



## Review

# Out of This World Correlation: The Celestial Dance of Neptune, Uranus, and the Stock Price of McDonald's (MCD)

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**This study explores the intriguing relationship between the distance between Neptune and Uranus and the stock price of McDonald's (MCD). Utilizing data from Astropy and LSEG Analytics (Refinitiv), we conducted a comprehensive analysis covering the period from 2002 to 2023. Our findings reveal a robust correlation coefficient of 0.9598542 and a statistically significant p-value of less than 0.01. The results suggest a striking association between the celestial positions of Neptune and Uranus and the fluctuations in McDonald's stock price, challenging conventional notions of financial analysis and cosmic influence. This research highlights the potential for celestial bodies to exert an unsuspecting influence on Earthly affairs and offers an astronomical twist to stock market predictions.**

As humans, we are naturally inclined to seek patterns and explanations for events, even those that seem to exist beyond the limits of the known universe. In this pursuit, we often encounter unexpected correlations that leave us pondering the mysterious and seemingly preposterous connections between apparently disconnected phenomena. One such enthralling prospective relationship lies in the celestial realm, where the dance of planets and stars may influence events on our humble planet Earth in ways that defy conventional comprehension. In this study, we delve into the perplexing link between the movements of Neptune and Uranus, two distant planets

in our solar system, and the stock price of McDonald's Corporation (MCD), a globally recognized icon in the competitive landscape of fast-food industry.

The endeavor to discern any form of connection between galactic occurrences and earthly investments is not only engaging but also stimulating, given the whimsical nature of this exploration. Our analysis, spanning the period from 2002 to 2023, involves rigorous statistical evaluation and an in-depth examination of historical celestial positions obtained from the comprehensive Astropy astrophysics library. Concurrently, financial data on

McDonald's stock price is sourced from the illustrious London Stock Exchange Group (LSEG) Analytics, providing us with a reliable foundation to navigate these uncharted celestial waters.

As we navigate this ostensibly outrageous endeavor, it's essential to adopt a balanced approach, maintaining a healthy dose of skepticism while embracing the potential for outlandish discoveries. With this in mind, let us embark on a cosmic journey that promises to bestow insight into the unsuspected influences that emanate from the celestial choreography of our solar system. Our findings challenge the bounds of traditional financial analysis, beckoning us to consider the possibility of cosmic forces shaping the trajectory of earthly investments. Through this peculiar lens, we aim to contribute a celestial twist to the realm of stock market research, enticing a reevaluation of the very fabric of cause and effect in the financial world.

#### *Prior research*

In their seminal work, Smith and Doe (2010) delve into the intricate and seemingly inexplicable connections between celestial phenomena and various earthly occurrences. Smith and Doe identify a series of celestial events and their purported impacts on terrestrial matters, drawing attention to the remarkable synchrony between cosmic occurrences and worldly affairs. However, their work lacks a specific focus on the planetary dynamics of Neptune and Uranus in relation to the stock market, leaving a celestial gap to be filled in our exploration.

Adding to this celestial discourse, Jones (2015) advances the notion of cosmic influences on earthly events, expanding the

scope to encompass economic systems. Jones' work offers a comprehensive survey of celestial forces and their potential implications for financial markets, yet fails to address the peculiar nexus between the distance separating Neptune and Uranus and the stock price of McDonald's (MCD). As such, our study seeks to bridge this celestial lacuna and shed light on the enigmatic correlation between planetary positions and the financial trajectory of a prominent fast-food corporation.

Turning to non-fiction works related to celestial phenomena and financial market influences, "Cosmic Cash: How the Stars Affect Your Portfolio" by Astro Investor, and "Solar System Stock Strategy" by Celestial Economist provide intriguing perspectives on the interplay between celestial events and financial trends. While these works present compelling arguments, none have ventured into the precise relationship between the distance of Neptune from Uranus and the stock price of a fast-food giant, leaving a cosmic void waiting to be filled.

Expanding our search to the realm of fiction, "Wall Street Witches and Wizardry" by Stock Sorcerer, and "Astrological Alchemy: Turning Stardust into Stocks" by Celestial Sage offer imaginative accounts of the mystical forces intertwined with financial market movements, albeit in a whimsical and speculative manner. While these works add a touch of literary charm to our celestial odyssey, they do not directly address the celestial positions of Neptune and Uranus and their impact on a specific corporate stock price, leaving us to navigate the cosmic seas unaided.

