



# Investing In Netflix

Netflix Stock Prices compared to Dow Jones Industrial Average -  
Development and Trend in 2017



Prepared and compiled by:

**Manfred Deller**

for:

# Capstone Data Visualization Project

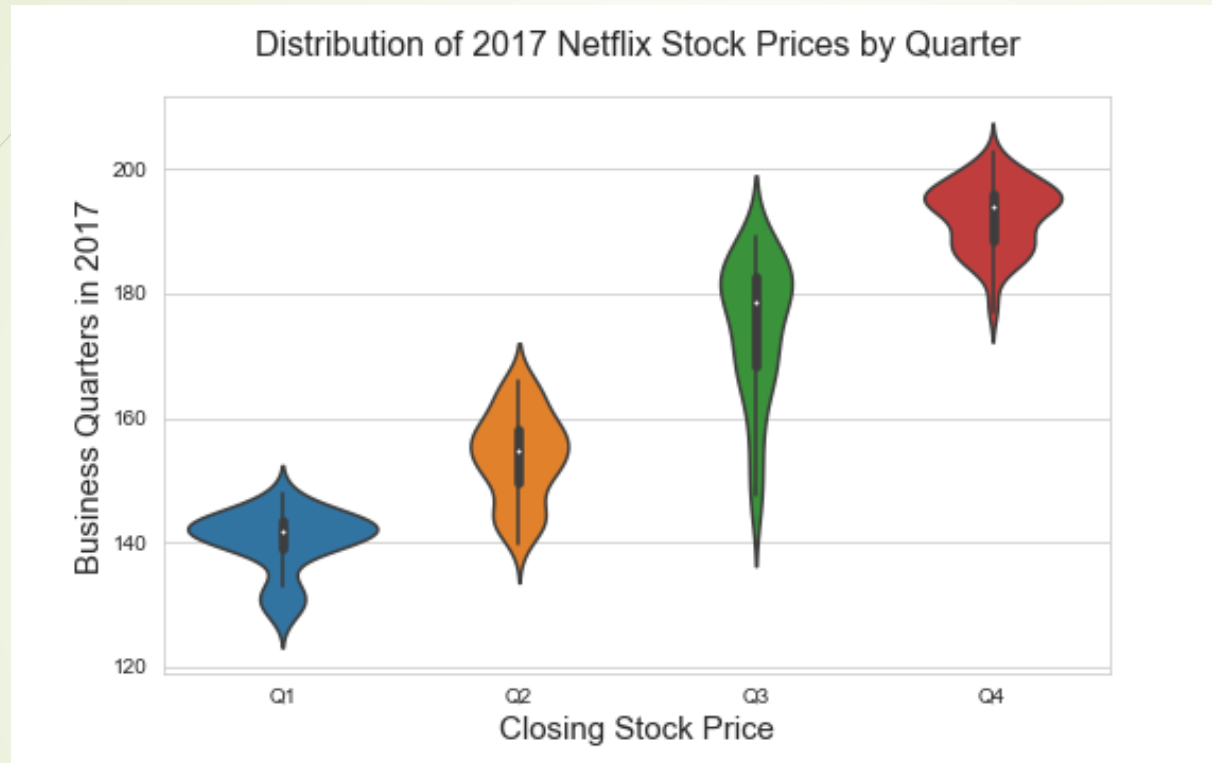
- Financial Data by Yahoo Finance
- Period of Analysis: 2017
- Underlying Data Were Visualized Using Python Matplotlib



