

Capstone Project: Netflix Data

Visualize Data Using Python

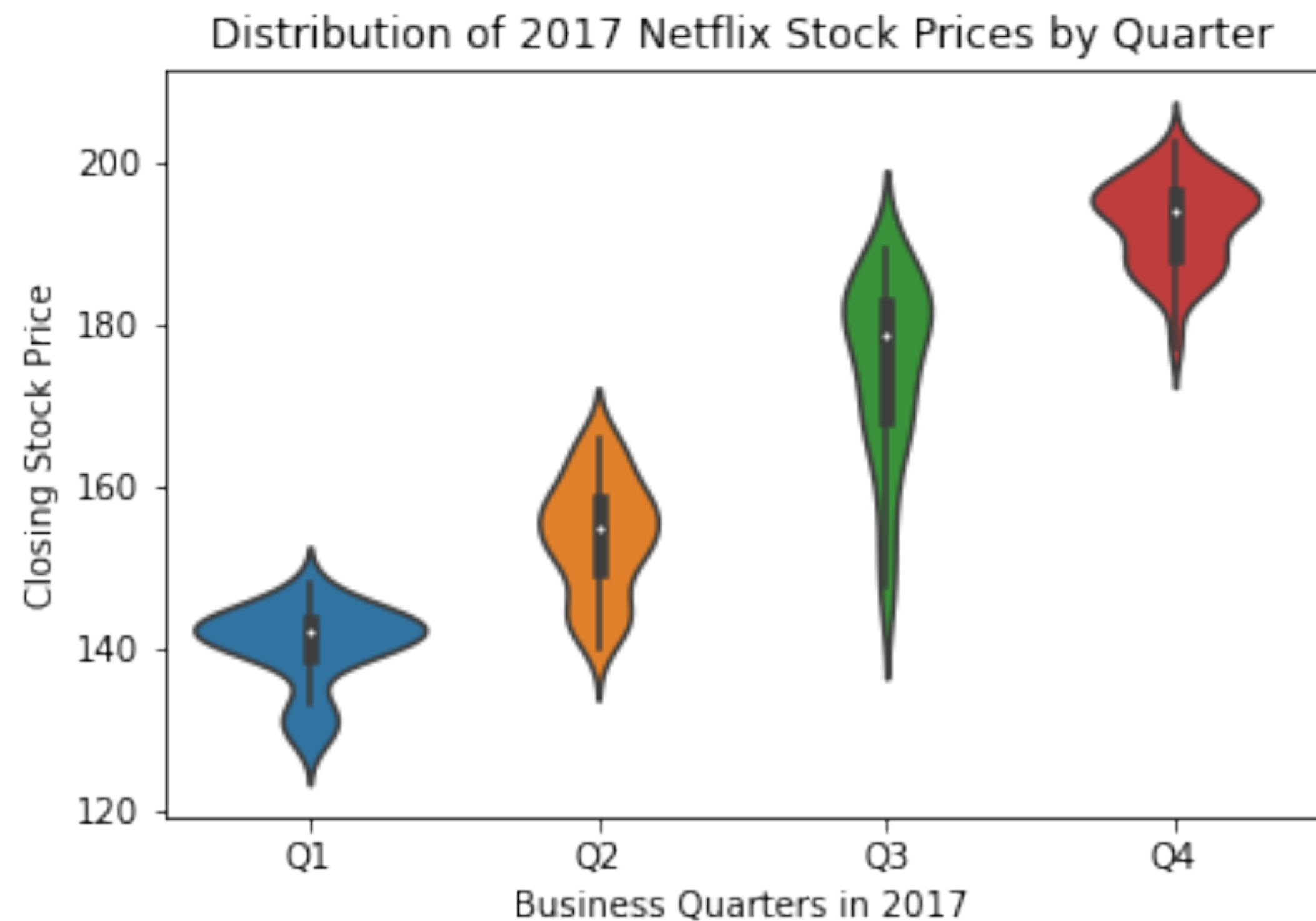
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List of visualizations

1. Distribution of 2017 Netflix Stock Prices by Quarter
2. Earnings per share in cents
3. 2017 Quarterly Revenue and Earnings for Netflix
4. Netflix vs. DJI comparison in 2017

