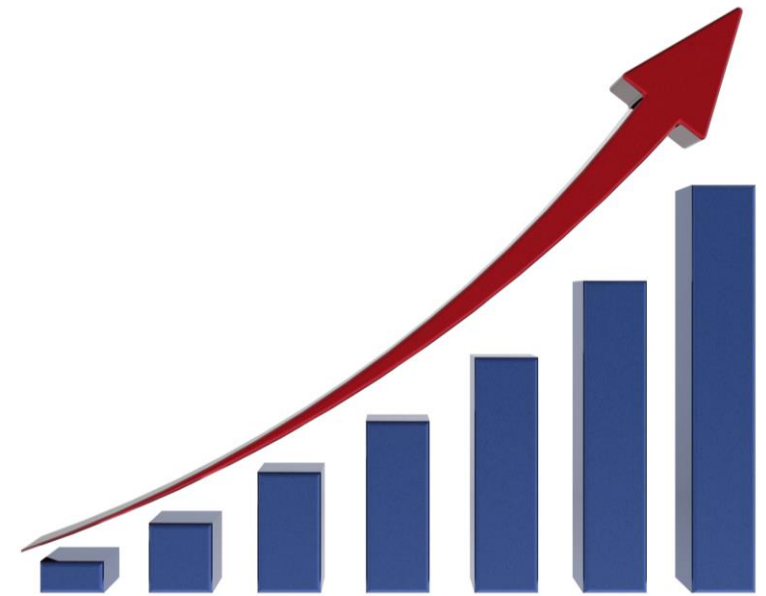


# Netflix's 2017 Stock Performance

The Netflix logo, featuring the word "NETFLIX" in white, bold, sans-serif capital letters with a 3D effect, set against a solid red rectangular background.

