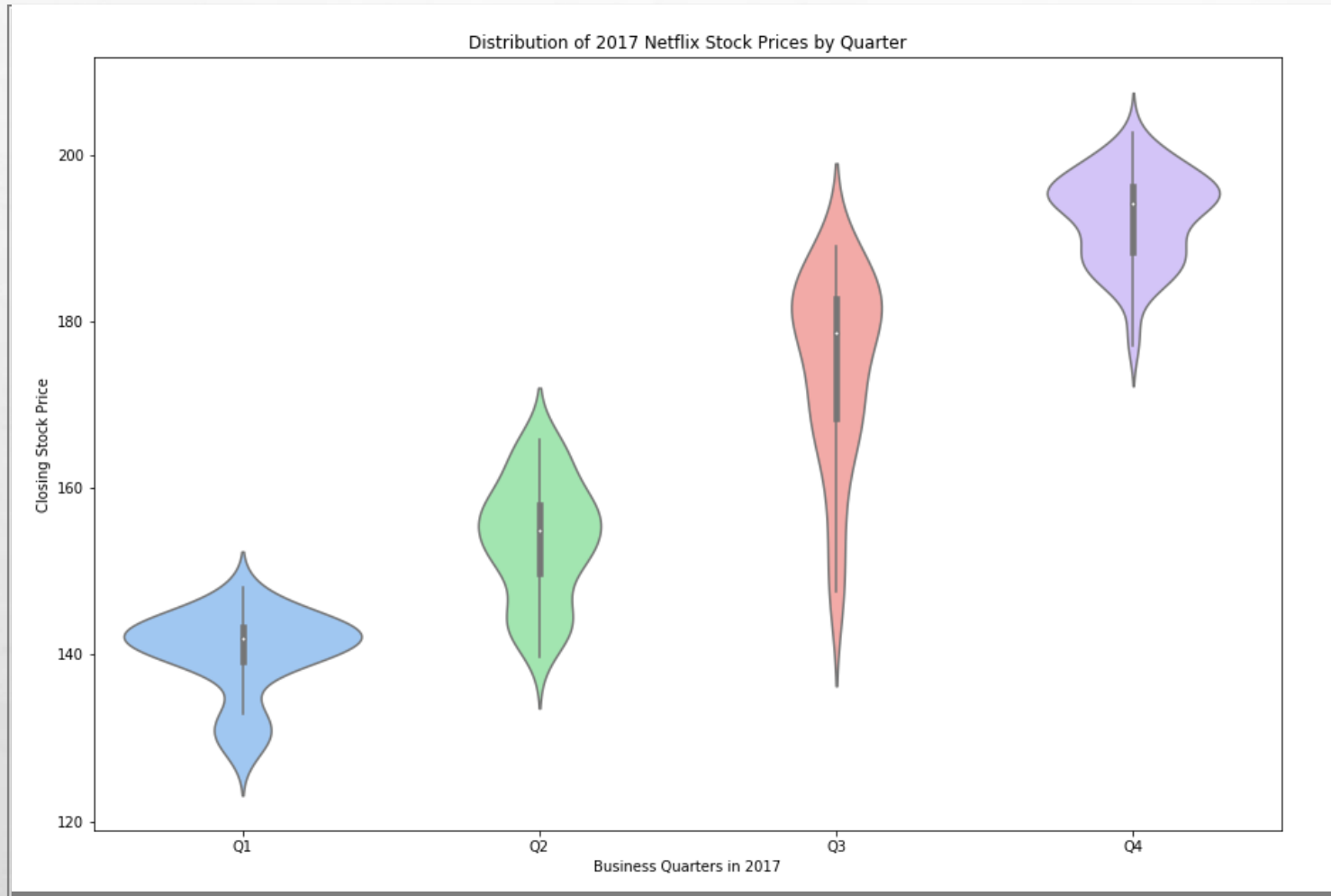
- **COMCAST HOLDINGS**
- **MARKET CAP \$169B**

LIST OF VISUALIZATIONS

1. **“DISTRIBUTION OF 2017 NETFLIX STOCK PRICES BY QUARTER”** – Violin plot of netflix stock price in 2017, grouped by quarters.
2. **“EARNINGS PER SHARE IN CENTS”** – Scatter plot of the estimate and actual earnings per share in cents
3. **“HOW DOES THE EARNING-REVENUE RELATIONSHIP LOOK LIKE IN 2017?”** – Bar chart comparing the earnings and revenue of netflix in 2017
4. **“EARNINGS AS PERCENTAGE OF REVENUE”** – Line plot of earnings as percentage of revenue to better understand the earnings-revenue relationship
5. **“NETFLIX STOCK PRICE VS DOW JONES INDEX”** – Side by side plots of netflix stock price and dow jones index over 2017

