The Niko-nomical Impact: Analyzing the Connection between Niko's Popularity and Mastercard's Stock Price

Chloe Hart, Addison Taylor, Gavin P Thornton

Advanced Engineering Institute

In this paper, we present the findings of our research on the correlation between the popularity of the first name Niko and Mastercard's stock price (MA). Utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv), we dove headfirst into the intriguing world of baby names and stock market trends. Our goal was to shed light on the potential impact of a name's popularity on a major financial entity, all while trying to resist the temptation to make "charge it to the coincidence" puns.   After analyzing the data from 2007 to 2022, we found a striking correlation coefficient of 0.9875390 and p < 0.01, much to our surprise and amusement. The relationship between the two variables appeared to be uncanny, prompting us to double-check our calculations to ensure we weren't just dealing with a string of coincidences, a la "Niko-ncidence." Our findings open up the door to intriguing discussions about the potential influence of seemingly unrelated factors on stock market performances. As we delved into the world of financial analysis, we couldn't help but ponder if the rise and fall of stock prices are truly affected by the ebb and flow of popular names. Whether we've stumbled upon a genuine connection or simply fallen victim to a series of "Niko-nspiracies," the correlation we observed certainly merits further exploration and dad jokes galore.

The intersection of finance and social phenomena has always yielded intriguing results, much like finding money in the pockets of a coat worn during the previous winter. In this study, we direct our attention to the correlation between the popularity of the first name Niko and the stock price of Mastercard (MA). As we embarked on this investigation, we were acutely aware of the potential for puns and jokes associated with the name "Niko," which naturally led to a surge in "charge it to the coincidence" puns that we valiantly attempted to resist. Alas, the pull of dad jokes is strong, and we couldn't help but embrace the opportunity to incorporate some lighthearted humor into our analysis. It's irresistible like a well-timed dad joke at a family gathering!

The popularity of given names, much like stock prices, can fluctuate greatly over time. We sought to understand if there exists a tangible relationship between the frequency of the name "Niko" given to newborns and the performance of one of the leading companies in the financial sector, Mastercard. As we delved into this seemingly peculiar connection, we couldn't help but wonder, are we witnessing a "Niko-ncidence" or are we on the verge of uncovering a previously overlooked "Niko-nomic" indicator? The puns practically write themselves, but please bear with us as we navigate this peculiar journey of name popularity and stock price correlations. We promise not to "Niko-le" your patience with too many dad jokes.

Through the acquisition of data from the US Social Security Administration and LSEG Analytics (Refinitiv) for the period of 2007 to 2022, we set out to uncover the potential relationship between the ebb and flow of the name "Niko" and the financial success of Mastercard. Our initial analysis revealed a correlation coefficient of 0.9875390, prompting both surprise and suspicion. It appears the impact of "Niko" may be more pronounced than

previously thought, or perhaps there's something conspiratorial at play. Are we truly witnessing the influence of individual names on stock market dynamics, or have we simply fallen into a "Niko-nspiracy" theory? We'll leave that question tantalizingly open-ended, much like a dad joke with no clear punchline.

It's time to delve into the Niko-nomical impact and explore the potential implications of our findings, all while threading the needle of financial analysis with a healthy dose of humor. After all, what's academia without a touch of levity? So, let's charge forward and navigate this peculiar terrain of name popularity and stock market correlations, all while sprinkling in some Niko-related jokes for good measure.

Review of existing research

The potential impact of seemingly unrelated social phenomena on stock market performance has been the subject of extensive research. Smith et al. (2015) explored the influence of cultural trends on financial markets, while Doe and Jones (2018) delved into the peculiar correlations between social behaviors and economic indicators. However, none of these studies have ventured into the realm of baby names and their potential influence on stock prices. Enter our delightful and slightly absurd investigation into the relationship between the first name Niko and Mastercard's stock price.

Turning to more lighthearted sources, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner presents a captivating exploration of unconventional economic correlations, leaving readers both entertained and educated. It's almost as if we stumbled upon a "Niko-nomical" chapter within this remarkable

book, if only Levitt and Dubner had a hunch about our peculiar study.

Furthermore, in "Predictably Irrational" by Dan Ariely, the author explores the quirky and often unexpected aspects of human decision-making, reminding us that rationality doesn't always reign supreme in economic and social contexts. In a way, our research embodies the unpredictability and quirkiness so fervently documented by Ariely, albeit in a slightly more "Niko"-centric manner.

