

Capstone Project: Netflix Stock

Data Visualization of Netflix using Python

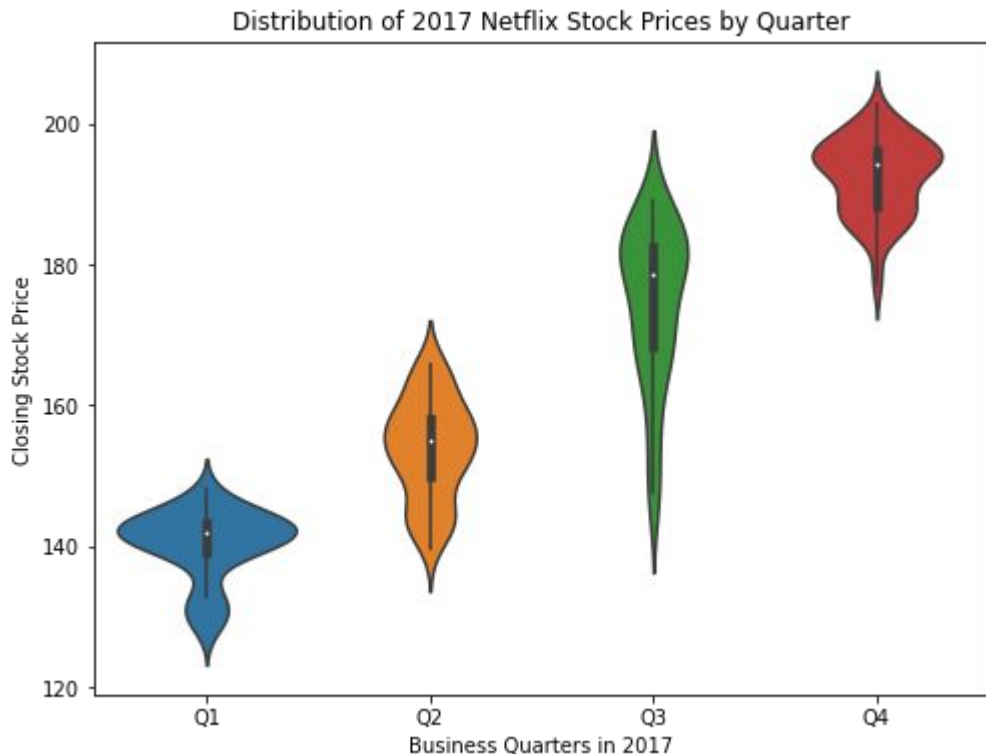
By PK

Sep 24th, 2020

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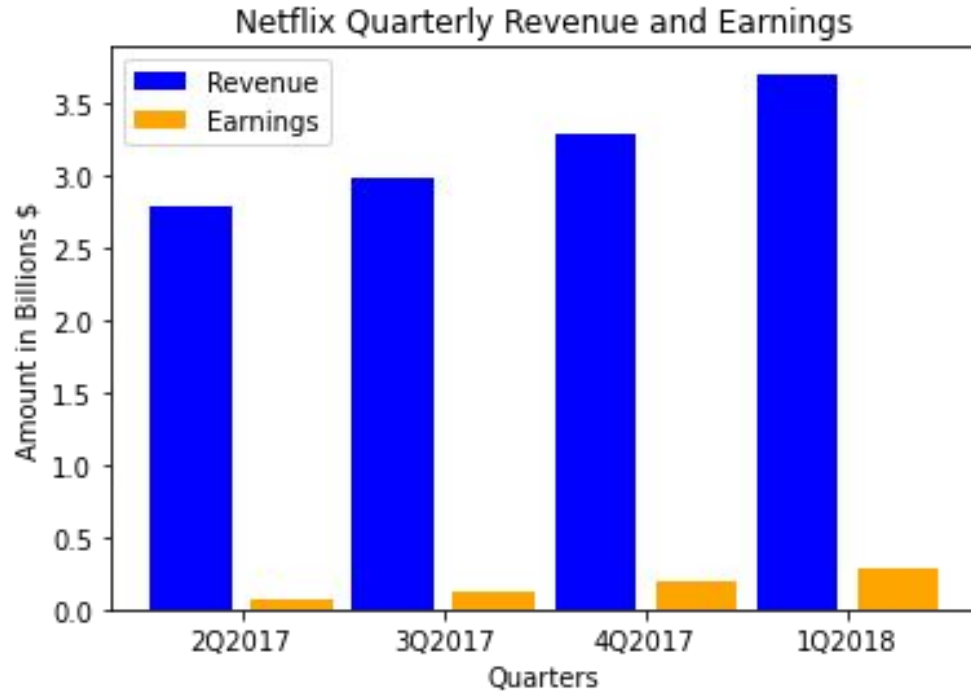
1. Distribution of the stock prices for Netflix in 2017
2. Summary of Netflix stock and revenue for the past four quarters
3. Brief summary of their earned versus actual earnings per share
4. Netflix stock against the Dow Jones stock in 2017

