

Netflix Data

Capstone project: Data Visualization with Python

By Vladimir Kocic

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List of visualizations

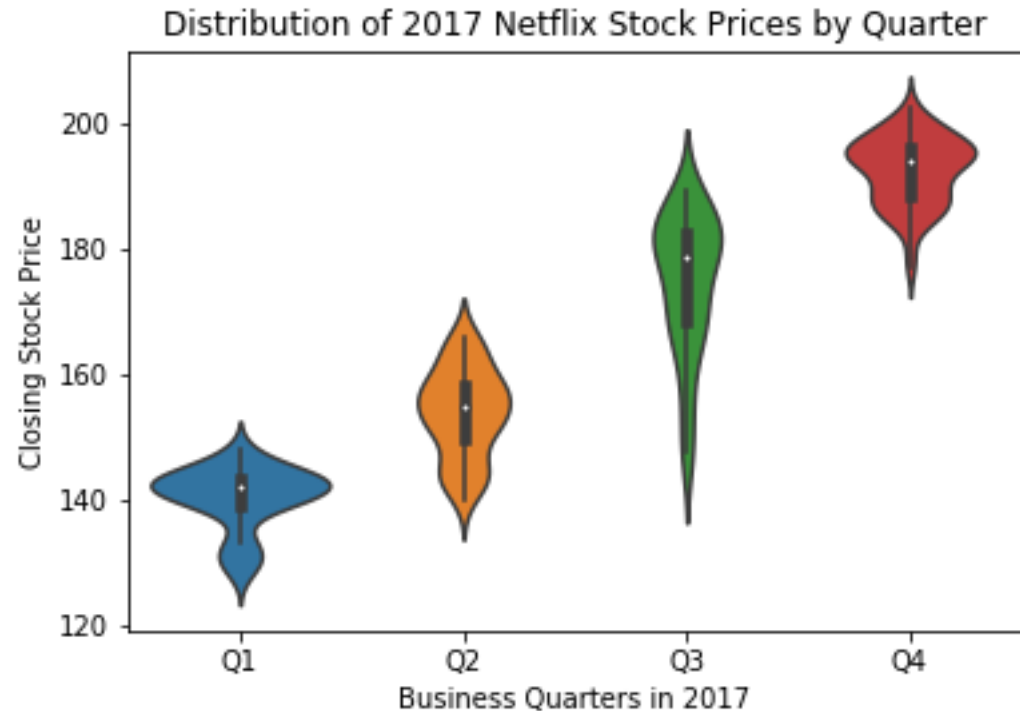
This presentation will provide the information and visualizations regarding the stock profile of Netflix. The aim of this analysis is to assess the risk and performance of the stock profile by comparing it to the Dow Jones Industrial Average.

These are the visualizations that will be presented:

- Distribution of the stock prices for Netflix in 2017
- Netflix stock and revenue for the past four quarters and a summary
- Earned versus actual earnings per share
- Netflix stock against the Dow Jones stock in 2017

Distribution of the stock prices for Netflix in 2017

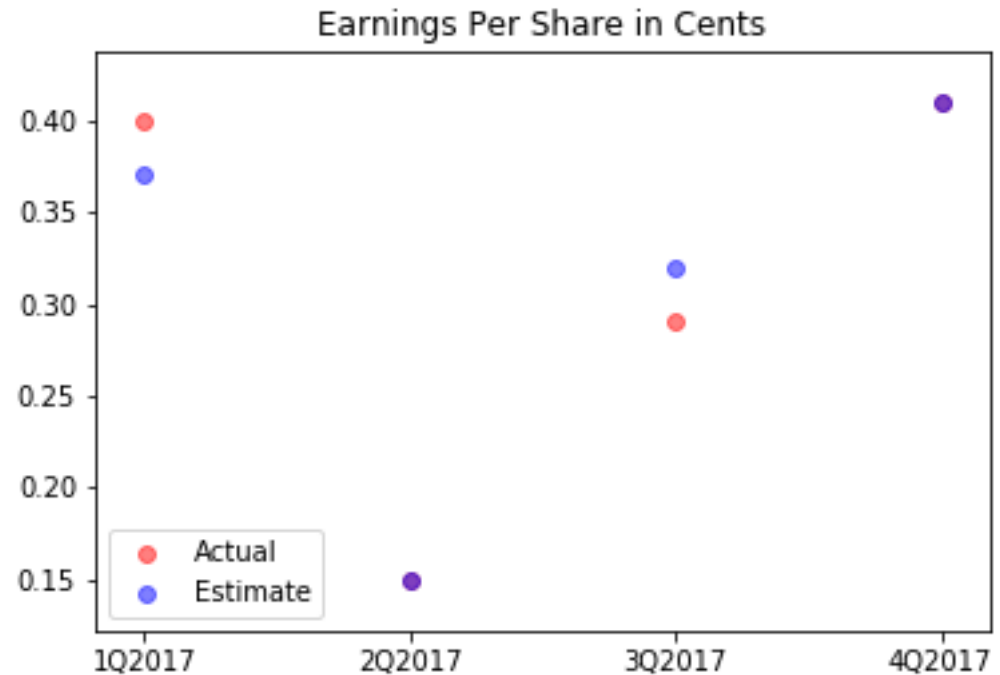
- During the 2017, the Netflix stock fluctuated the most in the Q3, but managed to recover to an increasing value
- The first impression is that in the Q1, the price remained mostly stationary above 140, while at the end of the year it was mostly stationary between 180 and 200.
- The prices fell mostly in the Q3 period, in relation to the price level, while in Q2 in relation to the frequency of the fluctuation
- The highest and lowest prices per quarter are displayed in the table below



