

Netflix, Inc. (NFLX) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$87.02 **+\$0.08 (+0.09%)** AS OF 2026-05-15

Strategy: No Active Position

■ QUICK DECISION

Action: WAIT | Confidence: LOW | Signal Strength: 0/7

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$87.02	Market Cap	\$366.4B
Past Win Rate (Backtest)	40.9%	Forward P/E	22.7x
Past Total Return	+43.7%	Analyst Target	\$114.56
RSI / Trend Strength	37 / 21	Upside to Target	+31.6%
MACD Signal	Bearish	Revenue Growth	+16.2%
Profit Factor	3.86	Institutional Own.	84.9%
Open Position	No open position	Analyst Ratings	35 Buy / 10 Hold / 1 Sell

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$90.33	Bearish
EMA 50	\$92.28	Bearish
RSI (14)	36.7	Weak - potential support
Trend Strength (ADX)	21.1	Emerging trend (20-25)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	WAIT
Target Price	\$114.56
Upside/Downside	+31.6%
Risk/Reward	2.11:1
Time Horizon	6-12 months

Investment Rationale: Our WAIT rating is based on: (1) Technical backtest showing 40.9% win rate with +43.7% total return over backtest period, (2) +31.6% upside to analyst consensus target of \$114.56, (3) Strong fundamental growth profile with +16.2% revenue growth, and (4) 84.9% institutional ownership indicating high conviction from professional investors.

Action: No confluence signal (score=0). Wait for score ≥ 5 before deploying capital.

Technical Signal: Confluence 0/7 (threshold: 5) | **Risk/Reward:** Neutral

■ KEY INSIGHT

The chandelier strategy has proven effective (Win Rate: 40.9%, Avg Return: +8.5%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 0 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 86% earnings growth with 85% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$87.02	Latest market price
Buy Stop Loss	\$81.86	Conservative 2.0x ATR (5.9% distance)
Position Stop Loss	\$81.86	Hybrid 2.00x ATR (5.9% distance)
ATR (14-day)	\$2.58	Volatility: 3.0% of price
ADX Strength	21.1	Emerging trend

Status: New position - Standard stop loss levels

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Hybrid

METRIC	CONSERVATIVE (2.0x ATR)	HYBRID (Adaptive)
Past Win Rate	41%	41%
Past Total Return	+43.7%	+34.4%
Max Drawdown	-18.9%	-19.0%
Total Trades	22	27
Position	NONE	NONE

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Hybrid adapts stops based on position profit.

For the latest stock analysis, support, resistance and interactive charts, visit [Ultra Stock Analysis Pro](#)

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

Firm	Action	From → To	Date
Guggenheim	REITERATED	Buy → Buy	May 15, 2026
Citizens	REITERATED	Market Perform → Market Perform	Apr 17, 2026
Keybanc	REITERATED	Overweight → Overweight	Apr 17, 2026
Wedbush	REITERATED	Outperform → Outperform	Apr 17, 2026
Citizens	REITERATED	Market Perform → Market Perform	Apr 15, 2026
Guggenheim	REITERATED	Buy → Buy	Apr 14, 2026
Goldman Sachs	UPGRADE	Neutral → Buy	Apr 06, 2026
Citizens	INITIATED	Market Perform	Mar 30, 2026
CFRA	UPGRADE	Hold → Buy	Mar 06, 2026
JP Morgan	UPGRADE	Neutral → Overweight	Mar 02, 2026

Analyst Price Targets

Average Target: \$114.56 (+31.6% from current)

High Target: \$151.40 (+74.0%)

Low Target: \$80.00 (-8.1%)

Current Price: \$87.02

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 40.9%, Avg Return: +8.5%) and analyst consensus (Target: \$114.56, +31.6% upside), an **OVERWEIGHT** exposure may be considered. Risk/Reward ratio of 2.11:1 suggests favorable risk-adjusted returns. No current position - opportunity to establish entry at favorable technical levels.

Catalyst Calendar & Timing

Next Major Catalyst: Jul 16, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 84.9% institutional ownership (Largest: Blackrock Inc.)

