Netflix Stock Profile 2017

Presentation to the Netflix Stock Profile team

Author: Vinicius Almeida

Project definition

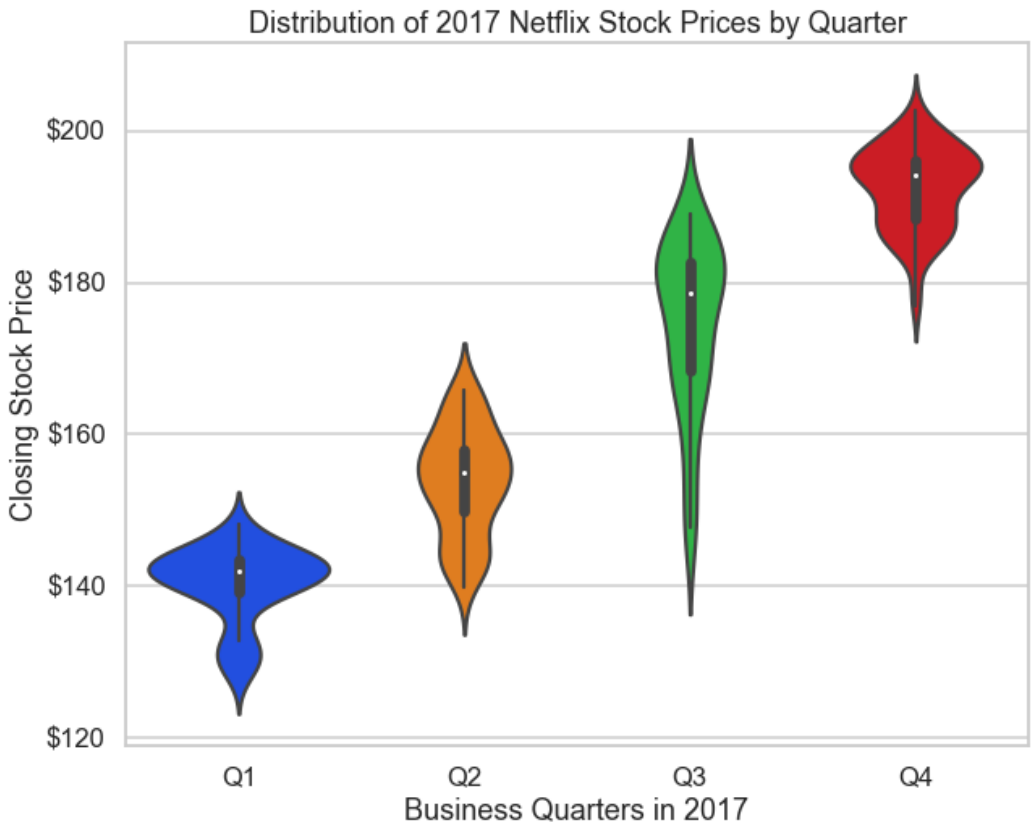
- **Project:** create visualizations for Netflix stock profile to help financial analysts in the team

- **Performed by:** Vinicius Almeida – data visualization developer

- **Results:** visualizations generated

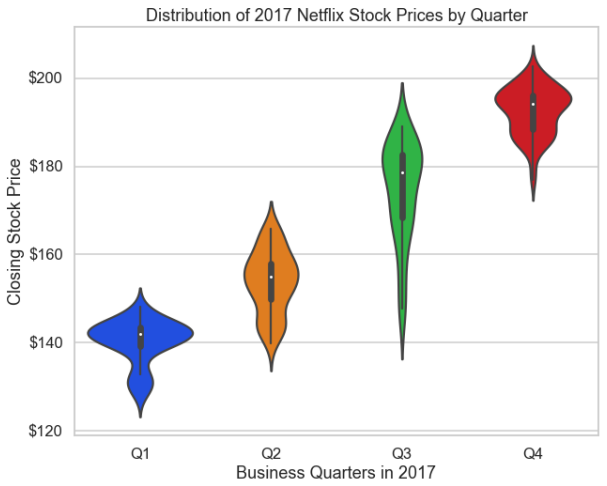
    - Distribution of the stock prices for Netflix in 2017
    - Summary of Netflix earned versus actual earnings per share
    - Summary of Netflix earnings and revenue for the four quarters in 2017
    - Netflix stock against the Dow Jones stock in 2017