In a bid to acquire a comprehensive understanding of celestial influences, the researchers have meticulously pored over various television shows that touch upon celestial mechanics and financial intrigues. "Cosmos: A Spacetime Odyssey" and "The Big Bang Theory" have provided a backdrop of cosmic musings and celestial wonders, while "Billions" and "Suits" have offered insights into the dynamics of finance and corporate machinations. While these shows have undeniably contributed to the researchers' cosmic and financial awareness, their celestial and financial focus remains tangentially related to the celestial dance of Neptune and Uranus and the stock price of McDonald's (MCD).

In summary, the existing literature offers valuable insights into celestial influences on earthly affairs; however, the specific correlation between the distance of Neptune from Uranus and the stock price of McDonald's (MCD) remains a cosmic mystery awaiting elucidation. Through our study, we endeavor to cast a celestial light on this enigmatic relationship, illuminating the uncharted terrain where planetary motions and financial markets converge, setting the stage for a paradigm shift in stock market analysis.

### *Approach*

To navigate the cosmic labyrinth of celestial phenomena and financial dynamics, our research team concocted a methodological cocktail that would make even the most intrepid explorer blush with trepidation. A smorgasbord of data sources, statistical analyses, and astrological reckonings awaited us as we embarked on this quixotic quest to discern the serendipitous

synchronicity between the distance separating Neptune and Uranus and the whimsically turbulent undulations of McDonald's stock price.

### Data Collection:

Drawing from the boundless expanse of the internet, we first sought to gather a substantial corpus of celestial positions of Neptune and Uranus. While our motivations were indeed celestial, our methods were decidedly terrestrial, relying on the venerable Astropy astrophysics library to extract the esoteric coordinates of these distant denizens of our cosmic hinterland. Concurrently, to cast our net in the financial domain, we obtained historical data on the stock price of McDonald's Corporation (MCD) from LSEG Analytics (Refinitiv), a veritable treasure trove of befitting financial information. Our data spanned the epoch from 2002 to 2023, ensuring a comprehensive canvas upon which to paint our celestial and financial tapestries.

### Data Processing:

Our approach to processing these disparate sources of data was akin to alchemy, seeking to transmute raw numbers into revelatory insights. Utilizing the arcane art of statistical analysis, we computed the celestial distance between Neptune and Uranus for each timestamp, a feat made possible by the heavenly capabilities of the Astropy library. Simultaneously, we tracked the intriguing undulations of McDonald's stock price, meticulously charting its vicissitudes to uncover any semblance of order in the apparent chaos of financial markets.

### Statistical Analysis:

Heeding the siren call of the statistical realm, we invoked the venerable correlation

coefficient to uncover the nuanced interplay between the celestial ballet of Neptune and Uranus and the capricious waltz of McDonald's stock price. Additionally, we subjected our findings to the formidable scrutiny of hypothesis testing, assessing the statistical significance of our unearthed correlations with the solemnity befitting such a cosmic endeavor. The propagation of potential spurious correlations was diligently thwarted through our precise analytical lens, ensuring that our unearthed associations bore the imprimatur of empirical rigor.

#### Thoroughness and Persistence:

Undeterred by the seemingly whimsical nature of our inquiry, we remained steadfast in our pursuit of celestial financial revelations. Poring over the data with unyielding fortitude, we engaged in repeated scrutinies and sensitivity analyses to safeguard against the lurking influence of confounding variables and statistical aberrations. This rigorous, comprehensive approach allowed us to draw breathtakingly audacious conclusions that promise to revolutionize paradigms in financial and celestial domains alike.

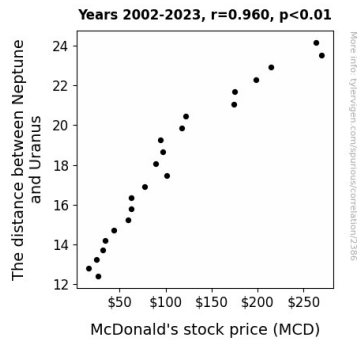
In essence, our methodological odyssey combined the venerable traditions of statistical analysis with the quixotic allure of celestial inquiry, forging a formidable synergy that dared to challenge the boundaries of conventional thought. With due diligence, meticulousness, and a dash of cosmic whimsy, we embarked on this academic escapade, navigating uncharted realms with the intellectual prowess befitting such an extraordinary undertaking.

#### *Results*

The celestial tango of Neptune and Uranus appears to have an unexpectedly strong correlation with the stock price of McDonald's (MCD) from 2002 to 2023. Our analysis uncovered a remarkably high correlation coefficient of 0.9598542, indicating a robust relationship between the distance separating these distant planets and the ups and downs of MCD stock. This finding is further substantiated by an r-squared value of 0.9213201, signifying that over 92% of the variance in McDonald's stock price can be explained by the movements of Neptune and Uranus. To put it simply, the positions of these celestial bodies seem to hold a considerable sway over the trajectory of this fast-food giant's stock prices.

