



# Codecademy Capstone Project: Netflix Stock Visualization

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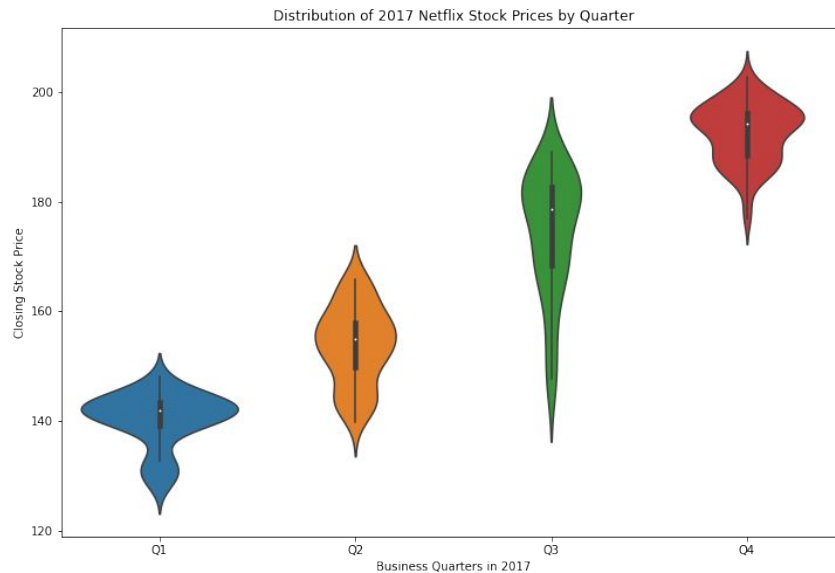
# Objective

- This project aims to analyze Netflix stock over 2017 and includes visualizations of:
  - 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 all four quarters in 2017
  - A comparison of the Netflix Stock price vs. the Dow Jones Industrial Average price in 2017

# Stock Price Distribution by Quarter

We want to get an understanding of the distribution of Netflix's quarterly stock prices for 2017. Specifically, we want to see which quarter's stock prices fluctuate the most. We can accomplish this using a violin plot with four violins; one for each business quarter.

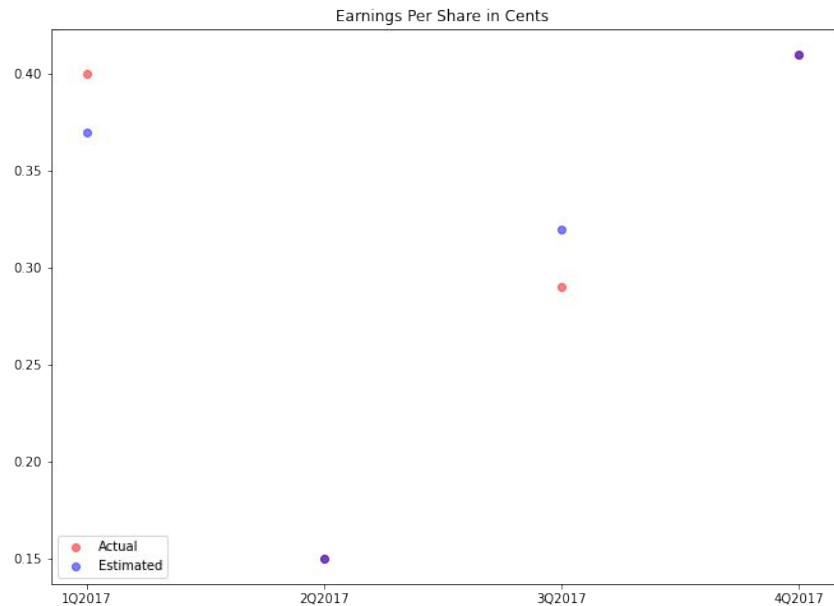
This illustrates Netflix stock trending up quarter by quarter, and the most fluctuations in the third quarter.



