

# Netflix Stock Profile

Created By: Ma. Celyn Joyce Raquel



# Role in Project

For this project, I acted as a data visualization developer at Yahoo! Finance. I helped in the data visualization of the Netflix stock data to help the Netflix Stock Profile team.



NETFLIX STOCK PROFILE



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LIST OF VISUALIZATIONS

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## Distribution of 2017 Netflix Stock Prices by Quarter

Violin Plot

## Earnings Per Share in Cents

Scatter Plot





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LIST OF VISUALIZATIONS

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Revenue and Earnings from  
Q2 2017 to Q1 2018

Bar Plot

Netflix vs. Dow Jones

Line Plot



# Files Used

The files used are in CSV  
format.

Data Source: Yahoo Finance

## Netflix Stocks

JAN - DEC 2017

## Dow Jones Industrial Average

JAN - DEC 2017

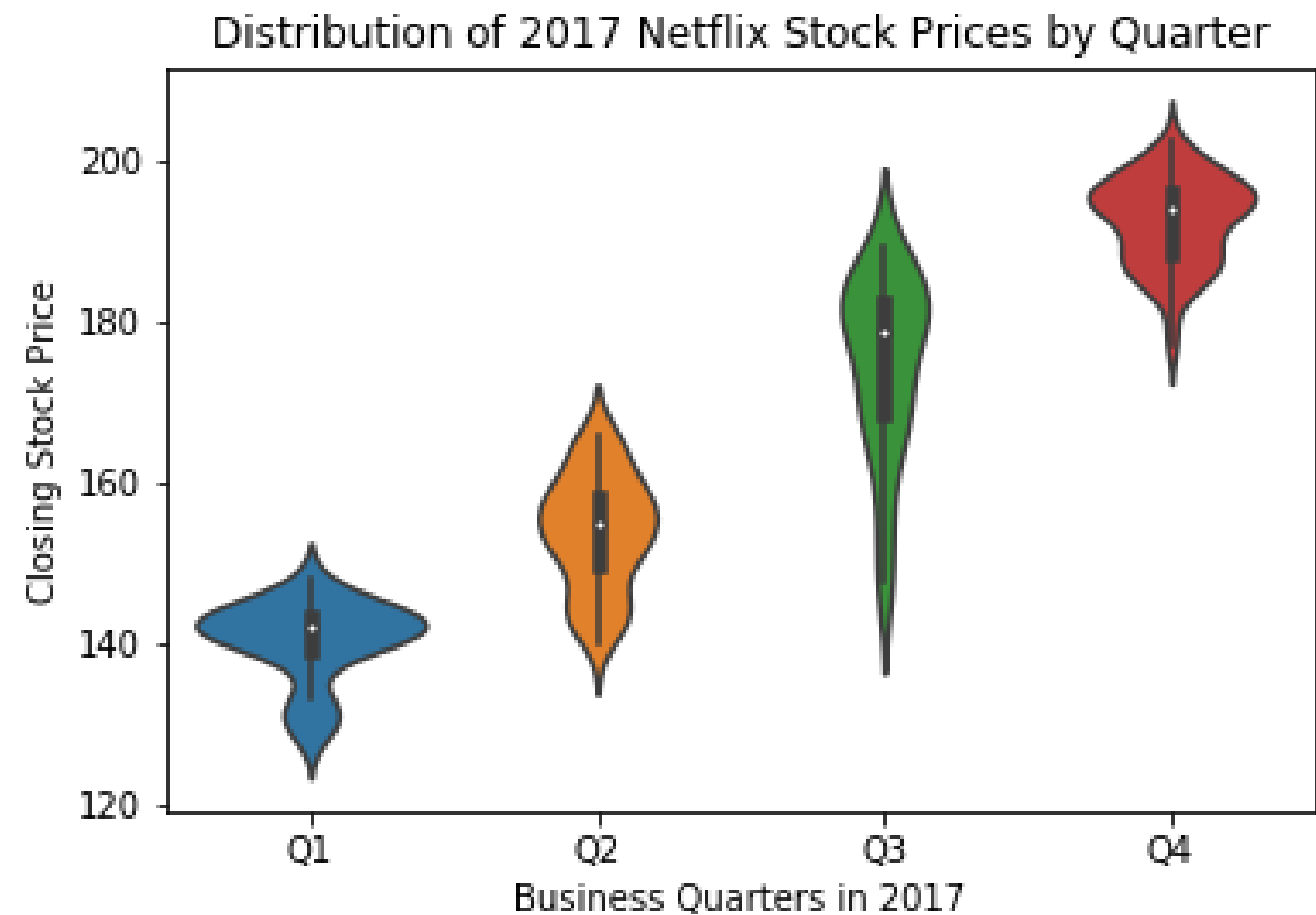
## Netflix Stocks by Quarter

2017



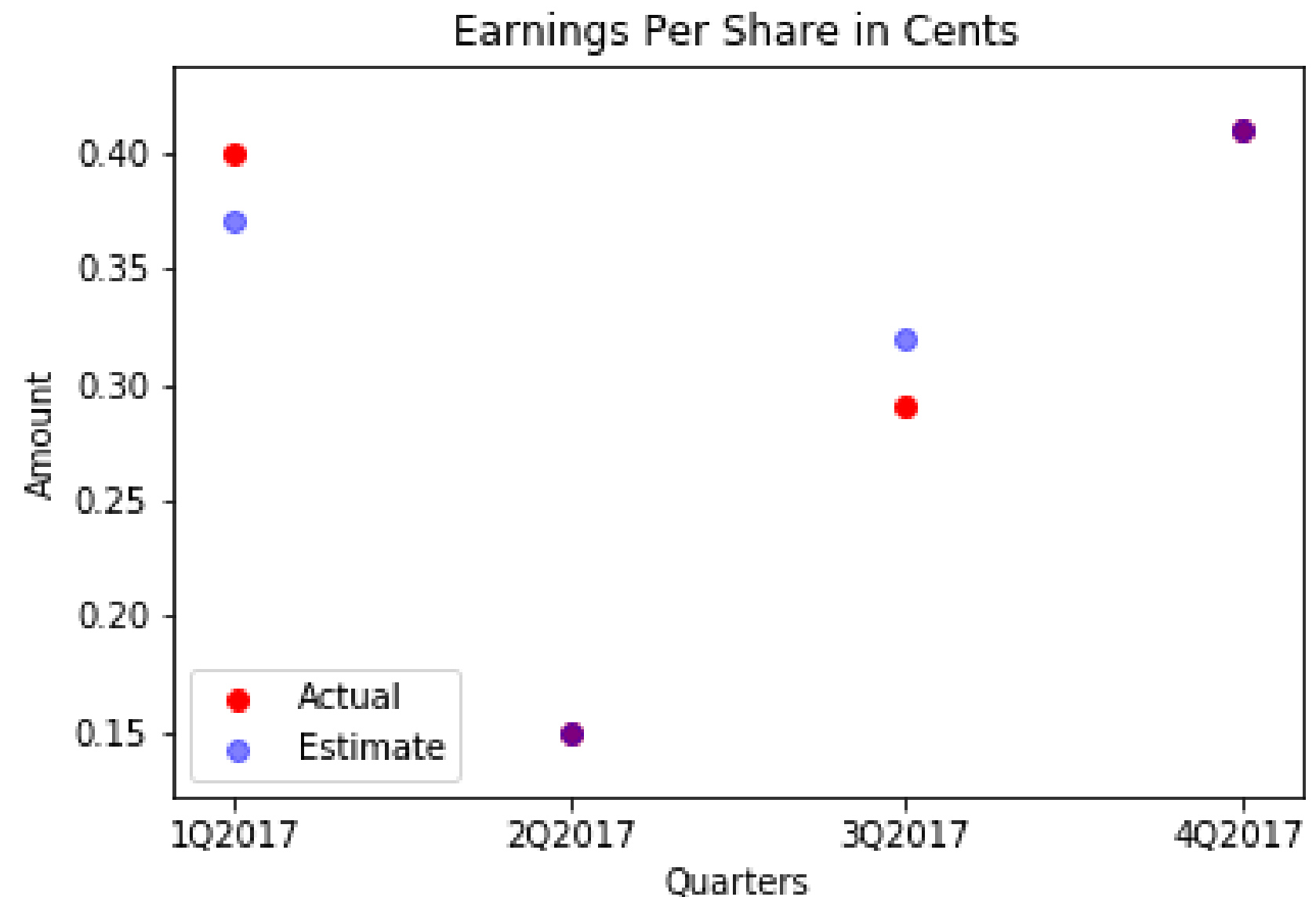
# Graph Literacy

- The Closing Stock Prices increased from Q1 to Q4.
- Most distributions in the plot are skewed.
- Q3 has the widest distribution.
- The range of prices differed per quarter, increasing over time.
- Most prices fell under the range (140,160) where prices are present during Q1 until Q3.
- The highest price for the whole year was around \$200, and the lowest was around \$125.