Short Interest: 2.3% of float - Moderate short interest

Liquidity Profile

Average Volume: 44.0M shares/day - Moderately liquid

Market Cap: \$366.4B - Large cap

Beta: 1.55 - Higher than market volatility

Execution Risk: Low for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Netflix, Inc. operates in the Communication Services sector (Entertainment). Current valuation of 22.7x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 32.3% shows strong profitability. **Fundamental Outlook:** Strong Growth - Positive operating leverage with revenue and earnings acceleration

Valuation Analysis

Forward P/E: 22.7x

Trailing P/E: 28.1x

Price/Sales: 7.81x - Premium valuation

Price/Book: 11.78x

Enterprise Value: \$371.1B

EV/Revenue: 7.91x (vs industry avg)

Competitive Positioning & Market Share

Key Competitors: Various industry players

U.S. Market Share: 0% - Competitive player

Global Market Share: 0%

Competitive Advantages: Market position, Technology, Brand

Key Products: Core products and services

Institutional Sentiment & Ownership

Institutional Ownership: 84.9% - Very high institutional confidence

Largest Holder: Blackrock Inc. (346.2M shares)

Analyst Coverage: 46 analysts

Consensus: 35 Buy, 10 Hold, 1 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+1.7 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	4 (40%)	Positive sentiment
Bearish Articles	1 (10%)	Negative sentiment
Neutral Articles	5 (50%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Trump's More Than 3,700 Trades Astonish Wall Street Insiders (Bloomberg, May 16)

(Bloomberg) -- President Donald Trump's latest financial disclosures show that he or his investment advisers made more than 3,700 trades in the first ...

Source: <https://finance.yahoo.com/markets/stocks/articles/trump-traded-nvidia-boeing-int>

2. Netflix NFL Push And Ad Tier Expansion Reframe Long Term Upside (Simply Wall St., May 14)

Netflix (NasdaqGS:NFLX) has secured a new four-year partnership with the NFL, expanding the number of live games it will stream globally, including ex...

Source: <https://finance.yahoo.com/markets/stocks/articles/netflix-nfl-push-ad-tier-14100>

3. Netflix AI INKubator Launch Raises New Questions For NFLX Valuation (Simply Wall St., May 15)

Netflix (NasdaqGS:NFLX) has launched INKubator, an AI-driven animation studio focused on using recently acquired AI technology in content production. ...

Source: <https://finance.yahoo.com/markets/stocks/articles/netflix-ai-inkubator-launch-ra>

4. Google's YouTube Revenue May Be Bigger Than Wall Street Thought, Topping Netflix (Investor's Business Daily, May 15)

YouTube could be a bigger part of Google's revenue flywheel than Wall Street analysts have thought. Google stock has advanced 27% in 2026...

Source: <https://www.investors.com/news/technology/google-stock-youtube-subscription-reve>

■ TOP BEARISH HEADLINES

1. The Zacks Analyst Blog Netflix, Amazon's, Disney's and Apple's (Zacks, May 14)

Netflix holds firm despite a 16% monthly drop as ad growth, rising cash flow and a packed content slate support outlook....

Source: <https://finance.yahoo.com/markets/stocks/articles/zacks-analyst-blog-netflix-ama>

■ SENTIMENT INTERPRETATION

The news sentiment is **moderately bullish**, showing generally positive coverage with some caution. Market perception appears favorable but not overwhelmingly positive. This neutral-to-positive sentiment suggests steady conditions without extreme optimism.

DEEP DIVE: COMPREHENSIVE RISK ASSESSMENT

Detailed Risk Factors and Mitigation Strategies

Key Risks & Mitigants

Company-Specific Risks:

- Competition
- Market conditions
- Regulatory changes

Technical Risk Factors:

- Win Rate: 40.9% (9 wins, 13 losses)
- Profit Factor: 3.86x (Avg Win 33.2% vs Avg Loss -8.6%)
- Current Confluence: 0 (Last: 3 on Mar 02) - No setup - awaiting signal
- Volatility (ATR 14): \$2.58 (3.0% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 1.55 - Above-average market sensitivity
- Short Interest: 2.3% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$90.33	Short-term trend
EMA 50	\$92.28	Medium-term trend
EMA 200	\$97.61	Long-term trend
Relative Strength	36.7	Weak - potential support
MACD	-2.42	Bearish
MACD Signal	-2.04	Signal line
MACD Histogram	-0.38	Bearish
Volatility (ATR 14)	\$2.58	3.0% of price
Trend Strength (ADX)	21.1	Emerging trend (20-25)
+DI	20.9	Positive directional movement
-DI	27.1	Negative directional movement
Stochastic %K	21.6	Neutral
Stochastic %D	21.4	Neutral
Bollinger Upper	\$95.87	Resistance zone
Bollinger Middle	\$90.24	Moving average
Bollinger Lower	\$84.62	Support zone
VWAP	\$87.73	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$366.4B	Total market value
Valuation	Enterprise Value	\$371.1B	Total company value
Valuation	Forward P/E	22.7x	Price to forward earnings
Valuation	Trailing P/E	28.1x	Price to trailing earnings
Valuation	PEG Ratio	1.27	P/E relative to growth
Valuation	Price/Sales	7.81x	Market cap to revenue
Valuation	Price/Book	11.78x	Price to book value
Valuation	EV/Revenue	7.91x	Enterprise value to revenue
Valuation	EV/EBITDA	26.0x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$46.9B	Trailing 12-month revenue
Performance	Revenue Growth	+16.2%	Year-over-year growth
Performance	Earnings Growth	+86.4%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+23.9%	Forward EPS growth estimate
Performance	Gross Profit	\$23.0B	Revenue minus COGS
Performance	Operating Income	\$12.7B	EBIT
Performance	Net Income	\$13.4B	Bottom line profit
Performance	Free Cash Flow	\$26.0B	Cash after capex
Performance	Operating Cash Flow	\$12.7B	Cash from operations
Profitability	Gross Margin	49.0%	Gross profit margin
Profitability	Operating Margin	32.3%	Operating efficiency
Profitability	Profit Margin	28.5%	Net margin
Profitability	ROE	48.5%	Return on equity
Profitability	ROA	15.4%	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	\$0.0B	Total assets
Balance Sheet	Total Liabilities	\$0.0B	Total liabilities
Balance Sheet	Total Debt	\$16.7B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$12.3B	Liquid assets
Balance Sheet	Book Value/Share	\$7.39	Net worth per share
Balance Sheet	Current Ratio	1.41	Current assets/liabilities
Balance Sheet	Quick Ratio	1.18	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.54	Leverage ratio
Market	Beta	1.55	Market correlation
Market	52-Week High	\$134.12	Annual high
Market	52-Week Low	\$75.01	Annual low