Distribution of 2017 Netflix Stock Prices by Quarter

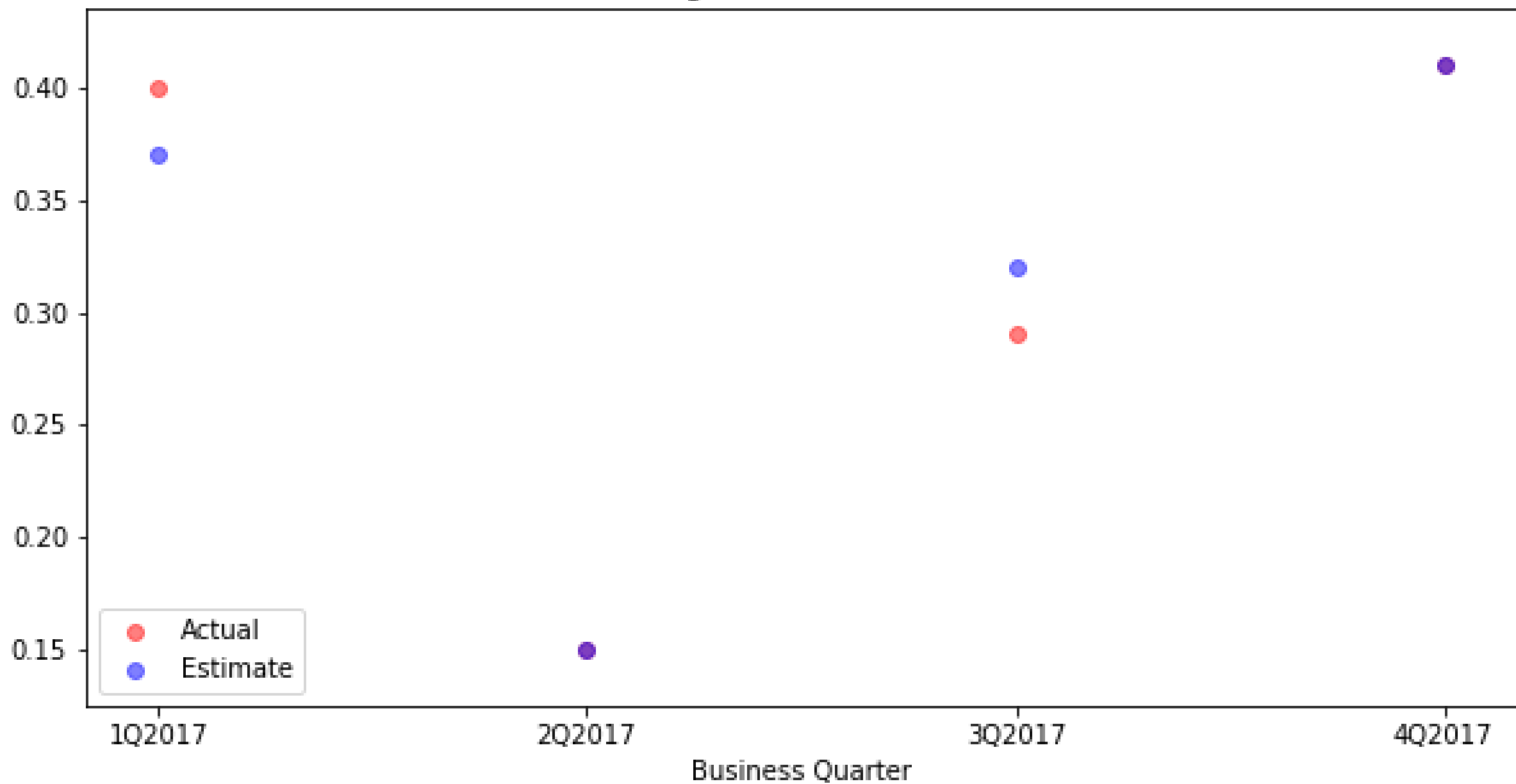




DISTRIBUTION OF NETFLIX STOCK PRICE BY QUARTER

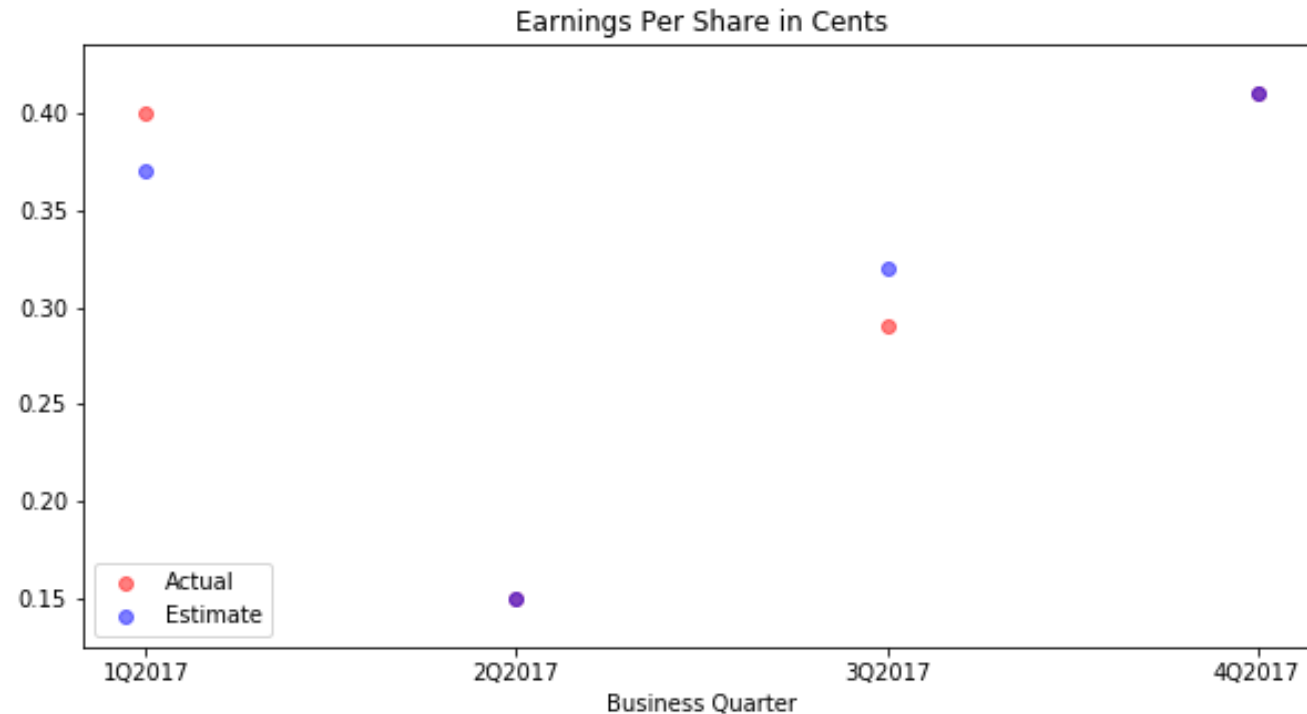
- 3Q2017 seemed the most volatile with stock prices fluctuating between \$140 and \$200
- Prices rose through the 4 quarters in 2017
- 4Q2017 was most stable, with the highest density at around \$195

