



# Netflix Stock Profile

2017



# Vinny the Visualizer

I'm Vinny the Visualizer, and these are the visualizations I have produced for the 2017 Netflix Stock Profile:

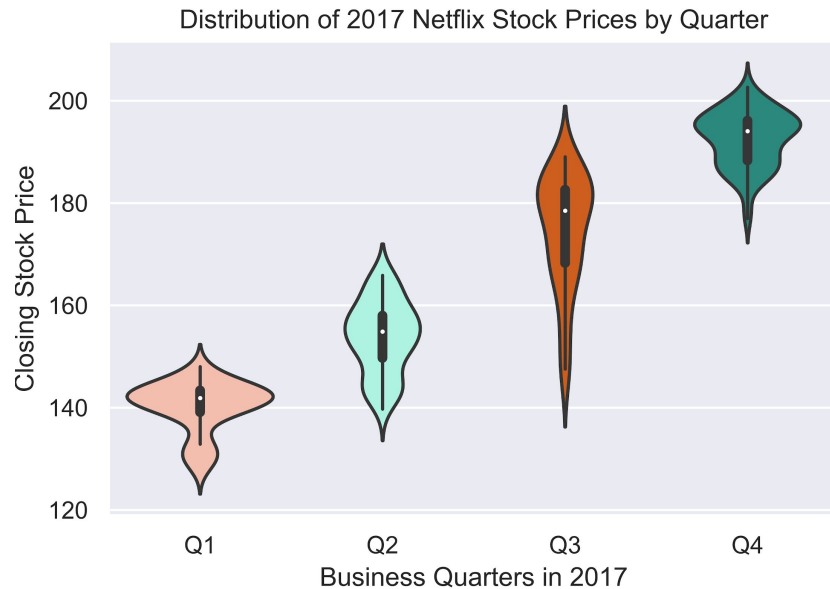
- Stock Price Distribution
- Earnings and Revenue
- Actual vs Estimated EPS
- Netflix vs Market



# Stock Price Distribution

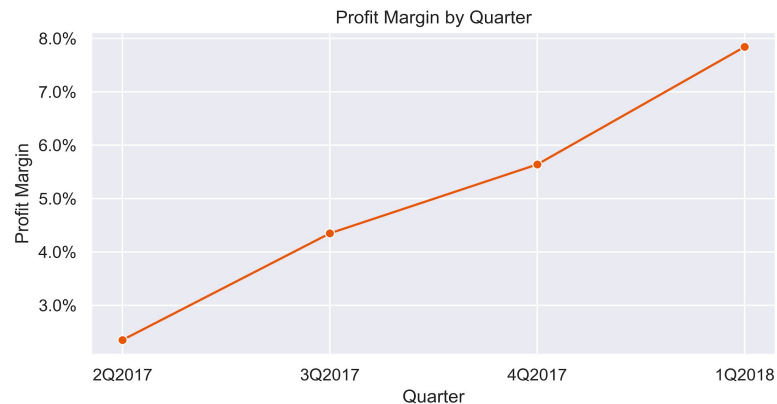
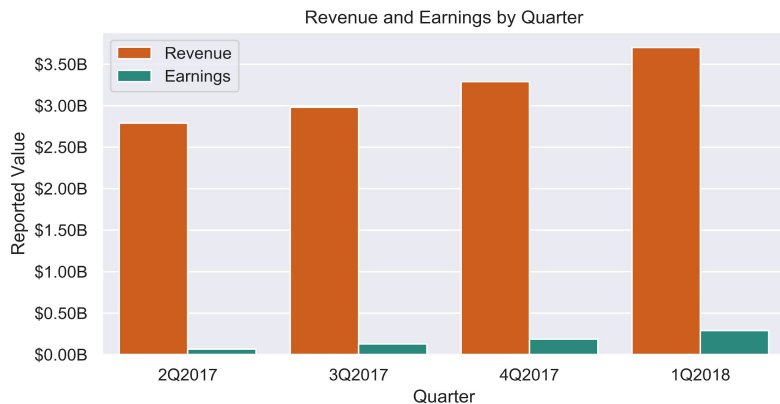
The chart shows a violin plot of the distribution of closing stock prices for each quarter in 2017.

