


# Netflix Performance relative to the Dow Jones

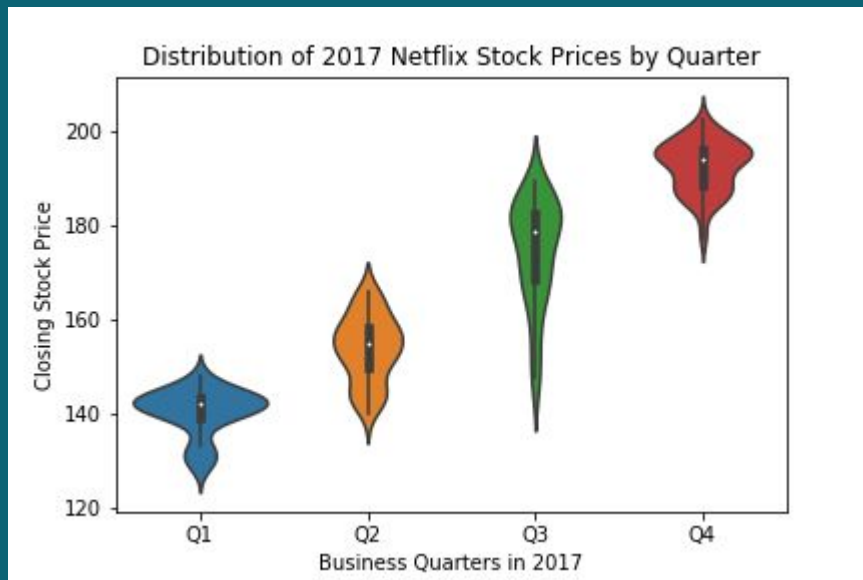
By: Kim Gonzalez



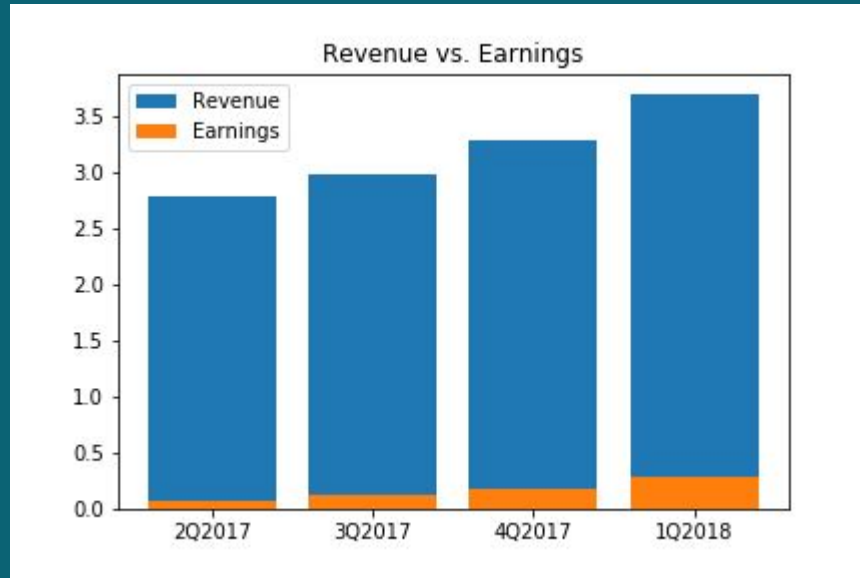


My role in the creation of the “Stock Profile” is to visually represent the Netflix Stocks for the year 2017. During this project, I have analyzed, prepared, and plotted data to the financial analysts assess the risk of the Netflix stock.

