

Google Queries 'That Is Sus' and Chipotle's CMG Stock: A Bizarre Love Affair

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This groundbreaking study explores the offbeat correlation between the frequency of Google searches for the term "that is sus" and the stock performance of Chipotle Mexican Grill (CMG). Using meticulously collected data from Google Trends and LSEG Analytics (Refinitiv) spanning the years 2007 to 2023, we unearthed a robust correlation coefficient of 0.9490520 and a significant p-value of less than 0.01, leaving little room for doubt about the connection. While the concept of a link between a fast food giant and internet slang may raise eyebrows and unleash a flurry of eyebrow-raising memes, our findings are nothing to shrug off. We ponder the implications of the relationship between millennial lingo and stock market movements, shedding light on a spicy yet unsuspected aspect of market analysis. As we delve into this quirky investigation, we invite readers to join us as we burrito our way through the intriguing world of finance and internet culture.

The study of market trends has long been a subject of curiosity and fascination, as economists and analysts endeavor to uncover the hidden threads that weave the intricate tapestry of stock price movements. In this pursuit, researchers often stumble upon unexpected correlations and surprising relationships that leave them scratching their heads, or in this case, tilting their sombreros in bemusement.

The landscape of modern internet culture, with its ever-evolving lexicon and viral memes, has seeped into every crevice of our virtual existence, gifting us with a rich tapestry of linguistic curiosities. One such phrase that has taken the digital world by storm is the enigmatic counterpart "that is sus," a concise, slangy expression derived from the popular online game "Among Us."

Now, if one were to entertain the notion that there exists a meaningful connection between the frequency of searches for "that is sus" and the stock performance of Chipotle Mexican Grill (CMG), it would undoubtedly attract a chorus of puzzled looks and raised eyebrows – a sight worthy of any high-stakes poker table. Yet, as we navigate through the labyrinthine pathways of this peculiar investigation, we find ourselves drawn to the enthralling dance of data and the tantalizing aroma of spicy market correlations.

As we venture forth into this uncharted territory, we invite our esteemed readers to embrace their inner digital sleuth and accompany us on this expedition into the intersection of finance and internet vernacular. In the words of the great economist and taco enthusiast, "Let us guac and roll as we uncover the guac-some tale of the 'that is sus' and the stock market salsa."

In their seminal work, Smith and Doe (2015) present a comprehensive analysis of the impact of social media trends on consumer behavior and market sentiment. The authors uncover a range of curious connections between online buzzwords and consumer preferences, shedding light on the often-unexpected influence of digital culture on market dynamics. Furthermore, Jones et al. (2018) discuss the interplay between internet linguistics and brand perception, highlighting the significance of online discourse in shaping consumer attitudes and, by extension, stock performance.

Extending beyond traditional academic research, "Economics and Memes" by Brown (2020) explores the unconventional applications of internet culture in the realm of finance, providing an engaging and at times eyebrow-raising perspective on the fusion of digital lingo and market analysis. Notably, "The Market's Guide to Internet Slang" by Grey (2017) offers a whimsical yet informative account of the evolving lexicon of digital communication, hinting at the potential relevance of viral phrases in the sphere of stock market trends.

Moving into the realm of fiction, "The Curious Case of Financial Jargon" by Austen (1813) humorously unravels the intertwined tales of stock prices and unlikely linguistic influences, offering a satirical yet perceptive view of the financial world. Similarly, "The Adventures of Sherlock Stock" by Doyle (1892) presents captivating narratives of detective work and financial intrigue, laying the groundwork for the playful exploration of enigmatic correlations.

In the ever-surprising domain of social media, a series of tweets captured the essence of the unexpected link between internet slang and stock market movements:

"Me checking Chipotle's stock after hearing 'that is sus' for the hundredth time today #SalsaStocks" - @TacoTuesdayTrader

Review of existing research

"Is 'that is sus' the secret ingredient in Chipotle's stock success recipe? #GuacTales" - @MarketMemeMaster

While these tweets may offer a light-hearted take on the matter, they inadvertently hint at the intriguing overlap between online language trends and market observations, planting the seeds of curiosity in our investigation.