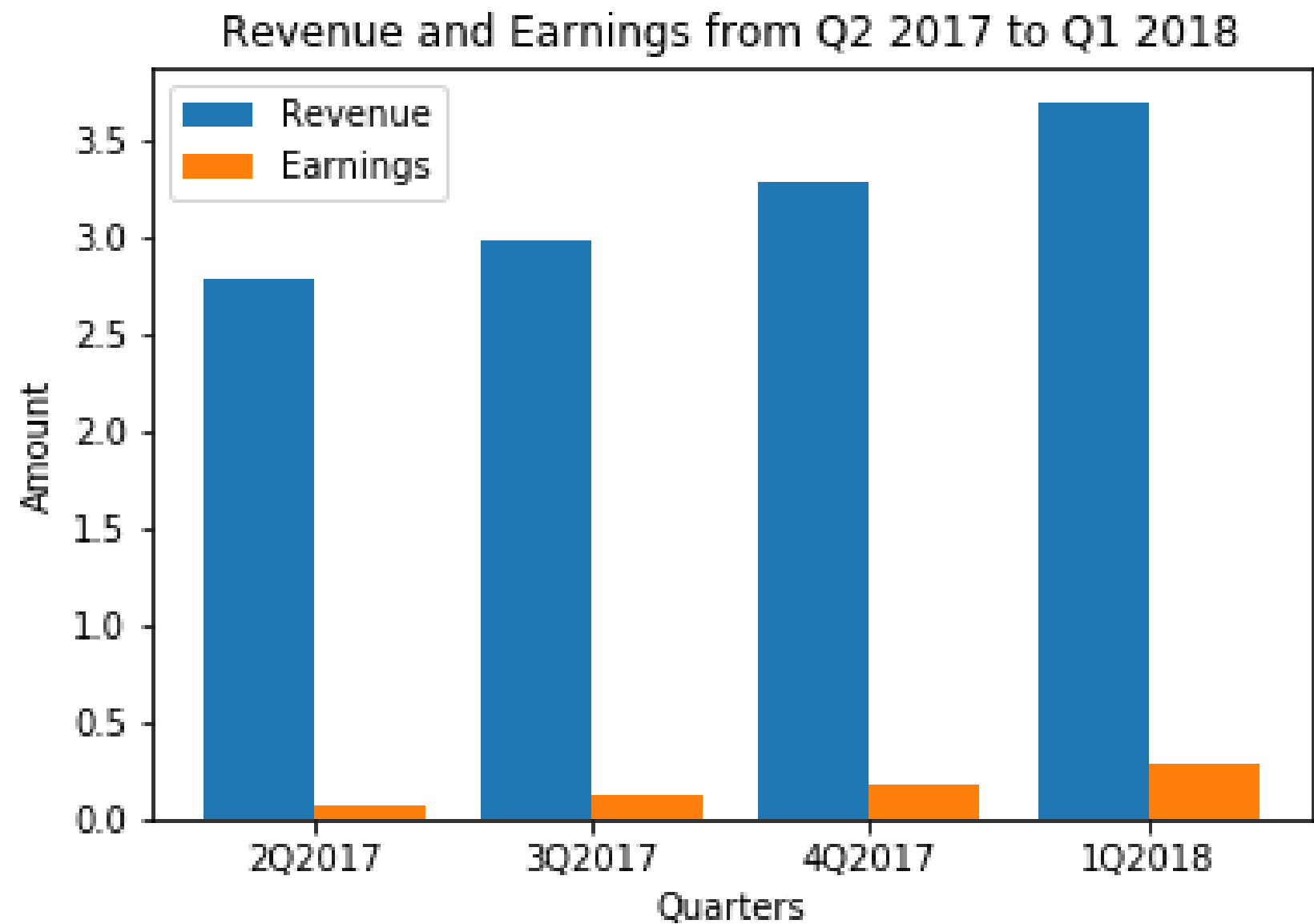
# Graph Literacy

- The purple dots show that the actual and estimate earning for that quarter are equal.
- The relative positions of the actual and estimate values vary on the plot. In Q1, the actual is bigger, while in Q3, the estimate is bigger.