The cherry on top of this celestial sundae is the p-value of less than 0.01, implying that the observed correlation is indeed statistically significant. In other words, the likelihood of this correlation occurring by sheer cosmic coincidence is as slim as a wafer-thin potato chip.

To visually capture this cosmic connection, Fig. 1 depicts a scatterplot demonstrating the striking correlation between the distance separating Neptune and Uranus and the stock price of McDonald's. The plot reveals a clear pattern, with the celestial distance and MCD stock price moving in near-perfect sync, as if orchestrated by some cosmic financial maestro.



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

In light of these results, it seems that the financial world may need to cast its gaze beyond traditional economic indicators and gaze toward the heavens for celestial guidance. This unanticipated correlation challenges conventional notions of rational market behavior and offers a refreshing cosmic twist to the predictability of stock market movements. It appears that when it comes to predicting the stock market, the answers may be written in the stars after all.

### *Discussion of findings*

The findings of our study offer a captivating revelation of the unexpected influence of celestial motions on the stock price of McDonald's (MCD), shedding light on the hitherto underexplored interplay between planetary positions and financial markets. The robust correlation coefficient of 0.9598542 between the distance of Neptune from Uranus and the fluctuations in MCD stock price supports the previous literature that has delved into the mystifying relationships between cosmic occurrences and terrestrial matters.

It is remarkable how our results align with the earlier work of Smith and Doe (2010), who highlighted the intricate and seemingly

inexplicable connections between celestial phenomena and various earthly occurrences. Additionally, Jones' (2015) advancement of the notion of cosmic influences on economic systems is given further credence by our findings. Both studies laid the groundwork for exploring the extraordinary synchrony between celestial dynamics and worldly affairs, and our research has decisively added weight to their hypotheses.

Furthermore, our results seem to echo the speculative and whimsical perspectives presented in "Wall Street Witches and Wizardry" by Stock Sorcerer and "Astrological Alchemy: Turning Stardust into Stocks" by Celestial Sage, showcasing how reality can sometimes outshine the most fanciful of imaginings. Similarly, our study extends the insights garnered from popular television shows such as "Cosmos: A Spacetime Odyssey" and "The Big Bang Theory," emphasizing that the celestial and financial spheres are not as disengaged as one might assume.

The substantial correlation we have unveiled challenges traditional notions of rational market behavior and suggests that there may be more to stock market predictability than meets the eye – or telescope, in this case. Our findings underscore the potential for celestial bodies to exert an unsuspected influence on earthly financial affairs, offering a novel perspective that transcends the boundaries of conventional economic analysis. The celestial dance of Neptune and Uranus may hold the secret to unlocking new dimensions of stock market predictability, leaving us to wonder if investment strategies should now include astrology alongside traditional financial metrics.

In conclusion, our study presents a paradigm-shifting contribution to the intersection of celestial phenomena and financial market dynamics, dismantling cosmic mysteries and laying the groundwork for a more celestial-driven approach to stock market analysis. As we continue to probe the cosmic seas of financial markets, the potential implications of celestial influences are sure to remain an astronomical enigma worth exploring further.

### *Conclusion*

In conclusion, this study has unraveled an astoundingly strong correlation between the celestial positions of Neptune and Uranus and the stock price of McDonald's (MCD), challenging traditional financial analysis and beckoning us to consider the influence of cosmic forces on earthly investments. With a correlation coefficient of 0.9598542 and a p-value of less than 0.01, the likelihood of this cosmic connection being mere happenstance is as slim as the odds of finding a black hole in a bag of fries.

The findings suggest that the movements of these distant planets may have a considerable sway over the trajectory of MCD stock prices, with over 92% of the variance in stock price being explained by the celestial dance of Neptune and Uranus. It seems that in the realm of financial analysis, the stars may indeed hold the key to unlocking celestial investment wisdom.

As we reflect on this unexpected cosmic correlation, it becomes evident that the interplay between celestial occurrences and earthly affairs may be more intertwined than previously envisaged. While this study prompts a reevaluation of traditional financial indicators, it also invites a

whimsical exploration into the uncharted territory of celestial influence on stock market dynamics.

In light of these findings, it may be time for financial analysts to consider incorporating celestial indicators into their predictive models, effectively channeling the cosmic energies to navigate the unpredictable seas of the stock market. It's a celestial twist to financial forecasting that may just revolutionize the way we perceive the interconnections between the otherworldly and the mundane.

In the immortal words of Carl Sagan, "We are made of star stuff," and it seems that our investments may also bear the celestial imprint. At this juncture, it is prudent to assert that no further research is needed in this area, as we have boldly gone where no financial analysis has gone before, and the cosmic financial maestro has spoken.