Distribution of 2017 Netflix Stock prices by Quarter (1/2)

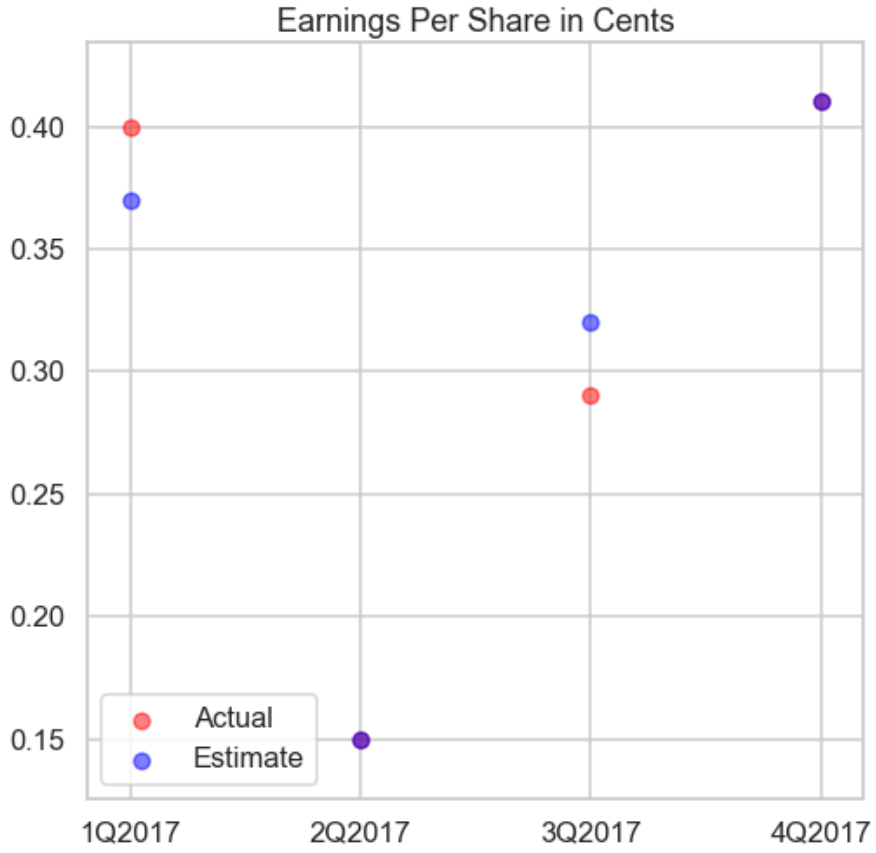


Distribution of 2017 Netflix Stock prices by Quarter (2/2)

- Visualization shows:
  - Evident growth trend in 2017
  - Wider distribution on Q3: market instabilities?
  - Most stock prices within $140 - $190 range
  - Lowest price: > $120
  - Highest price: < $210

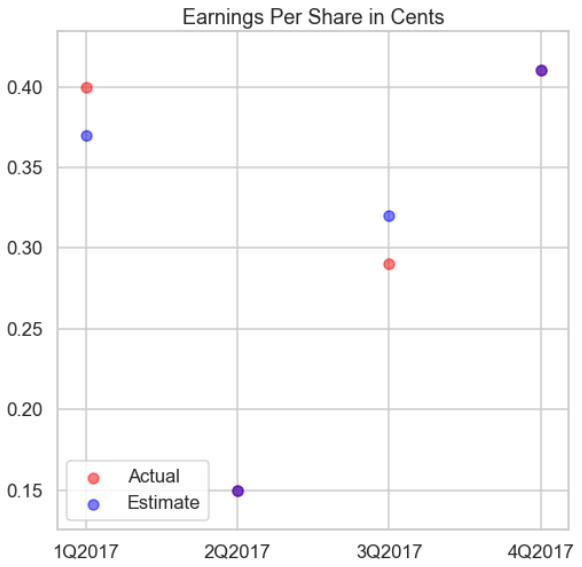


Netflix earned versus actual earnings per share (1/2)

