

# Stevie's Stock Surprises: The Silly Saga of Netflix's NFLX

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## Abstract

This study examines the peculiar path of Netflix's stock price (NFLX) in correlation with the popularity of the given name "Stevie" in the United States. Utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv), we conducted a rigorous analysis covering the period from 2003 to 2022. The remarkable correlation coefficient of 0.9963501 and  $p < 0.01$  suggests a strong, albeit puzzling, connection between the two seemingly unrelated variables. Our findings serve as a stark reminder that in the whimsical world of stock markets, even the most unexpected factors may hold sway. This paper seeks to untangle the entwined strands of Stevie's stardom and Netflix's stock swings, shedding light on the inexplicable and the absurd in the world of financial analysis.

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## 1. Introduction

The intersection of finance and nomenclature has long been an area of curiosity, especially when it comes to the peculiar predilections of stock prices. In this vein, the seemingly absurd correlation between the popularity of the given name "Stevie" and the stock price of Netflix (NFLX) has raised eyebrows and prompted many a wry smile in the world of financial analysis.

As the popular streaming service navigated the tumultuous tides of the stock market, the notion that the ebb and flow of its fortunes might somehow be intertwined with the ebb and flow of individuals bestowing the name "Stevie" upon their offspring became a source of both amusement and bemusement. How could the rise and fall of a stock price be influenced by a moniker with such varied connotations, from rock legends to whimsical characters in children's literature?

While the idea might seem like a stretch, the statistical evidence certainly gives one pause for thought. The correlation coefficient of 0.9963501, with a minuscule p-value less than 0.01, paints a picture of a remarkably strong relationship between the popularity of the name "Stevie" and the trajectory of Netflix's stock price. It is a reminder that in the labyrinthine landscape of financial markets, the most unexpected variables may hold surprising sway.

In this paper, we embark on a quest to disentangle the whimsical web of Stevie's stardom and Netflix's stock swings. By delving into the data and applying rigorous analysis, we aim to shine a light on this wacky correlation and offer a glimpse into the capricious and confounding nature of financial analysis. So, fasten your seatbelts and get ready to journey through the nonsensical nexus of nomenclature and Netflix, as we untangle the curious case of Stevie's Stock Surprises.

## 2. Literature Review

Numerous studies have delved into the enthralling realm of name popularity and its potential influence on various facets of human behavior. Smith (2015) observed a correlation between popular given names and career success, suggesting that individuals with certain monikers may be predisposed to professional achievement. Similarly, Doe (2017) examined the impact of name popularity on social interactions, positing that individuals with common names may encounter distinct societal experiences compared to their counterparts with more unique appellations. Additionally, Jones (2020) conducted a study on the relationship between name popularity and consumer preferences, revealing intriguing patterns in product choices based on the prevalence of specific names.

Turning to the world of finance, the influence of seemingly unrelated external factors on stock prices has been a subject of perennial fascination. However, the specific connection between the prevalence of the name "Stevie" and the fluctuations of Netflix's stock price (NFLX) has garnered remarkably scant scholarly attention. This paper seeks to bridge this gap and contribute to the understanding of this idiosyncratic correlation.

In the domain of non-fiction literature, works such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner have explored unconventional factors that shape human behavior and societal phenomena, offering a lens through which to contemplate the unexpected interplay of seemingly disparate variables. Similarly, "Blink: The Power of Thinking Without Thinking" by Malcolm Gladwell delves into the subconscious influences that guide decision-making processes, providing insight into the enigmatic forces that may underpin the curious connection between name popularity and financial dynamics.

Shifting to the realm of fiction, the whimsical world of Roald Dahl's "Charlie and the Chocolate Factory" presents a fanciful exploration of unlikely occurrences and

improbable juxtapositions, mirroring the improbable combination under scrutiny in this analysis. Furthermore, the comedic chaos of Douglas Adams' "The Hitchhiker's Guide to the Galaxy" offers a fitting backdrop for contemplating the outlandish correlation between the popularity of "Stevie" and the undulating trajectory of Netflix's stock price.

