

Visualization of Netflix stock price and earnings in the year 2017

List of different visualizations

My role in the Stock Profile Team was to graph four visualizations:

1. Distribution of the stock prices for Netflix in 2017

In order to see in which quarter stock prices fluctuated the most, I used a violin plot, with one plot per quarter.

2. Earning and revenue per share

I visualized the earnings and revenue reported by Netflix by mapping two bars side-by-side.

3. Netflix stock and revenue for the past four quarters

I charted the performance of the earnings per share by graphing the estimate Yahoo projected for the Quarter compared to the actual earnings for that quarter using a scatter chart.

4. Netflix stock vs Dow Jones stock

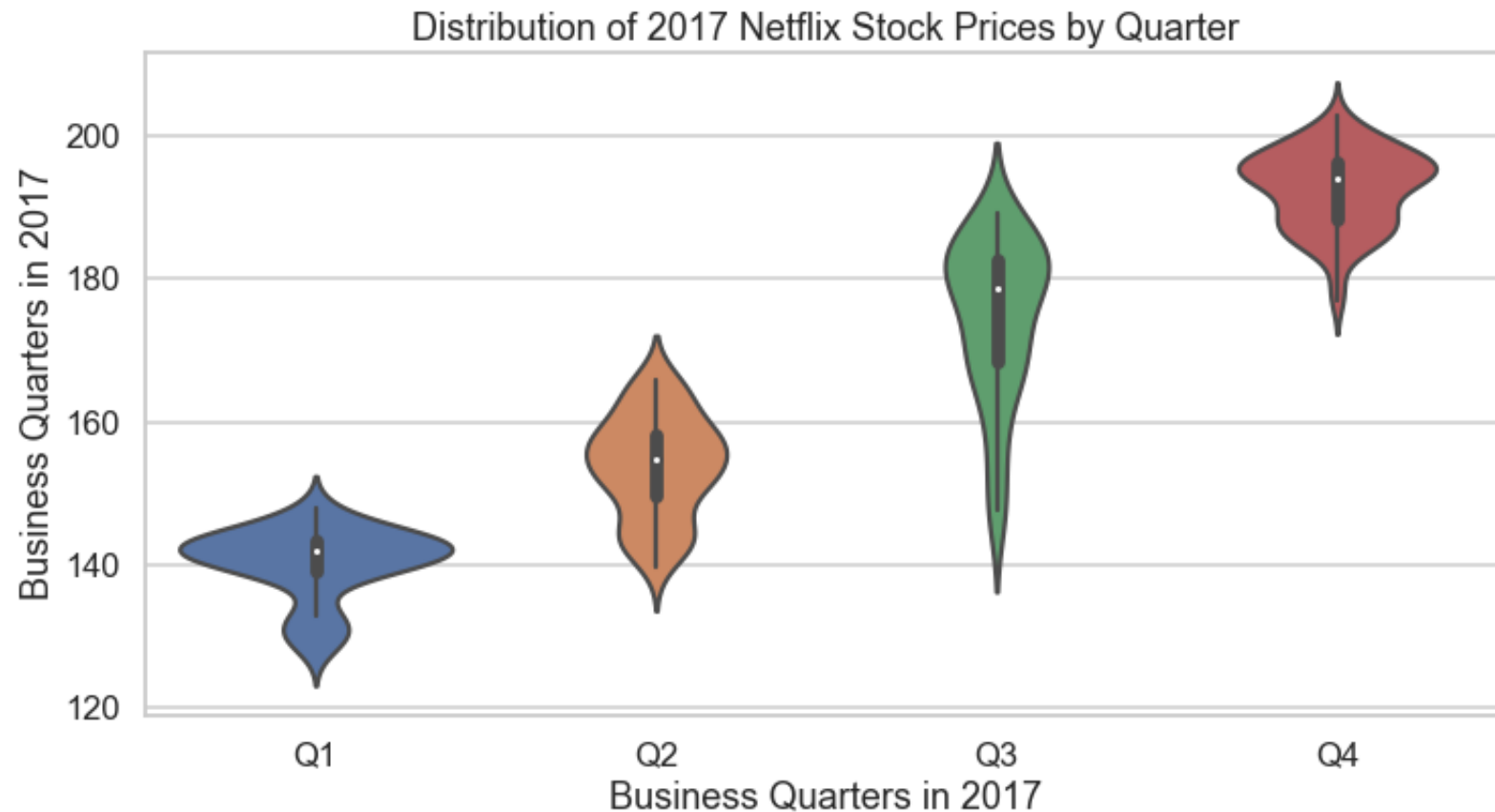
I compared Netflix stock to the Dow Jones Industrial Average in 2017 by plotting two line charts side by side in one figure.