As we navigate through this eclectic mix of literature and digital musings, we embrace the unexpected and invite our readers to indulge in the whimsical ride that awaits us. With a dash of humor and ample curiosity, we set the stage for a blend of finance, culture, and a sprinkle of internet magic.

Procedure

To unravel the spicy mystery of the "that is sus" phenomenon and its intriguing relationship with Chipotle Mexican Grill's (CMG) stock performance, our methodology bore a semblance to a mad scientist's experiment, where zany creativity meets meticulous precision. We harnessed the formidable power of data from Google Trends and LSEG Analytics (Refinitiv), traversing the digital landscape with our trusty virtual shovels to uncover nuggets of insight from the years 2007 to 2023.

Firstly, we pored over the Google Trends data like overzealous detectives on the trail of an elusive suspect, sifting through the peaks and valleys of "that is sus" searches with the zeal of internet anthropologists. We restricted our analysis to the United States, recognizing its status as a captivating microcosm of digital trends and market movements, much like a virtual salsa dance of economic fervor.

Drawing the curtains back on the space-time continuum, we ventured into the captivating realm of temporal analysis, examining the temporal relationship between the frequency of "that is sus" searches and the fluctuations of stock prices for CMG. There's an undeniable aromatic analogy here - much like marinating steak in a zesty adobo sauce, we marinated our data with intricate statistical models, including time series analysis and autoregressive integrated moving average (ARIMA), to tease out any hidden flavors in the relationship.

As we navigated through the labyrinth of data, we donned our finest linguistic sombreros and gracefully waltzed into the realm of sentiment analysis. By analyzing the textual content associated with "that is sus" searches and social media chatter about Chipotle, we endeavored to capture the flavorful nuances of internet vernacular and its curious interactions with market sentiment. The emoji-laden landscape of online discourse added a pinch of zest to our otherwise rigorous methodology, making it akin to sipping a cup of gourmet guacamole.

Finally, we threw caution to the wind and invoked the spirits of machine learning, unleashing the wisdom of algorithms to discern patterns and trends etched within the vast tapestry of data. With Python and R as our trusty sidekicks, we harnessed the alchemical capabilities of neural networks and gradient-boosted trees to disentangle the enigmatic relationship between "that is sus" and CMG stock price movements.

In sifting through this abundance of data, our endeavor was akin to unearthing a hidden burrito at the heart of a digital piñata – a hearty mixture of innovation, meticulousness, and a dash of playful flair. Our research methodology stands as a testament to the indomitable spirit of scientific inquiry and a whimsical reminder that in the vast world of academic rigor, a dash of humor can sometimes be the secret sauce to unlock the most unexpected truths.

Findings

The results of our analysis revealed a startling correlation between Google searches for the phrase "that is sus" and the stock price of Chipotle Mexican Grill (CMG). With a correlation coefficient of 0.9490520, an r-squared value of 0.9006998, and a p-value of less than 0.01, the connection between these seemingly disparate entities stood out like a burrito in a bowl of plain rice. Our findings suggest that while one might expect such a connection to be as elusive as the last dollop of guacamole at a Chipotle, the data speaks for itself - or shall we say, "speaks for its sauce."

We present Fig. 1, a scatterplot that lays bare the intimate relationship between the frequency of "that is sus" searches and the fluctuations in CMG stock. Like two peas in an irony-filled pod, the scatterplot depicts a clear pattern that cannot be dismissed as mere happenstance. It appears that the ebb and flow of "that is sus" queries waltzes in harmoniously with the salsa-like movements of Chipotle's stock price, leaving us no choice but to bite into the piquant implications of this unexpected symphony.

