

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a dark blue background, resembling a circuit board or data flow diagram.

NETFLIX DATA ANALYSIS

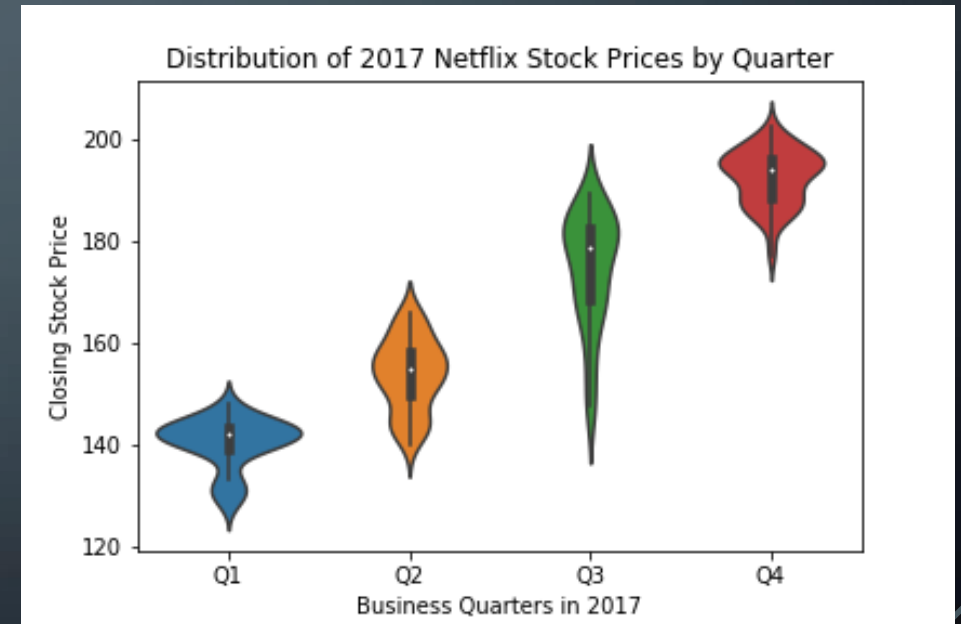
DATA FROM 2017

DATA VISUALIZATION

- Distribution of 2017 Netflix Stock Prices by Quarter
- Earnings Per Share in Cents
- Revenue Metrics in Bar Graph Form
- Comparison between Netflix stock and Dow Jones as a whole

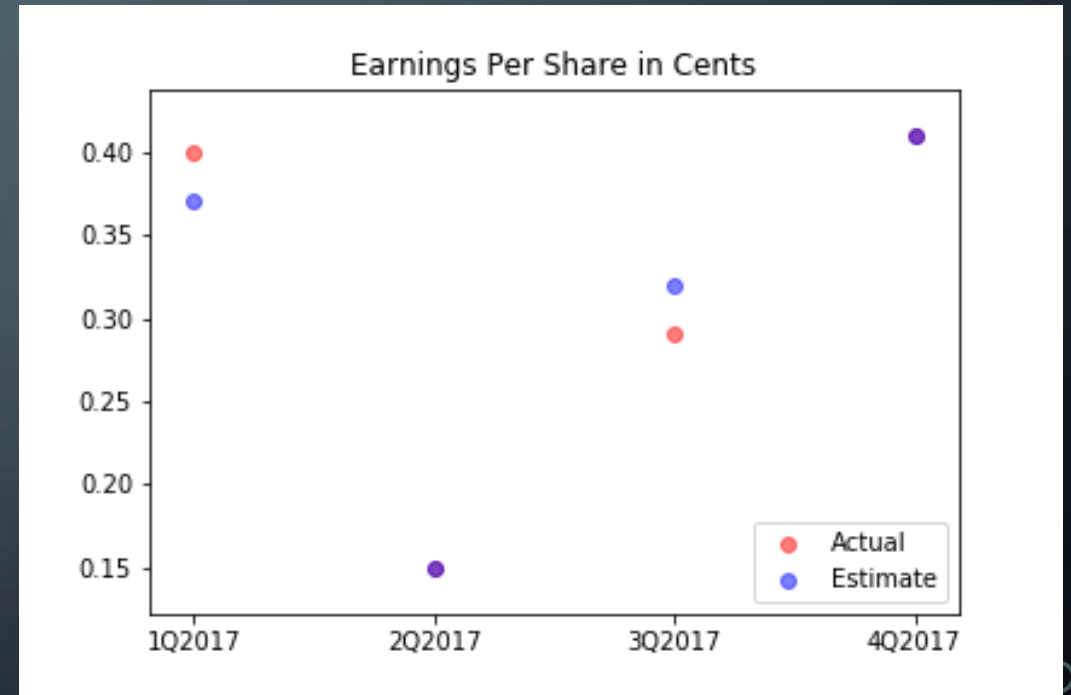
DISTRIBUTION OF 2017 NETFLIX STOCK PRICES BY QUARTER