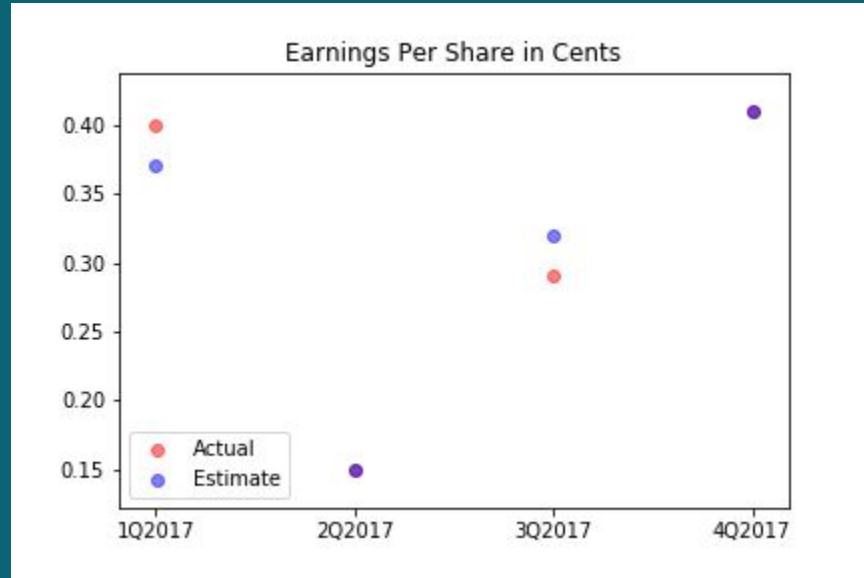
The year represented in the data is 2017. The earliest date is January 1st, 2017, and the latest date is Dec 29th, 2017. Different datasets represent days (categorized in to quarters) and months. The files are different because one is individual stocks and the other is the Dow Jones industrial average.



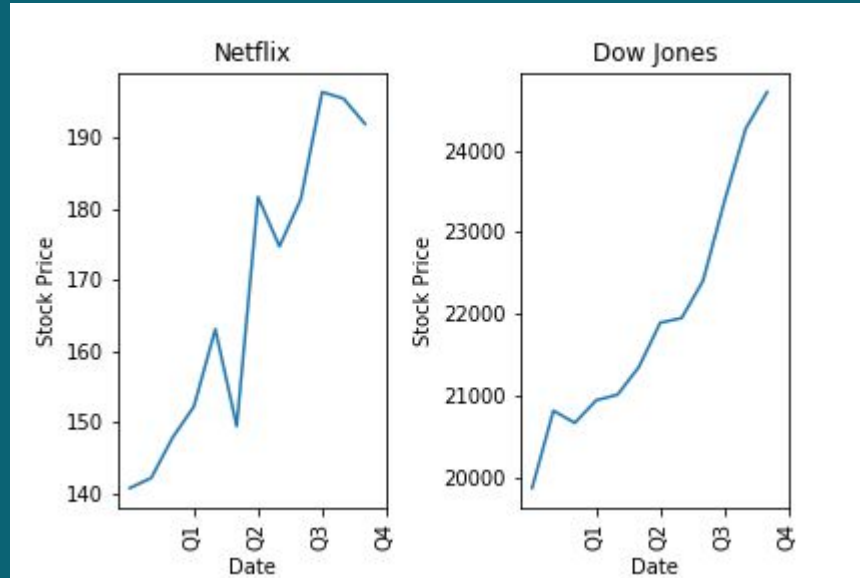
First impression looking at the data is consistent quarterly growth. First quarter has a narrower deviation from the mean price relative to the third quarter which has a much wider range. It looks like the stock prices average at \$170. Most stock prices ranged from median \$140 to \$195. On a yearly base, stock prices ranged from \$125 on the lowest end to \$200 on the highest.



First impression is that revenue and earnings are both increasing however, earning is increasing at a higher rate. Second quarter 2017 earning constitute less than 5% while the earning in first quarter of 2018 is approximately 10%. That is an increase in earning over 100% while there is roughly a 30% increase in Revenue



The purple dots tell us that the actual and estimate are the same. We have set the transparency of the dot to be at 50% so when the dots overlap the color mix between red and blue is purple.



Netflix outperformed the Dow Jones Industrial Average for the year 2017. Netflix stock was more volatile than the Dow Jones. The Dow Jones is not a stock. Dow Jones is a price weighted average of 30 stocks. The Netflix stock and Dow Jones can't be compared without comparing the individual companies that make up the Dow Jones.