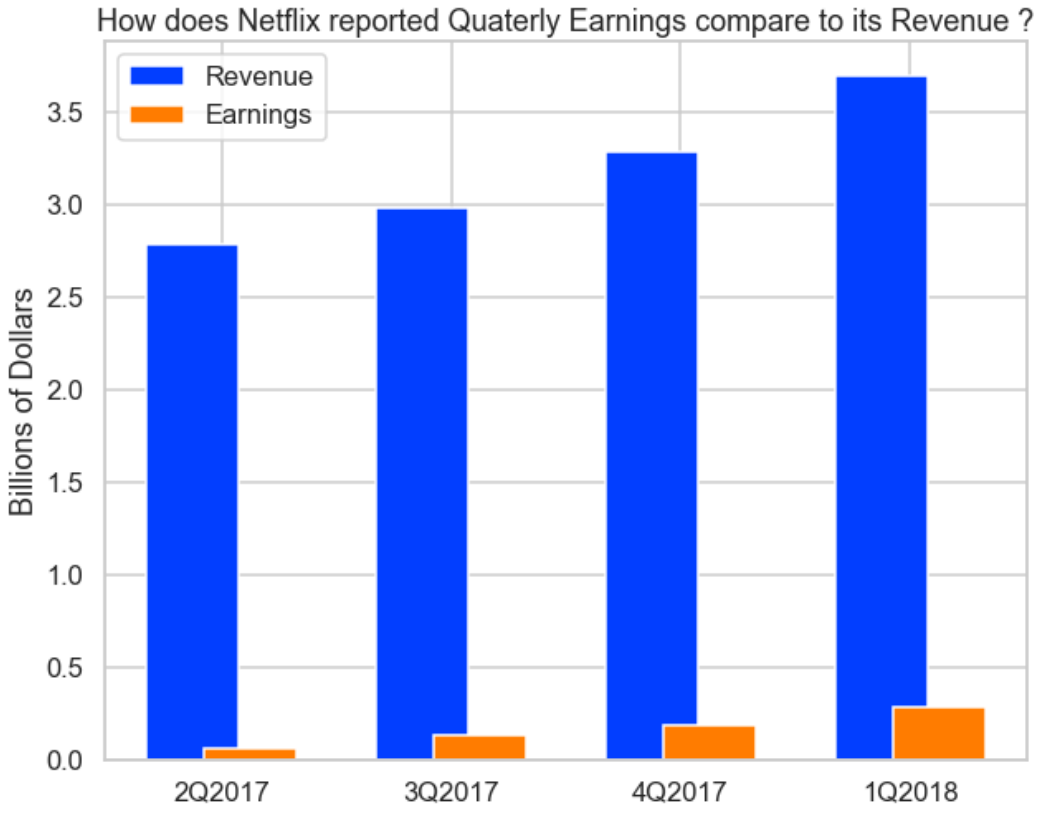


Netflix earned versus actual earnings per share (2/2)

- Visualization shows:
  - Q1: Actual earning better than estimate
  - Q2: perfect estimate!
  - Q3: Actual earning worst than estimate
  - Q4: perfect estimate!



