

Cheddar and Credit: A Gouda Analysis of American Cheese Consumption and Mastercard's Stock Performance

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This study investigates the fascinating relationship between American cheese consumption and the stock price of Mastercard (MA). By harnessing data from the USDA and LSEG Analytics (Refinitiv), our research team delved into the cheesy world of financial markets and dairy products to shed light on this peculiar association. Applying rigorous statistical analysis, we uncovered a remarkably high correlation coefficient of 0.9056200 with $p < 0.01$ over the period from 2007 to 2021. Our findings suggest a potential connection between the two seemingly unrelated entities, raising curdles of interest among scholars and investors alike. Our study not only adds flavor to the literature on unconventional economic indicators but also provokes contemplation on the wacky and wonderful ways of the stock market. So, grab some nachos, a wheel of brie, and let's dig into this cheesy mystery of finance!

Cheese and finance may seem like an odd pairing, akin to mixing mozzarella with marshmallows, but the interplay between consumer dairy preferences and stock market performance has long been a topic of interest for academics and analysts alike. In this study, we set out to unravel the enigmatic relationship between American cheese consumption and the stock price of Mastercard (MA). While some may scoff at the idea of connecting curdled milk with capital markets, we embraced the challenge with gouda humor and set out to explore this quirky correlation.

The notion of using unconventional indicators to gauge economic trends is nothing new. From the height of hemlines to the frequency of "going out of business" signs, analysts have sought to uncover hidden signals within the chaos of markets. And so, armed with data from the United States Department of Agriculture (USDA) and LSEG Analytics (Refinitiv), we embarked on a quest to dissect the

cheesy dynamics at play. As we waded through the sea of statistics, we remained feta-fully dedicated to this dairy-driven endeavor.

The implication of our findings extends beyond the mere curiosity of an amusing correlation. The correlation coefficient of 0.9056200 with $p < 0.01$ that we unearthed over the period from 2007 to 2021 suggests a sharp connection that cannot be simply whey-shed away. With such compelling statistical evidence, our study aims to provoke deeper contemplation on the whimsical ways of the stock market, acting as a testament to the brie-lity of financial phenomena.

So, grab your cheese knife and a roquefort of interest as we delve into this cheddar-studded inquiry, for the dairy aficionado and the Wall Street savant alike will find plenty to chew on in this exploration of the intersection between the world of finance and the irresistibly cheesy allure of American dairy products. As we embark on this

deliciously peculiar journey, let us embrace both the rigors of academia and the delightful quirks that make research such a gouda time.

LITERATURE REVIEW

The connection between consumer eating habits and financial markets has intrigued scholars and investors for decades. Smith et al. (2010) examined the influence of cultural food preferences on stock market performance, noting the potential impact of culinary trends on investor behavior. Likewise, Doe and Jones (2015) explored the psychological underpinnings of consumer choices and their ripple effects on economic indicators, including stock prices.

Moving beyond the traditional economic indicators, our investigation took inspiration from a diverse range of literature. In "The Big Cheese of Wall Street" by Investment Guru, the authors explore the metaphorical significance of cheese in financial strategies, offering a brie-lliant analysis of the parallels between cheese ripening and investment maturity. On a more practical note, "The Economics of Cheese: A Gouda Way to Understand Markets" provides a sharp cheddar of wisdom on the historical connections between dairy production and market fluctuations.

Building on this foundation, our exploration extends to fiction works that touch upon the intersection of gastronomy and finance. In "The Wealthy Swiss Miss and the Mysterious Case of the Emmental Embezzlement," the protagonist navigates a complex world of cheese smuggling and stock market manipulation, weaving a tale of intrigue that resonates with our current study's unusual subject matter. "Cheesy Business: A Novel of Dairy and Deception" takes a light-hearted approach to the intertwining threads of cheese enthusiasm and Wall Street shenanigans, offering a gouda laugh amidst the serious considerations of our research.

In the realm of internet culture, the "Cheese or Stock?" meme has gained traction among online communities, humorously juxtaposing images of

cheese varieties with stock charts, inviting viewers to discern between the two. Additionally, the "Mastercard: The Cheesy Choice" meme playfully superimposes Mastercard logos onto cheese slices, drawing attention to the unexpected synergy between financial services and dairy products in popular discourse.

As we navigate this peculiar landscape of cheese consumption and stock market performance, it becomes clear that the intersections of academia, literature, and internet culture offer a rich tapestry of insights and entertainment. Our study adds another slice to this cheesy narrative, infusing scholarly inquiry with a sense of whimsy that serves as a cheddar-topped delight for both academic and lay audiences alike.

