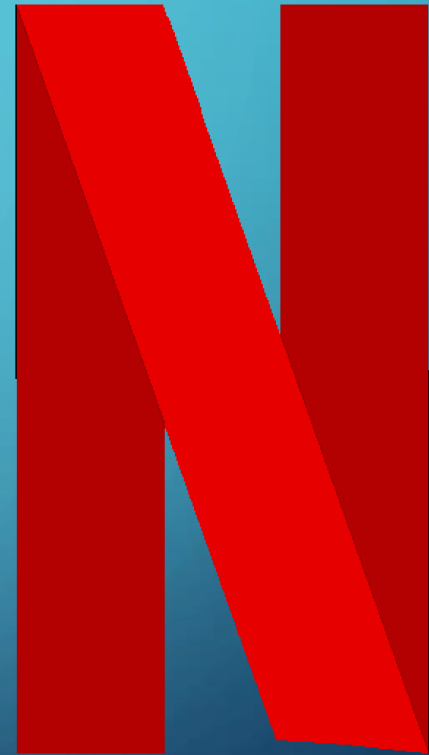




NETFLIX 2017 STOCK PERFORMANCE

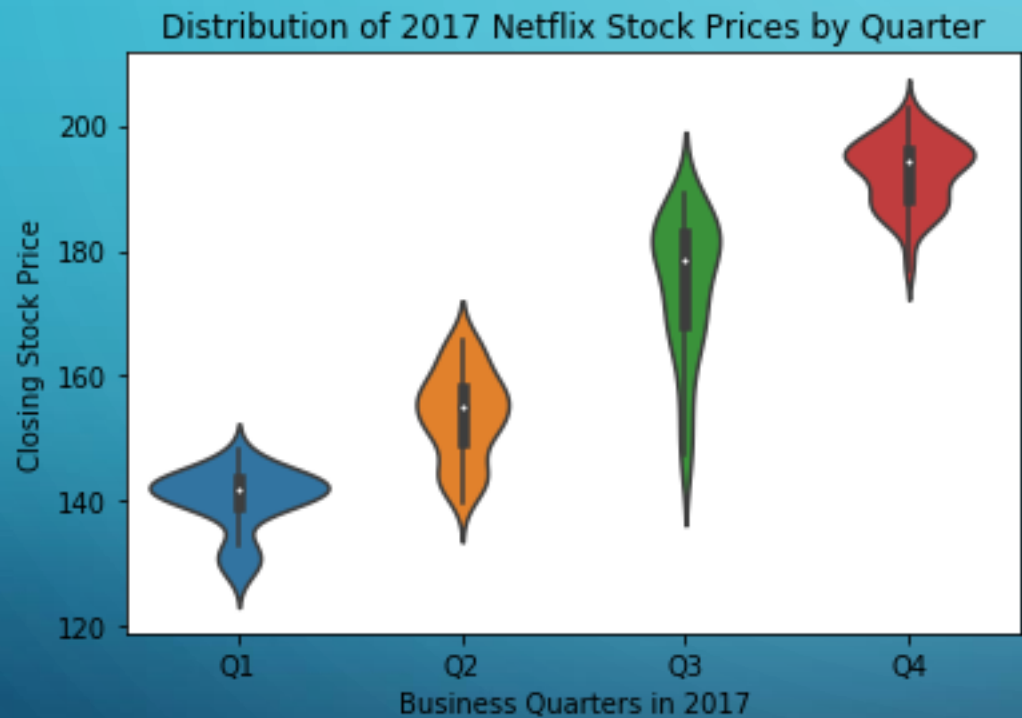
MATT BRISKEY



VISUALIZATIONS

- Distribution of 2017 Netflix Stock Prices by Quarter
 - Shows the distribution of Netflix's stock price as well as additional metrics including the distribution median, interquartile range, and confidence interval
- Netflix EPS
 - Shows Netflix's quarterly earnings compared to their estimates
- Earnings & Revenue by Quarter
 - Shows earnings as a percentage of total revenue
- Netflix vs. DOW stock price
 - Shows the trend in NFLX's stock prices over the course of 2017 compared to that of the Dow Jones Index