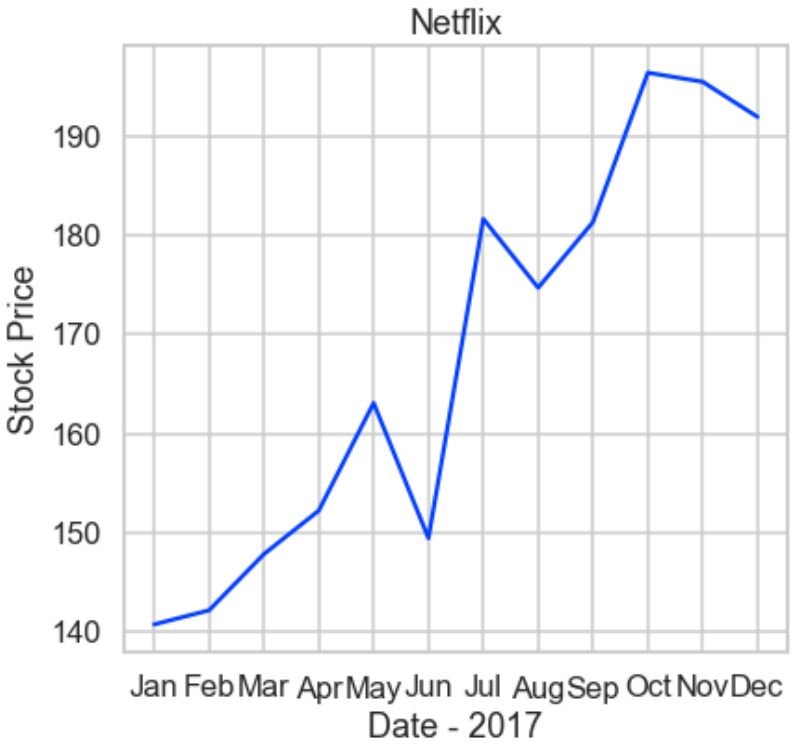
Netflix earnings and revenue - four quarters 2017 (1/2)

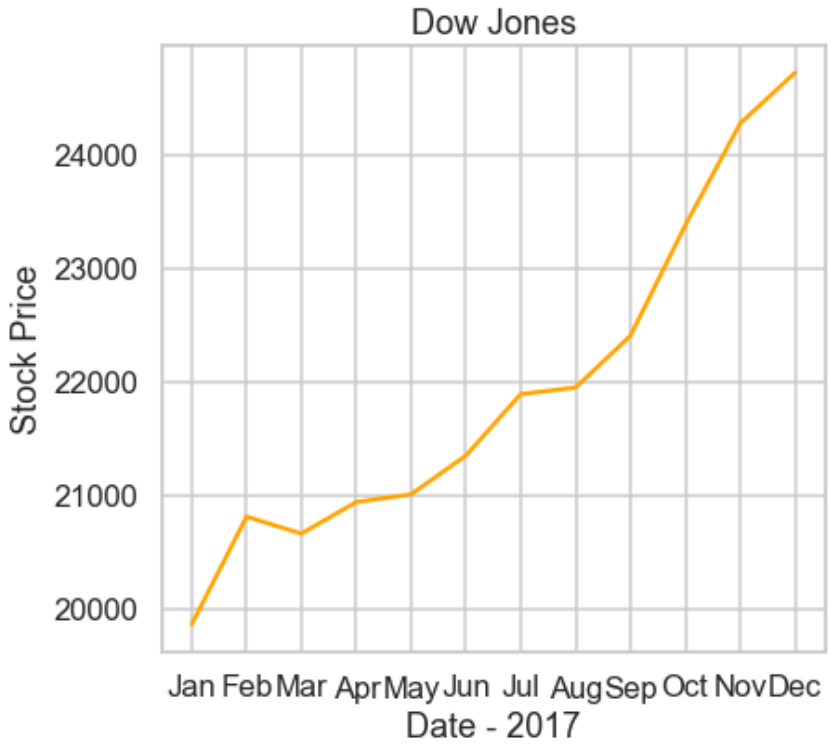


Netflix earnings and revenue - four quarters 2017 (2/2)