Learning more about the data

We have three csv datasets:

- NFLX.csv representing the Netflix stock per month during the year 2017.
- DJI.csv representing the Dow Jones stock per month during the year 2017.
- NFLX_daily_by_quarter.csv representing the Netflix stock per business days during the year 2017. This file has many more entries than the two other files.

1. Distribution of the stock prices for Netflix in 2017



Summary stock price distribution

- What are your first impressions looking at the visualized data?

We observe that the value of the distribution of the stock price is overall rising throughout the year. The Interquartile range situates itself at around \$140 in the first semester, and goes up to above \$180 during the last semester.

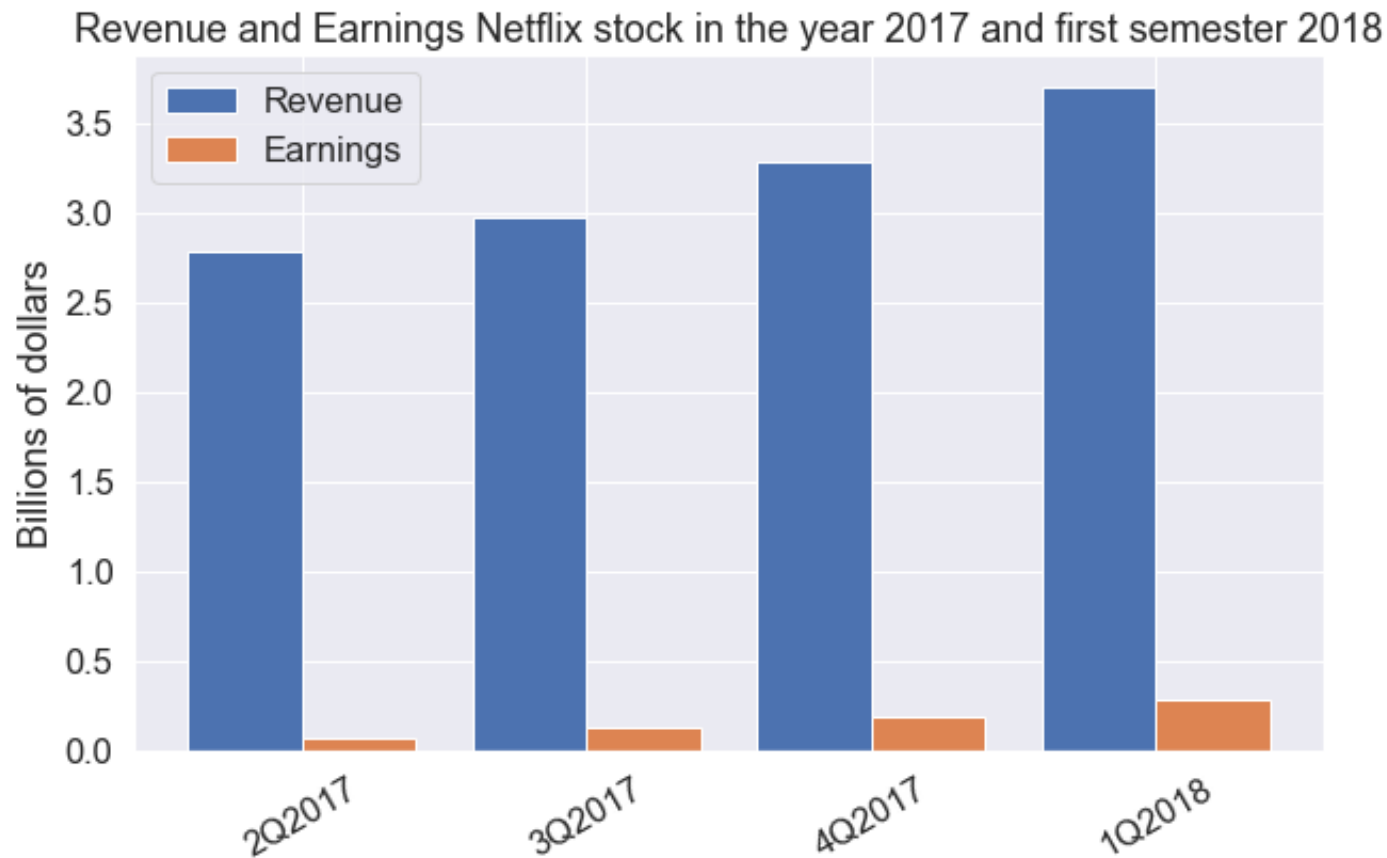
- In what range(s) did most of the prices fall throughout the year?