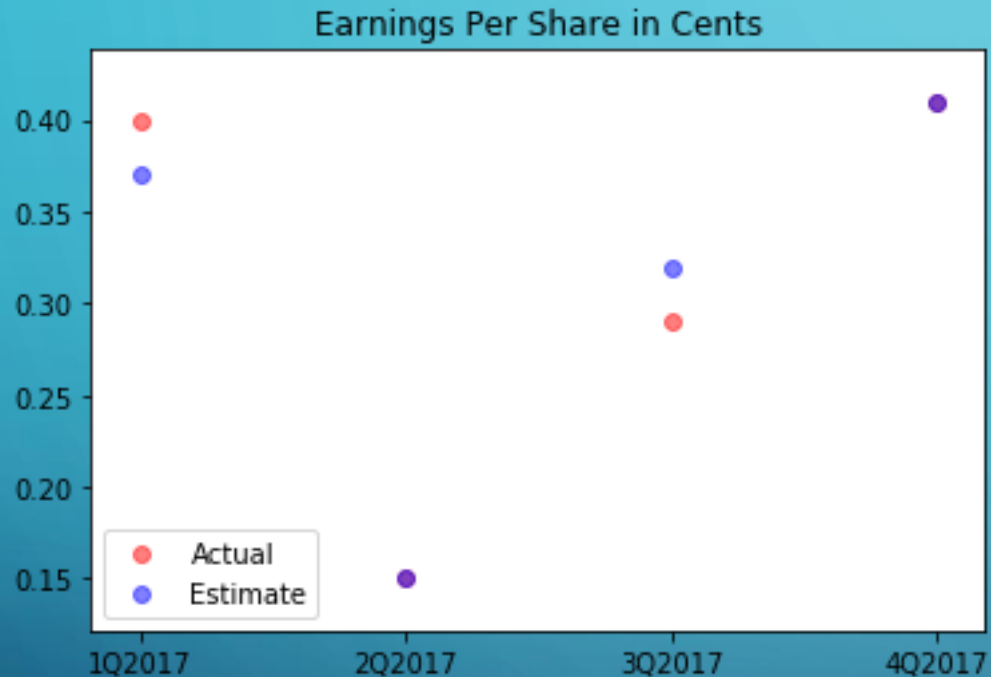
DISTRIBUTION OF NETFLIX'S 2017 STOCK PRICES



- Insights:

- Q1 had the largest distribution relative to the median
- Q3 had the longest range of closing stock price

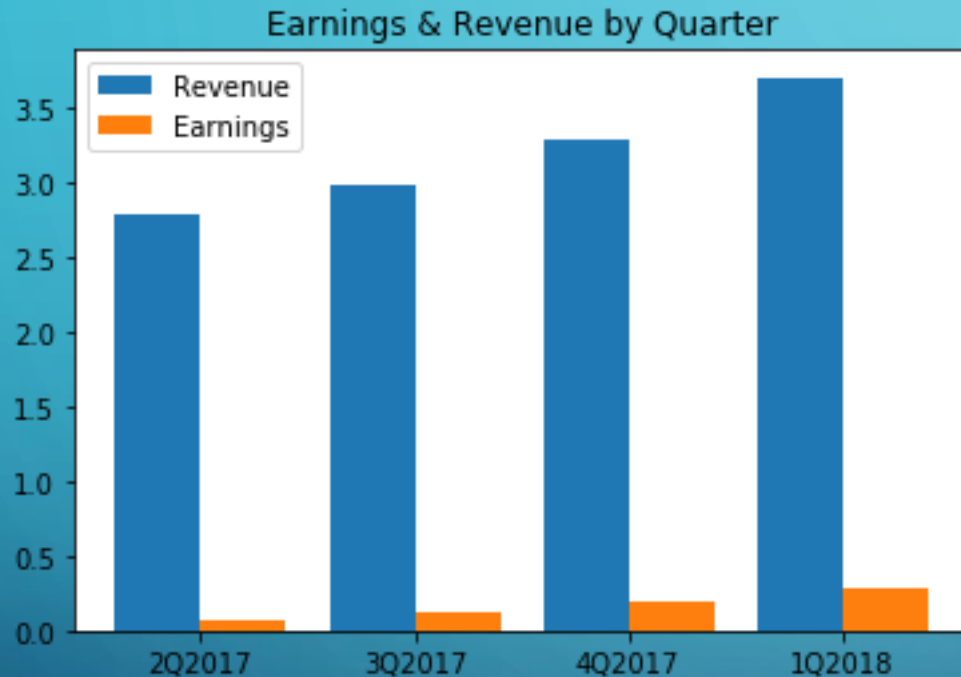
NETFLIX EARNINGS PER SHARE (EPS)