# List of Figures:

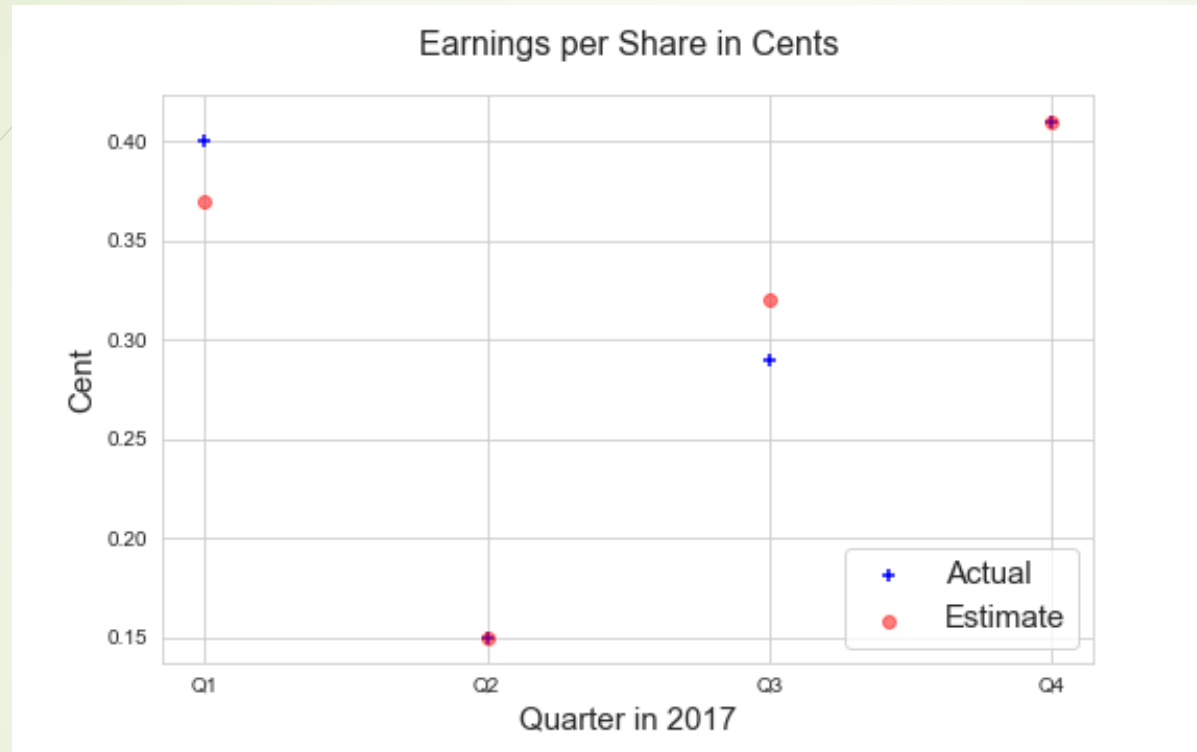
- Fig. 1: How Did Netflix Stock Price Perform in 2017?
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- Fig. 4: Netflix Stock Better Than Dow Jones Industrial in 2017?

## How Did Netflix Stock Price Perform in 2017?



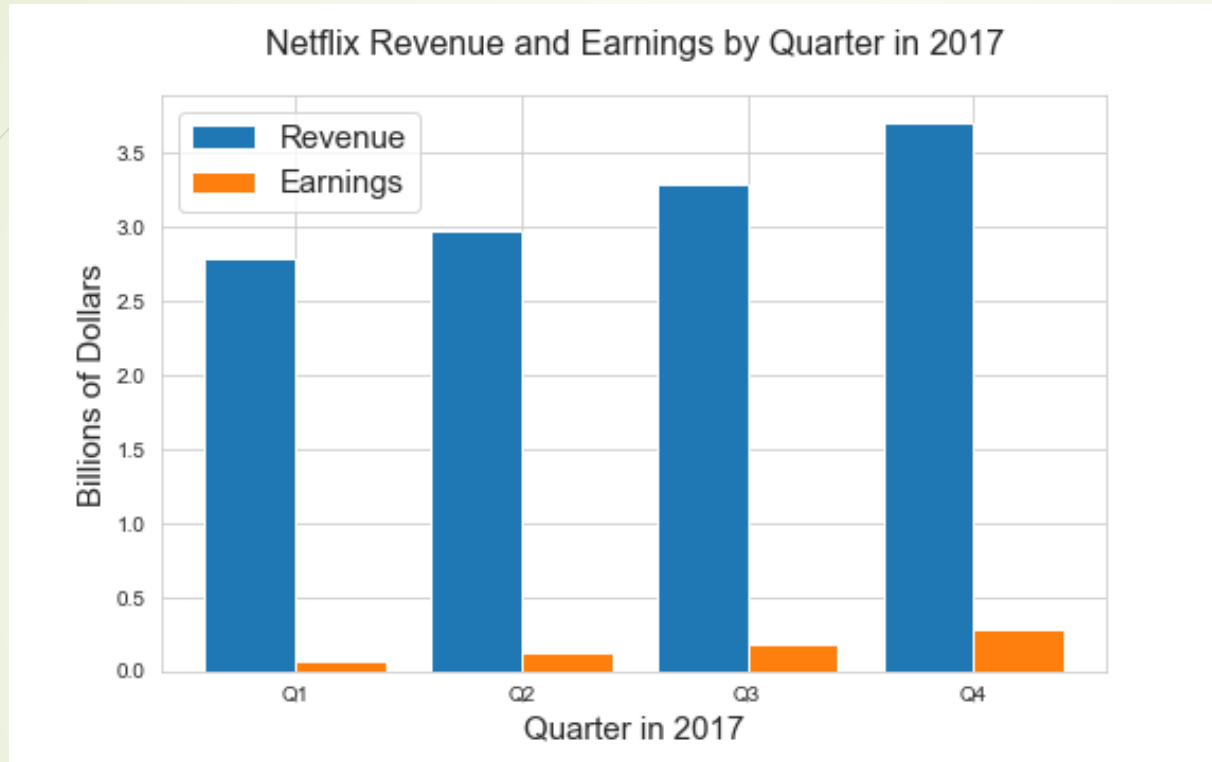
- **Steady increase** in stock price.
- Notable **fluctuation in Q3** probably due to end of cooperation with Disneys.
- **Main ranges** of most of the prices throughout the year: **\$140 - \$150** and **\$180 - \$190**.
- **Highest** price ~\$205 whilst **lowest** was ~\$122.

