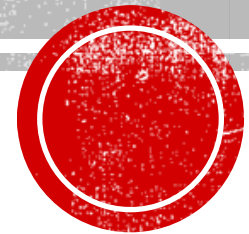




NETFLIX STOCK PROFILE

An analysis of the Netflix Stock in 2017
by Miranda Gaona



The Netflix logo is displayed in a large, bold, white, sans-serif font with a black drop shadow, set against a solid red rectangular background. The letters are slightly shadowed to the right, giving a 3D effect.

NETFLIX

NETFLIX STOCK PROFILE

The following presentation will include several visualizations to help the Stock Profile team analyze the risk associated with Netflix stock.





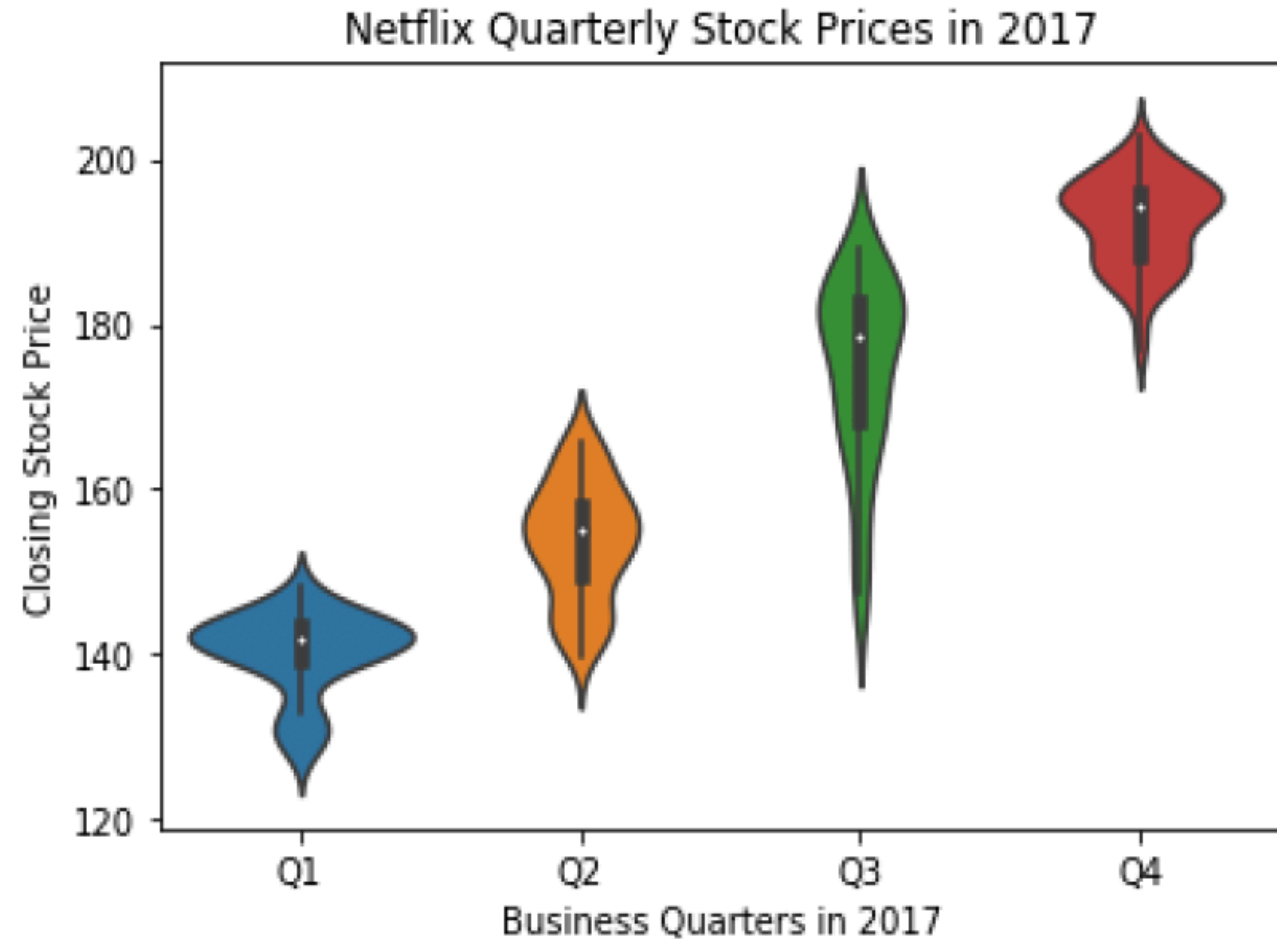
ABOUT THIS PRESENTATION

This presentation will illustrate the following using Matplotlib, Pandas and Seaborn:

