

Visualizations of Netflix Stock

By Shakeel Khan

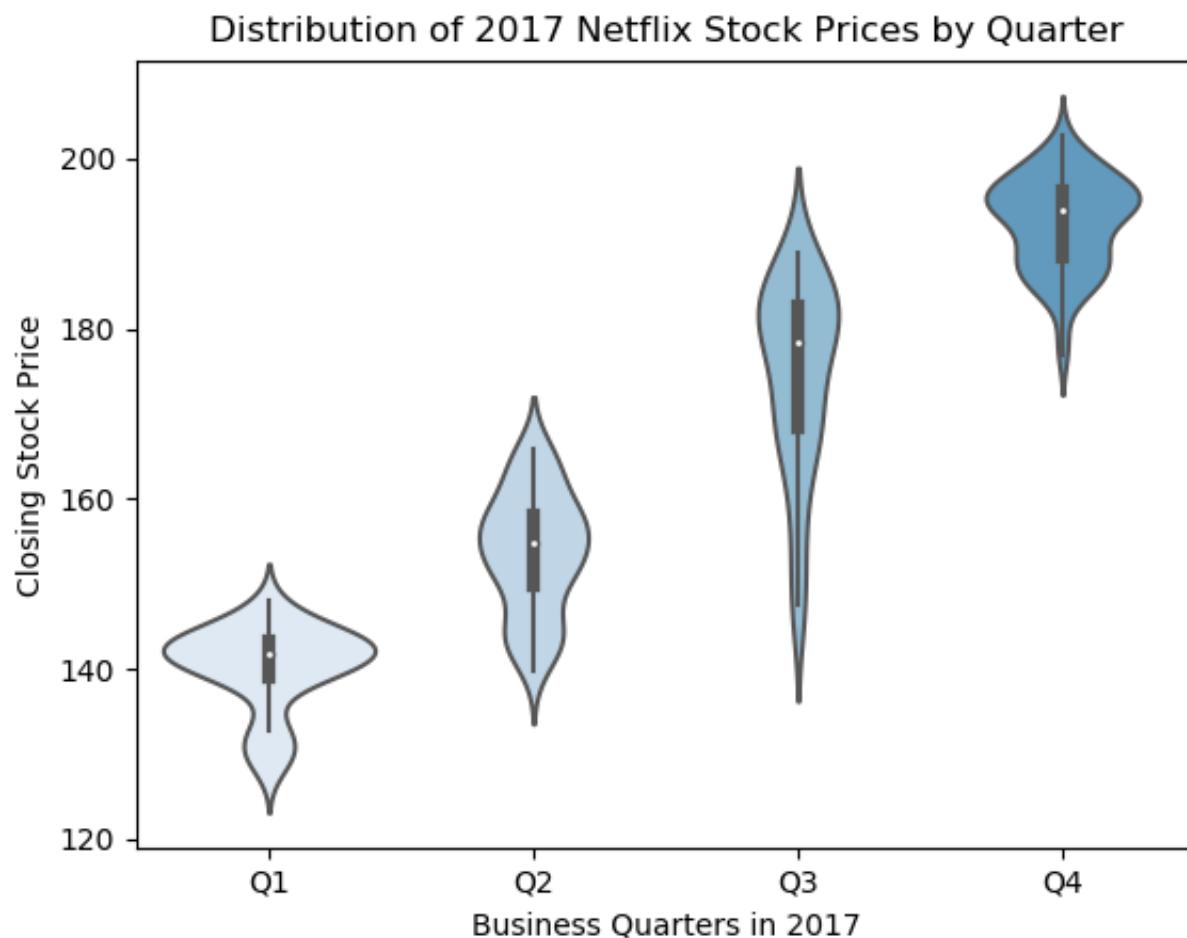
Overview

- Visualizations included in this presentation will cover
 - Distribution of stock prices each quarter
 - Performance of the earnings and revenue
 - Netflix stock compared to earnings per share
 - Summary of the to the Dow Jones Industrial Average

My role as a data visualization developer at Yahoo! Finance is to create these visualizations in hopes to help the Netflix Stock profile team easily visualize Netflix Stock data in 2017 through producing this stock profile.