Most of the prices fall between \$140 and \$180 through the first 3 quarters of the year. The last semester most of the prices situate themselves between \$180 and \$200. Also we observe that the prices fluctuated the most during the third quarter

- What were the highest and lowest prices?

The lowest price is around \$120 in the first quarter and the highest above \$200 in the last quarter

Netflix stock and revenue for the past four quarters



Summary Netflix stock and revenue

- Does Revenue follow a trend?

The revenue is higher every semester

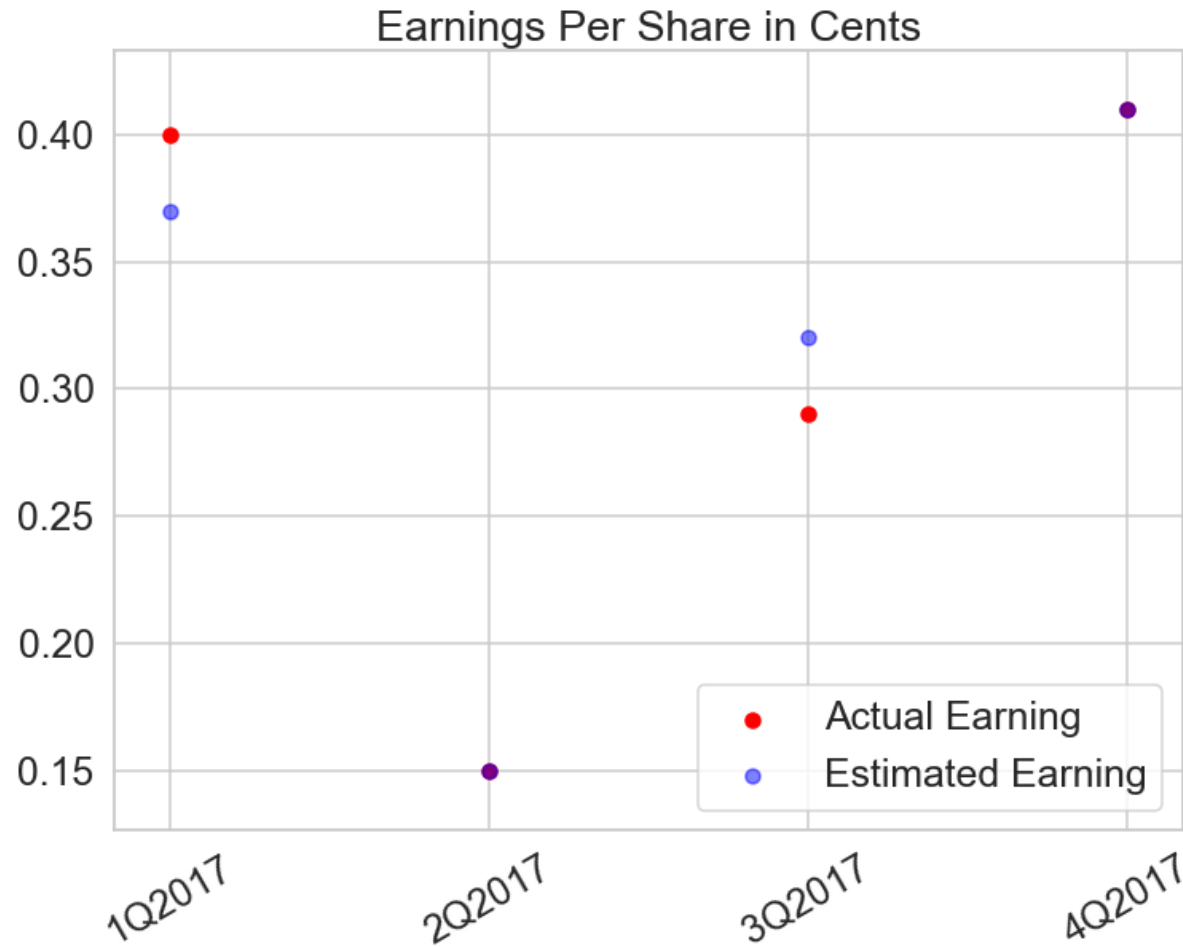
- Do Earnings follow a trend?

The earnings are higher every semester.

- Roughly, what percentage of the revenue constitutes earnings?

Roughly, the earnings constitutes between 5 and 10 percent of the revenue. We observe also that the earnings are rising throughout the year, reaching nearly 10 percent of the revenue by the end of the year.

