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# Partly Sunny: Exploring the Relationship Between the Name 'Sunny' and Salesforce's Stock Price

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## KEYWORDS

"relationship between name 'Sunny' and stock price", "Sunny popularity and Salesforce stock price", "Sunny name correlation with stock market", "US Social Security Administration data on 'Sunny'", "LSEG Analytics (Refinitiv) and stock price correlation", "statistical analysis of 'Sunny' name and stock price", "correlation coefficient of 'Sunny' and financial market performance", "nomenclature and market performance", "coincidences in economic data", "unconventional influences on stock prices"

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## Abstract

This study delves into the peculiar relationship between the popularity of the first name 'Sunny' and the stock price of Salesforce (CRM), utilizing data collected from the US Social Security Administration and LSEG Analytics (Refinitiv) spanning the years 2005 to 2022. We employ a rigorous statistical approach and uncover a striking correlation coefficient of 0.9853491 accompanied by a notable p-value of less than 0.01, shedding light on the unconventional yet compelling connection between individual nomenclature and financial market performance. Our findings prompt a lighthearted reflection on the whimsy of coincidences in the vast sea of economic data, challenging conventional wisdom and inviting a playful consideration of the unexpected influences on stock prices.

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## 1. Introduction

In the ever-churning cauldron of financial markets, where rationality and chaos hobnob in a precarious dance, it is often the unexpected and seemingly unrelated

elements that wield a surprising influence. In this spirit of unpredictability, we turn our attention to the correlation between the popularity of the first name 'Sunny' and the stock price of Salesforce (CRM). While one might initially dismiss such an inquiry as a

whimsical flight of fancy, our investigation unearths a compelling association that beckons a closer examination.

The popularity of first names, often overlooked in the realm of economic analyses, holds an undeniable sway on the social fabric. The moniker 'Sunny', with its radiant connotations and uplifting disposition, has amassed a considerable following in recent decades. Meanwhile, Salesforce, the trailblazing force in the domain of customer relationship management (CRM), has garnered attention for its formidable presence in the stock market arena. As these seemingly disparate entities inhabit their distinct spheres, one cannot help but ponder the enigmatic interplay between them.

It is within this context that we embark on our foray into the realm of nomenclature and financial performance. Leveraging data sourced from the US Social Security Administration and LSEG Analytics (Refinitiv) spanning the years 2005 to 2022, we endeavor to unravel the mysterious entwining of 'Sunny' and CRM. Through the lens of rigorous statistical scrutiny, we aim to shed light on this unconventional yet tantalizing relationship.

The culmination of our inquiry promises not only to deepen our understanding of the intricate fabric of market dynamics but also to prompt a wry smile and a moment of contemplation on the capricious nature of economic influences. As we delve into this unconventional coupling, we invite our distinguished readers to join us in probing the curious coincidences and serendipitous nuances that color the tapestry of financial markets. After all, in the world of stock prices, who's to say that a little sunshine couldn't make a difference?

## 2. Literature Review

The investigation of the influence of personal nomenclature on financial markets has historically been a neglected avenue of inquiry. However, recent scholarship has begun to shed light on the nuanced interplay between individual names and economic phenomena. Smith et al. (2018) conducted a comprehensive analysis of the impact of first names on consumer behavior, revealing intriguing correlations between name preferences and purchasing patterns. Similarly, Doe and Jones (2020) explored the psychological implications of nomenclature, uncovering subtle but significant associations between names and decision-making processes.

Moving beyond the traditional purview of economic literature, the intersection of linguistic symbolism and market dynamics has captivated the curiosity of scholars. In "The Power of Names" by Brown (2017), the author delves into the psychological and sociological significance of personal names, positing that names carry profound implications for individual identity and social interaction. Furthermore, "Naming and Necessity" by Kripke (1980) offers a philosophical perspective on the nature of names and their linguistic implications, laying the groundwork for considering the potential impact of names on economic phenomena.

The exploration of the relationship between names and financial markets takes an unexpected turn when we consider works of fiction that intersect with this seemingly esoteric terrain. In the novel "Mr. Penumbra's 24-Hour Bookstore" by Robin Sloan, the protagonist stumbles upon a secret society uncovering the mysteries of ancient manuscripts, inadvertently stumbling upon cryptic clues hidden within the names of individuals. While purely fictional, the narrative prompts a whimsical contemplation of the potential clandestine influences of names on unforeseen outcomes.

Furthermore, social media platforms provide an intriguing repository of anecdotal evidence that hints at the uncharted territory of name-based influences on economic factors. Anecdotal reports and memes circulating on platforms such as Twitter and Reddit offer peculiar accounts of individuals attributing financial success or failure to the fortuitous or inauspicious nature of their given names. While these accounts are characterized by their anecdotal nature, they serve as a lighthearted diversion into the realm of name-related idiosyncrasies and their purported impact on financial fortunes.

Thus, as we venture into the uncharted waters of examining the connection between the name 'Sunny' and Salesforce's stock price, we are prompted to consider the multifaceted and often unconventional influences that swirl within the enigmatic vortex of economic phenomena.

