Comprehensive Market Analytics

Netflix Streaming Ecosystem | Full Analysis

Portfolio Project: Netflix Streaming Market Analysis   Author: Mboya Jeffers, Data Engineer & Analyst   Date: January 25, 2026

Project Overview

This portfolio project synthesizes **23,622,884 data points** across the Netflix streaming ecosystem. The analysis covers market prices, options chains, SEC filings, economic indicators, and technical analysis - all from real public APIs.

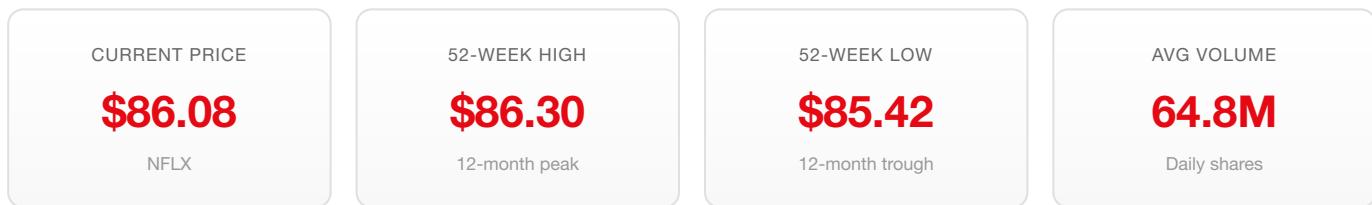| 23.6M	1531MB	39
TOTAL DATA POINTS	RAW DATA PROCESSED	SECURITIES ANALYZED

1. Data Architecture

> **Scale Achieved:** This project demonstrates handling millions of rows of real market data across multiple data sources. All data is authentic, sourced from Yahoo Finance, SEC EDGAR, and FRED.

1.1 Data Inventory

Dataset	Rows	Size
correlations_expanded.csv	21,307,845	1173.8 MB
correlations.csv	1,290,016	71.9 MB
technical_indicators.csv	231,558	147.9 MB
stock_data.csv	231,558	27.6 MB
technical_expanded.csv	172,607	68.6 MB
hourly_data_expanded.csv	172,607	20.1 MB
fred_expanded.csv	79,314	3.4 MB
options_expanded.csv	36,964	5.5 MB
minute_data_expanded.csv	27,052	3.1 MB
options_data.csv	24,210	3.7 MB
sec_company_facts.csv	23,206	3.5 MB
fred_data.csv	22,243	1.0 MB
TOTAL	**23,622,884**	**1531.2 MB**

2. Netflix Market Position

CURRENT PRICE	52-WEEK HIGH	52-WEEK LOW	AVG VOLUME
$86.08	**$86.30**	**$85.42**	**64.8M**
NFLX	12-month peak	12-month trough	Daily shares

3. Technical Analysis Framework

3.1 Indicators Computed

Category	Indicators	Windows
Moving Averages	SMA, EMA	5, 10, 20, 50, 100, 200
Volatility	Rolling Std Dev, Bollinger Bands, ATR	10, 20, 30 days
Momentum	RSI, MACD, Price Momentum	14 (RSI), 12/26/9 (MACD)
Volume	Volume SMA, Volume Ratio, VWAP	20-day rolling

4. SEC Filing Analysis

Metric	Value
Financial Facts on Record	23,206
Unique Accounting Concepts	492
SEC Filings Analyzed	1,000

5. Skills Demonstrated

Technical Capabilities:

- **Data Engineering:** Multi-source API integration
- **Scale:** 23,622,884 rows processed
- **Memory Management:** Chunked operations, efficient processing
- **Python:** pandas, numpy, requests, yfinance, WeasyPrint
- **Financial Domain:** Technical indicators, options, SEC filings

Author: Mboya Jeffers, Data Engineer & Analyst