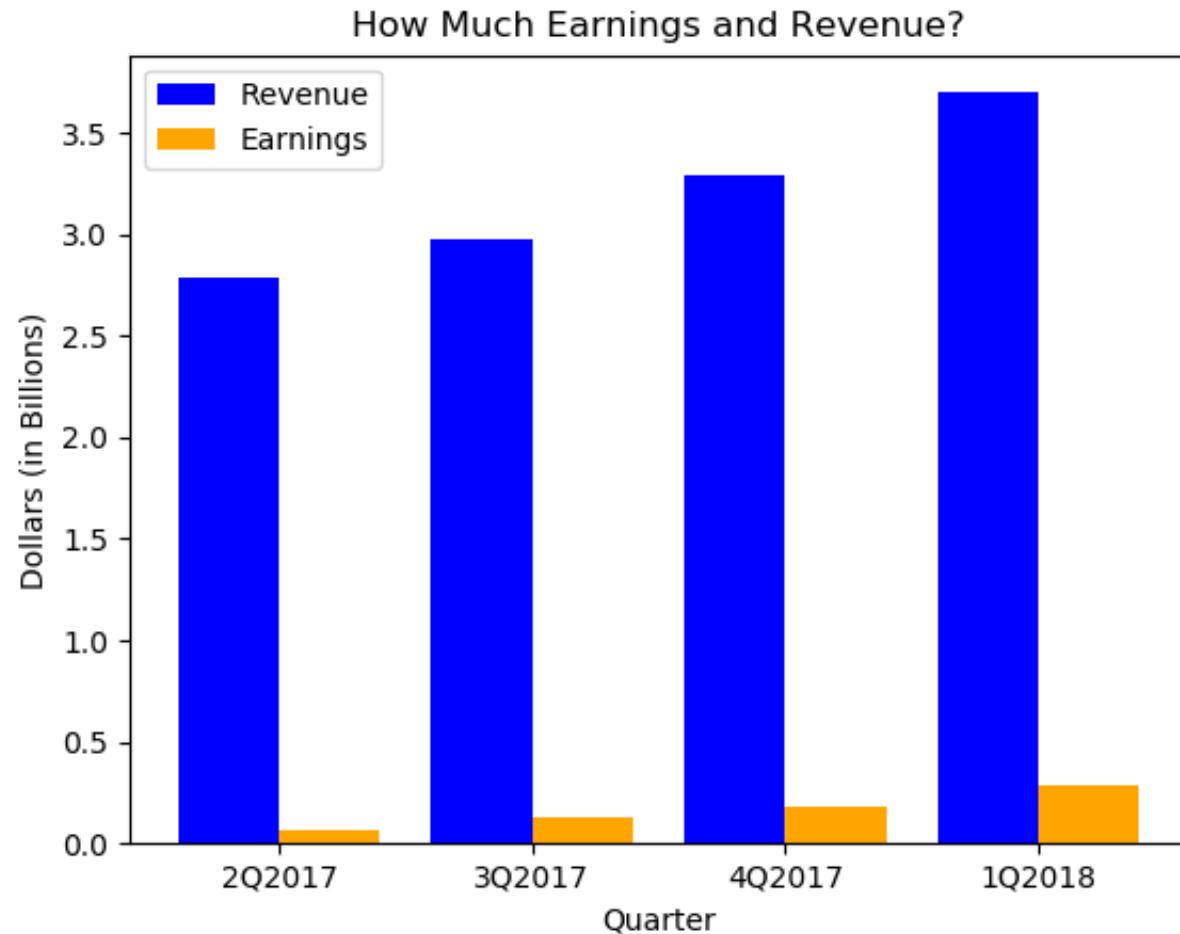
Distribution of Stock Prices

- In the 1st, 2nd, and 3rd quarter prices (at some point in the quarter) were still hovering around \$135-140 (showing it's not consistent)
- (Approximate) Price ranges by quarter:
 - Q1: \$125-150
 - Q2: \$135-170
 - Q3: \$135-195
 - Q4: \$175-205
- The lowest prices occurred in Q1 where they were as low as \$125
- The highest prices occurred in Q4 when they were about \$205



