



Netflix Data Analysis and Visualization



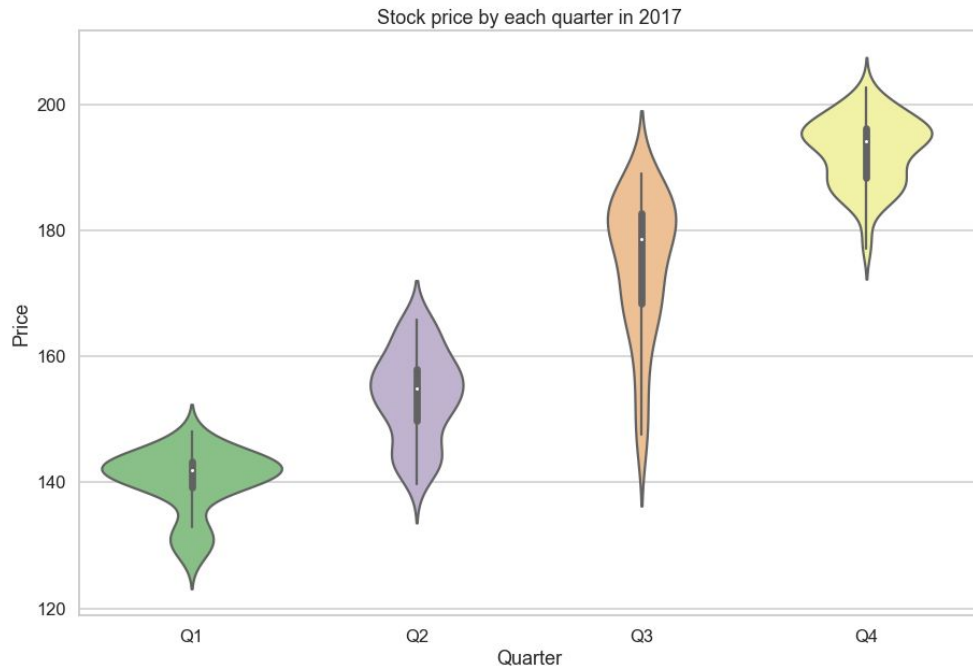
Stock price analysis of Netflix in 2017

I'd like to share what I analyzed. Here is chart lists

- ▶ The distribution of Netflix stock price by the quarter
- ▶ The comparison of Netflix EPS and Estimation
- ▶ The comparison of Netflix revenue and earning by quarter
- ▶ The comparison of Netflix and Dow Jones Industrial average

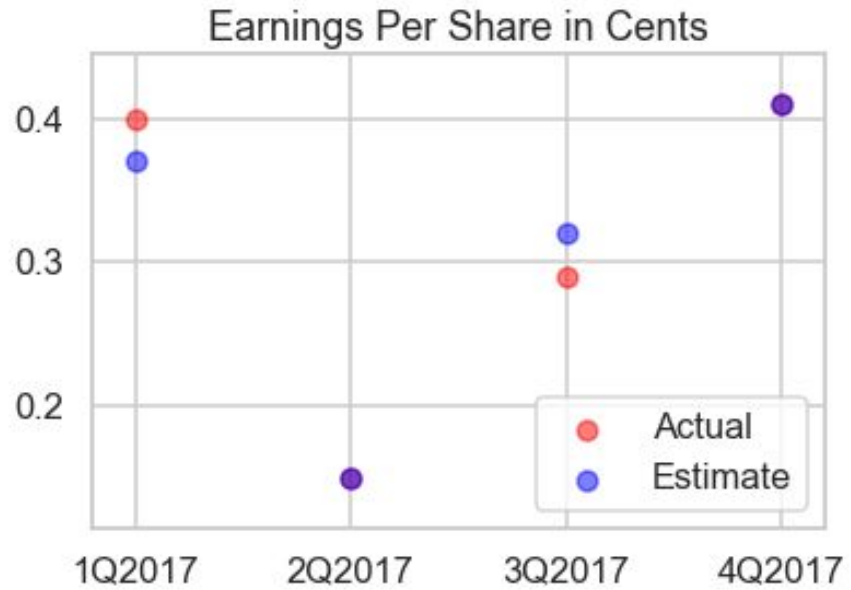
The distribution of Netflix stock price by the quarter

- ▶ Netflix stock price had positive trend in 2017
- ▶ Q1's price has low volatility
- ▶ In Q3, the stock price increased dramatically. In other words, Netflix became popular more.



The comparison of Netflix EPS and Estimation

- ▶ The Actual earning is almost all of the estimations
- ▶ In Q2, the stock price growth does not correspond to actual earning and estimate



The comparison of Netflix revenue and earning by quarter

- As you see, revenue not only grew quarterly, but also earning slightly grew.
- The proportion of earnings in revenue is below

Q2 2017 - 2.3%

Q3 2017 - 3.4%

Q4 2017 - 3.9%

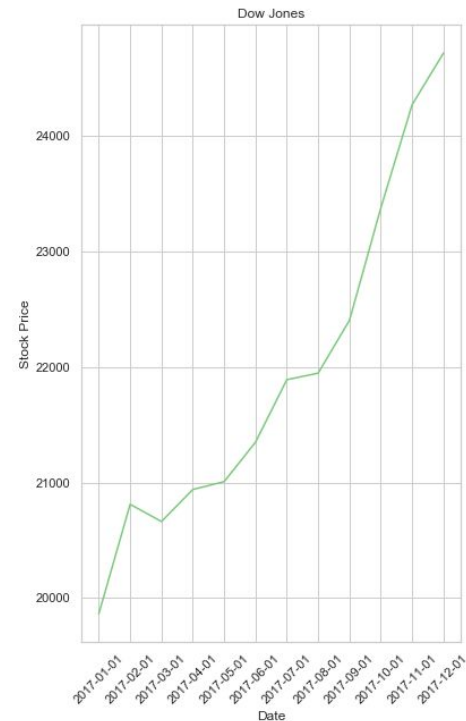
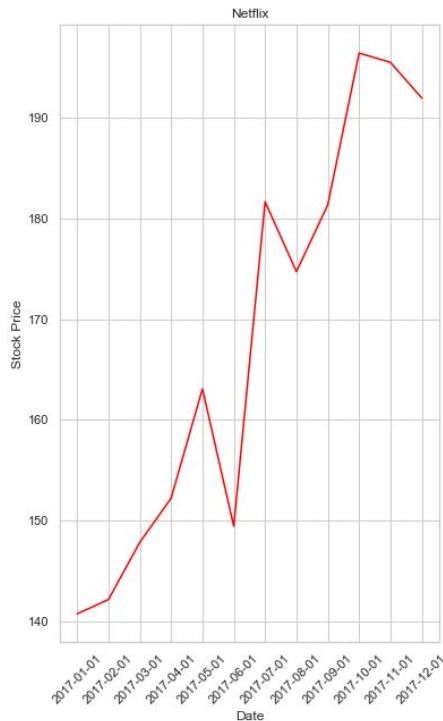
Q 1 2018 - 5%

compare between revenue to earnings by quarter



The comparison of Netflix and Dow Jones Industrial average

- ▶ Netflix stock price almost corresponded to DOW average.
- ▶ Netflix has more volatility than DOW.
- ▶ During the June ~ July, The Netflix stock price skyrocket. I guess some big title launched during that period.



Thanks!

Any questions?

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