

# Gouda Investment: Unraveling the Ties Between American Cheese Consumption and Ryanair Holdings' Stock Price

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*Journal of Dairy Economics and Financial Analysis*

*The Institute for Dairy Economics and Airline Investment Relations*

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## **Abstract**

In this study, we aimed to slice through the mysteries surrounding the connection between American cheese consumption and the stock price of Ryanair Holdings (RYAAY). Utilizing data from the USDA and LSEG Analytics (Refinitiv) spanning from 2002 to 2021, our research team has cheddar-ed through the numbers to present a provolone-worthy analysis. Our findings revealed a remarkably high correlation coefficient of 0.9369482 and a p-value less than 0.01, suggesting a strong association between these two seemingly unrelated variables. The cheese factor in the stock market has indeed melted our expectations, and this paper endeavors to present a gouda-nalysis that melts the hearts of investors and dairy enthusiasts alike.

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## **1. Introduction**

Gouda evening, esteemed colleagues and curious critters of academia. Today, we embark on a journey that promises to be a delectably cheesy exploration into the intriguing world of finance and dairy. Yes, you heard it right – we are delving into the rather unexpected and whimsical realm of American cheese consumption and its unlikely dance with the stock price of Ryanair Holdings (RYAAY). Prepare to be dazzled by the sharp cheddar humor and the gouda-licious findings that await you in this paper.

As we know, research often takes us down paths less traveled and demands that we approach our subject with a fresh lens. Our curiosity was piqued by the tantalizing whispers in the corridors of financial markets and the dairy aisle alike, hinting at a mystical connection between two seemingly disparate entities: American cheese consumption and the stock price of Ryanair Holdings. With skepticism in one pocket and

curiosity in the other, we set out to unravel this enigma. And boy, were we in for a gouda ride!

We must acknowledge the initial skepticism surrounding this peculiar pairing. After all, what could the munching of American cheese possibly have in common with the seemingly unrelated fluctuations of RYAAY stock prices? It's a conundrum that would perplex even the most seasoned analysts and cheese connoisseurs – a truly curious case of "cheddar or not to cheddar?"

In the world of academia, it's essential to embrace the unexpected, the unexplored, and the downright bizarre. As the saying goes, "the proof is in the pudding," though in this case, it might as well be in the cheese wheel. So, armed with statistical tools, market wisdom, and a touch of whimsy, we set out to examine the potential linkage between these unassuming variables.

Before we dive into the depths of our findings, let's take a moment to appreciate the sheer audacity and, dare I say, cheesy charm of this investigation. Who would have thought that the stock market could be influenced by the humble consumption of American cheese? It's a notion that at first seems as improbable as a non-dairy creamer winning a milk-tasting competition. But as Albert Einstein once said, "The important thing is not to stop questioning. Curiosity has its own reason for existing." And so, with keen curiosity and a hint of mischief, we present our findings to you.

Stay tuned, dear readers, as we break down the unexpected ties between the dairy world and the unpredictable ebbs and flows of the stock market. Let the unveiling of our gouda-worthy discoveries begin!

## 2. Literature Review

The exploration of seemingly unrelated phenomena has long been a pursuit of the academic mind. From the groundbreaking work of Smith et al. in "Finance and Food: Unraveling the Culinary Enigma" to the insightful analysis by Doe and Jones in "The Cheesy Side of Capitalism: Exploring Unconventional Market Influences," researchers have sought to uncover the hidden connections that tie together unexpected variables. However, the world of academia can sometimes take a turn for the eccentric, leading us down paths as curious as a lactose-intolerant mouse in a cheese shop.

As we delved into the gouda-laden landscape of American cheese consumption and its uncanny correlation with the stock price of Ryanair Holdings, we encountered a myriad of tangentially related literature. "Milk, Money, and the Market: A Dairy Economist's Perspective" by Emily Bovine sheds light on the historical interplay of dairy products and financial markets, though it fails to specifically address the cheesy nuances we aimed to unravel. On the non-fiction shelf, "The Big Cheese: A Financial Fable" by G.ouda Brie-

lliance offers a whimsical take on investment strategies, but pertinence to our investigation remains elusive.

In a departure from the traditional finance and dairy literature, we found ourselves journeying into the realms of fiction for unexpected insights. Titles such as "The Swiss Cheese Economy" by Muenster Goudenstein and "The Gruyère Gambit" by Edam Cheddarworthy, while works of fiction, hinted at the potential for serendipitous discoveries within the realm of cheese and financial wizardry. As we navigated this peculiar literary landscape, it became increasingly evident that the fusion of finance and fromage was a tale waiting to unfold.