- The distribution of stock prices for 2017
- Netflix's earnings and revenue for each quarter of 2017
- The actual vs. estimated earnings per share for each quarter of 2017
- A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

NETFLIX STOCK PROFILE⁴

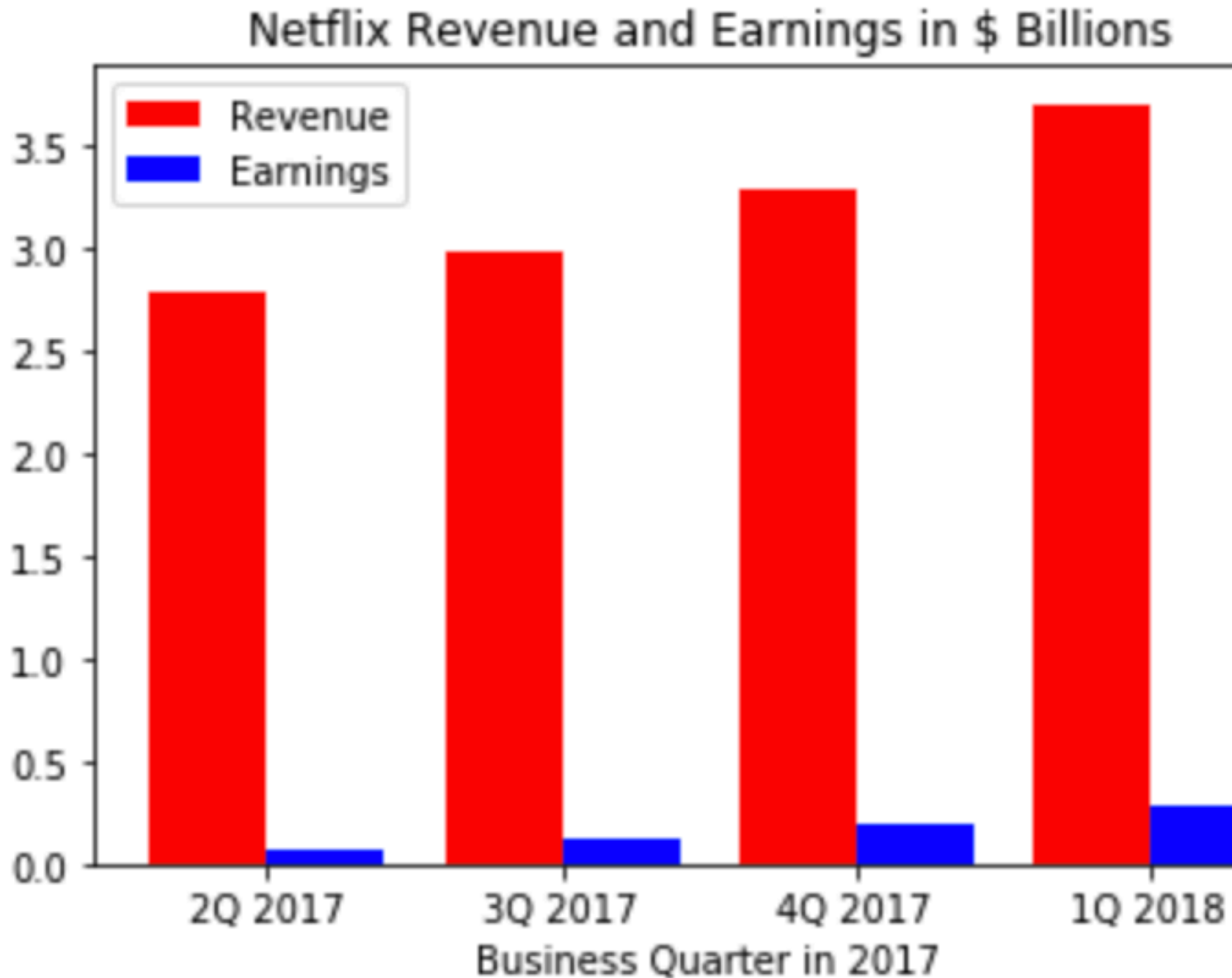
STOCK PRICES FOR 2017



This graph shows the distribution of the Netflix quarterly stock prices for 2017. From this graph, a conclusion can be made about which quarter the prices saw the most fluctuation. Each plot represents a business quarter.