# Graph Literacy

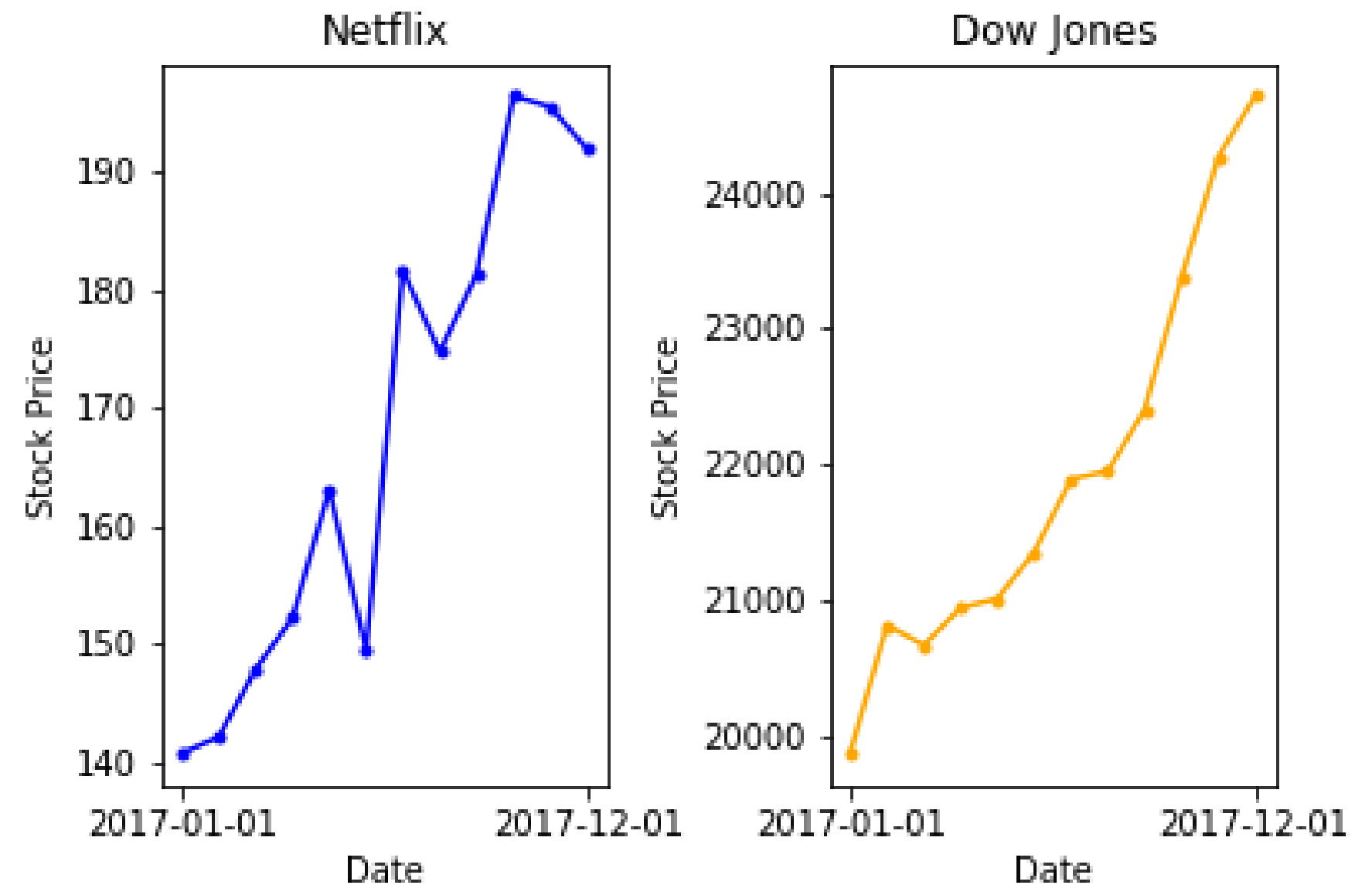
- Revenue increases over time.
- Earning increases over time.
- The earnings are around 2-7% of the revenue.





# Graph Literacy

- There are months when Netflix performed better than the Dow Jones Industrial Average in 2017.
- The Netflix stocks seem to be more volatile than the DJIA. The DJIA steadily increases (except for March), while the Netflix stocks fluctuate in various months.
- The stock prices are higher in the DJIA than in Netflix stocks.



# Thank You!

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