

Netflix Stock Price Analysis

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June 9, 2019

Analysis Overview

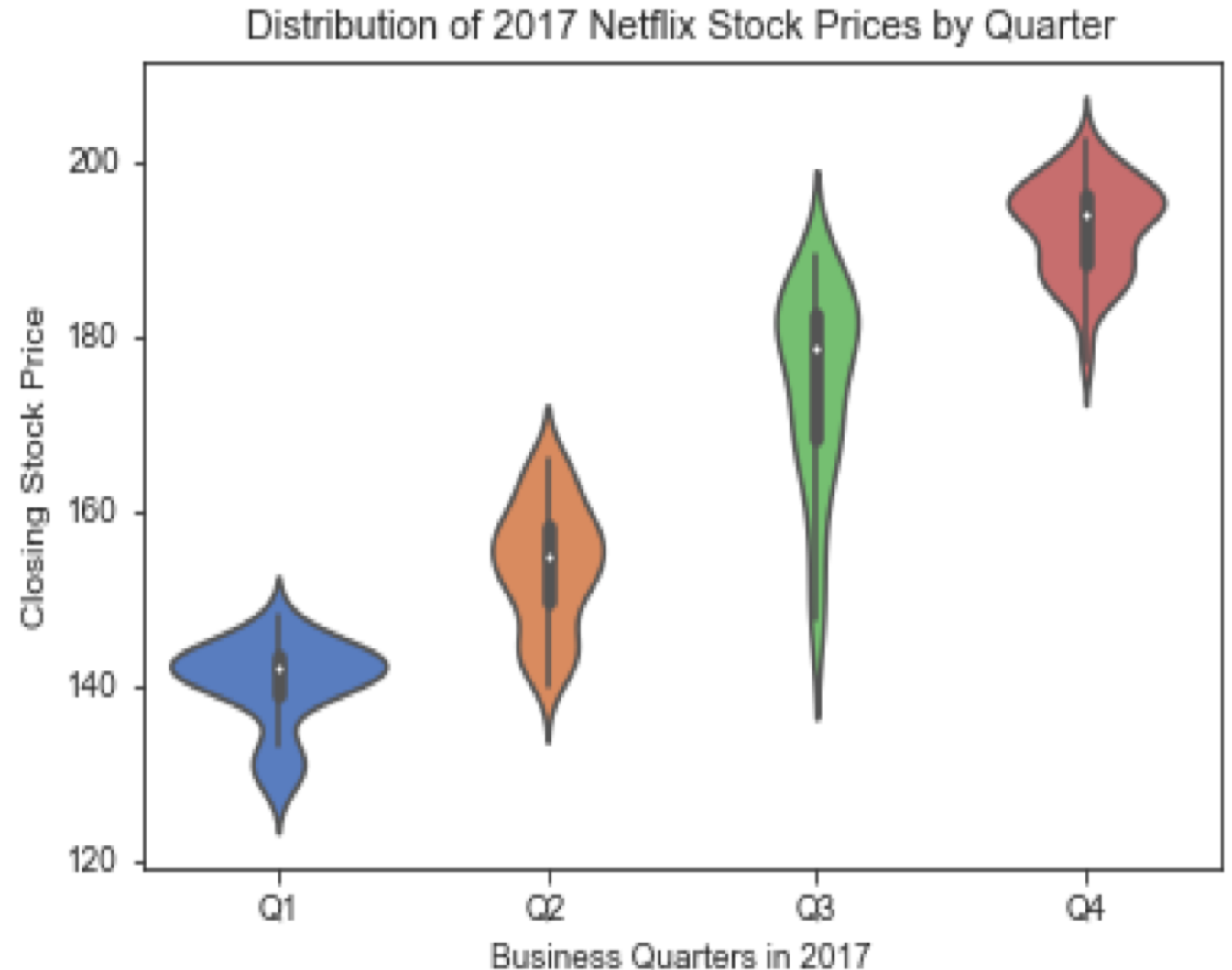
- Distribution of the stock prices for Netflix by quarter, 2017
- Netflix 2017 Quarterly Earnings per Share in Cents: Actual vs Estimated
- Netflix 2017 Revenue and Earnings by quarter
- Getting a sense of the market: Comparing Netflix Stock price vs Dow Jones Industrial Average in 2017

Visualizations: Data Source and Method

- Stock Profile team provided the data used for the visualizations in the following slides in .csv format
- Python 3 was used as the visualization language for the plots in the following slides