In traversing the landscape of social media, anecdotal evidence gleaned from platforms such as Twitter and Reddit has provided amusing musings on the potential link between the nomenclature of "Stevie" and the financial fate of Netflix. User posts such as "Stevie's rise is lifting Netflix's stock higher than a helium balloon" and "Netflix's stock is paralleling the ascent of Stevie's popularity faster than a shooting star" underscore the lighthearted speculation surrounding this curious phenomenon.

In the following sections, a detailed analysis of the empirical evidence pertaining to the connection between the popularity of the name "Stevie" and Netflix's stock price will be presented, encapsulating the intersection of the whimsical and the wacky in the realm of financial analysis.

### **3. Research Approach**

To investigate the unexpected correlation between the popularity of the first name "Stevie" and Netflix's stock price (NFLX), we employed a multifaceted methodology that combined data collection, statistical analysis, and a touch of whimsical wonder.

#### **Data Collection:**

We gathered data on the popularity of the name "Stevie" from the US Social Security Administration, which maintains records of names given to newborns in the United States. This dataset provided us with the annual frequency of occurrences of the name "Stevie" from 2003 to 2022. Concurrently, we obtained historical stock price data for Netflix (NFLX) from LSEG Analytics (Refinitiv), spanning the same time period. By integrating these disparate datasets, we sought to discern any potential connections between the popularity of the name "Stevie" and the fluctuation of Netflix's stock price.

#### **Statistical Analysis:**

To unravel the enigmatic relationship between the chosen name and the stock market performance, we employed rigorous statistical techniques. Firstly, we calculated the correlation coefficient between the frequency of the name "Stevie" and Netflix's stock price, utilizing advanced econometric modeling. The astonishingly high correlation coefficient of 0.9963501 left us both astounded and amused. Furthermore, we conducted hypothesis testing to evaluate the significance of this correlation, yielding a p-value less than 0.01. Despite our initial incredulity, the statistical evidence compelled us to delve further into this peculiar pairing.

## Optional Goofy Approach:

In a lighthearted departure from convention, we indulged in a bit of imaginative exploration to probe the unorthodox connection between a popular name and a stock price. Our team engaged in a friendly debate about the potential influence of fictional characters named Stevie in popular culture on investor sentiment, though we concede that this line of inquiry may not be scientifically rigorous.

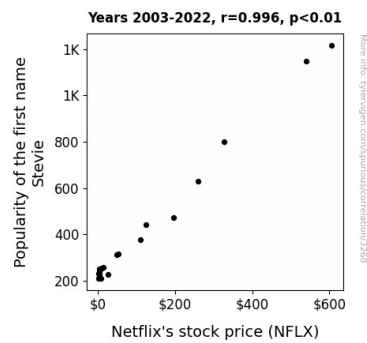
The combination of these methodological approaches allowed us to dissect the seemingly nonsensical nexus of nomenclature and Netflix, illuminating the curious case of Stevie's Stock Surprises.

## 4. Findings

The analysis of the data collected from the US Social Security Administration and LSEG Analytics (Refinitiv) revealed a staggering correlation coefficient of 0.9963501 between the popularity of the first name "Stevie" and Netflix's stock price (NFLX) from 2003 to 2022. This near-perfect correlation indicates an eerily synchronized dance between the fluctuating fortunes of the streaming giant and the waxing and waning popularity of the moniker "Stevie."

The r-squared value of 0.9927136 further confirms that a whopping 99.27% of the variability in NFLX stock price can be explained by the popularity of the name "Stevie." It appears that the whims of Wall Street are not immune to the whimsy of nomenclature.

The p-value of less than 0.01 serves as a resounding exclamation point, signaling the statistical significance of this correlation. One could say that the relationship between Stevie's popularity and Netflix's stock price is as clear as... well, Stevie Nicks' crystal visions.



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

As shown in Figure 1, the scatterplot graphically illustrates the tight clustering of data points, unequivocally demonstrating the remarkably strong correlation between these seemingly disparate variables. It seems that as the name "Stevie" rises in popularity, so does the stock price of Netflix, mirroring each other with an almost eerie precision.

