



Netflix Stock Profile

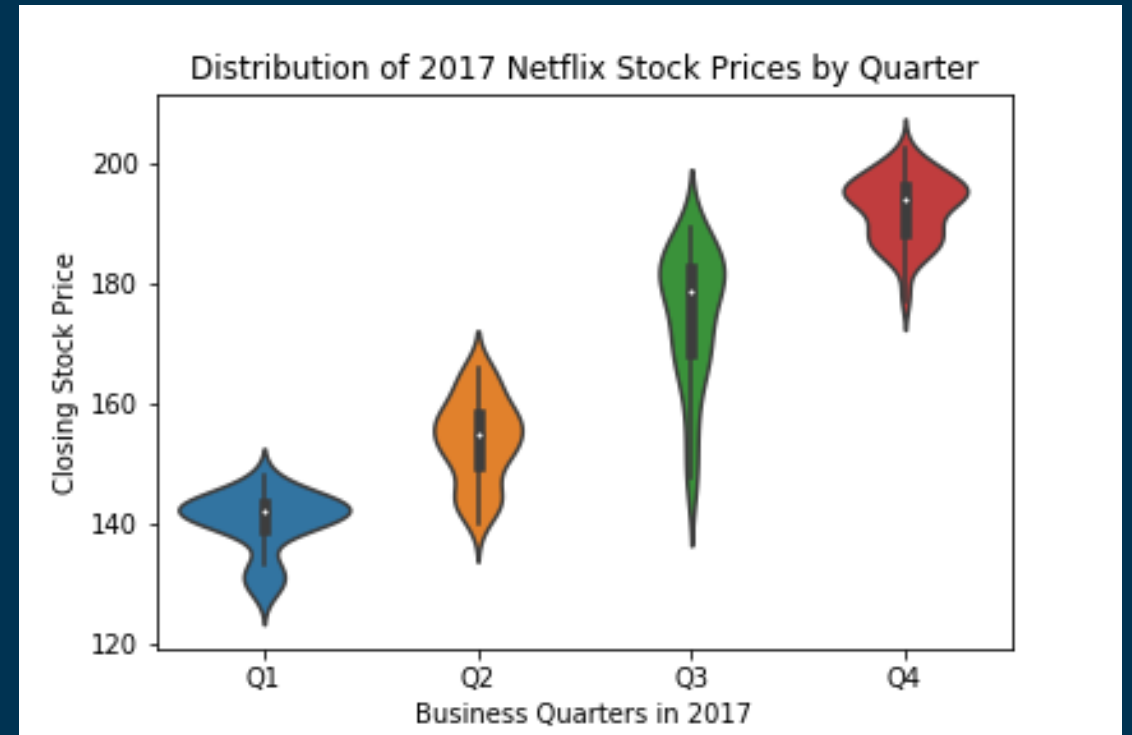
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Netflix stock price analysis for 2017

- The data for Netflix sales for the year of 2017 was analyzed using the following visualizations:
 - Quarterly stock price of Netflix
 - Comparison of estimated and actual stock earnings
 - Comparison of quarterly revenue and earnings
 - Comparison of Netflix and Dow Jones stock prices