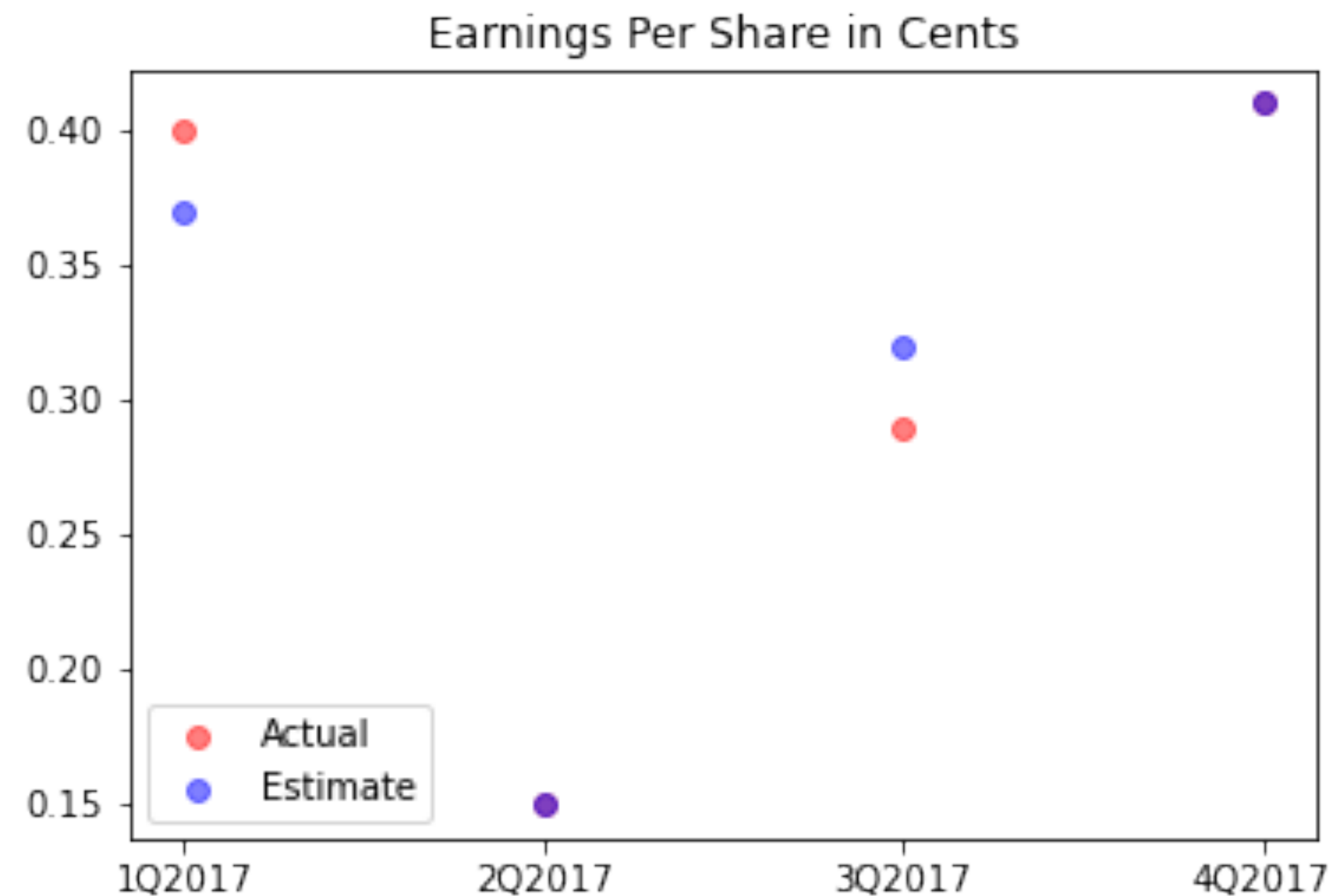
- *Author analyzed the files NFLX.csv, DJI.csv and NFLX_daily_by_quarter.csv*
- *The visualizations were done using Python 3.0.*
- *Interpretations of the data on the following data are also written by the author.*

Distribution of 2017 Netflix Stock Prices by Quarter



- The chart shows us that overall the stock prices grew steadily over the year 2017
- While there were high fluctuations, the median stock value was always higher than in previous quarter
- Q1 was the most stable quarter in terms of stock price whereas Q3 the most volatile with outliers as low as the median value of Q1
- I would say that most of the prices fell between 150 to 190 throughout the year
- The lowest price was 124USD and the highest was 204USD

Earnings per Share in Cents (EPS)