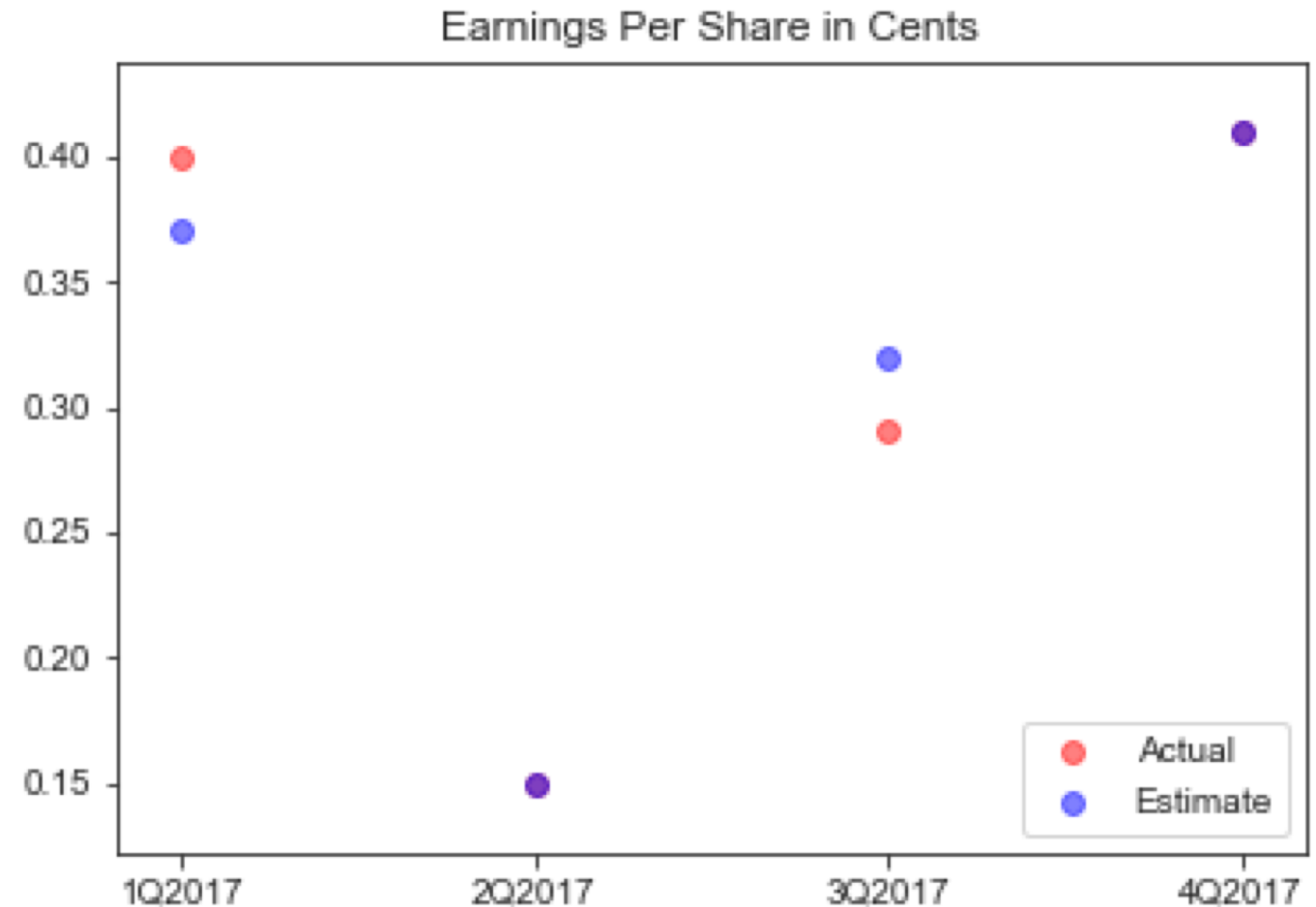
Distribution of the stock prices for Netflix by quarter, 2017

- The median (white dot) stock price rose in a nearly linear fashion from ~\$140 to ~\$190
- Q3 had the most volatile range and supported by the interquartile range (black bar)
- Q1 and Q4 had similar distributions and show stabler stock price through the quarter



