

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, is centered within a white rectangular box.

## "Netflix Stock Profile"

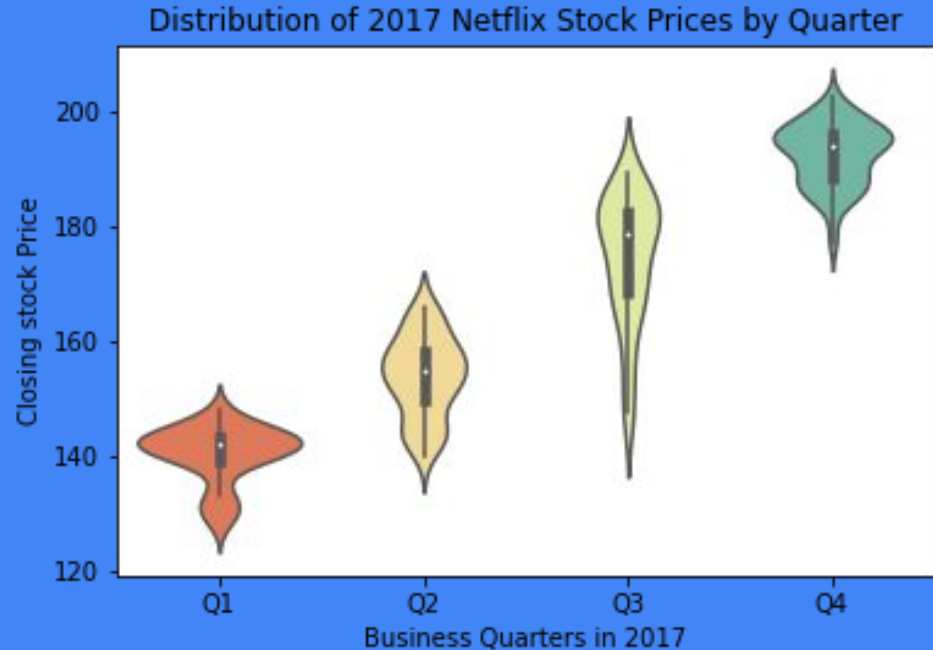
In finance, a *stock profile* is a series of studies, visualizations, and analyses that dive into different aspects a publicly traded company's data.

For the purposes of the project, you will only visualize data for the year of 2017. You will can see following visualizations:

- The distribution of the stock prices for the 2017.
- Netflix's earnings and revenue in the four quarters of 2017.
- 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.

# Visualizing the Netflix quarterly data.

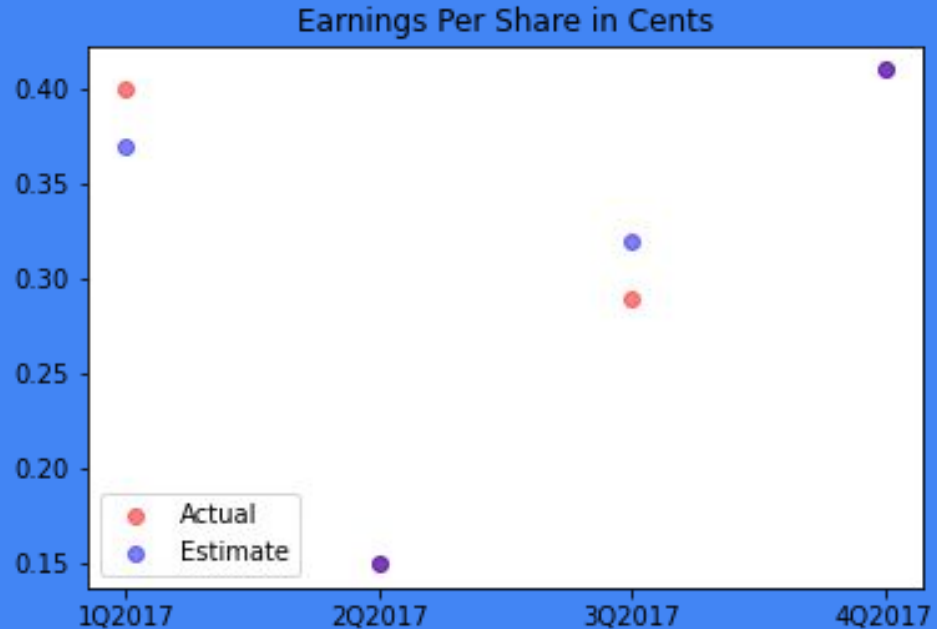
- Stock prices rise quarter by quarter throughout 2017.
- Stock prices during this year had a low of 120 and a high of 200.
- The first quarter is the quarter with the greatest variability.



# Earnings per share (EPS).

Below, on the scatter plot, we'll plot EPS performance by plotting the estimate Yahoo projected for the quarter versus actual earnings for those quarters.

- In the first quarter profits were higher than projected, in the second they coincided, in the third quarter profits were lower than projected, and in the fourth they coincided again.



# Earnings and revenue reported by Netflix.

- Revenues and earnings are trending upwards during the year 2017.
- Earnings relative to revenues are approximately 5%.

Earnings and Revenue Reported by Netflix in Billions of Dollars



# Compare Netflix stock to the Dow Jones Industrial Average in 2017

- Netflix outperformed Dow Jones, growing about twice as fast in 2017.
- Netflix is much more volatile, it showed a significant drop in June and a very fast growth in July.

