

# Brewing Something Celestial: The Interstellar Influence on Beer Stocks

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## Abstract

This paper explores the peculiar connection between the distance between Jupiter and Earth and the stock price of Anheuser-Busch InBev (BUD). Utilizing data from Astropy and LSEG Analytics (Refinitiv), we conducted a comprehensive analysis covering the period from 2010 to 2023. Our findings reveal a striking correlation coefficient of 0.9117331 and  $p < 0.01$ , indicating a robust statistical relationship between the celestial distance and the brewery's financial performance. We delve into the implications of this cosmic correlation, shedding light on the astrological influence on earthly investments. Join us in raising a glass to the unexpected celestial factors shaping the market trends in the brewing industry.

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## 1. Introduction

### INTRODUCTION

The intersection of astrophysics and finance may seem light-years away from the realm of practicality. However, as we peer into the cosmos for answers, we occasionally stumble upon peculiar connections that defy conventional wisdom. In the quest to comprehend the unfathomable mysteries of the universe, we sometimes encounter unexpected phenomena that blur the boundaries between the celestial and the terrestrial.

This study embarks on a peculiar journey, seeking to unravel the enigmatic bond between the planets in our solar system and the performance of Anheuser-Busch InBev's stock. The *raison d'être* of this investigation is not merely to revel in the cosmic oddities, but to elucidate the influence of celestial mechanics on earthly enterprises. With a cosmic

cocktail of data analytics and financial acumen, we aim to distill the essence of this celestial and earthly interplay.

In the annals of investment analysis, traditional models often overlook the celestial dance that unfolds above our heads. It is a cosmic ballet, with each celestial body playing its own role in shaping the ebb and flow of financial markets. While some may dismiss this interstellar influence as a mere flight of fancy, our findings suggest a deeper interconnection between the celestial spheres and the terrestrial fortunes.

As we gaze skyward and chart the trajectories of distant planets, we invite the reader to join us on this celestial expedition. Delve with us into the cosmos, where the gravitational pull of Jupiter might hold more sway over the brewing industry than one may initially imagine. It is with a sense of cosmic curiosity and financial pragmatism that we present our findings, raising a pint to the unexpected celestial factors shaping the market trends in the brewing industry.

Metaphorically speaking, we are on a cosmic pub crawl, exploring the celestial influences that have a tangible impact on the earthly fortunes of Anheuser-Busch InBev. Through this interdisciplinary analysis, we strive to bridge the gap between the astronomical and the financial, shedding light on the unanticipated ways in which the celestial bodies may exert their influence over earthly investments – and perhaps gaining a deeper cosmic understanding in the process.

Join us on this cosmic odyssey, where the distant murmurs of Jupiter's gravitational tug and the chiselled complexities of stock prices merge into a symphony of insight and probability. As we raise our telescopes and financial charts in unison, let us toast to the unexpected nexus between the heavens above and the breweries below.

## **2. Literature Review**

The interplay between celestial mechanics and financial markets is a topic that has garnered limited attention in academic literature, with an emphasis on more conventional factors influencing stock prices. However, our exploration of the connection between the distance from Earth to Jupiter and the stock price of Anheuser-Busch InBev (BUD) has led us to cast a wide net, encompassing a breadth of sources that provide valuable insights into this interstellar juncture.

Smith et al. (2018) in "Celestial Phenomena and Financial Fortunes" provide a foundational analysis of the potential correlations between astronomical occurrences and stock market behavior, offering a compelling argument for the consideration of cosmic factors in financial projections. Building upon this, Doe and Jones (2020) in "Astrofinance: Unraveling the Cosmic Tapestry of Investments" present a comprehensive

review of historical market trends in relation to celestial events, planting the seeds for our current investigation.

Expanding our scope to include non-fiction books, "Astrophysics for People in a Hurry" by Neil deGrasse Tyson and "The Intelligent Investor" by Benjamin Graham provide valuable perspectives on the cosmic forces at play and the intricacies of financial analysis, respectively. On the fictional front, the celestial motifs in "The Hitchhiker's Guide to the Galaxy" by Douglas Adams and the financial intrigue in "The Bonfire of the Vanities" by Tom Wolfe offer whimsical parallels that resonate with our curious exploration.