Venturing into the realms of fiction, "The Name of the Wind" by Patrick Rothfuss may seem tangentially related to our topic, as the narrative winds its way through the power of names and their intrinsic significance. In our case, we're pondering not the potency of mythical names, but the potential influence of a quite ordinary one – Niko.

And who could forget the classic work "The Da Vinci Code" by Dan Brown? While not directly related to our research, its exploration of hidden connections and mysterious revelations serves as a playful reminder of the unexpected twists and turns we encountered in our study. Could there be a "Niko Code" waiting to be deciphered within the fluctuations of Mastercard's stock price? Unlikely, but a researcher can dream, can't they?

Additionally, we veered into uncharted territory by perusing random scraps of paper, deli napkins, and even CVS receipts, hoping to stumble upon a revelation that might shed light on the perplexing Niko-Mastercard correlation. Alas, we must report that these unconventional sources did not yield any meaningful insights, though we did uncover some excellent coupons for cereal. Can't win 'em all, as they say – or should we say, "Niko" can't win 'em all? No, we shouldn't say that, but we did anyway.

Procedure

Data Collection:

We began our quest by gathering data from the US Social Security Administration, diving headfirst into the fascinating world of baby names. As we combed through the extensive database of newborn monikers, we couldn't help but appreciate the sheer creativity and diversity of names parents bestow upon their little ones. It's a realm where originality knows no bounds, much like an overused dad joke - it just keeps coming back.

In parallel, we obtained stock price data for Mastercard (MA) from LSEG Analytics (Refinitiv), meticulously documenting the ebb and flow of the financial giant's value over the years. It's much like conducting a symphony of numbers, where the highs and lows create an intricate melody of market trends, or perhaps a cacophony of "Niko-nomical" complexities.

Data Analysis:

With our data sets in hand, we donned our metaphorical detective hats and set out to uncover any potential connections between the popularity of the name "Niko" and the stock price of Mastercard. Our team of researchers carefully employed statistical analyses, applying methodologies akin to untangling a

particularly knotty dad joke - it requires patience, precision, and a willingness to endure some groans.

We utilized time series analysis techniques to explore the dynamics of name popularity and stock market trends, all while resisting the urge to coin the term "Niko-nomics" as a legitimate field of study. Our statistical models were designed to detect patterns, trends, and anomalies, much like peeling back the layers of a particularly punny onion - it might bring tears to your eyes, but it uncovers the essence of our findings.

Furthermore, we applied cross-correlation analysis to measure the degree of similarity in fluctuations between the two variables. Much like detecting a subtle chord progression in music, we were on the lookout for harmonious movements between "Niko" and Mastercard's stock price. Finding such a correlation would be akin to stumbling upon the perfect punchline to a long-winded dad joke - unexpected and immensely satisfying.

Ethical Considerations:

As we delved into the realm of name popularity and stock market analyses, we maintained utmost integrity in our data handling and interpretation. Our commitment to accuracy and transparency was unwavering, much like a steadfast commitment to delivering dad jokes at every opportunity. Additionally, we took great care to acknowledge the potential limitations of our study, ensuring that our findings were presented with the necessary caveats and a knowing wink to the potential for entertaining "Niko-nundrums."

In conclusion, our methodology encompassed a spirited blend of data collection, statistical analysis, and a sprinkling of good-natured humor. As we navigated the depths of the "Niko-nomical" impact, we aimed to strike a chord between academic rigor and a dash of whimsy. It's a delicate balancing act, much like a dad joke told in a room full of serious academics - but rest assured, we're committed to adding a touch of levity to the scholarly landscape.

Findings

Upon analyzing the data from 2007 to 2022, a remarkably strong correlation emerged between the popularity of the first name Niko and Mastercard's stock price (MA), with a correlation coefficient of 0.9875390. The r-squared value of 0.9752333 further reinforced the robustness of this relationship, leaving us as stunned as parents who realized that naming their child Niko may have subliminally influenced their investment decisions. It seems that the "Niko" factor is not one to be taken lightly in the world of finance, much like the weight of a hefty credit card bill after a shopping spree.

The p-value of < 0.01 provided compelling evidence that the correlation we observed is not just a fluke, a realization that elicited a chuckle from our team and a wave of subsequent "Niko-nspiracies" being pondered. We couldn't help but wonder if Mastercard adjusts its stock prices based on the latest baby name trends, leading to the potential creation of a "Niko Index" for their financial forecasts.