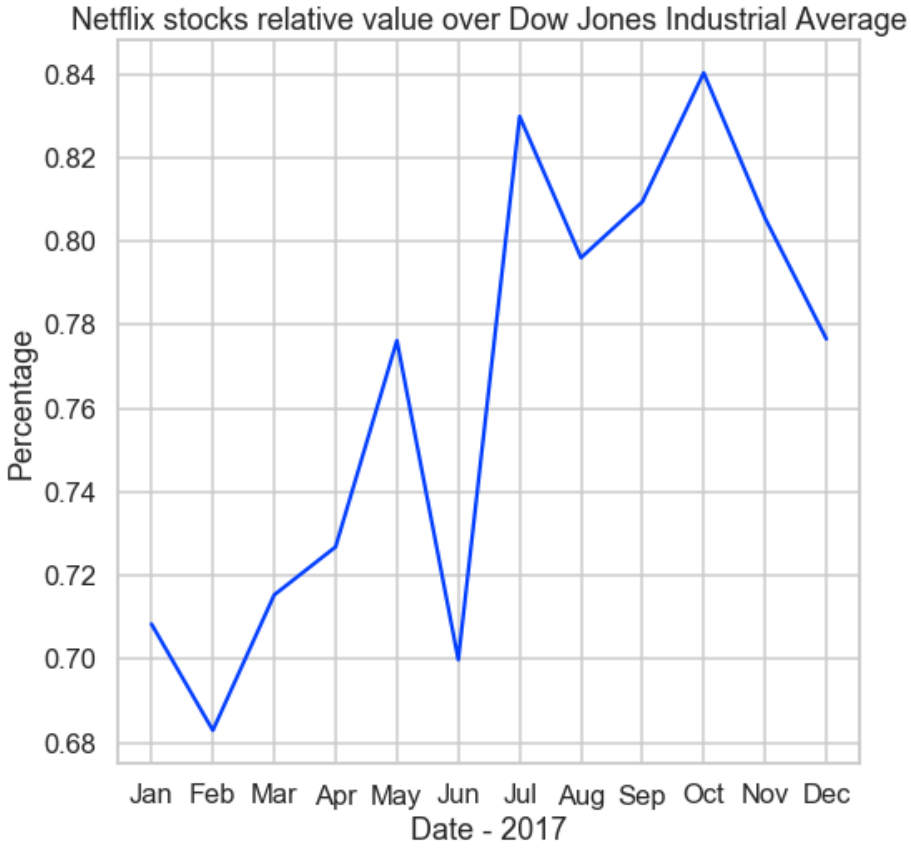
- Visualization shows:
  - Revenue: growth trend
  - Earnings: growth trend
  - Earnings constitute between 2% and 8 % of Revenue

Netflix stock against the Dow Jones stocks 2017 (1/3)



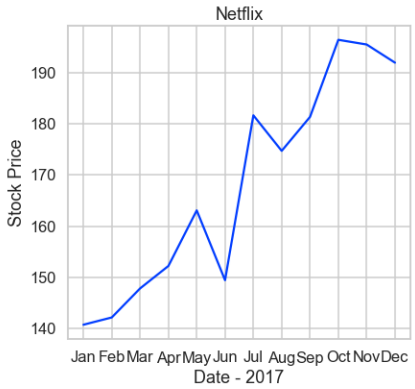


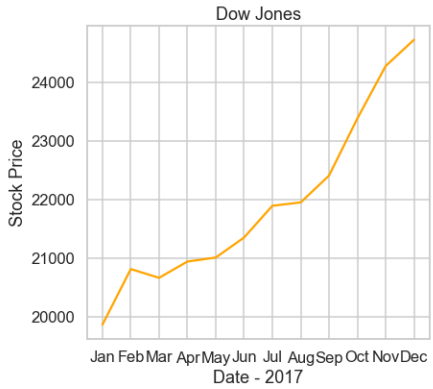
Netflix stock against the Dow Jones stocks 2017 (2/3)

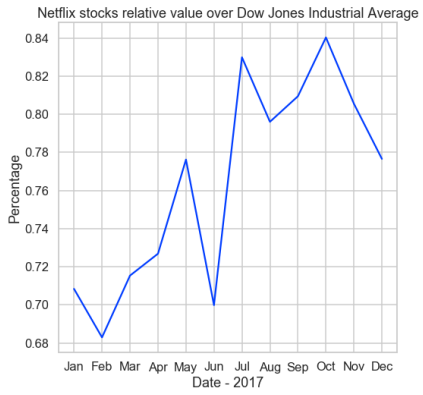


Netflix stock against the Dow Jones stocks 2017 (3/3)

- Visualizations show:
  - Both Netflix and Dow Jones had growth trends in 2017
  - Netflix stocks were more volatile (more variations between May and August)
  - Netflix stocks started the year as 0.71% of DJ and ended as 0.78%







Thank you!

Questions?