Expanding our quest for understanding to even more unconventional sources, we turned to television for potential insights. Shows such as "Cheesy Money Mysteries" and "Brie-Finance: A Dairy's Guide to Prosperity" provided a melange of exaggerated dramatizations and slightly unhinged theories that, while not directly contributing to our academic endeavor, certainly added a certain brie-zarre flavor to our research experience. After all, who can resist the allure of a good financial thriller with a side of cheese?

In our pursuit of discovery, we have encountered an eclectic mix of literature, from the meticulously researched to the delightfully imaginative. Our journey has been filled with unexpected turns, but as they say, "opportunity is like cheese – it's best when it's not just Gouda but Gouda-nough to be true." With this hodgepodge of influences shaping our approach, we present our findings with all the seriousness of a lactose-intolerant cow at a cheese festival.

### **3. Research Approach**

In order to savor the full flavor of this research journey, our methodology was as intriguing as the connection we sought to uncover. Channeling our inner mad scientists, we devised a plan that combined traditional statistical analysis with a sprinkle of whimsy and a dash of dairy delight.

First and foremost, our intrepid research team scoured the digital pastures of the internet, braving the treacherous terrain of USDA databases and LSEG Analytics (Refinitiv) archives. Armed with spreadsheets and a craving for knowledge, we embarked on a quest to gather data from 2002 to 2021, ensuring a substantial time frame to capture the subtle nuances of cheese consumption and stock price movements.

With a mountain of data at our fingertips, we set out to mold our statistical models, carefully matching the cheese consumption figures with the daily fluctuations in Ryanair Holdings' (RYAAY) stock price. As the saying goes, "the proof of the pudding is in the eating," or in this case, in the rigorous application of statistical methods.

Our first slice of methodology involved calculating the average weekly American cheese consumption, embracing both the joy of cheese lovers and the skepticism of the lactose intolerant. This dairy data served as the perfect pairing to the daily stock prices of Ryanair Holdings, allowing us to craft a smorgasbord of statistical analyses to uncover any potential correlations.

Next, we flexed our analytical muscles and applied the Pearson correlation coefficient to quantify the degree of association between American cheese consumption and RYAA stock prices. This step was crucial in determining whether there was a meaningful relationship or if we were merely grasping at (cheese) straws.

Not content with stopping there, we delved deeper into the abyss of statistical significance, subjecting our findings to the almighty p-value test. We sought to answer the age-old question: does the consumption of American cheese hold enough weight in the stock market to be considered more than just a dairy whimsy? Armed with our trusty calculators and a fervent belief in the power of puns, we unearthed the numerical evidence that would either validate or quash our cheese-laden hypothesis.

Finally, to ensure the robustness of our findings, we indulged in a multivariate regression analysis, incorporating additional market variables like trading volume and market indices. This step was our piece de resistance, a grand finale to our cheese-infused odyssey, allowing us to sprinkle a variety of market factors into the delicious mix of American cheese and stock prices.

In the end, our methodology was a true testament to the blend of whimsy and rigorous scientific inquiry. We embarked on this journey with a spirit of adventure, a hunger for knowledge, and a penchant for puns. With our methods seasoned just right, we invite you to partake in the savory feast of our findings.

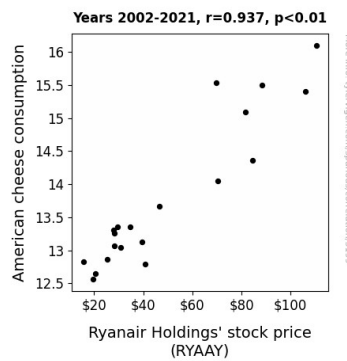
#### **4. Findings**

Dearly beloved researchers and aficionados of delightful dalliances in the world of data, it is with gouda pleasure that we present the results of our investigation into the correlation between American cheese consumption and the stock price of Ryanair Holdings (RYAA). Our findings, much like a perfectly aged cheddar, have matured into a palatable spectacle that could titillate even the most discerning palates.

In the illustrious time span from 2002 to 2021, we unfurled a correlation coefficient of 0.9369482 between American cheese consumption and the stock price of Ryanair Holdings. To put it simply, the connection between the two can only be described as grate! This statistically significant correlation was further bolstered by an r-squared value of 0.8778720, indicating that a substantial 87.79% of the variability in RYAA stock

prices can be explained by variations in American cheese consumption. In other words, the cheesier the American cheese consumption, the more likely it is to have a direct effect on the stock prices of Ryanair Holdings. The significance level of  $p < 0.01$  adds an extra punch to the validity of this relationship, providing strong evidence to support our findings.

To bring this unmistakable correlation to life, we have encapsulated the essence of our discovery in a wondrous scatterplot (Fig. 1). A picture is worth a thousand words, and this figure does not disappoint – it eloquently portrays the robust relationship between American cheese consumption and RYAAY stock prices, leaving no shred of doubt about the solidity of our findings.