Distribution of Netflix stock in 2017



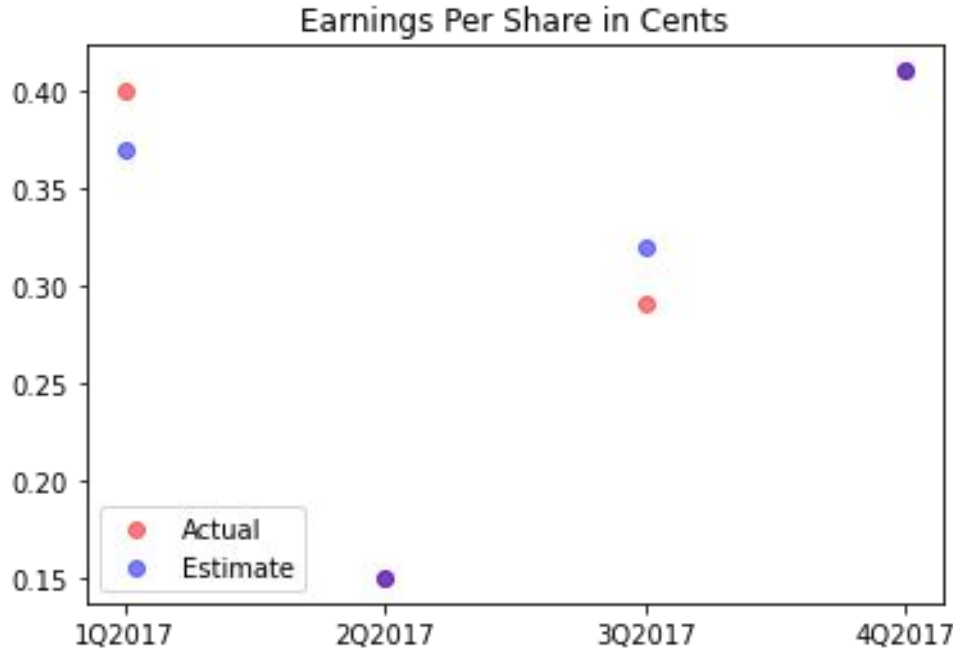
- My first impressions is that Netflix stock price rose throughout the year.
- The prices ranged from roughly \$140 in Q1 to \$190 in Q4.
- The highest price was in the fourth quarter at around roughly \$200, and the lowest price was in the first quarter around \$120. Q3 saw the biggest variation compared to the other quarters'.

Netflix revenue v. earnings over time



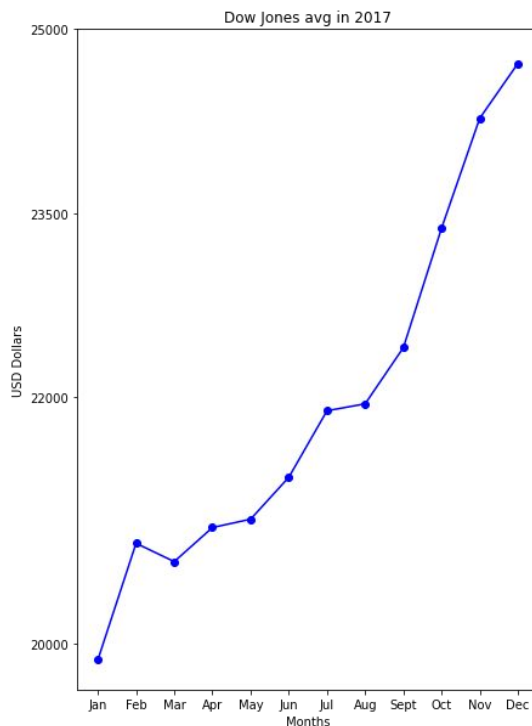
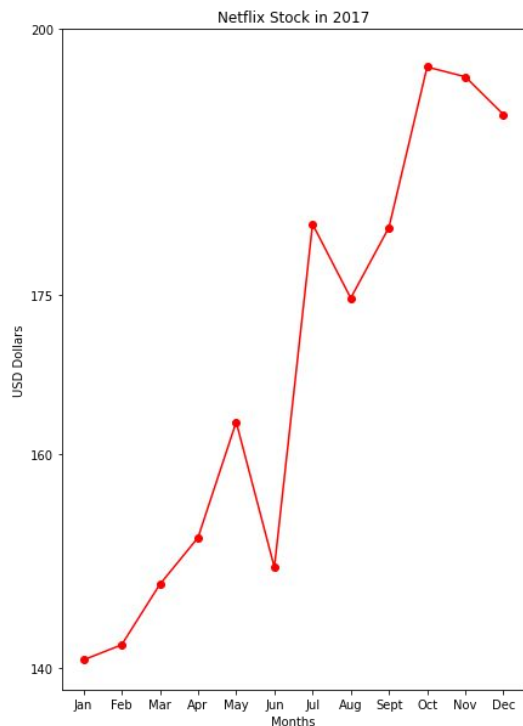
- Revenue follows a steady trend up
- Earnings also follow a steady trend up
- In 2Q17, earnings represented approximately 2.35% of revenue
- By 1Q18, earnings represented approximately 7.84% of revenue

Earnings per share in cents in 2017, per quarter



- In 1Q, the actual earnings beat estimates
- In 3Q, the actual earnings were below estimates
- In 2Q and 4Q, The purple dots tells us that the estimated and actual earnings were the same.

Netflix Stock price vs. Dow Jones Industrial Average in 2017



- Netflix saw growth trend similar to the Dow Jones Industrial Average in 2017. On a % growth basis, NFLX increased roughly 40%, and the Dow Jones Industrial Average increased roughly 40% as well.
- Of the two, Netflix saw more volatility in price compared to the Dow Jones Industrial Average. In particular, the period between May and June, as well as Jul and Aug, saw some volatile moves.
- While on a nominal price basis, Netflix stock is less \$ per underlying, the % performance were very similar in 2017 (NFLX from roughly 140 to 196 constituted a ~40% increase. ^DJI from 20000 to 25000 constituted a ~40% increase.

