



# Netflix: What did 2017 look like?

A Yahoo Finance presentation for Codecademy by Sergio Olivas Jr.

1/31/18

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# The Stock Profile Team's Visualizations

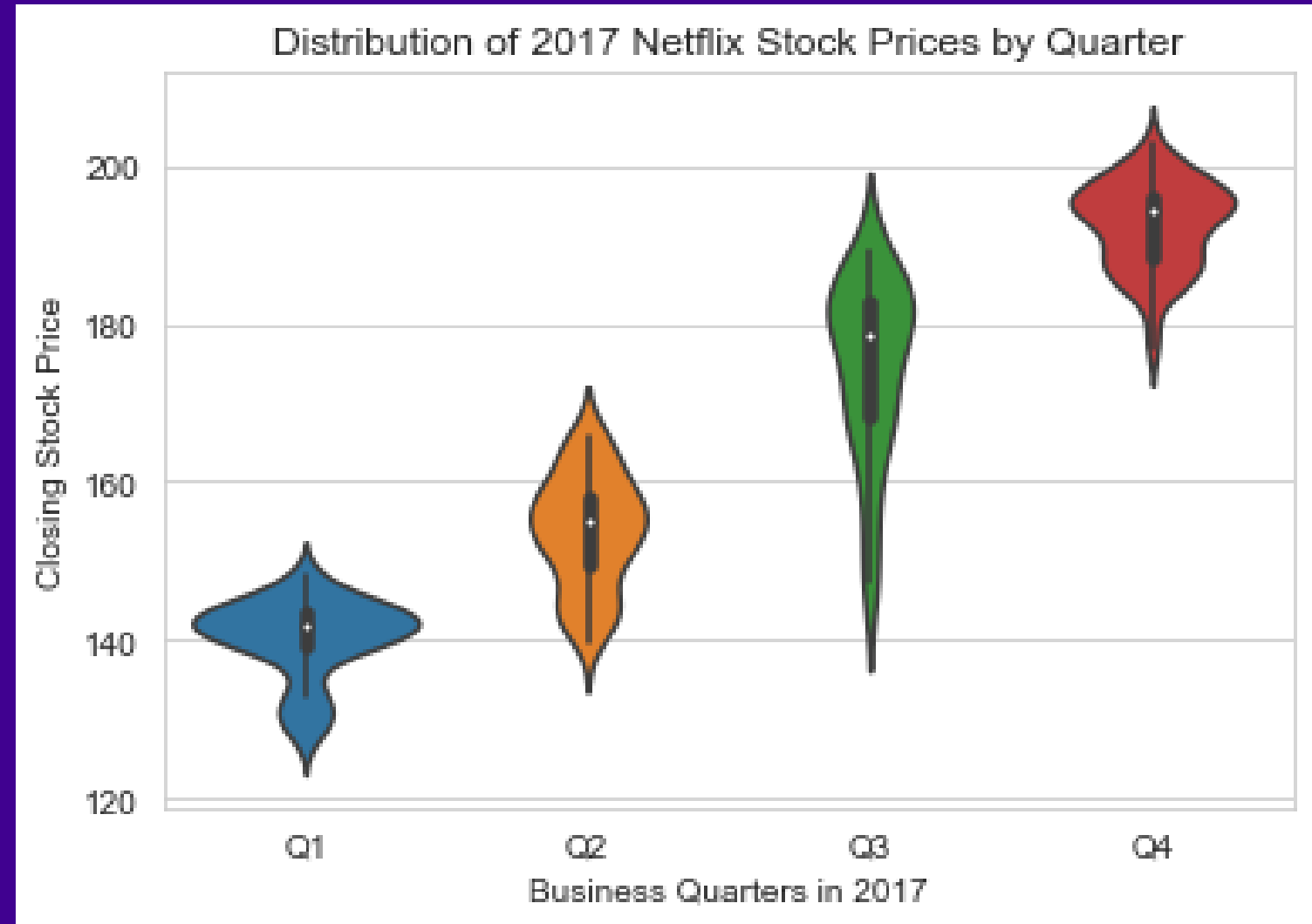
- The distribution of the stock prices for the past year
- Netflix's earnings and revenue in the last four quarters
- The actual vs. estimated earnings per share for the four quarters in 2017
- A comparison of the Netflix Stock price vs. the Dow Jones Industrial Average price in 2017