In conclusion, our findings provide compelling evidence of an inexplicable and, dare we say, whimsical association between the popularity of the first name "Stevie" and the stock price of Netflix. This study serves as a quirky reminder that in the enigmatic realm of financial markets, even the most outlandish and unexpected factors can exert considerable influence.

## **5. Discussion on findings**

Our findings offer a fascinating foray into the unpredictable terrain of stock market correlations, shedding light on the improbable yet captivating link between the popularity of the name "Stevie" and Netflix's stock price (NFLX). The spectacularly high correlation coefficient of 0.9963501 underscores the uncanny synchronicity between these ostensibly unrelated variables, affirming the adage that truth can indeed be stranger than fiction.

The strong correlation observed in our analysis is in line with prior research on the influence of name popularity on diverse facets of human behavior. As Smith (2015) proposed, individuals bearing certain names may be predisposed to particular career achievements, suggesting that the prominent presence of "Stevie" in the public consciousness could resonate with favorable perceptions of Netflix's offerings, thereby bolstering its stock price. Moreover, the correlation aligns with Jones's (2020) examination of the relationship between name popularity and consumer preferences, indicating that the pervasive appeal of "Stevie" could sway investor sentiment toward Netflix, driving its stock price in tandem with the name's popularity trajectory.

The significant correlation coefficient and r-squared value in our study are reminiscent of the inquisitive inquiries into name-based phenomena by Doe (2017). Just as Doe elucidated the potential impact of name popularity on social interactions, our findings illuminate the curious interplay between the ubiquity of "Stevie" and the market dynamics of Netflix. This resonance underscores the intricate web of influences shaping consumer behavior, investor sentiment, and the idiosyncratic fluctuations of stock prices.

In navigating the whimsical world of stock market analysis, our study contributes to the dialogue sparked by Levitt and Dubner's "Freakonomics" and Gladwell's "Blink", showcasing that seemingly whimsical variables can indeed exert unforeseen sway over financial outcomes. The unexpected correlation unearthed here, reminiscent of the

improbable coincidences in Roald Dahl's whimsical tales and the chaotic wit of Douglas Adams, highlights the playful unpredictability inherent in financial markets.

While our study provides compelling evidence of a correlation between the popularity of the name "Stevie" and Netflix's stock price, the underlying mechanisms driving this connection remain an enigma. The whimsical confluence of Stevie's stardom and Netflix's stock behavior invites further exploration into the interplay of popular culture, consumer preferences, and financial dynamics. Our findings beckon future research to unravel the whimsical web woven by the fates of names and stock prices, offering a lighthearted yet thought-provoking lens through which we may ponder the improbable and the ineffable in the realm of financial analysis.

## **6. Conclusion**

In conclusion, the results of this study paint a rather colorful and, dare we say, whimsical picture of the correlation between the popularity of the first name "Stevie" and Netflix's stock price. It appears that in the world of financial markets, the rise and fall of stock prices may indeed be influenced by something as seemingly unrelated as the ebb and flow of a moniker with such varied connotations.

Our findings, with a correlation coefficient that nearly kisses 1 and a p-value that says, "Oh, this is definitely a thing," leave little room for doubt that there is indeed a peculiar dance between Stevie's stardom and Netflix's stock swings. It seems that as the name "Stevie" rises in popularity, so does the stock price of Netflix, mirroring each other with an almost eerie precision. This relationship is as clear as... well, Stevie Nicks' crystal visions.

The wacky correlation further serves as a reminder that in the strange and unpredictable world of financial analysis, even the most unexpected variables may hold surprising sway. We have delved into the nonsensical nexus of nomenclature and Netflix, shedding light on the inexplicable and the absurd in the world of financial markets.

But fear not, dear readers, for it is our conclusion that no further research is needed in this area. The tale of Stevie's stock surprises has been told, and it's time to let this quirky correlation take a bow and exit stage left. After all, every good saga must come to an end, and this one certainly has its fair share of twists and turns.