

Netflix Stock Profile Visualizations

Rosany Espinal

Visualizations

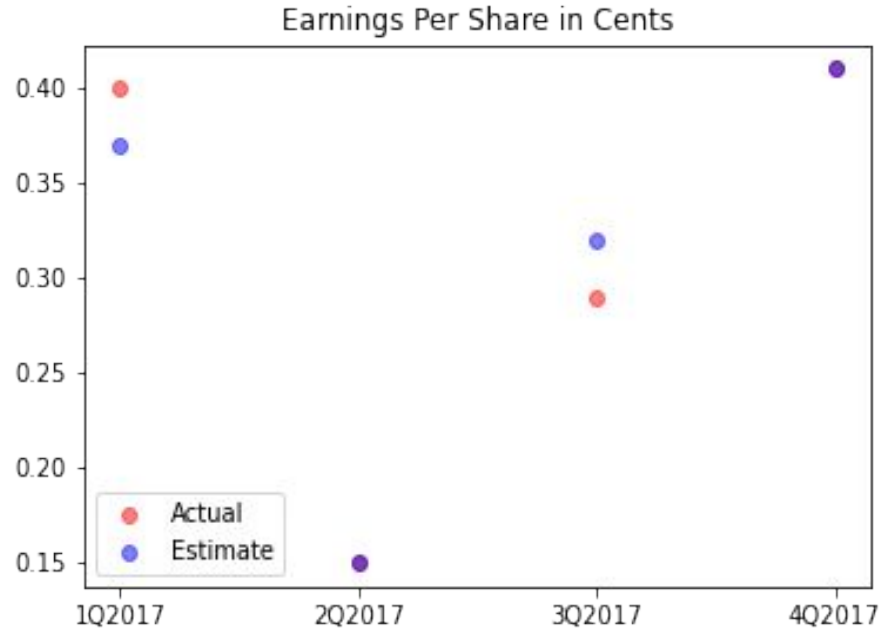
As a data visualization developer at Yahoo Finance, I will assist the Netflix Stock Profile team visualize the Netflix stock data for the year of 2017. I will create the following visualizations:

- The distribution of the stock prices for the year of 2017
- Netflix's earnings and revenue in the last four quarters
- The actual vs. estimated earnings per share for the four quarters in 2017
- A comparison in the Netflix Stock price vs. the Dow Jones Industrial Average price in 2017

Earnings Per Share in Cents

The scatter plot shows the following:

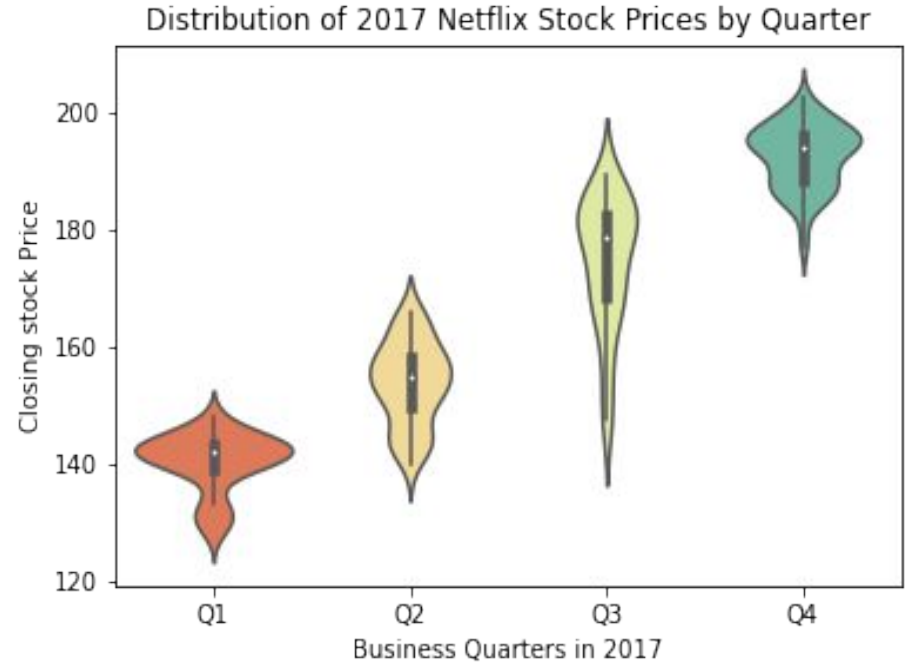
- Actual and estimated earnings were the same in the second and fourth quarters
 - These quarters also happen to be the lowest and highest earning quarters (in that order)
- Actual earnings were higher in the first quarter and lower in the third quarter



Distribution of Netflix Stock Prices By Quarter

The violin plot shows the following:

- Stock prices increased per quarter
- Most prices fell between 140-145 in quarter 1
- Most prices fell between 155-160 in quarter 2
- Most prices fell between 180-185 in quarter 3
- Most prices fell between 190-195 in quarter 4

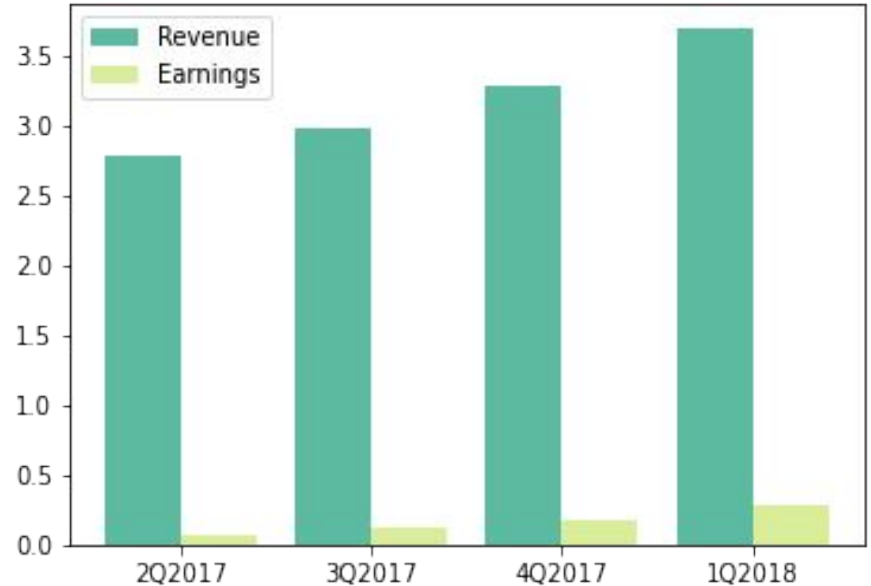


Earnings & Revenue Reported by Netflix

The bar chart shows:

- Both revenue and earnings increased each quarter
- Roughly 15% of revenue constitutes earnings

Earnings and Revenue Reported by Netflix in Billions of Dollars



Netflix Vs. Dow Jones Stock Price

The line graphs show:

- Both Netflix and Dow Jones Industrial Average stock prices increased throughout the year
- Netflix stock prices were more volatile
 - Stock prices dip in June, August, and December
- Dow Jones Industrial Average stock prices were higher compared to Netflix stock prices