# What's My Role Stock Profile Team's Visualizations?

- Select different data areas to show stock profile's holistic context
- Summarize stock data from Yahoo! Finance™ into CSV files
- Use CSV files to generate visualizations via Python
- Provide statistical and data analysis to the Stock Profile Team
- Occasionally get coffee to the team

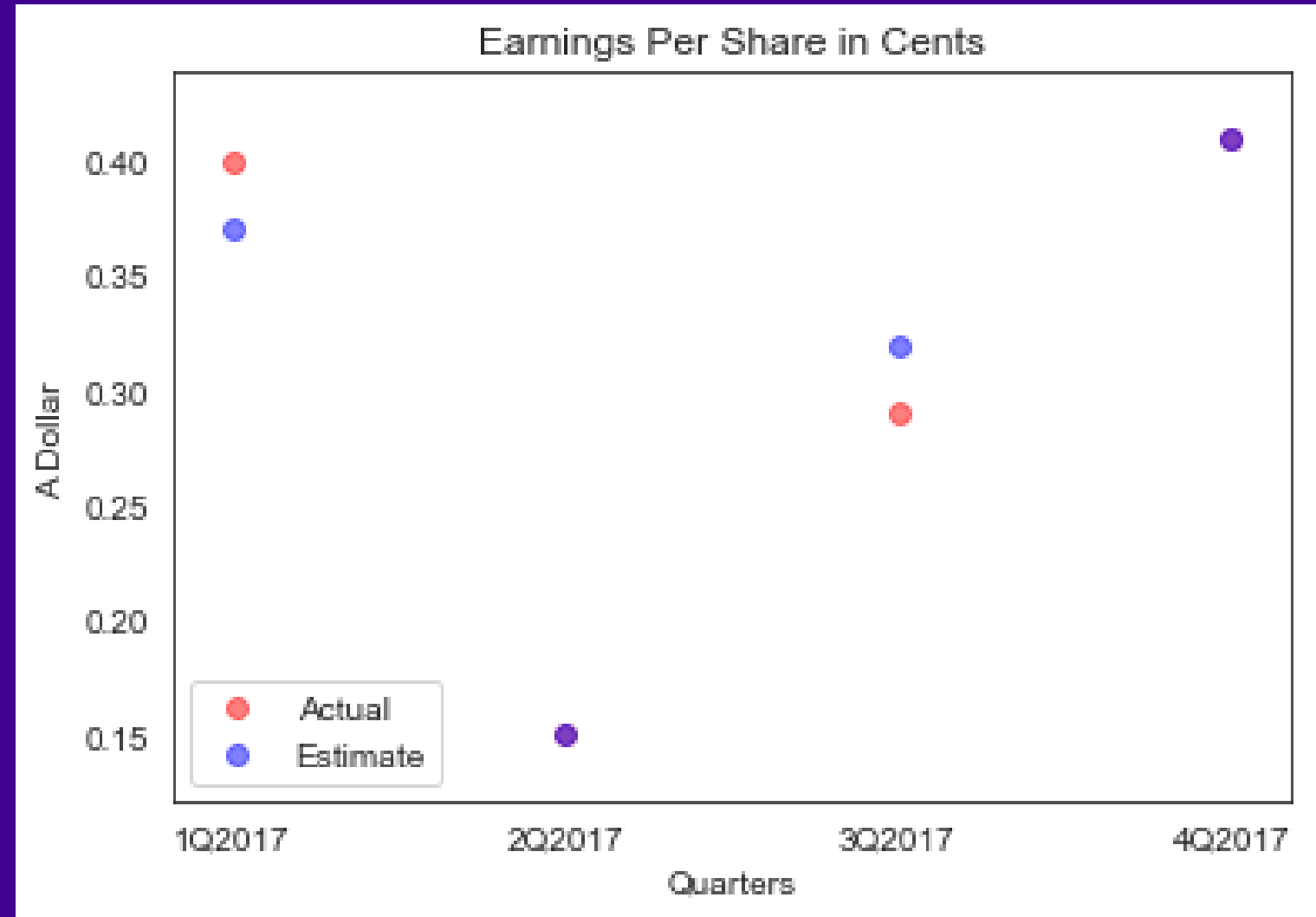
# 2017 Stock Price Distribution

- The violin plot demonstrates stock price increases throughout the year. Quarter 3 had the highest fluctuation of prices with Quarter 1 demonstrating the least.
- The overall range fell between \$120/share and \$210/share. The range for the quarter averages fell between \$140/share and \$200/share.
- The lowest price was \$127.49 and the highest price was \$202.68.