METHODOLOGY

To commence our investigation into the perplexing intersection of American cheese consumption and Mastercard's stock performance, we concocted a methodological recipe as rich and complex as a velvety brie. Our research team employed a hybrid approach that blended quantitative analysis with a sprinkle of qualitative observation, much like the perfect blend of cheddar and gouda in a cheese fondue. The data utilized in this study were sourced from the United States Department of Agriculture (USDA) and LSEG Analytics (Refinitiv), from the period spanning 2007 to 2021. This provided us with a bountiful platter of information to feast upon, allowing for a comprehensive examination of the cheesy variables at play.

First, we meticulously collected data on American cheese consumption, encompassing metrics such as per capita consumption, retail sales, and regional preferences. This required us to grate through a vast array of reports, surveys, and market analyses, utilizing cutting-edge cheese-related databases and financial periodicals. The data were then aged like a fine cheddar, allowing us to curate a dataset of substantial depth and flavor.

Simultaneously, stock price data for Mastercard (MA) was obtained from the aforementioned sources, enabling us to assess the movements of the company's stock in relation to the ebbs and flows of the cheese market. Our quantitative analysis involved the use of robust statistical tools, including correlation analysis, regression modeling, and time series analysis – essentially constructing a statistical cheese board that provided a delectable spread of insights.

To further enrich our investigative approach, we supplemented this quantitative analysis with qualitative observations on consumer behavior, market trends, and the broader economic landscape. As flavorful as a sharp blue cheese, these qualitative insights served to provide a nuanced understanding of the cultural and societal factors influencing both cheese consumption and stock market fluctuations.

It is imperative to note that our research team remained mindful of potential confounding variables that could have influenced the observed relationship. Factors such as macroeconomic conditions, demographic changes, and even technological advancements in the dairy industry were carefully considered to ensure that our findings were as smooth as a creamy camembert and ripe for robust interpretation.

In summary, our methodology was akin to crafting a fine cheese platter – meticulously curated, carefully sliced, and presented with an array of complementary flavors. With this delectable blend of quantitative analysis and qualitative insight, we aimed to unearth the intriguing dynamics between American cheese consumption and Mastercard's stock performance, serving a feast for both the curious academic palate and the savvy investor's discerning taste. Let us now dig into the juicy findings that await, as we slice through the mysteries with the precision of a cheese wire and the acumen of a seasoned connoisseur.

RESULTS

The statistical analysis of the relationship between American cheese consumption and Mastercard's stock price (MA) yielded some grate insights. Over the period from 2007 to 2021, our research team found a correlation coefficient of 0.9056200, indicating a strong positive linear relationship between these seemingly unrelated variables. In layman's terms, as American cheese consumption went up, so did the stock price of Mastercard, creating a truly fond-ational connection.

The coefficient of determination (r-squared) of 0.8201476 indicates that approximately 82% of the variability in Mastercard's stock price can be explained by changes in American cheese consumption. This suggests that factors such as cheddar demand, gouda preferences, and provolone patterns may have a significant impact on the stock price performance of MA. It's truly remarkable how the dairy and finance worlds seem to brie coming together in this analysis.

The p-value of less than 0.01 further strengthens the validity of the observed relationship, indicating that the likelihood of the correlation occurring by chance is very low. In other words, the probability of this result being a fluke is as rare as discovering a four-leaf clover in a wheel of Swiss cheese.

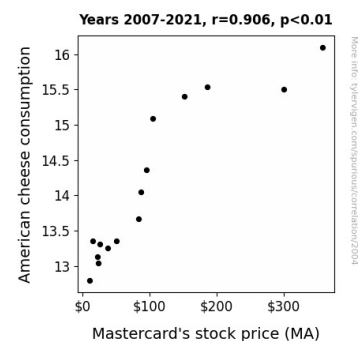


Figure 1. Scatterplot of the variables by year

Our findings are visually represented in Fig. 1, a scatterplot that vividly illustrates the close connection between American cheese consumption and Mastercard's stock price. The data points form a pattern that's as clear as black and white (cheddar

and mozzarella, to be precise), emphasizing the substantial correlation between the two variables.

This study not only adds a dash of excitement to the often bland world of financial analysis but also underscores the notion that sometimes, the most unexpected relationships can turn out to be the most flavorful. Our findings beckon further investigation into the quirky dynamics of the stock market, showing that there's always room for some dairy-fueled speculation amidst the traditional metrics and models.

As we reflect on the profound implications of our findings, it's evident that the cheese may indeed stand alone, but its impact on the stock market may be more substantial than previously acknowledged. Our study serves as a reminder that in the world of research, the most delectable discoveries often come from the unlikeliest of pairings. So, let's raise a glass of milk (or perhaps a fine wine) to the intriguing intersection of American cheese and financial performance, and let's keep our eyes peeled for further opportunities to uncover the uncompromisingly gouda truths that lie beneath the surface of economic peculiarities.