Market	Avg Volume	44.0M	Average daily volume
Market	Shares Outstanding	4.2B	Total shares
Market	Float	4.2B	Tradeable shares
Market	Short Interest	2.3%	Shares sold short
Market	Institutional Own.	84.9%	Institution held
Analysts	Coverage Count	44	Number of analysts
Analysts	Average Rating	1.7	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	35/10/1	Rating distribution
Analysts	Target Price	\$114.56	Average price target
Analysts	Target High	\$151.40	Highest target
Analysts	Target Low	\$80.00	Lowest target
Other	Next Earnings	Jul 16, 2026	Earnings report date
Other	Dividend Yield	0.00%	Annual dividend rate
Other	Ex-Dividend Date	N/A	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry \$	Exit \$	Past P&L %	Past P&L \$
2019-08-07	2019-09-25	CONFLUENCE	\$30.43	\$26.48	-13.0%	\$-372
2019-11-19	2020-03-18	GOLDEN_CROSS	\$30.26	\$31.55	+4.2%	+\$142
2020-04-15	2020-10-14	CONFLUENCE	\$42.67	\$54.15	+26.9%	+\$562
2020-11-06	2020-11-09	GOLDEN_CROSS	\$51.47	\$47.05	-8.6%	\$-239
2020-11-10	2021-03-09	CONFLUENCE	\$48.02	\$50.64	+5.5%	+\$126
2021-04-09	2021-04-26	GOLDEN_CROSS	\$55.53	\$51.03	-8.1%	\$-306
2021-05-11	2021-11-17	CONFLUENCE	\$49.51	\$69.17	+39.7%	+\$1416
2021-12-17	2022-01-12	CONFLUENCE	\$58.67	\$53.72	-8.4%	\$-322
2022-05-12	2023-03-09	CONFLUENCE	\$17.43	\$29.78	+70.8%	+\$815
2023-04-03	2023-05-04	GOLDEN_CROSS	\$34.83	\$32.08	-7.9%	\$-280
2023-05-18	2023-07-05	CONFLUENCE	\$37.13	\$44.59	+20.1%	+\$768
2023-07-18	2023-07-25	CONFLUENCE	\$47.48	\$42.77	-9.9%	\$-433
2023-08-18	2023-09-19	CONFLUENCE	\$40.45	\$39.62	-2.1%	\$-82
2023-10-18	2024-02-16	CONFLUENCE	\$34.62	\$58.40	+68.7%	+\$2568
2024-04-22	2024-04-30	CONFLUENCE	\$55.46	\$55.06	-0.7%	\$-31
2024-05-09	2024-12-11	GOLDEN_CROSS	\$61.21	\$93.66	+53.0%	+\$2823
2025-01-22	2025-04-04	CONFLUENCE	\$95.40	\$85.59	-10.3%	\$-657
2025-04-22	2025-08-05	CONFLUENCE	\$104.03	\$114.79	+10.3%	+\$419
2025-08-12	2025-10-27	GOLDEN_CROSS	\$122.53	\$109.46	-10.7%	\$-797
2025-11-24	2025-12-11	CONFLUENCE	\$106.97	\$94.09	-12.0%	\$-567
2026-01-21	2026-02-17	CONFLUENCE	\$85.36	\$77.00	-9.8%	\$-518
2026-03-09	2026-05-05	GOLDEN_CROSS	\$98.32	\$87.89	-10.6%	\$-480

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Next Earnings: Jul 16, 2026

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