As part of the Netflix Stock Profile Team

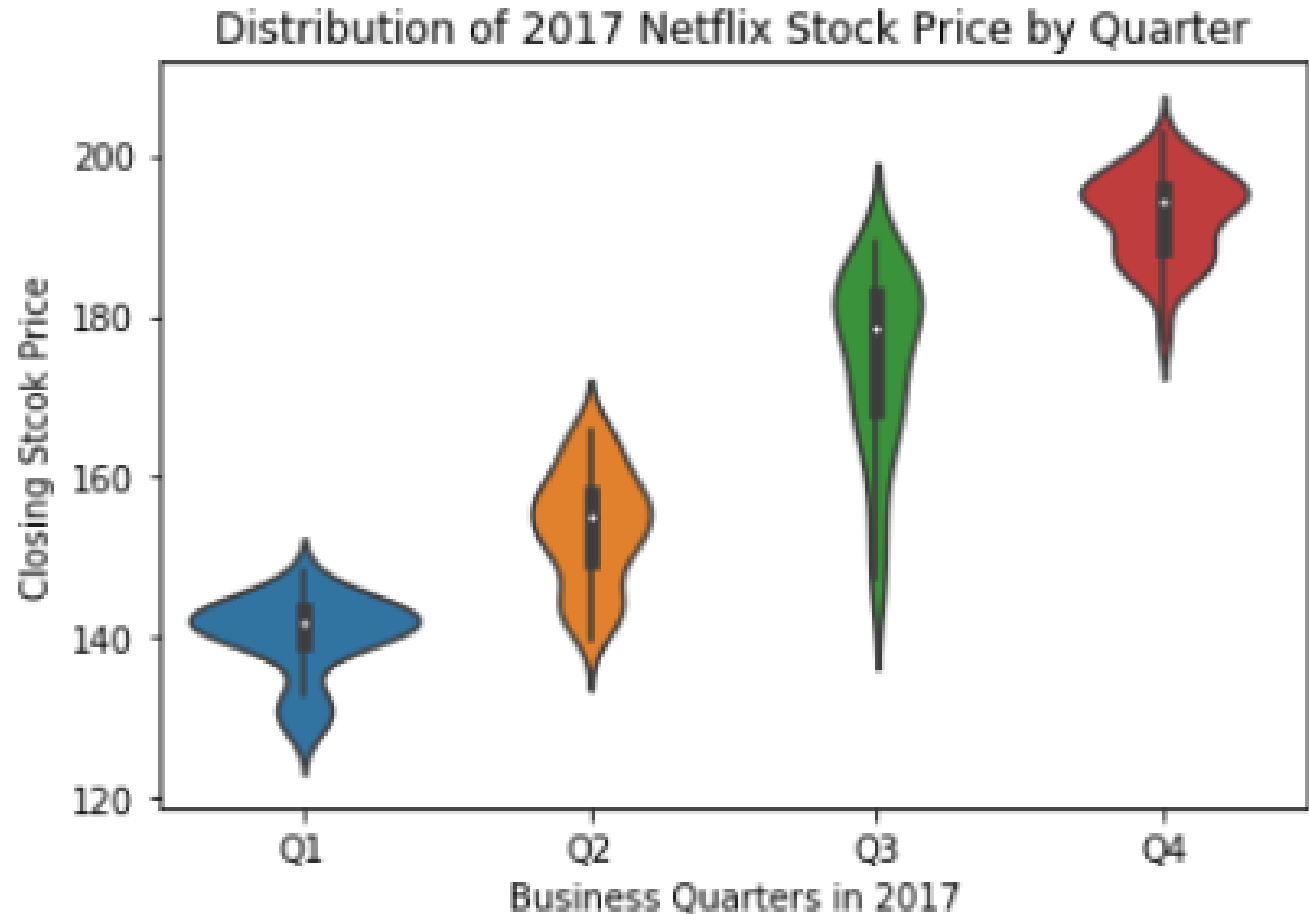
# Contents

As your data visualisation analyst, please see the following slides representing:

- The distribution of the stock prices for the past year
- 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 of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

# Netflix's 2017 Stock Price Distribution

- A clear representation of how the NFLX ticker has increase significantly and constantly throughout 2017
- But, not without volatility, in particular Q3 where the violin plot is most stretched vertically
- Q1 & Q4 being of greater width and shorter in length depicts more stability