Earnings Per Share in Cents

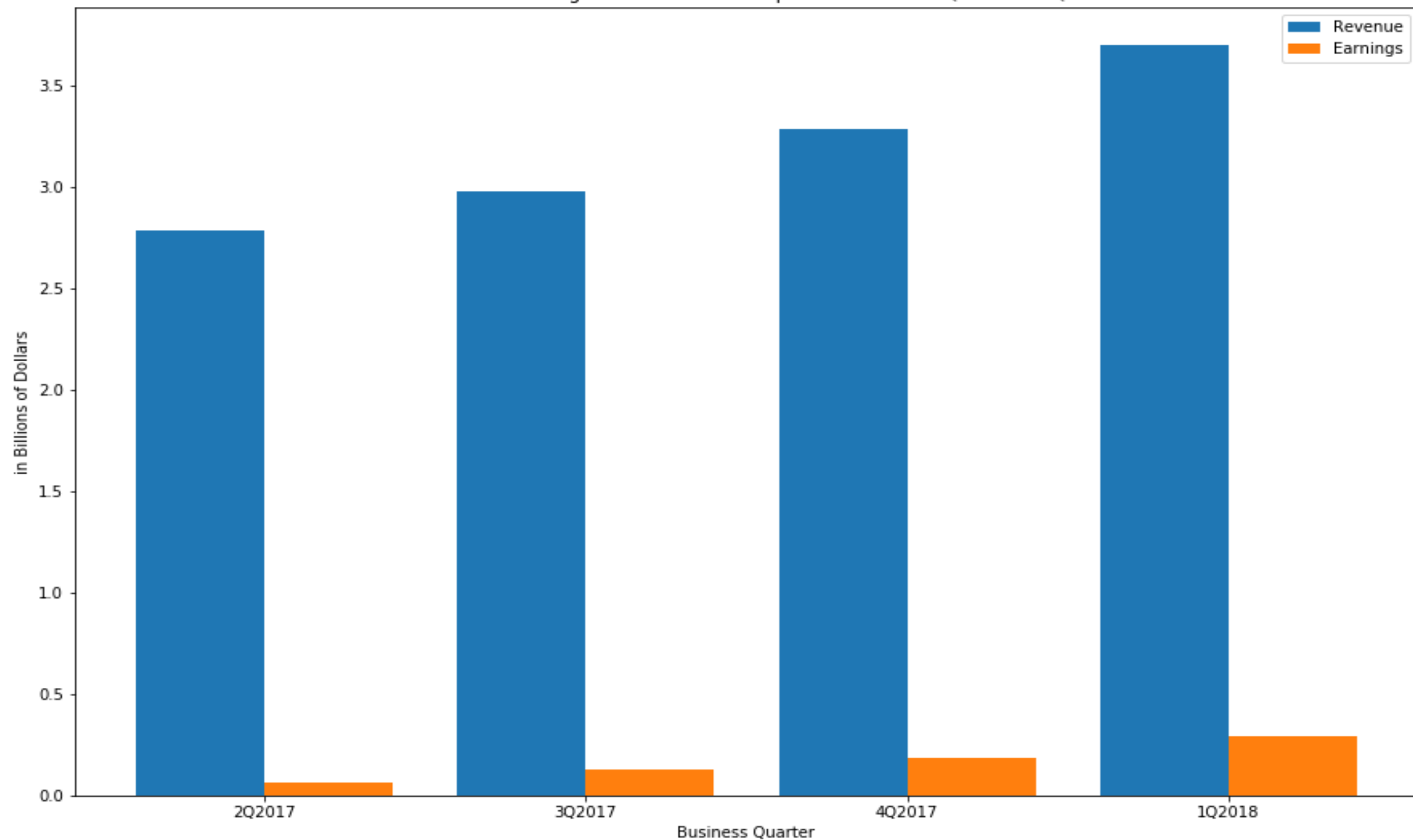


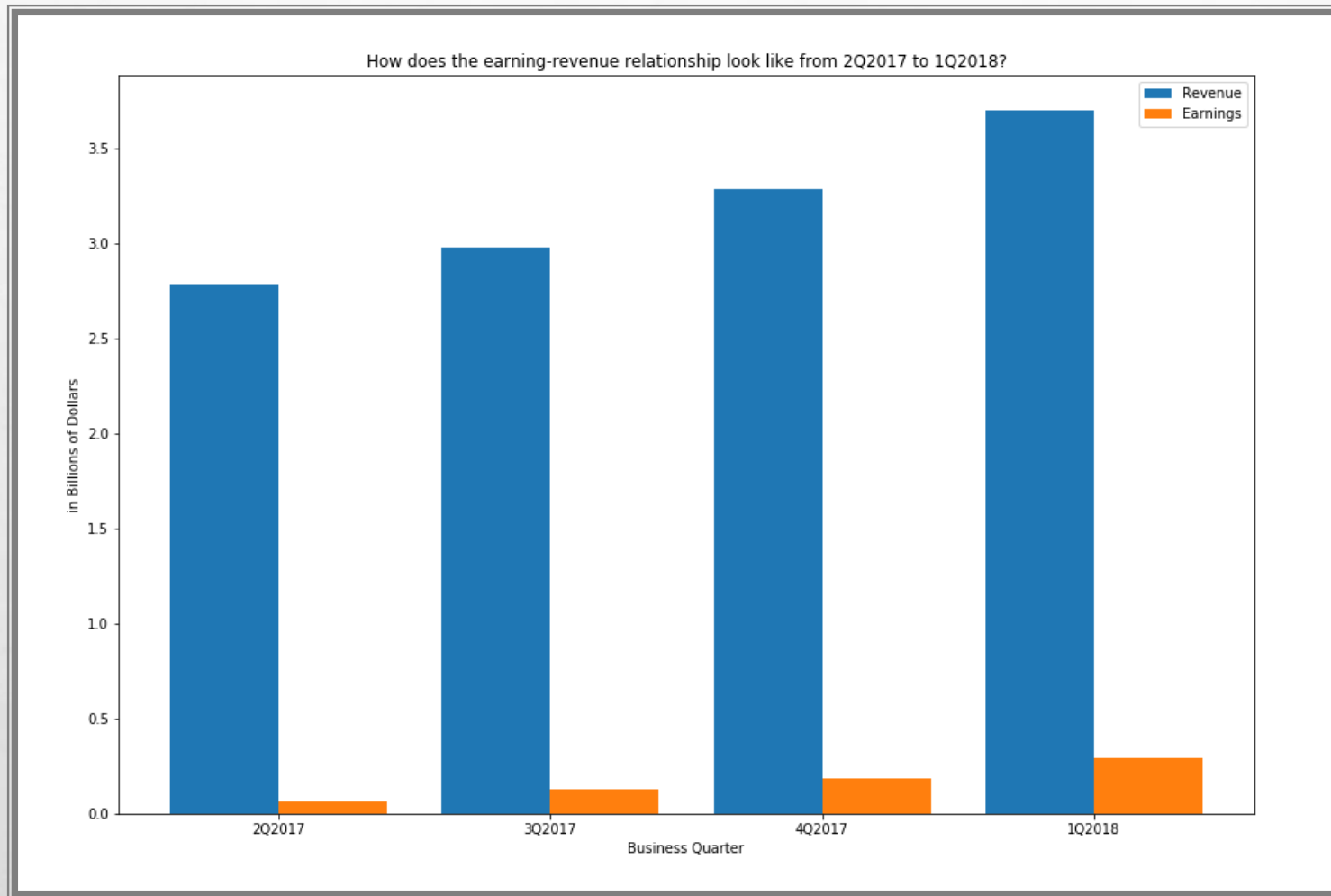
EARNINGS PER SHARE IN CENTS

- Earnings per share in cents fluctuated throughout 2017
- Netflix performed better than estimated in 1Q2017 and worse than estimated in 3Q2017
- In 2Q2017 and 4Q2017, the estimate was accurate and reflected the actual earnings per share



How does the earning-revenue relationship look like from 2Q2017 to 1Q2018?