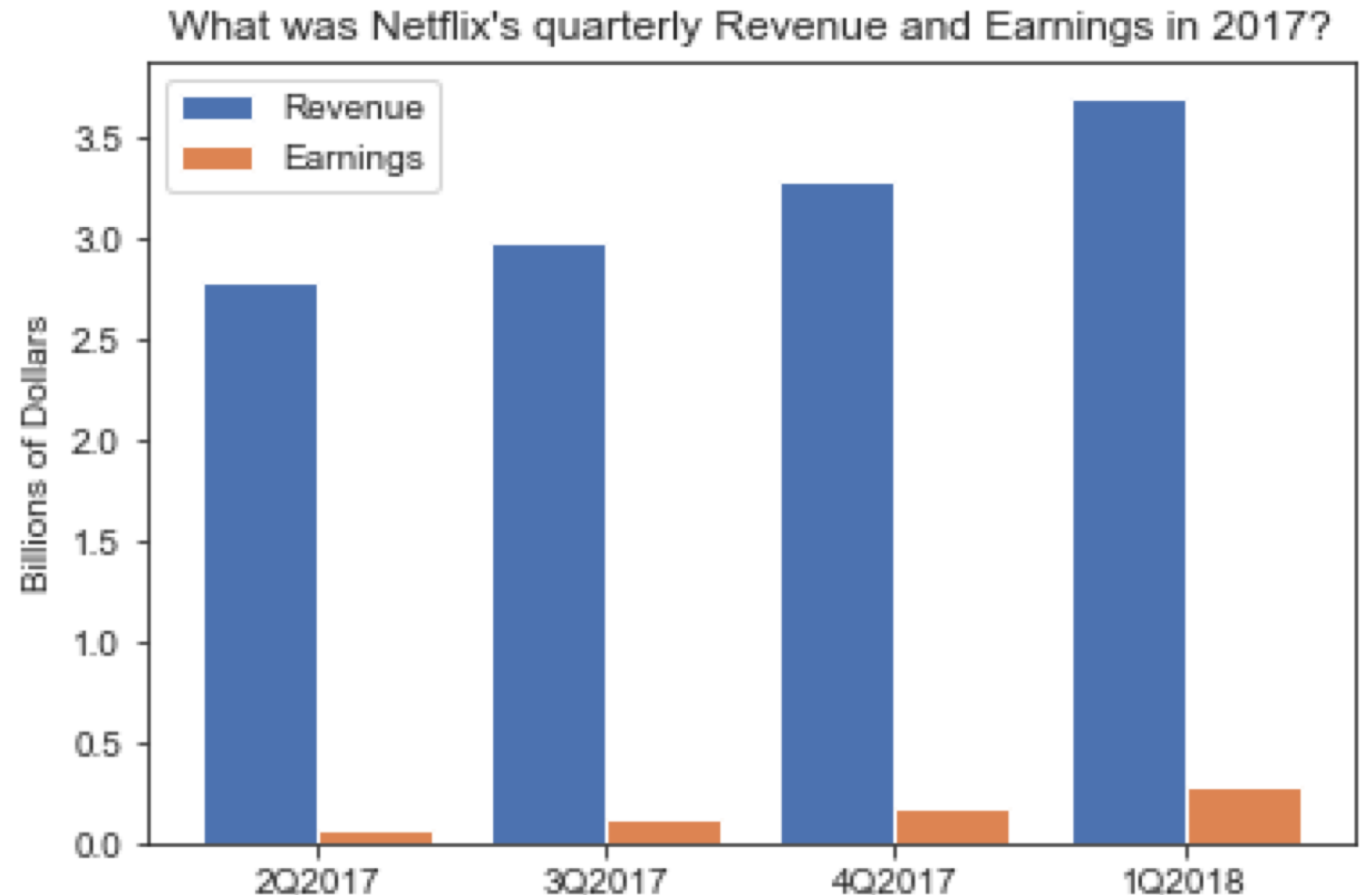
Netflix 2017 Quarterly Earnings per Share in Cents: Actual vs Estimated

- The Estimated was correct as compared to the Actual Earnings per share in cents for Q2 and Q4 in 2017, as shown by the purple dots (blue and red overlap)
- The Earnings per share in cents were underestimated Q1 and overestimated Q3.



Netflix 2017 Revenue and Earnings by quarter

- The 2017 Quarterly Revenue ranged from \$2.79B to \$3.7B, with quarterly increase in a non-linear positive trend.
- The 2017 Quarterly Earnings, defined as (Revenue – Costs), ranged from \$6M to \$290M, with quarterly increase in a positive trend though not mirroring the Revenue positive trend (percentage wise)



Getting a sense of the market: Comparing Netflix Stock price vs Dow Jones Industrial Average in 2017