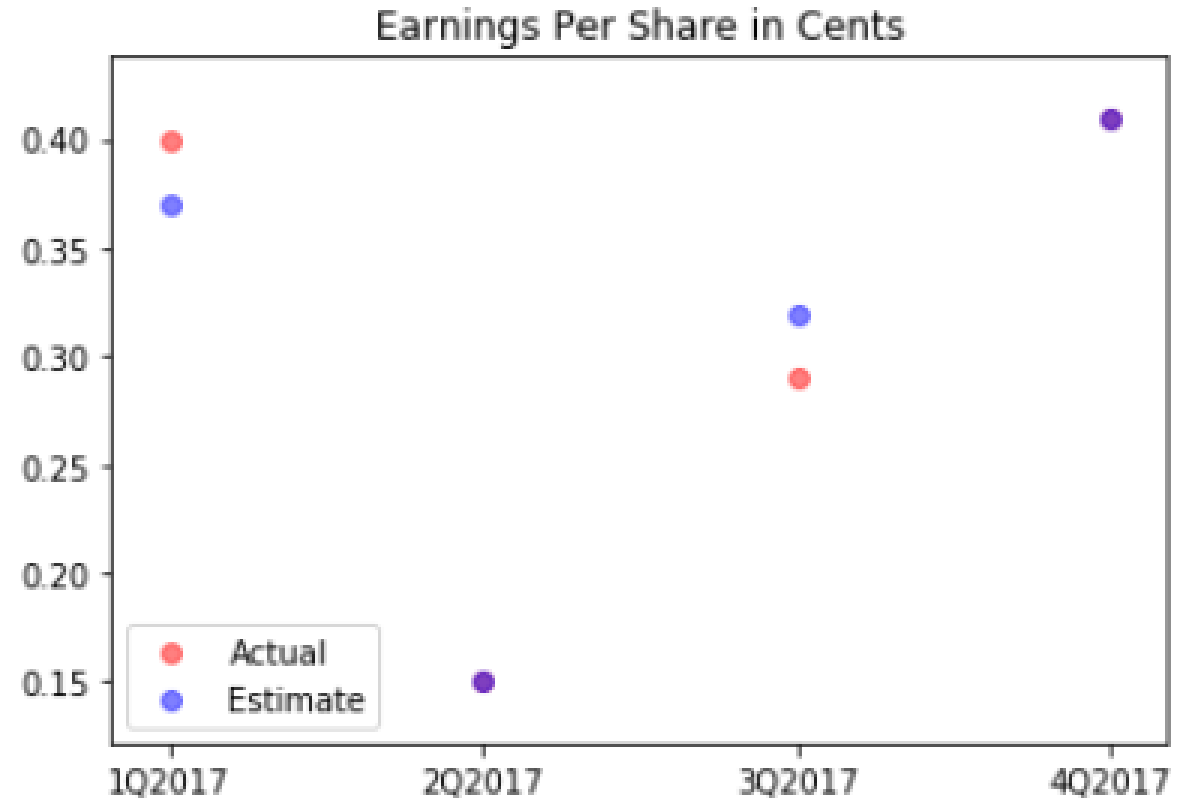
# Revenue vs Stock Performance

- Bar plot clearly depicting the quarter over quarter growth in revenues and earnings
- Quarterly growth accelerated relative to each past quarter with the greatest gains made in Q4



# Earned vs Actual Earnings per Share

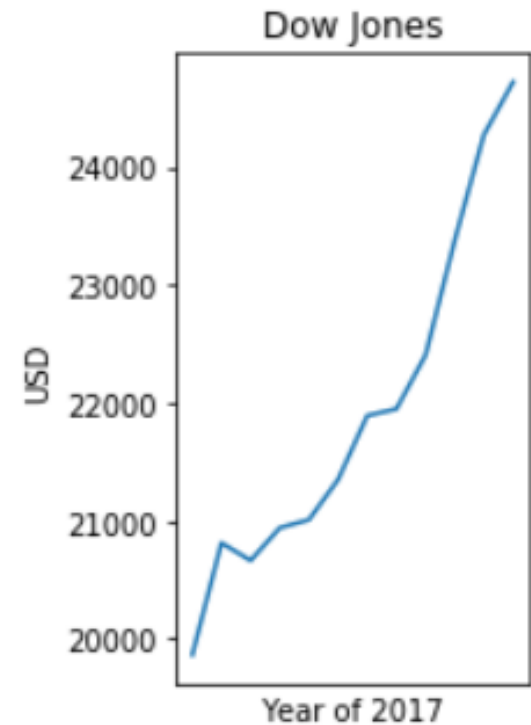
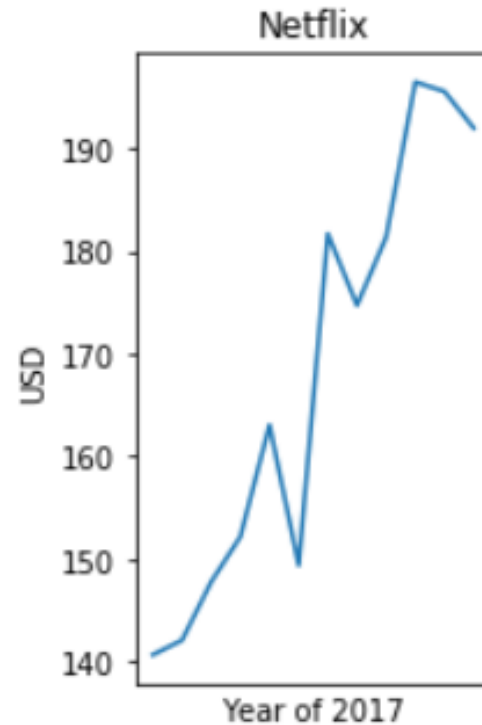
- Mixed results in forecasted estimates and the final results
- Q1 earnings beat the forecasted earnings
- Q2 & 4 Actual vs Estimate were equal
- Q3 earnings fell short of the forecasted estimates



# NFLX vs DJIA in 2017

## Summary

- Netflix has had a strong year with annual gains in the region of 40%
- For comparison, the DJIA benchmark also depicts strong annual gains, but not to the same tune
- DJIA annual gains ~25%
- However, a smoother line plot shows that NFLX produced greater gains, but also with greater volatility meaning an investor must have a strong stomach to realise the potential gains here



Thank you for reviewing!