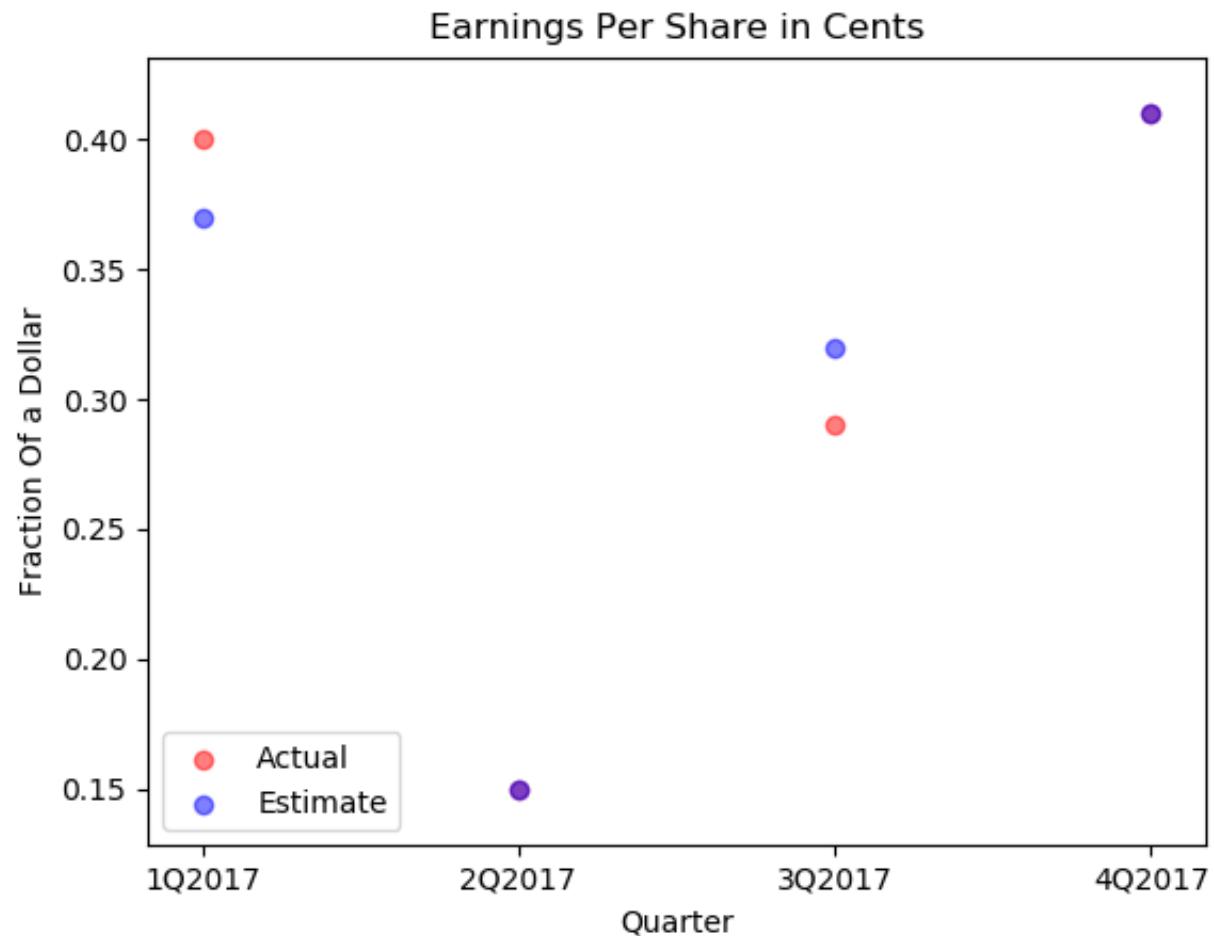
Earnings and Revenue

- The revenue rose about 6-12% every quarter
 - About 6% in Q3 2017
 - About 10% Q4 2017
 - About 12% Q1 2018
- Earnings rose about 30-50% every quarter
 - About 50% Q3 2017
 - About 30% Q4 2017
 - About 36% Q1 2018
- Typically, 2-8% of the revenue ended up being the earnings
 - About 2% Q2 2017
 - About 4% Q3 2017
 - About 6% Q4 2017
 - About 8% Q1 2018