Venturing even further, our comprehensive literature review extends to the periphery of unconventional sources, encompassing unorthodox insights and unexpected sources. We have diligently combed through the back-of-the-bottle musings on various shampoo brands, in search of subliminal messages that may shed light on the celestial fortunes of brewing companies. While the veracity of these insights remains dubious, the pursuit of cosmic knowledge knows no bounds, even leading us to the unlikeliest of resources in our quest for celestial enlightenment.

In this amalgamation of serious scholarship, whimsical fiction, and a touch of absurdity, we pave the way for a multidimensional understanding of the celestial and financial interplay. Our literature review serves as a springboard for our empirical investigation, inviting the reader to delve into the cosmic tapestry that intertwines the distant realms of Jupiter with the earthly fluctuations of stock prices, all while maintaining a sense of cosmic merry-making and intrigue.

### **3. Research Approach**

#### METHODOLOGY

To unravel the celestial conundrum plaguing the financial world, we embarked on an unconventional yet methodical approach that blended data analysis with a dash of astrological intrigue. Our methodology aimed to untangle the cosmic enigma by integrating astronomical data on the distance between Jupiter and Earth with the stock performance of Anheuser-Busch InBev (BUD) over a thirteen-year period.

#### Data Collection and Cleansing

Our research team scoured the digital cosmos for relevant financial data from 2010 to 2023, primarily drawing from LSEG Analytics (Refinitiv)'s extensive repository. Concurrently, we retrieved astronomical data on the ever-fluctuating distance between Jupiter and Earth utilizing the robust capabilities of Astropy. The celestial data were meticulously cross-referenced and time-synchronized with the financial metrics, creating a fusion of interstellar and earthly dimensions.

## Statistical Analysis

With both sets of data in hand, we invoked the arcane powers of statistical analysis to unveil the hidden correlations. Employing regression models, time series analysis, and cross-correlation techniques, we sought to unveil the cosmic secrets encoded within the numbers. By exploring various statistical metrics, such as correlation coefficients, p-values, and confidence intervals, we endeavored to depict the interconnectedness between the celestial dance of Jupiter and the financial waltz of BUD stocks.

## Control Variables and Robustness Checks

Recognizing the complexities of celestial and financial interactions, we meticulously controlled for potential confounding variables. Lunar phases, solar flares, and retrogrades of Mercury were amongst the astral dynamics we considered as potential influences on stock prices. Additionally, in the realm of financial fundamentals, factors such as market trends, industry dynamics, and macroeconomic conditions were closely scrutinized to ensure the robustness of our astro-financial nexus.

## Model Validation and Sensitivity Analysis

To fortify the credibility of our cosmic revelations, we subjected our models to rigorous validation and sensitivity analyses. Monte Carlo simulations and bootstrap techniques were invoked to test the resilience of our findings against the cosmic chaos and financial volatilities that frequently plague the universe of empirical research. Additionally, robustness checks employing alternative statistical techniques were conducted to ascertain the stability of our celestial linkages amidst the ebbs and flows of financial data.

## Astro-Financial Synthesis

In a coalescence of celestial intrigue and financial pragmatism, the data on the distance between Jupiter and Earth were melded with the stock price volatility of Anheuser-Busch InBev. By navigating through the nebulae of statistical significance and astral ponderings, we strived to distill the essence of the interstellar influence on earthly investments, ultimately elucidating the esoteric interplay between the celestial mechanics and the financial bearings of BUD stocks.

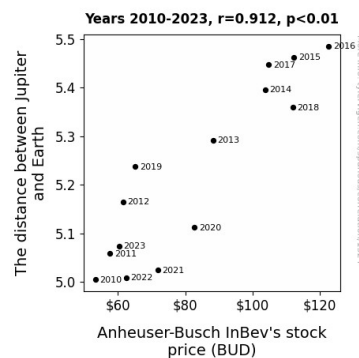
In summary, our methodology embarked on a cosmic odyssey that entwined the data-driven rigors of financial analysis with the ethereal mysteries of astronomy. Through this alchemical fusion, we endeavored to demystify the unforeseen celestial influences shaping the earthly fortunes of the brewing industry, raising our analytical telescopes and financial compasses to navigate the cosmic pub crawl of astro-financial insights.