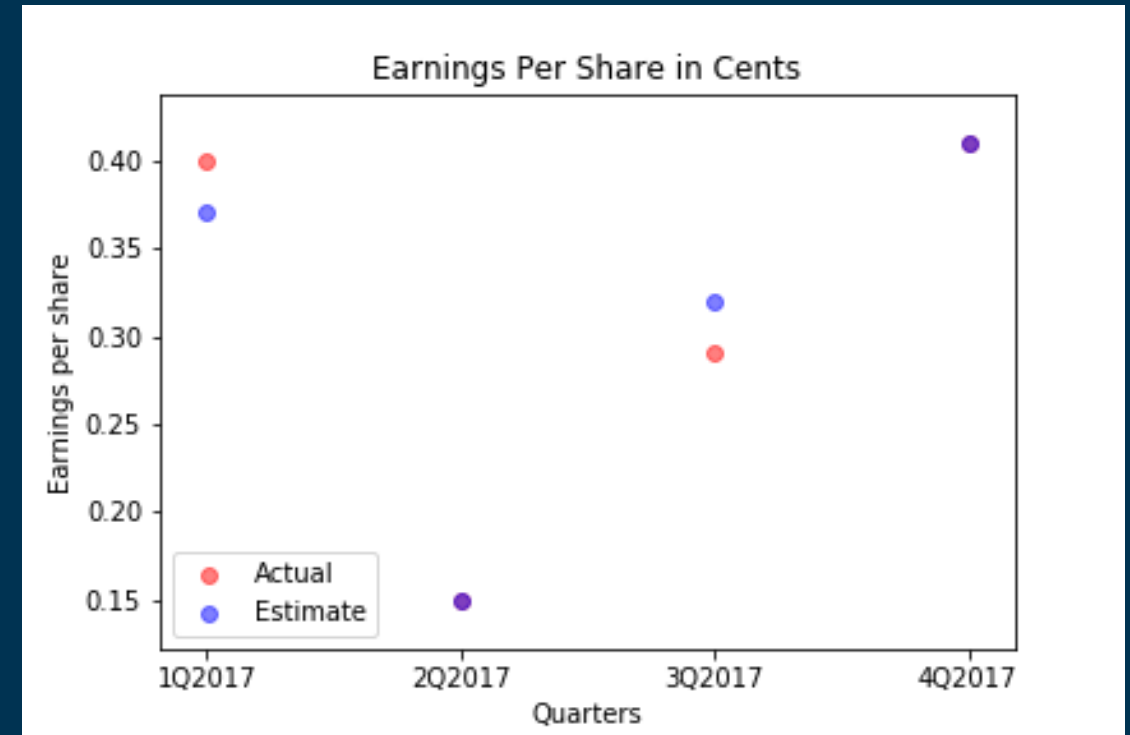
Quarterly stock prices of Netflix

- The stock prices for Netflix increased throughout the year.
- The prices changed the most in first quarter of the year.
- The prices fluctuated in the range of \$140-\$200 with the highest being around \$205 and the lowest around \$130.



Comparison of estimated and actual earnings

- In quarter 1, the actual earnings were more than the estimated earnings.
- In quarter 2 and 4, the actual earnings were the same as estimated, represented by the purple dots.
- In quarter 3 the actual earnings were less than the estimated earnings.



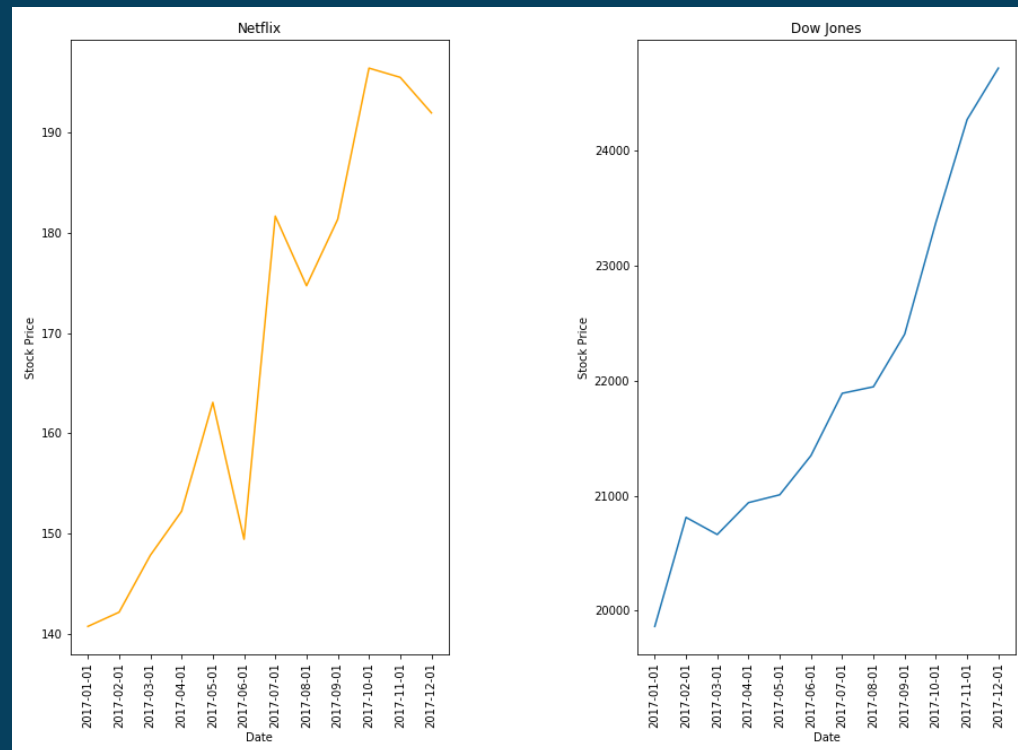
Comparison of quarterly revenue and earnings

- Earnings are roughly 3 -11% of the revenue and increase with increase in the revenue.
- Revenue and earnings grew with each quarter.
- The proportion is as follows:
 - Quarter 2 of 2017 – 2.3%
 - Quarter 3 of 2017 – 3.4%
 - Quarter 4 of 2017 – 3.9%
 - Quarter 1 of 2018 – 5%