NETFLIX STOCK PROFILE

NETFLIX REVENUE AND EARNINGS

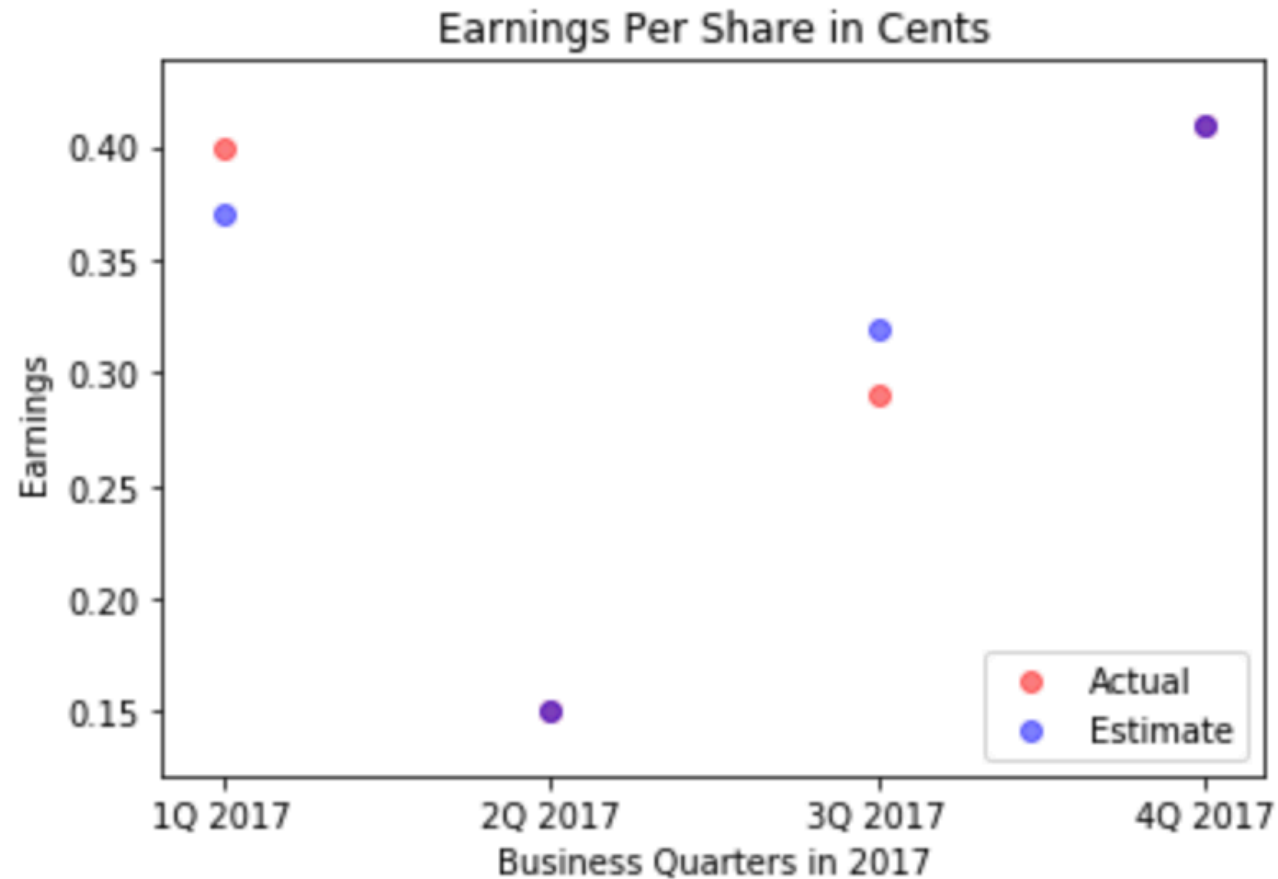


The bar graph to the left shows the comparison between Netflix stock revenue and earnings for the 2017 year (in \$ billions). There was growth in both revenue and earnings for the 2017 year. The revenue and the earnings increased with each quarter.