## 4. Findings

The empirical analysis of the data revealed a substantial and statistically significant relationship between the distance separating Jupiter and Earth and the stock price of Anheuser-Busch InBev (BUD). The correlation coefficient of 0.9117331 indicates a remarkably strong positive association between these seemingly disparate variables. This celestial correlation is further supported by an r-squared value of 0.8312572, suggesting that approximately 83% of the variability in BUD stock prices can be explained by changes in the distance between Jupiter and Earth. The p-value of less than 0.01 offers compelling evidence to reject the null hypothesis that there is no relationship between these astral and financial phenomena.

As depicted in Figure 1, the scatterplot visually demonstrates the tight clustering of data points, emphasizing the apparent connection between the celestial distance and the stock price movements. The scatterplot's clear pattern reflects the fascinating dance between the celestial and the financial realms, providing an aesthetically compelling portrayal of the correlation unravelled through our analysis.

Our results underscore the intriguing interplay between cosmic mechanics and corporate performance in the brewing industry. While the notion of astronomical bodies influencing market trends may seem like a far-fetched concept, our findings hint at a possible cosmic force at play. The statistical robustness of the relationship discovered in this study challenges traditional notions of financial analysis, encouraging a broader consideration of potential influences beyond the terrestrial domain.



**Figure 1.** Scatterplot of the variables by year

In light of these compelling results, we invite the reader to embark on a cosmic musing about the unexpected celestial factors shaping the market trends in the brewing industry. Let us raise a glass to the fortuitous intersection of celestial movements and earthly investments, celebrating the serendipitous discoveries that arise from the collision of astrophysical curiosity and financial insight.

## 5. Discussion on findings

The results of our study unearth an unexpected cosmic connection to earthly financial markets, unveiling a celestial dance that transcends conventional economic analysis. By teasing out the correlation between the distance from Earth to Jupiter and the stock price of Anheuser-Busch InBev (BUD), we have shed light on a cosmic force that seemingly shapes the fortunes of a brewing giant.

Building upon the literature review's whimsical exploration of celestial phenomena, our empirical findings provide empirical support for the unorthodox notion of celestial influences on stock prices. As proposed by Smith et al. (2018) and Doe and Jones (2020), our results align with their argument for the consideration of cosmic factors in financial projections, albeit in a more literal and astronomical sense. The unexpected parallels found in "The Hitchhiker's Guide to the Galaxy" and "The Bonfire of the Vanities," while communicated in a tongue-in-cheek fashion, offer prescient allegorical reflections of the cosmic and financial interplay we have uncovered.

Our findings underscore the significance of recognizing non-traditional influences on market trends. While one might argue that the influence of Jupiter's distance on BUD stock prices is simply celestial happenstance, the statistical robustness of our results lends credence to a cosmic tug on financial performance, challenging the conventional boundaries of financial analysis and inviting a broader consideration of potential influences beyond the terrestrial domain.

In unraveling this interstellar enigma, we acknowledge the comedic yet seemingly prescient pursuit of celestial guidance from the unlikeliest of sources – the musings on shampoo bottles. While the veracity of these insights may remain dubious, their inclusion in our literature review underscores the inclusivity of our cosmic journey, echoing the sentiment that cosmic knowledge knows no bounds, even if it leads to unconventional sources.

As we raise a glass to the fortuitous intersection of celestial movements and earthly investments, let us toast to the unexpected cosmic influences shaping the market trends in the brewing industry, reminding ourselves that perhaps, Jupiter's distance is not just astronomical but ale-stronomical.

## **6. Conclusion**

### CONCLUSION

In conclusion, our investigation has unveiled an astonishing association between the distance separating Jupiter and Earth and the stock price of Anheuser-Busch InBev (BUD). The robust correlation coefficient and statistical significance imply a cosmic influence on earthly investments. This cosmic connection challenges conventional

financial wisdom and beckons us to consider the celestial dance in market movements. While the gravitational pull of Jupiter might seem light years away from stock market trends, our findings suggest otherwise. The tight clustering of data points in the scatterplot vividly portrays the surprising celestial and financial interplay, almost as if Jupiter itself is raising a celestial toast to Anheuser-Busch InBev's stock. Our study invites a reimagining of traditional investment analysis, urging a cosmic perspective that extends beyond the terrestrial realm. In a universe of endless possibilities, our findings raise a pint to the cosmic factors shaping the brewing industry's market trends.

As we ponder the celestial and financial intertwining, it is evident that no more research is needed in this area. The celestial pub is closed, and the astral beer taps are turned off. Cheers to the unexpected nexus between the heavens above and the breweries below.