## Earnings per Netflix Share in Cent in 2017



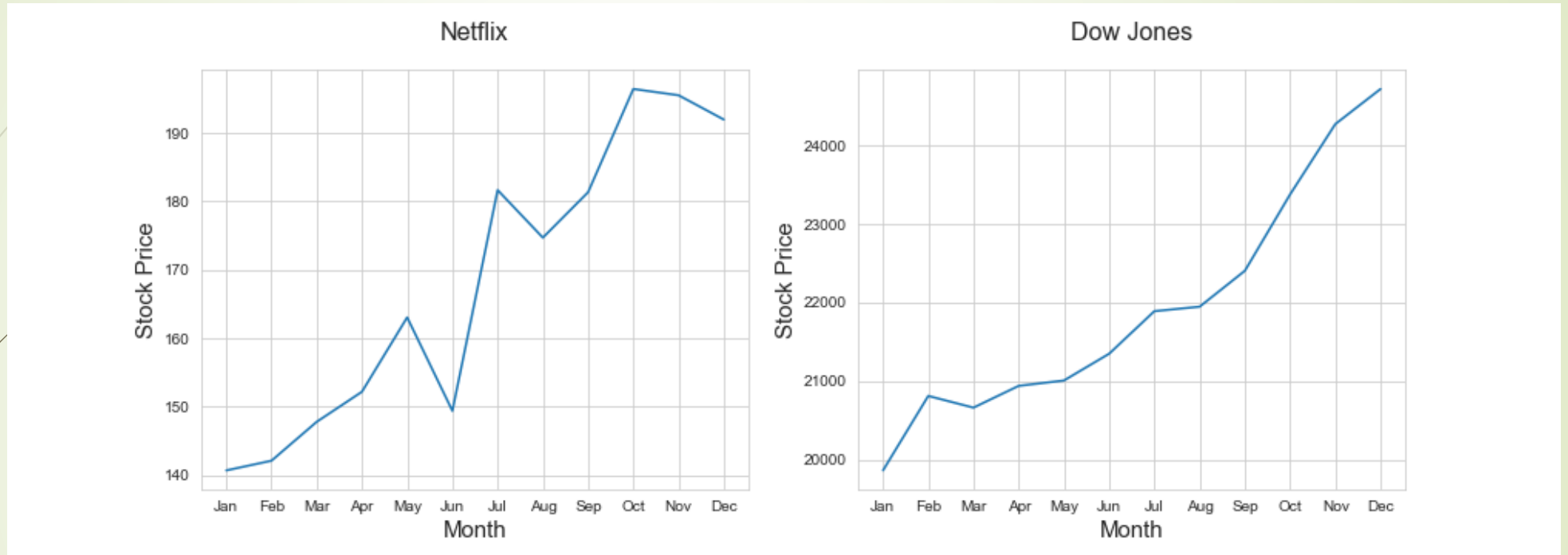
- Estimated Earnings per Share in **Second and Fourth Quarter** Match Actual Values.
- Actual Earnings in **First Quarter** Outmatched Estimated Values.
- Actual Earnings in **Third Quarter** were Overrated.

## Netflix Revenue and Earnings by Quarter in 2017



- Both Revenue and Earnings Show an **Increasing Trend** Throughout the Year.
- Increase in Earnings is Higher Than Increase in Revenue** in All Four Quarters.
- Earnings Percentage of Total Revenue **Increases from ~ 2% in First Quarter to Around 8% in Fourth Quarter.**

## Netflix Stock Better Than Dow Jones Industrial in 2017?



- Both Netflix and Dow Jones Industrial Showed a **More or Less Steady Increase** Throughout the Year 2017.
- Netflix Overperforming Dow Jones Industrial. Increase **by ~40%**, Dow Jones **by ~25%**.
- Volatility of Netflix Stocks was Higher** as Compared to Dow Jones.