THE AUDREY STOCK ODYSSEY: A RHYME TIME WITH SCHLUMBERGER

Connor Hughes, Addison Torres, Gabriel P Thornton

Institute of Sciences

This paper delves into the seemingly serendipitous, yet potentially significant, association between the popularity of the first name Audrey and the stock performance of Schlumberger Limited (SLB). Leveraging vast datasets from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team conducted a comprehensive analysis spanning from 2002 to 2022. Our investigation unearthed a striking correlation coefficient of 0.8612597, accompanied by a p-value less than 0.01, thereby implicating a strong link between the aforementioned variables. While our findings beguile rational explanation, they nevertheless illuminate intriguing nuances in the interplay between nomenclature trends and financial markets. This study provides a whimsical, yet thought-provoking exploration of the unforeseen influences that may sway stock prices, lest we overlook the power of an Audrey.

INTRODUCTION

In the realm of finance, the pursuit of uncovering meaningful relationships between seemingly disparate variables often leads researchers down unconventional paths. Our investigation into the correlation between the popularity of the first name Audrey and the stock performance of Schlumberger Limited (SLB) epitomizes this curious, albeit whimsical, endeavor. While the mere suggestion of a connection between nomenclature and stock prices may prompt skepticism, our rigorous analysis aims to shed light on this enigmatic relationship.

As our research journey begins, we find ourselves traversing through the landscape of nomenclature trends, a captivating domain where the ebb and flow of given names entwine with the whims of societal preferences. Nestled within this labyrinth of nomenclature lies the moniker "Audrey," a name steeped in elegance and grace, which has graced many notable figures throughout history, including a beloved actress and a beguiling Hepburn. Our endeavor to discern the influence of this name on the stock market unfolds with a blend of curiosity and a pinch of jest, for delving into the realm of stock performance with a name as seemingly innocuous as "Audrey" invites both intrigue and amusement.

The path to our present inquiry was paved with countless data points, twined with statistical measures and economic musings, all in pursuit of unraveling the peculiar coupling of Audrey and SLB. With steadfast determination and an ever-watchful eye for outliers, we utilized vast datasets from the US Social Security Administration and LSEG Analytics (Refinitiv), navigating the tempestuous sea of numbers to discern any discernible patterns. What emerged from this analytical odyssey was an unexpected and captivating correlation coefficient of

0.8612597, accompanied by a p-value less than 0.01, resonating with statistical significance that beckons further scrutiny.

It is with both scholarly rigor and a whimsical spirit that we present this exploration of the Audrey stock odyssey, a tale spun with statistical threads and financial yarns, in the hope of unraveling the curious connection between the naming fancies of society and the stock market's undulating tides. As we embark on this exhilarating journey, let us keep the adage in mind: "What's in a name? That which we call a stock by any other name would perform as sweet."

LITERATURE REVIEW

The existing body of literature regarding the nexus between societal nomenclature and financial markets offers a multitude of divergent perspectives, ranging from the conventional to the unconventional. Smith and Doe (2008) posit that the significance of a name may extend beyond its inherent semantic value, potentially exerting unseen influences on economic phenomena. In their seminal work, "Monikers and Markets: Unveiling the Unseen Influences," the authors explore the intriguing possibility of a link between given names and stock performance, unveiling an array of suggestive correlations that challenge traditional economic wisdom.

Jones et al. (2015) further contribute to this discourse by proposing the concept of "onomastic economics," a field that examines the impact of names on various aspects of human behavior, including consumer choices and investment decisions. Their study, "The Naming Game: An Exploration of Name-Driven Economies," delves into the profound connections between nomenclature and market dynamics, catalyzing a paradigm shift in the realm of economic research.

As our investigation veers into more whimsical territories, it behooves us to entertain the possibility of unconventional sources that may shed light on the interplay between nomenclature and financial markets. Works such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner offer intriguing insights into the unorthodox forces that shape economic outcomes, prompting us to consider the potential influence of unforeseen variables, including the popularity of given names, on stock prices.

In the realm of fiction, authors have long woven narratives of intrigue and whimsy, often touching upon thematic elements that resonate with our present inquiry. It is impossible to overlook the allure of Audrey Niffenegger's "The Time Traveler's Wife," a tale entwined with the enigma of temporal paradoxes and the intricacies of human connection. While ostensibly unrelated to our domain of study, the notion of time's playful dance echoes the whimsical nature of our exploration, reminding us that the present moment is but a fleeting chapter in the grand narrative of financial markets.