Quarter	Min	Max
Q1	127.49	148.06
Q2	139.76	165.88
Q3	146.17	189.08
Q4	177.01	202.68

Netflix stock and revenue for the past four quarters and a summary

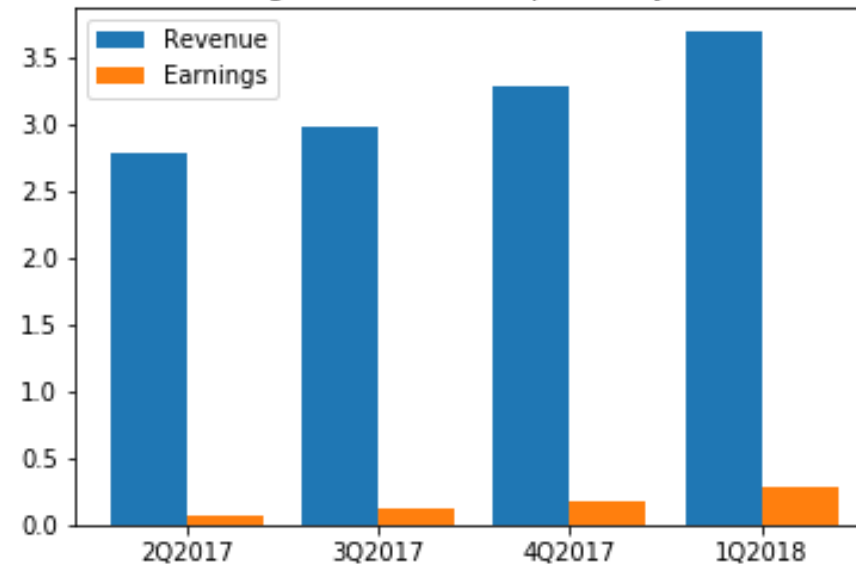
- In this analysis, an earning-per-share is determined by confronting the estimated earnings per quarter and the actual earnings
- In the first quarter, the earnings exceeded the estimates, and by the end of the year, the earnings matched the estimated level
- However, in the Q2 the earnings performed at an estimated lower than Q1 level, while in the Q3 the earnings were lower than estimated.



Earned versus actual earnings per share

- Revenue is following an increasing trend at a contained rate
- Earnings have almost doubled between the Q2 and Q3, and have continued to follow a trend of a progressive increase of around half of the earnings from the previous quarter
- The earnings have constituted only 2.35% of the revenue, and had an increasing trend year-round, to close at a level of 7.84%

Earnings and revenue reported by Netflix

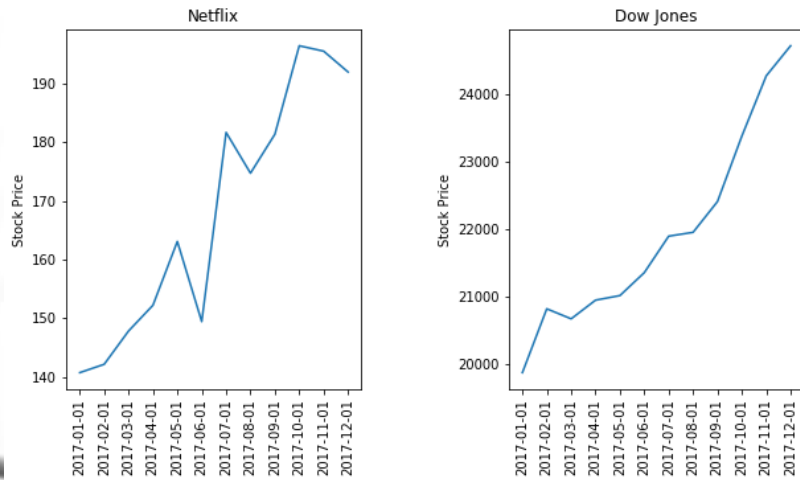


Quarter	Revenue	% variation	Earnings	% variation2	Earnings vs. Revenue
2Q2017	2.79	\\	0.0656	\\	2.35%
3Q2017	2.98	6.81%	0.12959	97.55%	4.35%
4Q2017	3.29	10.40%	0.18552	43.16%	5.64%
1Q2018	3.7	12.46%	0.29012	56.38%	7.84%

Netflix stock against the Dow Jones stock in 2017

When we convert the value to a common frame of reference, percentage variations (charts on the right), we can observe that the Netflix stock was highly volatile between May and September.

Relative to DJIA for the same period, Netflix stock prices showed below average performance and a sharp spike above the average DJIA level.



The charts show a graphical representation of the stock price performance in Y2017 and Dow Jones Industrial Average (DJIA).