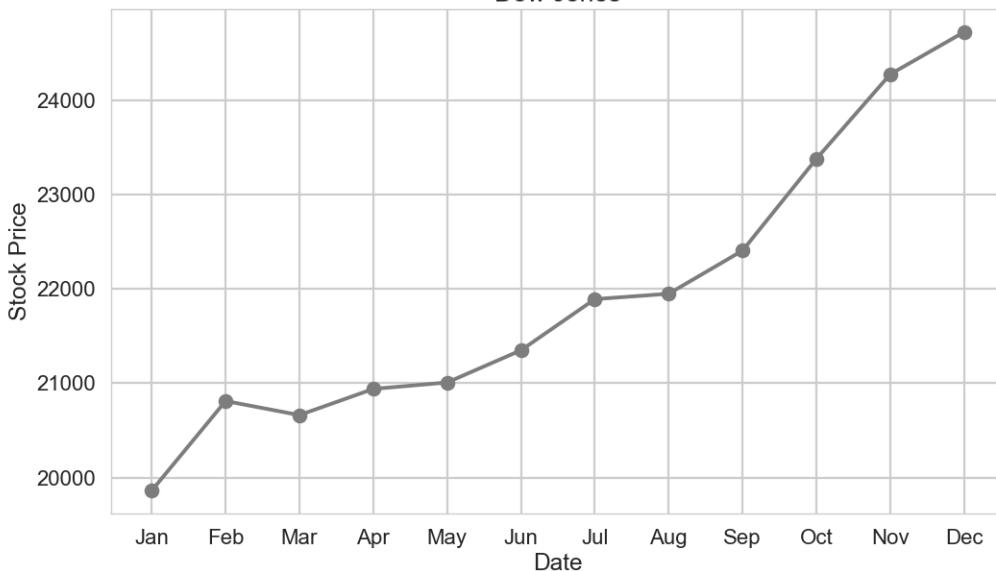
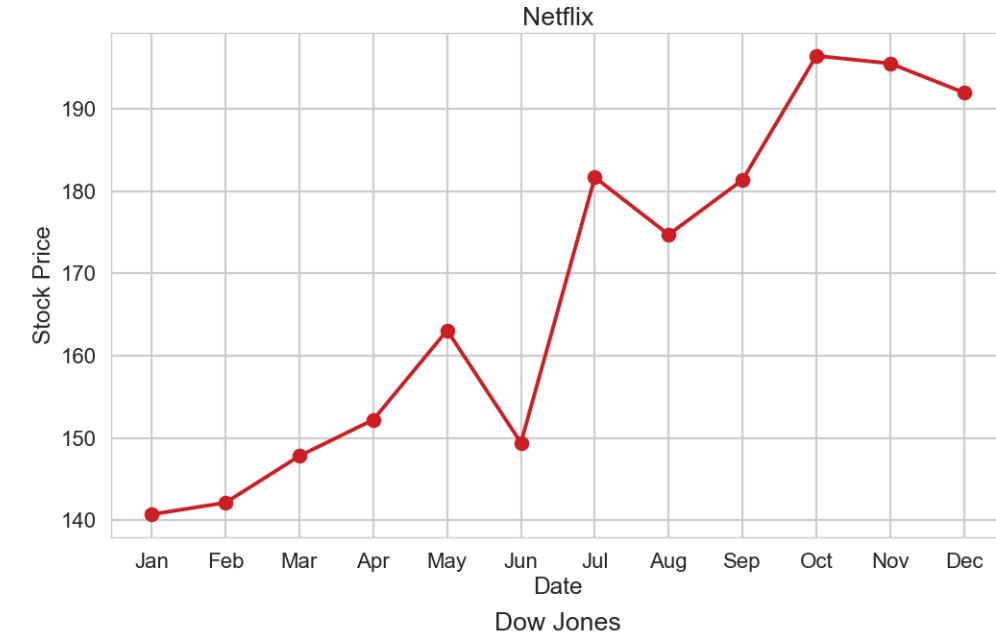
Earnings Per Share

- Earnings per share and estimates were either very close or dead accurate
- The highest earnings made was \$0.41 in Q4
- The lowest earnings made was \$0.15 in Q2
- The actual amount made and the estimate were the same in Q2 and Q4
- The average error between the Actual earnings per share vs the estimate is ± 0.03



Netflix Vs Dow Jones

- In the 1st quarter the Dow Jones Industrial Average performed better than Netflix stock
- While in the 2nd and 3rd quarters Dow Jones maintained consistency and continued climbing, Netflix Stock crashed in the end of the 2nd quarter but spiked during the beginning of the third quarter, ending at a price slightly lower than what they started at
- In the 4th quarter Netflix started doing better than Dow Jones but towards the end the consistency of the Dow Jones made it end in a better position than Netflix
- We can conclude that Netflix stock is far more volatile
- Dow Jones has far more consistent prices, showing the general market was doing much better than Netflix



Thanks for Watching!