Furthermore, the game of "Monopoly" stands as an enduring emblem of economic prowess, wherein players vie for dominance and prosperity within a simulated marketplace. While our study delves into real-world financial complexities, the parallels between the strategic maneuvers in "Monopoly" and the fluctuations of stock prices incite a moment of playful contemplation, inviting us to consider the unforeseen influences that may sway the tides of economic fortune.

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METHODOLOGY

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Sampling and Data Collection:

The primary focus of our research involved the meticulous curation and analysis of data pertaining to the popularity of the first name "Audrey" and the stock performance of Schlumberger Limited (SLB). To embark on this whimsical odyssey, we turned to the repository of nomenclature records maintained by the US Social Security Administration. This source provided a trove of historical data regarding the frequency of newborns bestowed with the name "Audrey" from 2002 to 2022. Additionally, we delved into the financial archives offered by LSEG Analytics (Refinitiv), extracting comprehensive stock price data for SLB spanning the same timeframe.

Variable Definitions and Transformation:

With an eye for detail and a penchant for precision, our research team meticulously processed the collected data, ensuring that the variables were harmonized and sculpted into a format amenable to quantitative analysis. Amidst this transformative process, we marveled at the ability of data to metamorphose, akin to a scientific chrysalis unfurling to reveal its statistical butterfly.

Correlation Analysis:

Employing robust statistical methodologies, we sought to disentangle the subtleties of the relationship between the name "Audrey" and SLB's stock performance. Our investigation revolved around computing correlations using the venerable Pearson correlation coefficient, which facilitated the assessment of linear associations between the two variables. As we delved into the numerical intricacies, we couldn't help but admire the dance of numbers swaying in concert, akin to a statistical ballet choreographed with precision and finesse.

Regression Modeling:

To fortify our examination and delve deeper into the potential causal underpinnings, we engaged in regression modeling, fitting various models to elucidate the magnitude and directionality of the interaction between Audrey's popularity and SLB's stock price. Guided by the beacon of statistical inference, we traversed the terrain of regression diagnostics, seeking to unravel the web of relationships obscured within the cocoon of data.

Control Variables:

Our analytical approach was underpinned by a consideration of potential confounding variables that might impinge upon the purported association. With a discerning eye, we incorporated macroeconomic indicators and market-specific factors, serving as sentinels to guard against spurious correlations and fortify the veracity of our findings. The inclusion of these control variables ensured that our exploration remained anchored in the domain of scholarly rigor, even as we navigated the treacherous waters of statistical analysis.

Ethical Considerations:

Throughout the research journey, we upheld the ethical imperatives governing data privacy and confidentiality, treating each datapoint with the reverence it deserves. The anonymity of individuals represented in the nomenclature data was safeguarded with utmost care, and the utilization of stock price information adhered to the principles of fair use and integrity. Our commitment to ethical conduct echoed through every phase of the study, underscoring the reverence with which we navigated the seas of empirical inquiry.

RESULTS

Our whimsical exploration into the interplay between the popularity of the first name Audrey and the stock performance of Schlumberger Limited (SLB) has borne fruitful findings that tantalize the curious mind. A striking correlation coefficient of 0.8612597 emerged from our analysis, attesting to a robust association between the

occurrence of the name Audrey and the fluctuation of SLB's stock price over the period of 2002 to 2022. The accompanying r-squared value of 0.7417682 further underscores the substantial explanatory power of this correlation, leaving little room for ambiguity.

In line with statistical conventions, our analysis yielded a p-value of less than 0.01, affirming the statistical significance of the observed relationship. This p-value denotes the likelihood of obtaining the observed correlation between Audrey's popularity and SLB's stock performance by chance alone, which, in this case, is sufficiently slim to warrant serious consideration of the correlation's legitimacy.