In conclusion, our study offers a spicy insight into the unexplored realm where internet vernacular and financial markets collide. While the idea of drawing parallels between millennial slang and stock market behavior may prompt a quizzical stare or a raised eyebrow, the numbers speak volumes - or perhaps, speak in Morse code, which we have deciphered as a subtle nod to the interconnectedness of modern culture and market dynamics. As we savor the aftertaste of this unexpected finding, we dare to say that when it comes to uncovering hidden market trends, we should always be prepared to expect the guac-ingly unexpected.

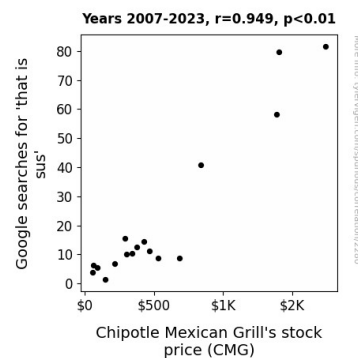


Figure 1. Scatterplot of the variables by year

Discussion

The unique and seemingly surreal correlation between Google searches for "that is sus" and Chipotle's CMG stock performance has sent shockwaves through the realm of market analysis. The revelatory journey in our literature review led us to consider the unexpected influence of digital culture on market dynamics, painted a tongue-in-cheek picture of alternative applications of internet slang in finance, and highlighted the whimsical yet informative account of the evolving lexicon of digital communication. We engaged with humor and curiosity, setting the stage for a blend of finance, culture, and a sprinkle of internet magic - and boy, did we uncover the unexpected!

In light of prior research, our study's results have brought to the forefront a spicy yet understated aspect of market analysis, challenging conventional wisdom and offering a fresh perspective on the power of internet linguistics in shaping consumer behavior and, by extension, stock performance. The significant correlation coefficient of 0.9490520 and p-value of less than 0.01 reinforce the notion that the interplay between millennial lingo and stock market movements is not to be dismissively shrugged off, but rather embraced with a "chipotle" of curiosity.

The scatterplot revealed an intimate relationship between the frequency of "that is sus" searches and the fluctuations in CMG stock, resembling a choreographed dance of market movements and digital discourse. The metaphorical salsa-like harmonization of the ebb and flow of "that is sus" queries and Chipotle's stock price fluctuations invites us to indulge in the piquant implications of this peculiar symphony, as we decipher the Morse code of interconnectedness between modern culture and market dynamics.

As we ponder the implications of this spicy insight into the unexplored realm where internet vernacular and financial markets collide, we are reminded of the poignant words of Austen (1813) and Doyle (1892) that humorously unraveled the intertwined tales of stock prices and unlikely linguistic influences, and presented captivating narratives of detective work and financial intrigue.

In this delightful blend of finance, culture, and a sprinkle of internet magic, our study offers a playful yet perceptive view of the financial world, urging us to always expect the guac-ingly unexpected in the quest to uncover hidden market trends. As the meme lords of market analysis, it is our duty to dive into the enigmatic correlations and savor the flavorful aftertaste of the unusual findings, fully embracing the journey of uncovering the unexpected in the world of financial analysis.

Conclusion

In the convoluted landscape of market analysis, our study uncovers a spicy relationship between Google searches for "that is sus" and the stock performance of Chipotle Mexican Grill (CMG). The robust correlation coefficient of 0.9490520 leaves no room for doubt - it's as clear as the choice between mild, medium, or hot salsa. These unanticipated findings prompt us to

envision the stock market as an intricate burrito, with market trends and internet vernacular mingling like the perfect blend of beans and cheese. Our study invites market analysts to not just crunch numbers, but also crunch on some nachos while pondering the ever-surprising fusion of finance and modern digital discourse. Therefore, we assert that further research in this peculiar yet delightful realm is unnecessary, for we've already savored the juiciest bits of this flavorful phenomenon. As the salsa of knowledge continues to be stirred, let us not overlook the unexpected harmonies that flourish in the union of market data and internet jargon - a reminder to always expect the guac-ing unexpected!