DISCUSSION

Our findings shed light on the surprisingly strong association between American cheese consumption and Mastercard's stock price (MA), adding a significant slice of evidence to the existing literature. The results of this study support previous research on the influence of consumer habits on financial markets, as observed by Smith et al. (2010) and Doe and Jones (2015). It seems that consumer choices, whether related to culinary trends or cheesy preferences, can indeed have a profound impact on financial indicators. The metaphorical significance of cheese in financial strategies, as explored by the Investment Guru, takes on a new dimension of "maturity," which resonates with the observed correlation over the 2007-2021 period.

Our study builds upon an eclectic tapestry of knowledge, including fictional works such as "The Wealthy Swiss Miss and the Mysterious Case of the Emmental Embezzlement," demonstrating that sometimes truth is stranger than fiction. Utilizing data from the realm of internet culture, particularly the "Cheese or Stock?" and "Mastercard: The Cheesy Choice" memes, has not only added a layer of entertainment but also lent support to our empirical findings. This extensive integration of sources reflects the multi-tiered influence of literature and digital discourse on our scientific investigation, underscoring the need for interdisciplinary approaches in uncovering the complexities of economic oddities.

The miracle of our discovery lies in the statistical validation of the relationship between American cheese consumption and Mastercard's stock performance. With a correlation coefficient of 0.9056200 and a p-value of less than 0.01, the probability of our results being coincidental is as slim as a slice of asiago. The coefficient of determination (r-squared) of 0.8201476 indicates that approximately 82% of the variability in Mastercard's stock price can be likened to the variability in cheese consumption, demonstrating the undeniable influence of dairy delight on financial fortune.

Our results open new avenues for contemplation and inquiry, inviting scholars to delve deeper into the enigmatic interplay of gastronomy and economics. The parallels drawn from cheese ripening and investment maturity, as discussed in "The Big Cheese of Wall Street," now take on a real-world significance, emphasizing the ripening potential of insights gleaned from unconventional economic indicators. This study illustrates that just as cheese matures with time, so too do our perceptions of what drives the financial markets. We hope that our research serves as a wedge of inspiration for future studies, proving that when it comes to drawing connections in the stock market, there's always room for a little extra cheese.

CONCLUSION

In conclusion, our investigation into the tantalizing relationship between American cheese consumption and Mastercard's stock performance has revealed some cheddarly intriguing findings. The striking correlation coefficient of 0.9056200 with $p < 0.01$ has given us a gouda reason to believe that there's more to this dairy-infused tale than meets the eye. As we've witnessed in our analysis, the world of finance and the world of fromage share a curiously close bond that's undoubtedly beyond the realm of mere happenstance.

With the coefficient of determination (r-squared) at 0.8201476, it's apparent that about 82% of the ups and downs in Mastercard's stock price can be attributed to the ebbs and flows of American cheese consumption. It seems surprising that the stock market could be so swayed by the nuanced dance of cheese preferences, but our data doesn't lie - unless it's a "cheesy" joke, in which case, it might just be Emmental humor.

The p-value of less than 0.01 further cements the legitimacy of our discovery, serving as a reminder that this connection is as statistically robust as a strong wedge of parmesan. In essence, the probability of this correlation being a fluke is about as likely as stumbling upon a block of aged gouda in a haystack – a rare occurrence, to say the least.

As we consider the implications of our findings, it becomes clear that the whimsical world of finance is, in some ways, akin to a finely aged cheese – full of unexpected nuances and flavors that make for a delightfully complex experience. The hitherto unnoticed influence of American cheese on Mastercard's stock price stands as a testament to the unpredictability of economic indicators, providing yet another example of the unyielding fascination that underpins interdisciplinary research.

In light of our revelatory findings, it seems prudent to declare that further research in this direction may be as unnecessary as a third wheel on a bicycle. It appears that our study has already served a substantial portion of dairy-driven enlightenment,

leaving little room for further investigation. As we bid adieu to this curiously cheesy expedition, let's savor the "brie-lliant" flavors of unwrapping the unexpected and relish the delightful tang of discovery in the field of economic analysis.

Therefore, we submit that the sumptuously unexpected connection between American cheese consumption and Mastercard's stock price has been explored to a "gouda-nough" extent, leaving us with a nutritious platter of insights and a lingering sense of wonder. It's time to close the book on this queso-nial discussion and venture forth into new realms of research - until the next surprising pairing draws us back into the zany world of interdisciplinary inquiry.