- Average price of NFLX increased throughout the year
- Largest variance in price in Q3
- Largest quarterly growth from Q2 to Q3
- 52-week low: \$127.49
- 52-week high: \$202.68



# Revenue and Earnings

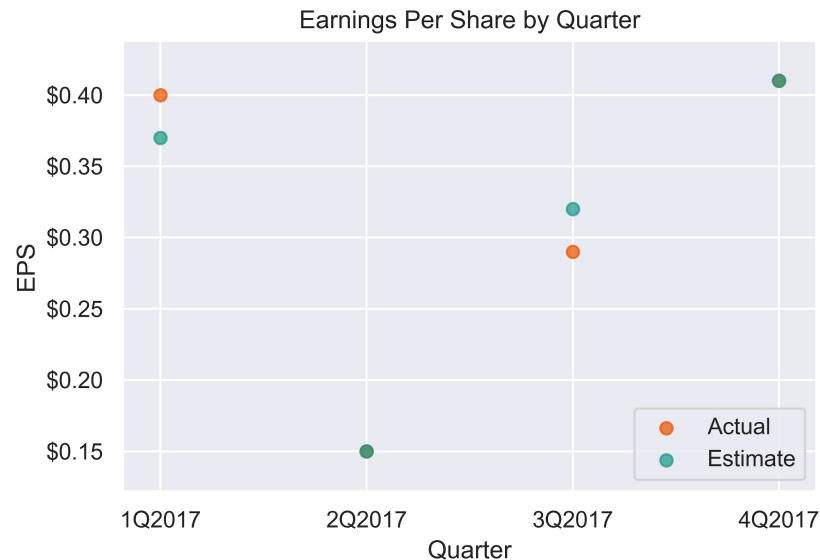
- Netflix experienced steady growth in both revenue and earnings throughout 2017
- Revenues grew by nearly \$910 million, while earnings grew by \$225 million
- Profit margin grew from 2.4% to 7.8%



# Actual vs Estimated EPS

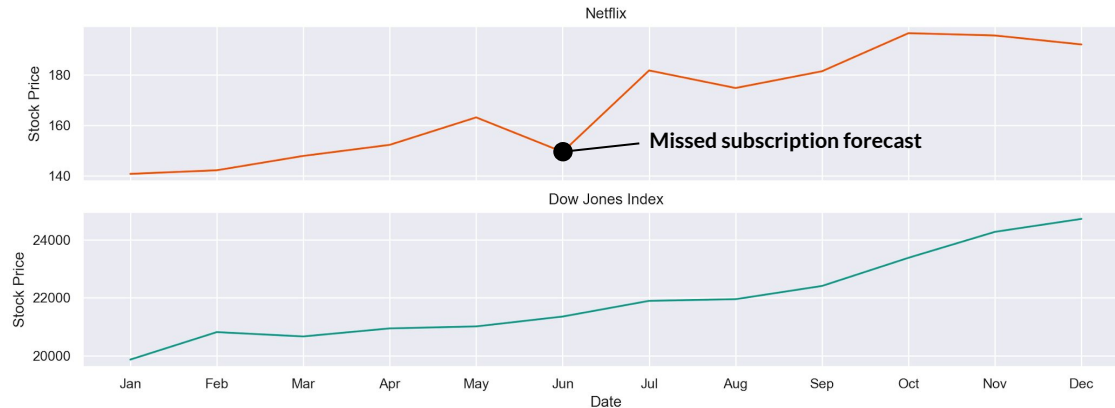
The chart shows the actual (orange) and estimated (blue) EPS for each quarter in 2017.

- Q1: EPS **exceeded** estimates (\$0.40 vs \$0.37)
- Q2: EPS **met** estimates (at \$0.15)
- Q3: EPS **lagged** estimates (\$0.29 vs \$0.32)
- Q4: EPS **met** estimates (at \$0.41)



# Did Netflix Beat the Market?

Netflix outpaced the Dow Jones Industrial Index in 2017, returning 36% when the market returned 24%.



**36%**

Netflix returned 36% in 2017

**24%**

The Dow Jones Index returned 24% in 2017



# Thank you.