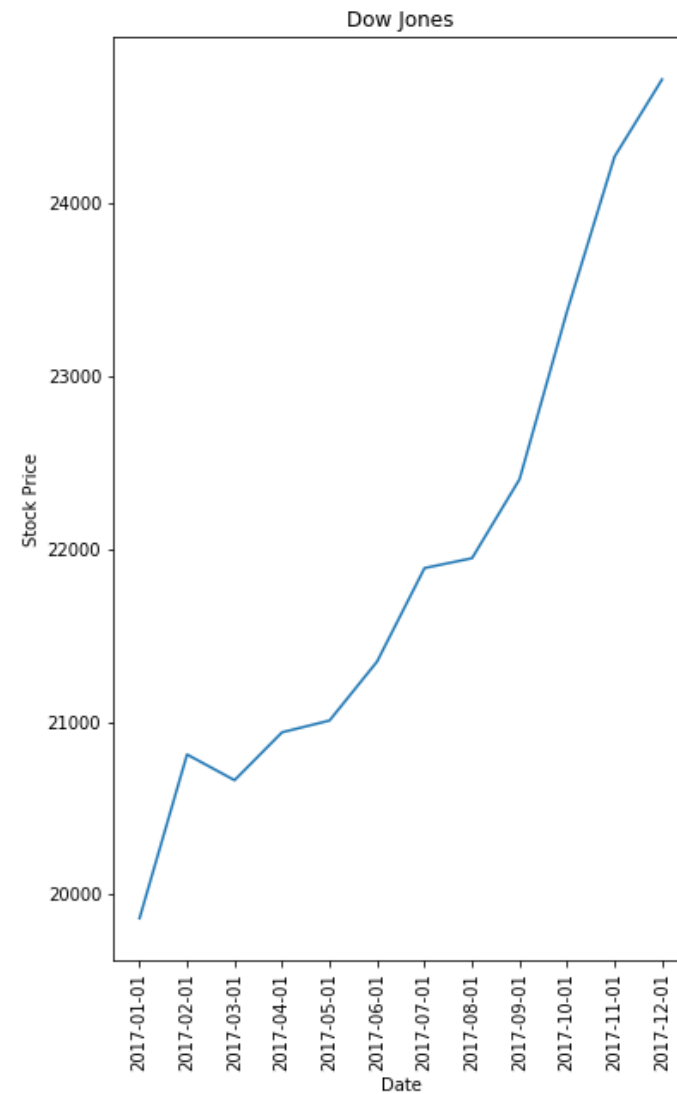
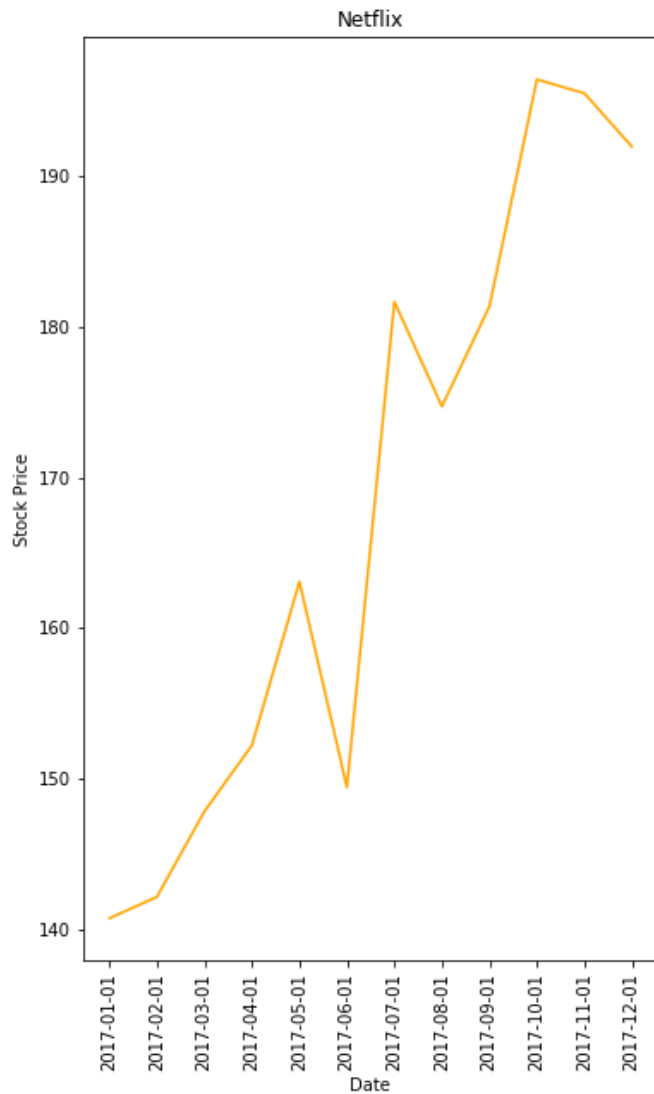


Comparison of Netflix and Dow Jones stock prices

- Even though the prices for Netflix were more volatile with 3 sharp drops, it got more profit and performed better as compared to Dow Jones.
- The price of Netflix stocks is less than 1% of Dow Jones.
- Netflix's prices skyrocketed during June and July, the reason could be a massive hit series.



Close up of the chart





Thank You