# Estimated vs Actual EPS

Next steps include charting the performance of the earnings per share (EPS) by graphing the estimate Yahoo projected for the Quarter compared to the actual earnings for that quarters. We will accomplish this using a scatter chart.

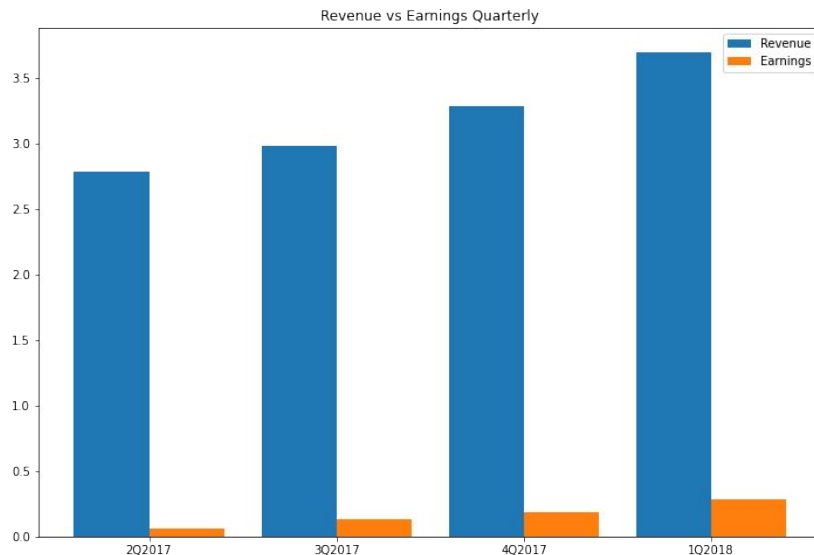
The purple dots indicate that the estimates were on target for the second and fourth quarters.



# Summary of Netflix Stock Revenue vs Earnings by Quarter

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

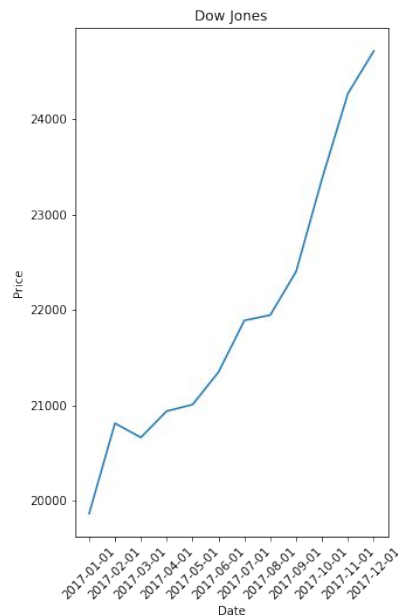
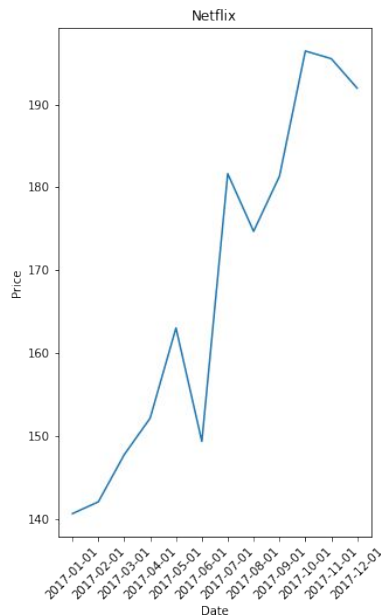
Earnings are trending up with a range of 2 to 5 percent per quarter.



# Comparison Netflix vs Dow Jones

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

Netflix grew more aggressively than the Dow Jones average, but we can see that Netflix stock is also more volatile.





## Conclusion

- Netflix performed well during 2017 as we saw with the upward trending stock prices, earnings, and revenue.
- With respect to the Dow Jones Averages, Netflix outgrew it with a margin of 10 to 15%.
- Due to higher volatility of Netflix in comparison to Dow Jones, we saw Netflix's drop in price during the second and third quarters.