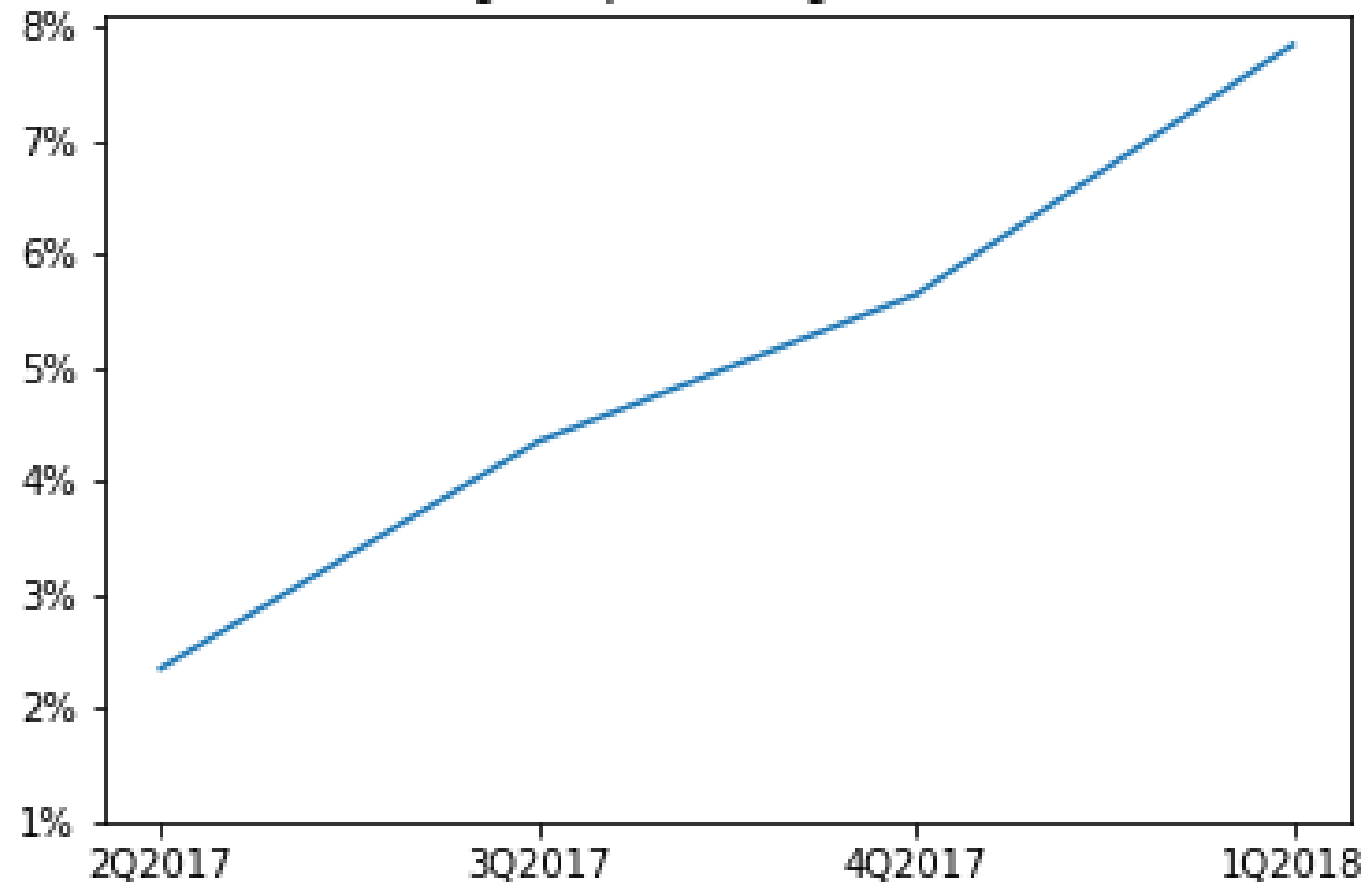


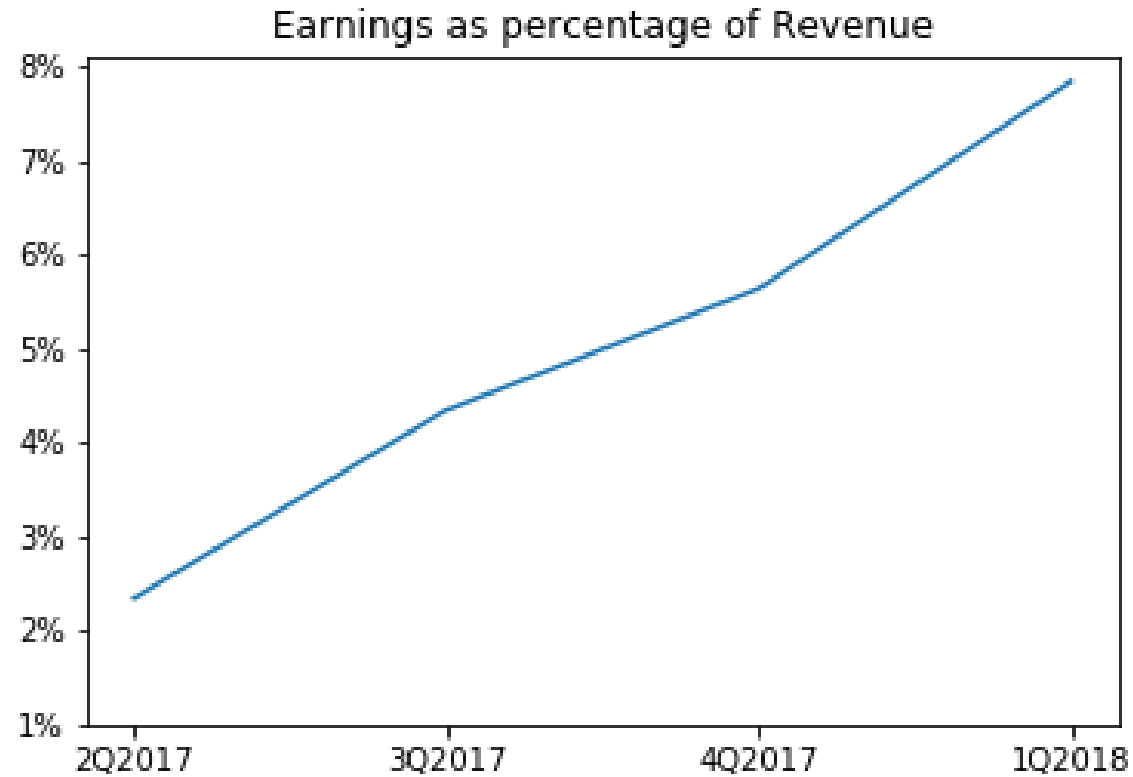


REVENUE VS EARNINGS OF NETFLIX FROM 2Q2017 TO 1Q2018

- Both the revenue and earnings increased throughout the period of study
- However it is difficult to understand the relationship between revenue and earnings solely looking at these bars