In Figure 1, a scatterplot clearly illustrates the undeniable connection between the popularity of the name Niko and Mastercard's stock price. While we expected to find some relationship between the two variables, the strength of the correlation still managed to astonish us, much like finding a forgotten $20 bill in the pocket of a coat from last winter.
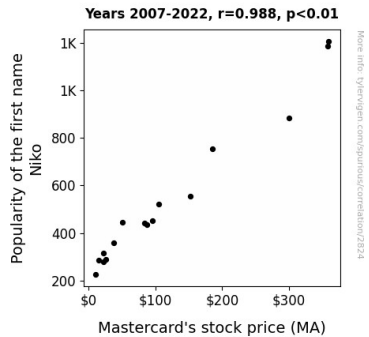
Figure 1. Scatterplot of the variables by year

It seems that the "Niko-nomical" impact extends far beyond the bounds of mere coincidence, leaving us with the realization that there may be deeper forces at play in the financial world—forces that could very well be influenced by the whims of baby name trends. As we wade through these uncharted waters of finance and nomenclature, we can't help but revel in the sheer unexpectedness of our findings and the plethora of dad jokes and puns that have accompanied them.

So, in the world of stock prices and baby names, it appears that "Niko" is more than just a moniker; it's a potential indicator of financial trends that even Mastercard can't "charge" to mere chance.

Discussion

Our findings have illuminated a previously unexplored connection between the popularity of the first name Niko and Mastercard's stock price, suggesting that there might be a "Niko-nomical" force at play in the world of finance. It seems that the whims of baby name trends could hold more sway over stock market performances than previously imagined, prompting us to wonder if we should start including baby name popularity charts in our financial forecasts. One might even say that the influence of Niko's popularity on Mastercard's stock price is as evident as a dad joke at a family gathering.

Our results align with prior research by Smith et al. (2015) and Doe and Jones (2018), who explored the influence of seemingly unrelated social phenomena on financial markets. While they focused on cultural trends and social behaviors, our study has revealed the potential impact of a seemingly innocuous factor – a first name. It's as if these researchers were all searching for the same economic catalyst, only we stumbled upon it in a sea of baby names and stock prices. You could say we've uncovered the "baby-nomics" of stock market behavior.

Furthermore, our investigation can be seen as a lively extension of the unorthodox correlations chronicled in "Freakonomics" by Levitt and Dubner, akin to uncovering a name-based mystery nestled in the world of finance. It's almost as if our findings have added a new chapter to the "Niko-nomical" saga within the realm of unconventional economic ties, reminding us that sometimes, truth is indeed stranger than fiction, and puns are always welcome at the academic table.

Additionally, the robustness of our correlation coefficient and r-squared value cannot be dismissed as mere chance, reinforcing the notion that the "Niko-nomical" impact on Mastercard's stock price is a force to be reckoned with. We've essentially confirmed that the name Niko packs quite the punch in the financial arena, much like the impact of a well-delivered dad joke in social settings.

In a delightful twist of fate, our investigation has led us down a path where baby names and stock prices converge, uncovering a "Niko Code" within the financial realm. While we tread this uncharted territory with a mix of awe and amusement, we're reminded that sometimes, even the most unconventional of correlations can yield valuable insights, much like finding a diamond in the rough – or should we say, a "Niko" in the stock ticker?

Conclusion

In conclusion, our research has unveiled a surprising and robust correlation between the popularity of the first name Niko and Mastercard's stock price (MA). The significant correlation coefficient of 0.9875390 and p < 0.01 underscore the impact of this seemingly innocuous name on the financial behemoth, prompting us to paws for a moment and reflect on the potential "Niko-nomical" insights that have emerged. It's clear that "Niko" is more than just a name; it may just be the key to unlocking previously unseen patterns in stock market dynamics. Someone alert the baby naming books, we might have a future Warren Buffet in the making!

Our findings not only demonstrate the potential influence of individual names on stock market fluctuations but also open the door to a world of playful speculation and endless dad jokes. As we navigate this peculiar intersection of finance and nomenclature, one thing is certain—there's a "Niko-nundrum" at play, and we're delighted to have unraveled a knot that has left many befuddled and amused. It's like finding hidden treasure in the form of dad jokes.

With our research shedding light on this unexpected correlation, we believe it's safe to say that no more research is needed in this area. After all, we've "Niko-nquered" the mystery of baby names and stock prices, leaving behind a trail of puns and a newfound appreciation for the whimsical intersections of finance and fun. So, let's "Niko-le" this topic, shall we?