- In this graph you can see that the stock prices have increased in price every quarter
- As quarters went by the price drops were less severe and rose throughout the year.
- The highest price was over \$200
- The lowest price was around \$120



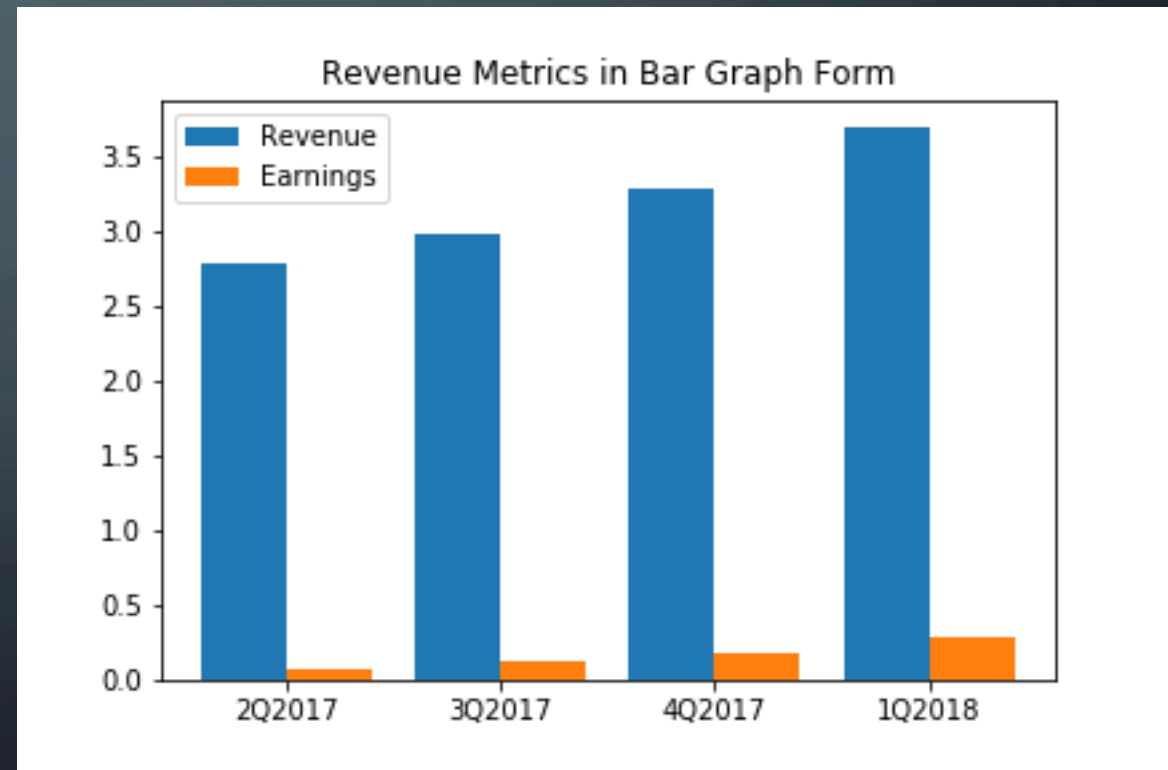
EARNINGS PER SHARE IN CENT

- In this graph you can see that in Quarter 2 and Quarter 1 the estimates and actual revenue were accurate.
- Q1 estimates were lower than actual revenue
- Q3 actual revenue was lower than estimates



REVENUE METRICS IN BAR GRAPH FORM

- In this bar graph you can see that the revenue has increased each quarter
- Earnings also increased each quarter
- Revenue accounts for roughly 9% of the earnings



COMPARISON BETWEEN NETFLIX STOCK AND DOW JONES

- In this visualization you can see that Netflix rose along with the Dow Jones Industrial Average
- The Netflix stock price was much more volatile than the Dow Jones
- Netflix has a long way to go if it's going to be large enough to be a contender in the Dow Jones.