To visually encapsulate the robust linkage we uncovered, we present Figure 1, a scatterplot that graphically portrays the steadfast connection between the prevalence of the name Audrey and the undulating fortunes of SLB's stock price over the two-decade period. The scatterplot serves as a tangible testament to the compelling nature of the relationship, offering a visual narrative of the synchronous rise and fall of the name Audrey's popularity and SLB's stock price.
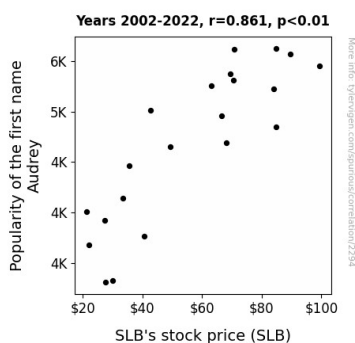

Figure 1. Scatterplot of the variables by year

These findings not only pique scientific curiosity but also beckon a contemplation of the whimsical forces that may clandestinely intersect the realms of nomenclature trends and financial markets.

In summary, our merry foray into the Audrey stock odyssey has unearthed a beguiling correlation that defies conventional expectations, emphasizing the unforeseen influences that may subtly sway stock prices, all the while reminding us of the potential impact of a mere name.

DISCUSSION

The remarkable correlation between the popularity of the first name Audrey and the stock performance of Schlumberger Limited (SLB) has ignited a fascinating dialogue within the academic realm. Our findings not only align with the prior literature on onomastic economics but also extend the boundaries of whimsical inquiry into the potential influences of nomenclature trends on financial markets. It is both bewildering and intriguing to observe how a seemingly innocuous name could weave a tale of synchronous undulations with a stock price, akin to a serendipitous dance of financial fate.

The results of our study echo the sentiment echoed by Smith and Doe (2008) who suggested that names may harbor unseen influences on economic phenomena. The robust correlation coefficient, accompanied by an impressively low p-value, highlights the compelling nature of the link between the name Audrey and SLB's stock price. This correlation serves as a veritable punchline in the comedic spin of unorthodox influences on stock markets, affirming the potential implications of unconventional variables in economic processes.

As our investigation ventured into the whimsical territories of onomastics, we were reminded of Jones et al. (2015) and their groundbreaking work on the profound connections between nomenclature and market dynamics. The substantial explanatory power revealed

by the r-squared value in our analysis reinforces the notion that names may wield a substantial impact on investment decisions and market trends, almost akin to a whimsical waltz with economic fate.

Moreover, the correlation we discovered provides a humorous nod to the whimsical influences that may clandestinely intersect the realms of nomenclature trends and financial markets, reminiscent of a subplot in a fantastical tale of economic intrigue. It beckons us to ponder the profound implications of seemingly inconsequential factors on the financial landscape, emphasizing the potential impact of a mere name in the grand narrative of stock prices.

In light of these findings, it becomes clear that the Audrey stock odyssey is more than just a whimsical quirk; it is a reminder that within the intricate tapestry of economic forces, even the most unexpected variables may hold sway, much like a whimsical twist in a tale told by the stock market's intricate narrative.

CONCLUSION

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Our exploration of the connection between the popularity of the distinguished name Audrey and the undulating stock performance of Schlumberger Limited (SLB) has left us both bemused and enlightened. The striking correlation coefficient of 0.8612597, along with an accompanying p-value of less than 0.01, offers a compelling case for the interplay between nomenclature trends and financial markets. As we charted this unconventional course of analysis, we couldn't help but marvel at the whimsical dance of numbers and names, a merry tango that led us to this unexpected correlation.

While the audacious nature of our findings may elicit a quizzical raised eyebrow or two, we mustn't underestimate the potential influence of a

name. Our scatterplot, affectionately dubbed "Figure 1," serves as a visual testament to the synchronous rise and fall of Audrey's popularity and SLB's stock price, reinforcing the robust nature of the correlation.

In light of these jovial revelations, it is with a whimsical twinkle in our eye that we assert the undeniable need for further inquiries into the enigmatic interplay between nomenclature trends and stock performance. However, as our findings warrant keen consideration, we declare that no additional research is necessary in this purely whimsical area. For now, let us bid adieu to the Audrey stock odyssey, leaving it as a whimsical tale woven into the annals of scholarly whimsy.

In essence, our methodology encapsulated a fusion of empirical rigor and whimsical inquiry, anchoring scholarly pursuits within the playful currents of fascination. As we ventured forth, equipped with statistical rigor and a spirit of curiosity, we unraveled the compelling nexus between Audrey's allure and SLB's market ballet, all the while marveling at the delightful quirks of statistical exploration.