Earning per share

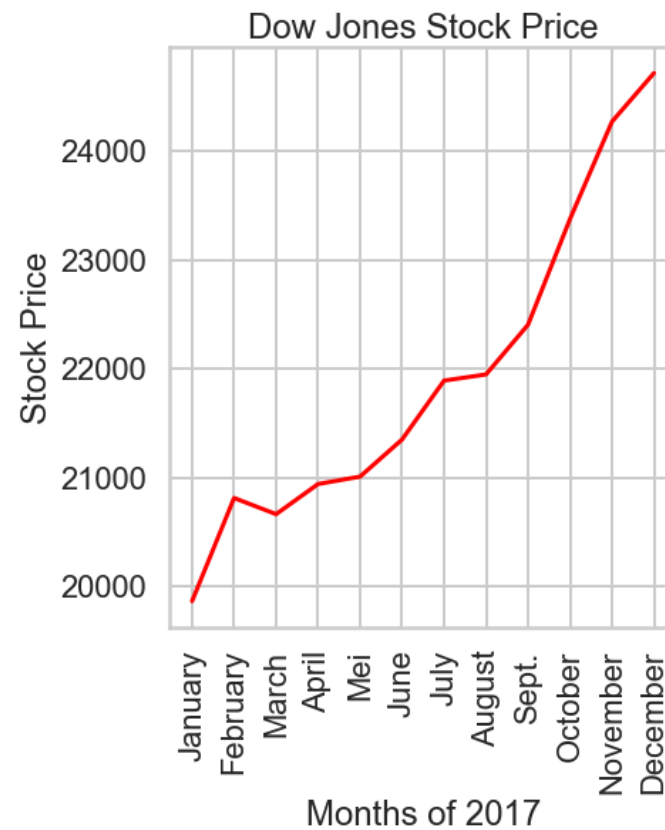
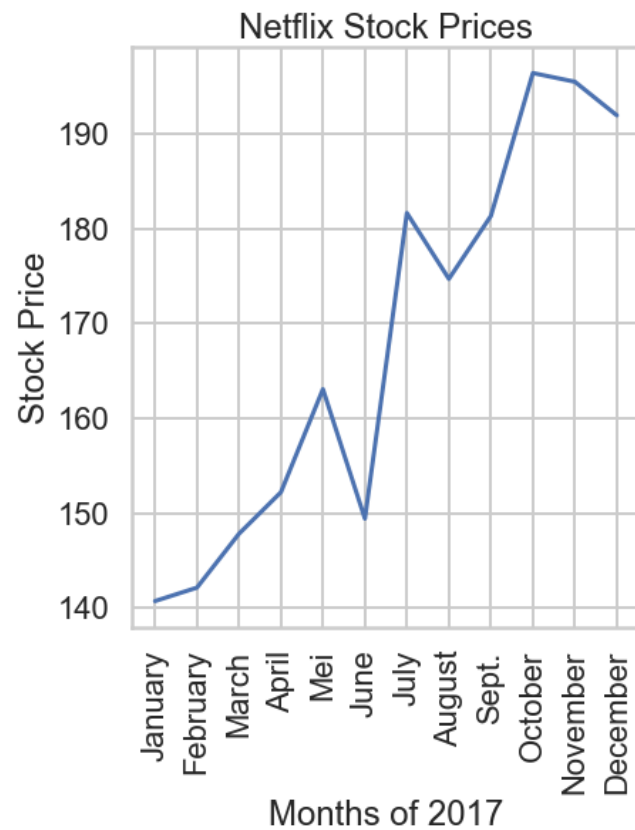


Summary earnings per share

We observe through this visualization that the estimation for the earning per share were quite spot on in general:

The first semester the actual earnings were higher than the expectation. In the second and fourth semester there were the same, the dotted point gets then an other colour, which is purple, mix of blue and red. The third semester, the actual earnings where lower than the expectation.

Netflix stock vs Dow Jones stock



Summary Dow Jones&Netflix stocks

- How did Netflix perform relative to Dow Jones Industrial Average in 2017?

Netflix and the Dow Jones stocks rose in 2017, on this matter they did perform relatively the same, but we observe also that the Netflix stock went up about 35% through 2017 and the Dow Jones stock went only by 25% up through 2017. So Netflix stock is over performing the Dow Jones.

- Which was more volatile?

Netflix stock was more volatile, with much bigger drops or peaks.

- How do the prices of the stocks compare?

We see that even though Netflix is more volatile, the two stocks follow the same trend overall. For example in may and july, Netflix drops quite a lot, where the Dow Jones does not drop those month but stops rising. One difference though: The Dow Jones stock finishes the year with an upwards peak where the Netflix stock finishes the year with a drop.