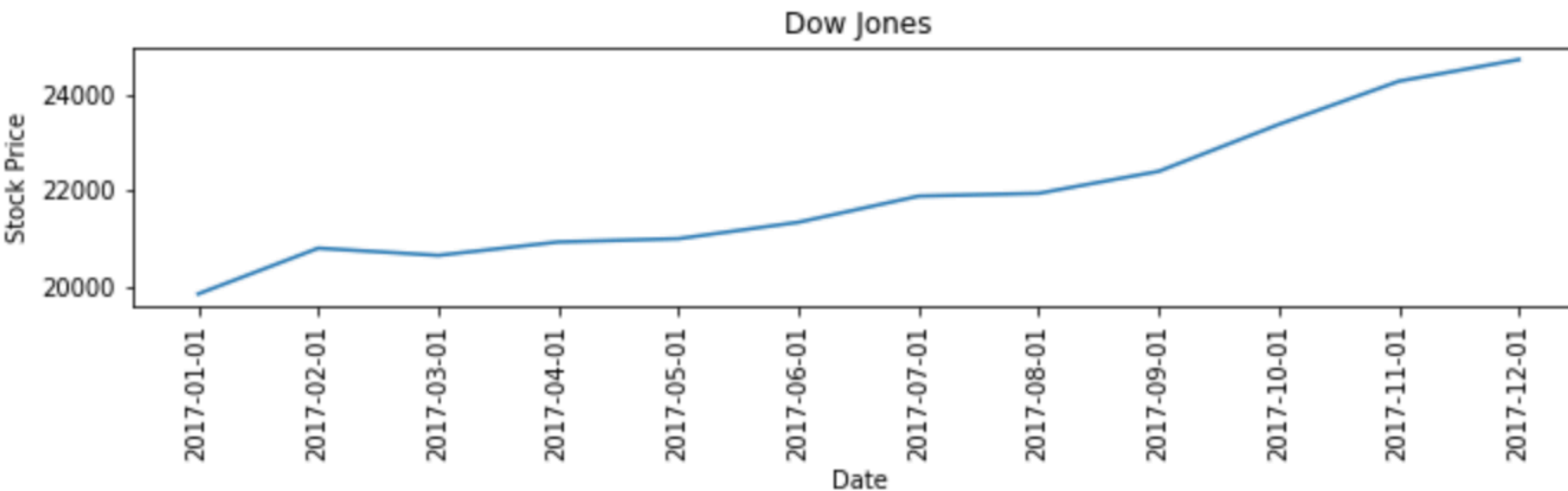
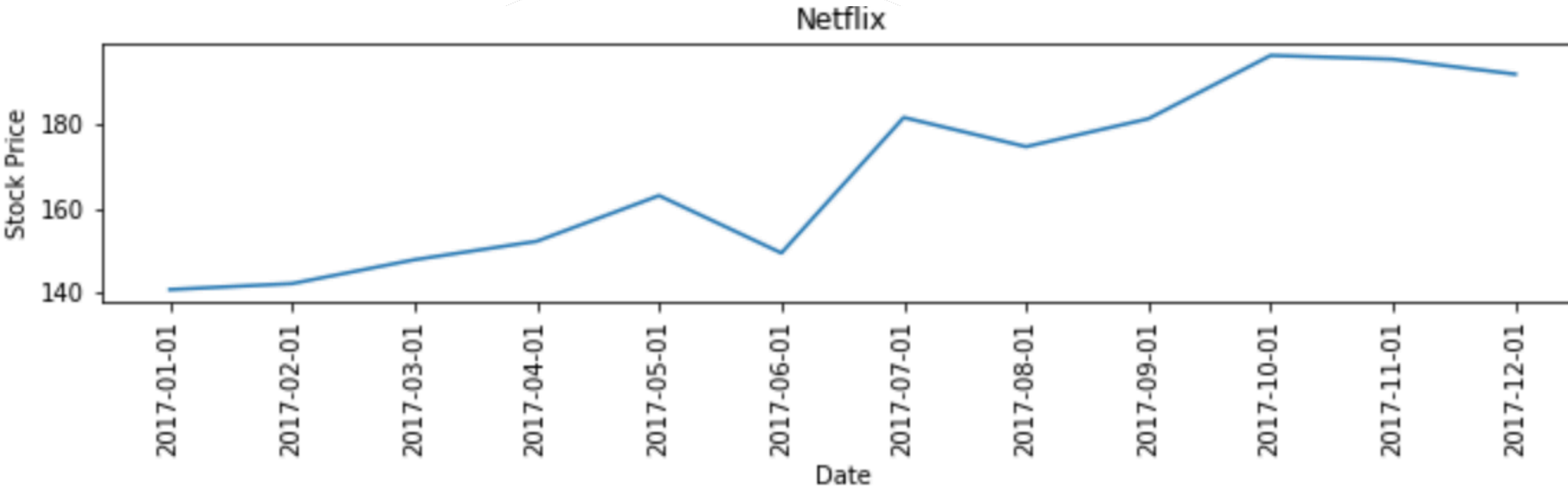
NETFLIX STOCK PROFILE⁶

EARNED VS ACTUAL EARNINGS PER SHARE

This plot shows both the estimated and actual earnings per share for 2017. The estimated and the actual earnings for Quarter 2 and Quarter 4 were the same. The estimated earnings for quarter 1 was less than the actual earnings. The reverse was true for quarter 3; the estimated was more than the actual earnings.



NETFLIX STOCK PROFILE



These two graphs show the difference between the Netflix stock and the Dow Jones Industrial Average for 2017. The Netflix stock was considerably more volatile than the Dow Jones Industrial Average. The Netflix stock increase from the first month of the year to the last, overall, but it took a dive in June before spiking up in July. The Netflix stock also began a slight decline at the end of 2017. The Dow Jones average did not decline significantly, rather, it steadily increased over the year.