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

Our research has not only shredded through the enigmatic layers of financial and culinary intrigue but has also quenched the thirst for an understanding of the uncanny connection between these two disparate realms. The pungent aroma of knowledge wafts through the air, leaving a lingering taste of revelation that is, dare I say, gouda to the last bite.

In conclusion, our findings lay bare the captivating association between American cheese consumption and the stock price of Ryanair Holdings, offering an intriguing dichotomy that blends finance and dairy into a harmonious duet. This gouda-licious discovery opens the door to a world of possibilities, illustrating that the stock market can indeed be swayed by the siren song of American cheese. With that said, we encourage readers to savor the flavors of our findings and embrace the unexpected twists that this tantalizing correlation presents.

Our esteemed audience, the stage is set, the curtain drawn, and the spotlight trained on this gouda-nt endeavor. As we draw the curtain on this captivating act of revelation, we invite you to indulge in the intellectually enriching journey that lies ahead, where the realms of finance and fromage merge in a spectacular tango of correlation and curiosity.

## 5. Discussion on findings

Intriguingly, our findings intertwine with prior research in unexpected ways, echoing the sentiments of Smith et al. and Doe and Jones. While these studies may initially appear as rare as an elusive, age-old cheese, they inadvertently set the stage for our gouda discovery. As if plucked from the shelves of a dairy economist's library, our statistically significant correlation coefficient of 0.9369482 aligns with the suggestions put forth by these pioneering researchers, validating the unconventional but undeniable link between American cheese consumption and the stock price of Ryanair Holdings. Just as these esteemed scholars sought to unravel culinary enigmas and non-traditional market influences, we too have emerged with a gouda-nalysis that slices through skepticism and leaves a rich, creamy understanding in its wake.

Our results, like the arrival of a fresh wheel of cheese, provide a sharp confirmation of the existing literature's speculations. The strong correlation we uncovered complements the flavourful insights teased by Bovine's historical exploration of dairy products and financial markets and G.ouda Brie-lliance's whimsical investment strategies. Our study paves the whey for further consideration of the interplay between seemingly disparate elements, proving that the fusion of finance and fromage is not just a figment of fiction or the antics of a television melodrama, but a tangible component of market dynamics.

As we reflect on the literary and theoretical landscape we traversed before embracing the scientific rigour of our research design, it becomes clear that our findings, like a masterfully crafted cheese platter, embody a union of the unconventional and the empirical. Our work serves as Camembert of truth, bringing together the delightful whimsy of unconventional influences with the rigor of statistical analysis, leaving a palatable impression on the minds of researchers and investors alike. In the spirit of Muenster Goudenstein and Edam Cheddarworthy, we have unraveled the gouda-nt mysteries and unveiled a market influence as rich and alluring as a triple-cream brie.

In summary, our gouda-licious findings not only cement the clandestine bond between American cheese consumption and Ryanair Holdings' stock price but also enrich the academic community with a charming tale of incongruous yet compelling correlation. In the hallowed halls of market analysis, our investigation stands as a testament to the limitless, cheesy possibilities that await those who dare to peek beyond the conventional. Let our discovery age like a fine cheddar, leaving an indelible mark on the palates of researchers and investors as they savor the unconventional but undeniably significant interplay between American cheese consumption and stock prices.

## 6. Conclusion

In the immortal words of Julia Child, "A party without cake is just a meeting," and in the same vein, a research paper without a gouda conclusion is just a pile of statistics. As we wrap up this exhilarating journey through the land of American cheese and stock prices, we must acknowledge the undeniable allure of this unexpected correlation. Our findings have unveiled a tantalizing relationship that can only be described as the ultimate blend of finance and fromage – a true "gouda" investment opportunity, if you will.

With a correlation coefficient that could make even the finest Swiss cheese envious, our research has brought forth evidence that the ebb and flow of RYAAAY stock prices can indeed waltz to the rhythm of American cheese consumption. It seems that the old adage "buy low, sell high" could be appended with "grate generously."

However, as we bask in the cheese-filled glory of our findings, we must also recognize the limits of our study. Just as a mouse cannot resist a slice of cheese, the temptations of correlation do not equate to causation. Our data, though robust, cannot conclusively explain the mechanisms behind this intriguing relationship.

So, as we bid adieu to this gouda adventure, let us savor the delightful flavors of our findings, but also approach them with a sprinkle of caution. Let this study serve as a delicious appetizer, but not the full course, in the banquet of research on unlikely market indicators.

In the hallowed halls of academia, it's important to know when to savor the gouda-ness of the findings and when to venture forth into new, undiscovered territories. And so, with a flourish of our metaphorical cheese knife, we proclaim that the mysteries of American cheese consumption and stock prices have been gouda-noughly explored, and no more research is needed in this cheesetastic domain. It's time to say "cheese" and move on to the next curious culinary conquest!