- Insights:

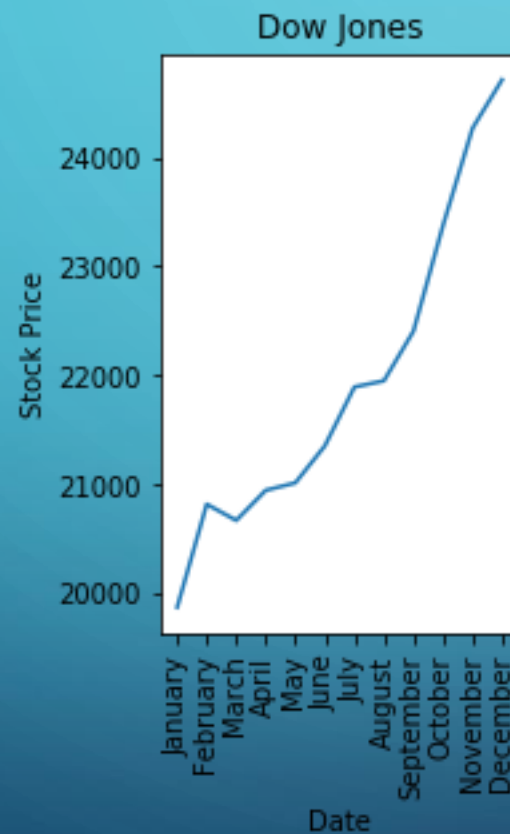
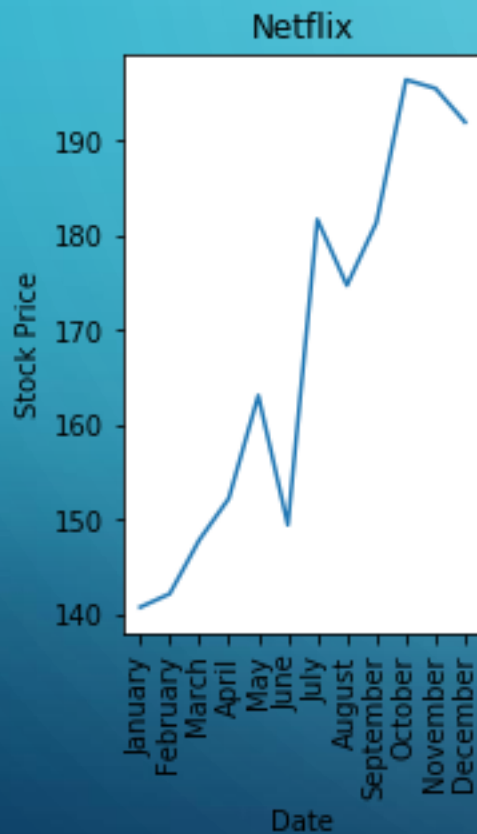
- This chart shows how Netflix performed in terms of EPS, in relation to EPS estimates
- Netflix significantly beat EPS expectations in Q1 & Q3
- Netflix matched EPS estimates in Q2 & Q4

EARNINGS VS REVENUE



- Insights:
 - This chart shows Netflix's earnings in relation to its total revenues
 - Netflix's earnings typically make up about 10% of its total revenues
 - Both earnings & revenue grew significantly throughout the course of the year

NETFLIX VS DOW JONES PERFORMANCE



- Insights:

- Netflix followed the general trend of the Dow Jones Index, but it was much more volatile
- The Dow didn't have any sharp declines, as Netflix suffered from May-June, July-August, and towards the end of the year
- Netflix also experienced sharper rises, especially in June
- By comparing these two charts, you can get a sense of how Netflix performed in relation to the larger market