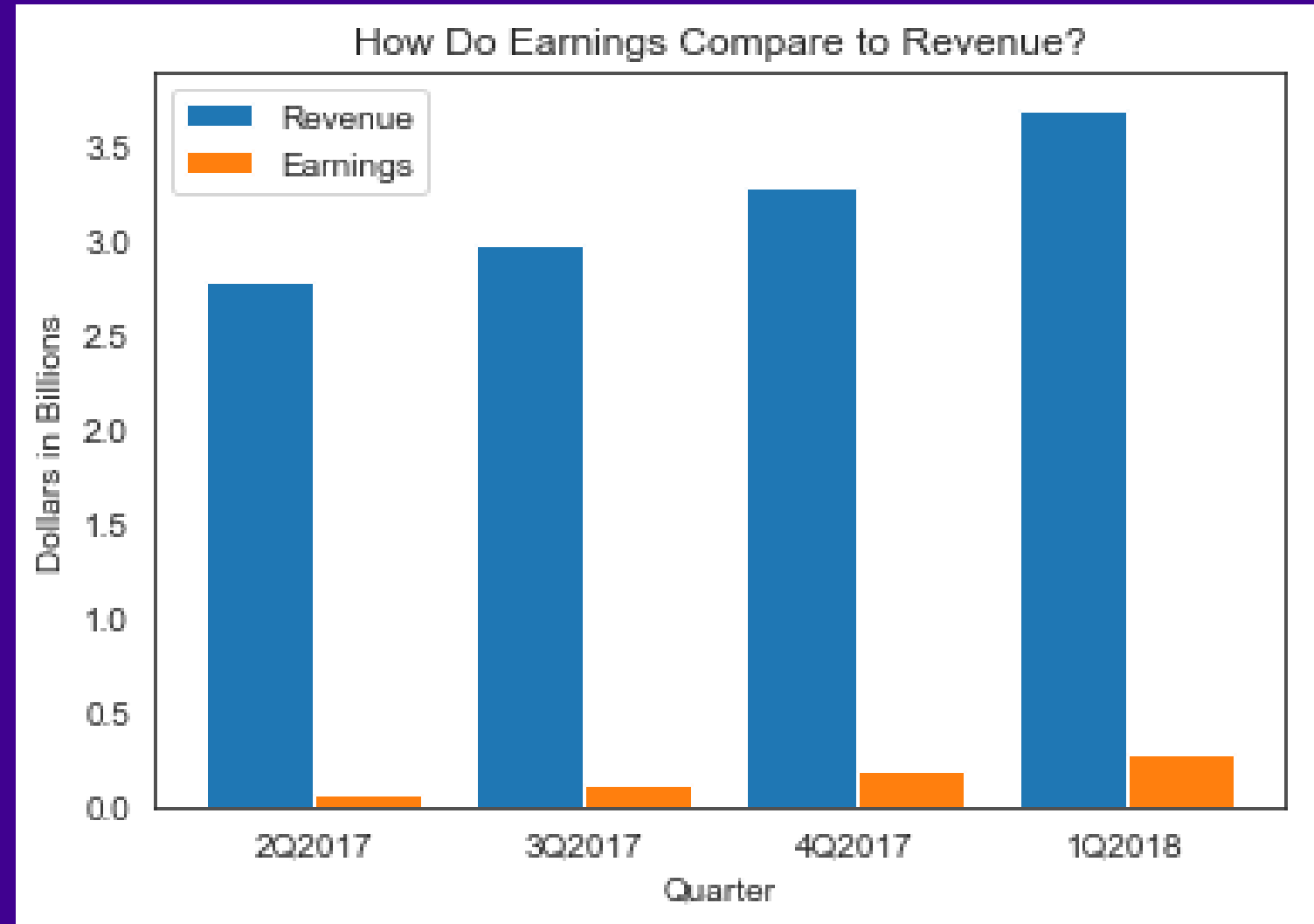
# Earned vs Actual Earnings Per Share

- The purple dots indicate that the actual price per share and the estimated price per share were the same as were shown in Q2 (0.15) and Q4 (0.41).
- Investors underestimated performance in the first quarter but overestimated performance in the third quarter