Earnings as percentage of Revenue

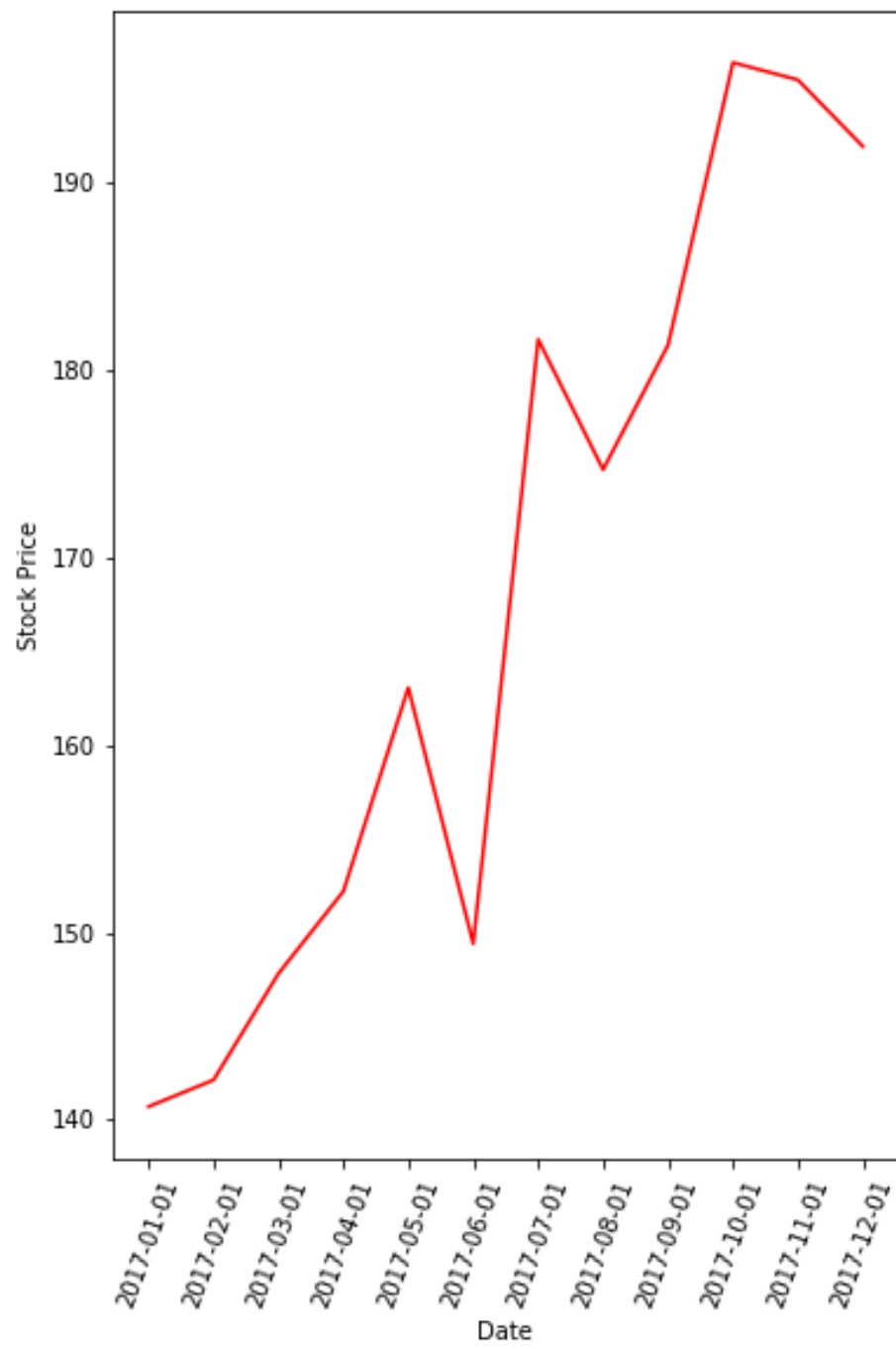




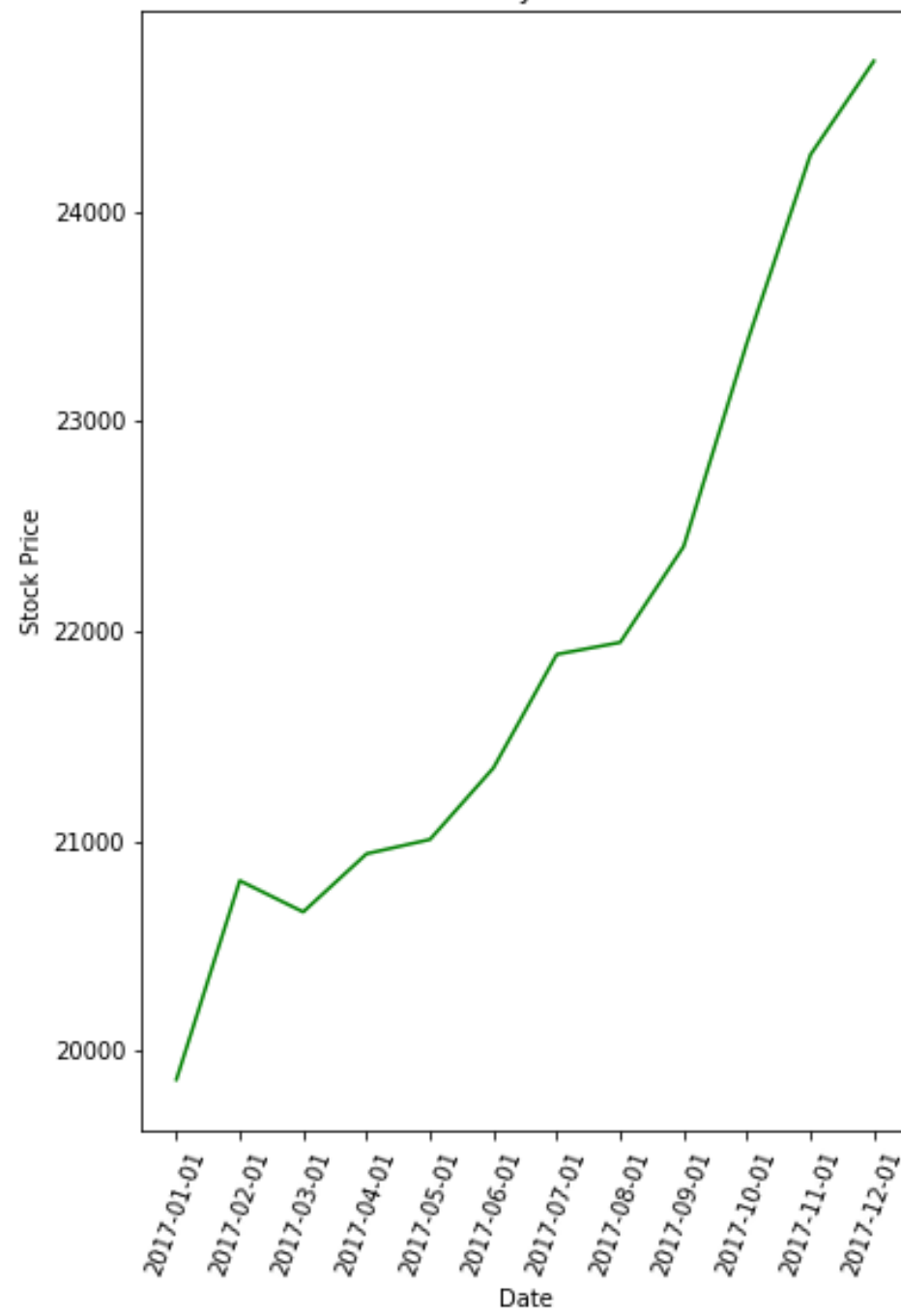
EARNINGS AS PERCENTAGE OF REVENUE

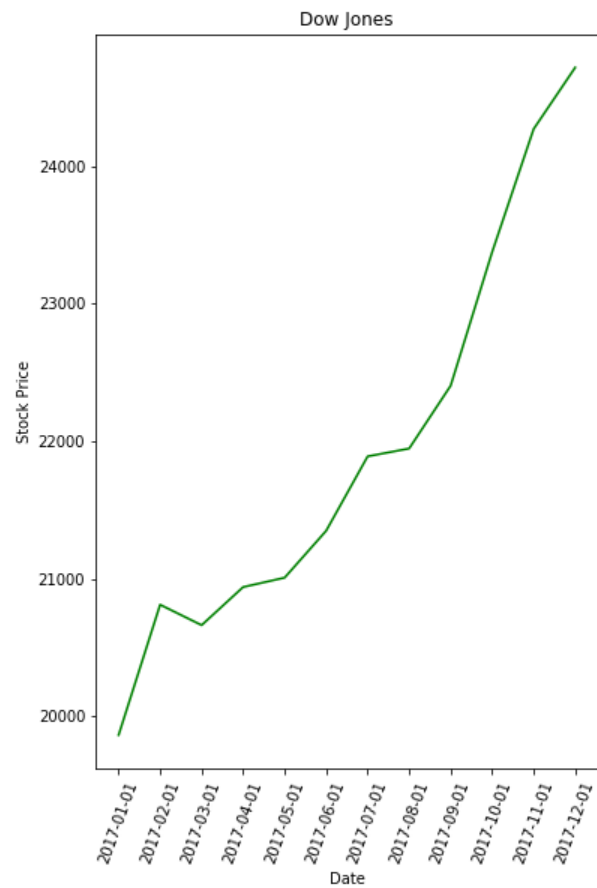
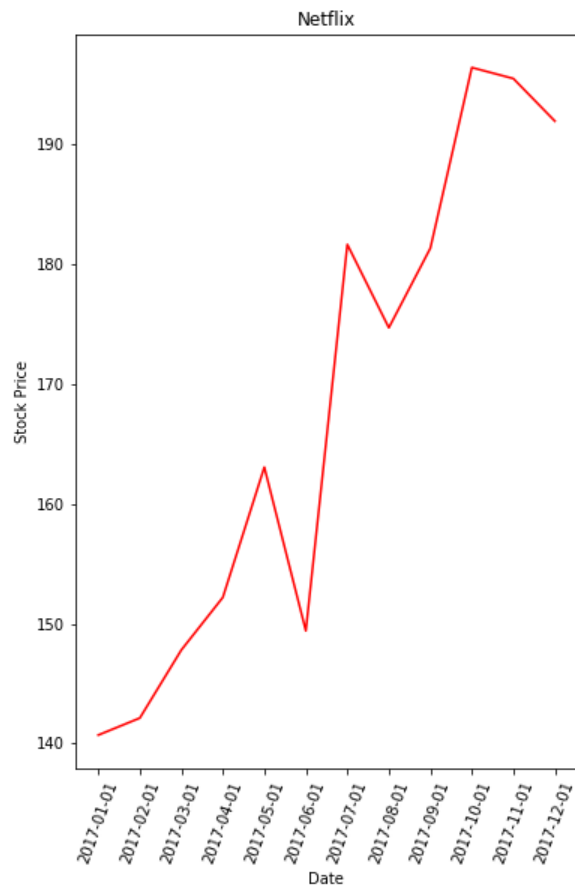
- It is difficult to understand the relationship between earnings and revenue
- A further analysis was done to study the relationship
- The graph shows that the higher the revenue, the higher rate of earnings

Netflix



Dow Jones





NETFLIX STOCK PRICE VS DOW JONES INDEX

- The netflix stock and dow jones index seem to follow a similar rising trend throughout 2017
- There were minor fluctuations in the stock price of netflix through the year