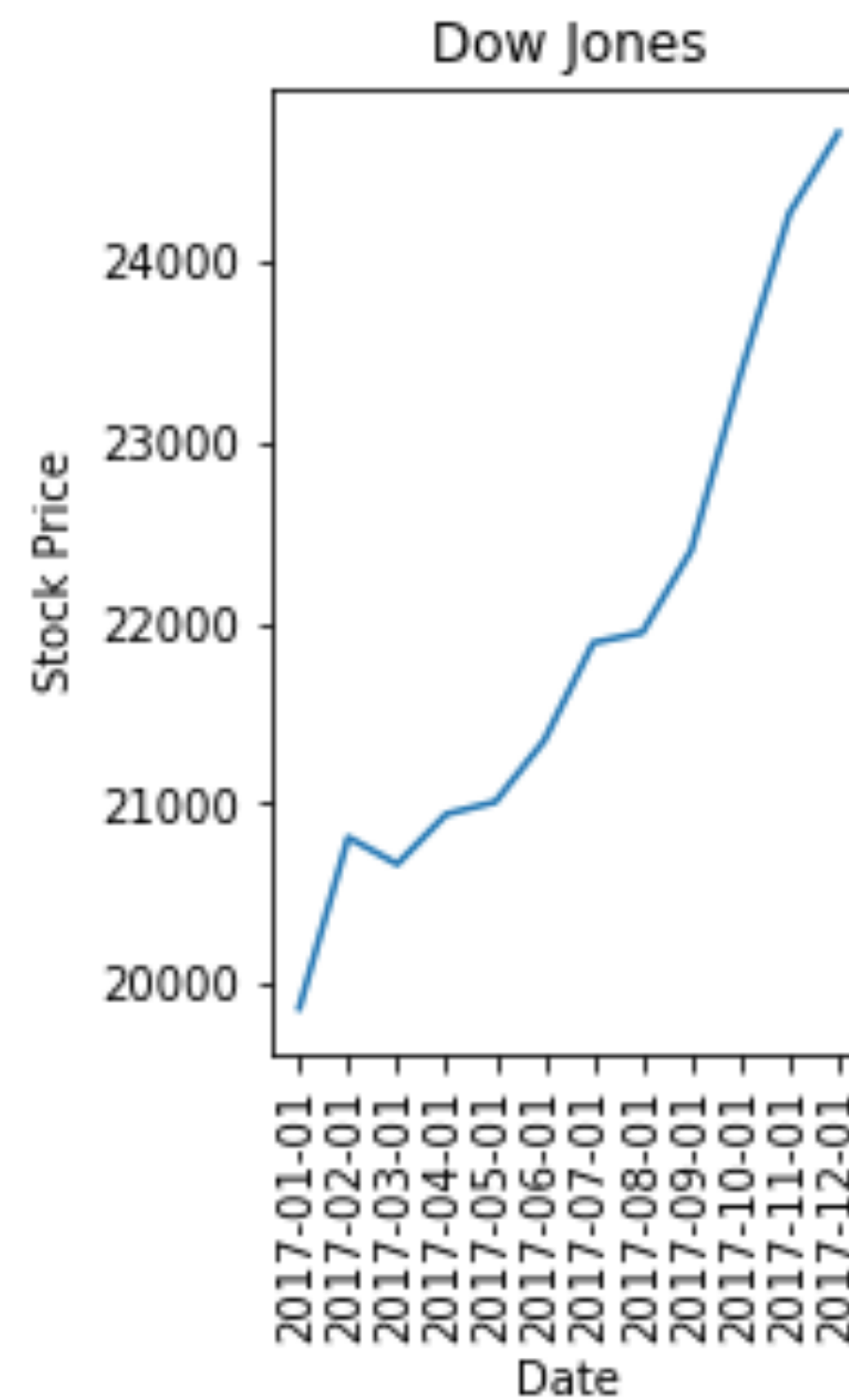
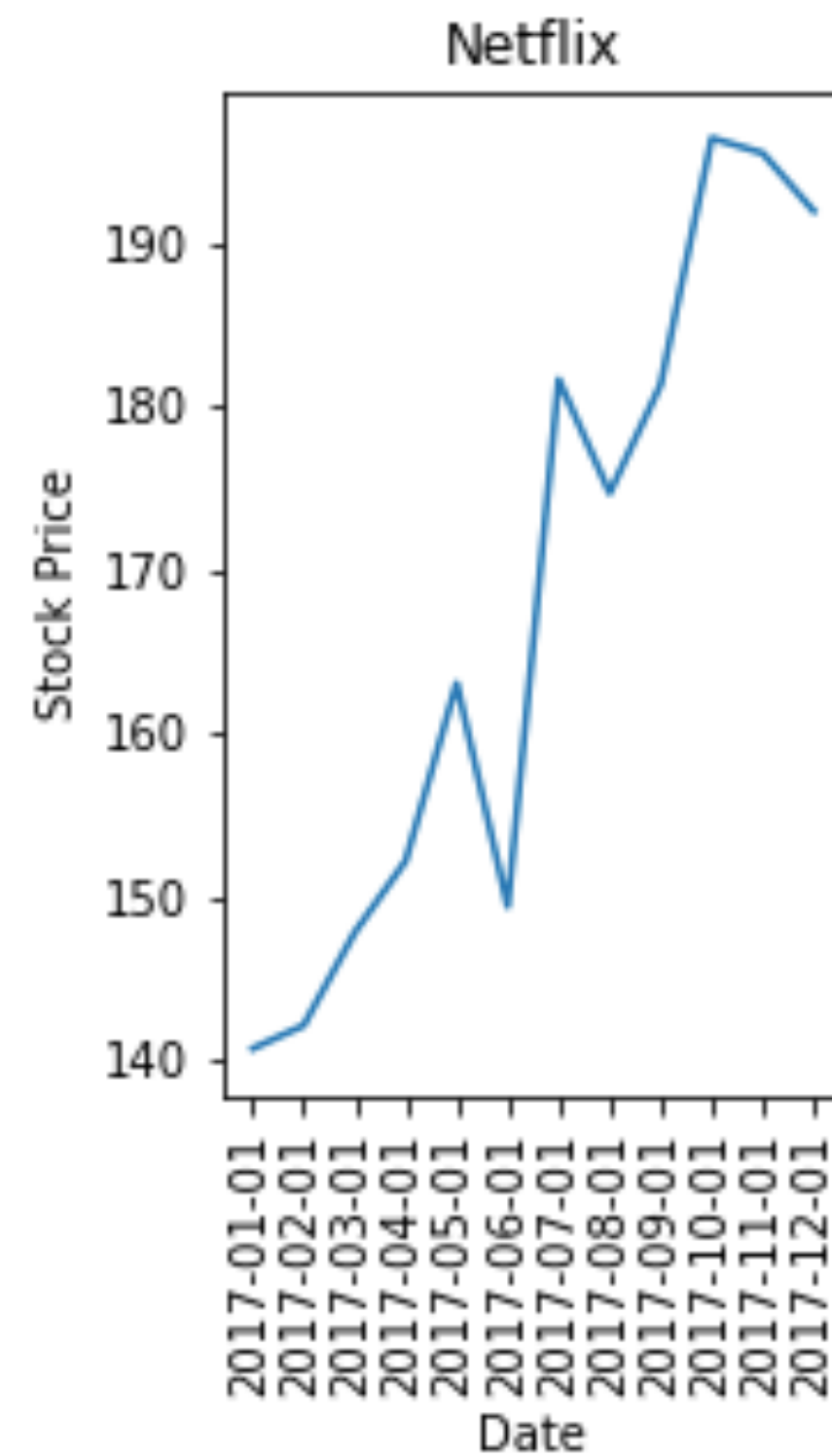
- The purple dots indicate a quarter where the estimated EPS was matched by the actual EPS
- This happened in Q2 and Q4.
- In Q1 the actual EPS was better than the estimated whereas in Q3 the actual EPS did not reach the estimated EPS

2017 Quarterly Revenue and Earnings



- Both quarterly revenue and earnings follow a steadily growing trend
- Earnings are growing faster than revenue indicating an improved profitability of Netflix
- Earnings constituted 2.3% of revenue in 2Q 2017 and by 1Q2018 they reached 7.8% of revenue.

Netflix vs. DJI in 2017



- Both the Netflix stock price and DJI grew throughout the year 2017
- It can be argued that the Netflix's growth was more volatile, showing drops in June, August and November/December whereas DJI grew very steadily
- How did Netflix perform relative to Dow Jones Industrial Average in 2017?
- The DJI grew by 24%, Netflix grew by 36% and therefore performed above the DJI.