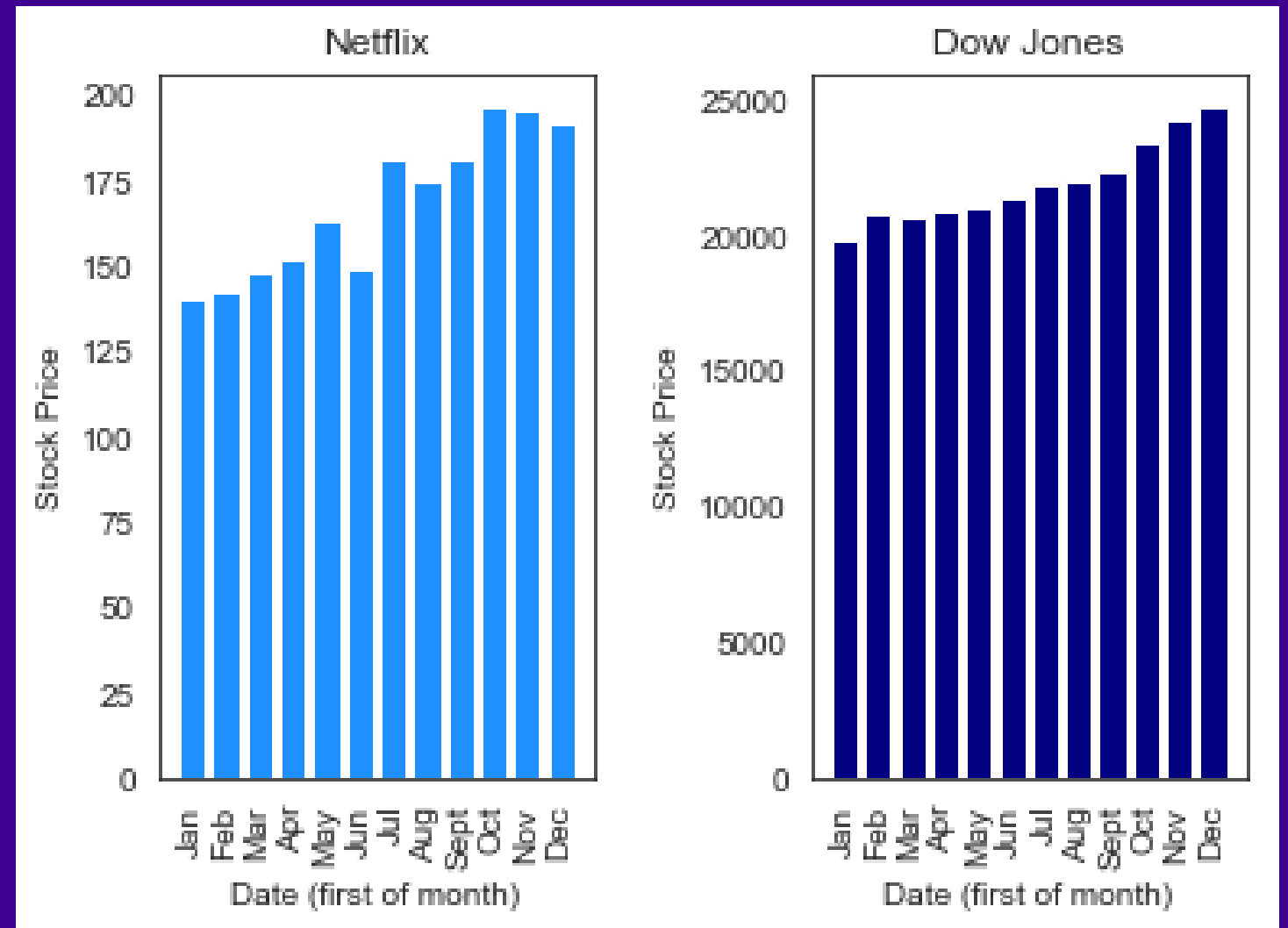
# How Do Earnings Compare to Revenue?

- Both Revenue and Earnings increase throughout the year.
- Generally speaking, Earnings accounts for less than 10% of Revenue - roughly 5%.



# How did Netflix compare to the Market?

- The Dow Jones grew at a steady pace.
- Netflix grew consistently until July when it began to be more volatile.



# In Conclusion...

- Netflix stock experience excellent growth in 2017 despite volatility not seen throughout the market
- Earnings continue to grow as a percentage of revenue
- Netflix is expected to continue growing throughout 2018.
- Any questions?