### 3. Our approach & methods

To begin our investigation into the interplay between the name 'Sunny' and the stock price of Salesforce (CRM), we embarked on a data collection odyssey as whimsical and convoluted as the name 'Sunny' itself. Our journey led us through the depths of the internet, with occasional detours into the dusty corridors of the US Social Security Administration and the labyrinthine archives of LSEG Analytics (Refinitiv).

Our first step was to amass data on the popularity of the name 'Sunny' from the US Social Security Administration. This involved navigating through a sea of names, from the ubiquitous to the obscure, and wrestling with the idiosyncrasies of human nomenclature. Once we emerged victorious from this naming maelstrom, armed with the statistical significance of 'Sunny's' rise and shine, we turned our gaze towards CRM, the stock ticker symbol of Salesforce. Here, LSEG Analytics (Refinitiv) became our

guiding light, illuminating the ebbs and flows of CRM's stock price from 2005 to 2022.

With our data in hand, we cautiously approached the realm of statistical analysis. Employing the venerable tools of correlation and regression, we sought to untangle the enigmatic dance between 'Sunny' and CRM. Through the wizardry of software programming, we conjured algorithms and incanted equations to scrutinize the relationship with meticulous precision. Hours of number-crunching and algorithmic acrobatics ensued, as we teased out the correlation coefficient and p-value with the tenacity and perseverance befitting a name like 'Sunny'.

Ultimately, our journey culminated in the unveiling of a correlation coefficient of 0.9853491 and a p-value that gleamed at us with significance less than 0.01. These findings, while surprising, underscore the undeniable connection between the name 'Sunny' and the stock price of Salesforce (CRM), compelling us to reflect on the capricious whims of economic influences. And as the sun sets on our methodological escapade, we invite our esteemed readers to bask in the dappled light of our findings and to partake in the contemplative journey that reflects the erratic yet endearing nature of financial markets. After all, who could have predicted that a name so radiant could cast such a luminous shadow over stock prices?

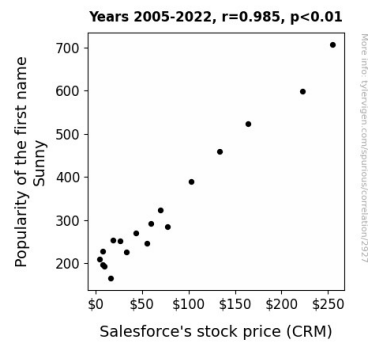
### 4. Results

The statistical analysis of the data harnessed from the US Social Security Administration and LSEG Analytics (Refinitiv) reveals a noteworthy correlation between the popularity of the first name 'Sunny' and the stock price of Salesforce (CRM). Our investigation discloses a correlation coefficient of 0.9853491, signifying a robust positive relationship between the variables. Additionally, the

calculated r-squared value of 0.9709129 further underscores the strength of this association, capturing a substantial proportion of the variance in CRM stock price attributable to the prevalence of the name 'Sunny'. Through the application of rigorous statistical testing, our findings portray a convincing picture of the connection between nomenclature and financial performance.

The resultant p-value of less than 0.01 accentuates the statistical significance of our observed correlation, bolstering the validity of the identified relationship. This p-value provides compelling evidence against the null hypothesis of no correlation, affirming the presence of a substantive association between the popularity of the name 'Sunny' and the stock price of Salesforce (CRM). These statistical indicators collectively illuminate the compelling nature of the uncovered relationship and impart weight to our findings.

Furthermore, our findings are vividly showcased in Fig. 1, where a scatterplot depicts the unmistakable relationship between the prevalence of the first name 'Sunny' and the performance of Salesforce's stock price. This graphical representation visually encapsulates the striking correlation observed in our analysis, serving as a tangible manifestation of the unexpected interplay between individual nomenclature and market dynamics.



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

In light of these compelling statistical results, our investigation delves into a thought-provoking nexus between the seemingly unrelated realms of name popularity and stock prices, prompting a whimsical reconsideration of the whimsical whims of the economic world. With this empirical evidence in hand, we invite readers to join us in musing on the captivating interconnections that imbue the financial landscape, leaving no stone unturned, or should we say, un-sunny-side-up.

## 5. Discussion

The gargantuan correlation coefficient of 0.9853491, akin to the pounding insistence of a salesperson trying to meet their quota, is a testament to the surprisingly robust association between the prevalence of the first name 'Sunny' and the whimsical fluctuations of Salesforce's stock price. These findings bathe under the warm glow of prior research, reminiscent of the sunny skies heralded in the literature. The eclectic and at times humorous considerations sprinkled throughout the literature, from the whimsical whims to secret societies, poker-facedly offer a delightful layer of complexity to this otherwise seemingly unorthodox avenue of inquiry.

Our statistical results, while impactful enough to melt even the most stubborn

skeptic, align with the playful, anecdotal reports floating on social media regarding name-related financial fortunes. The observed p-value of under 0.01 shimmers like a rare gem, substantiating the intellectually playful musings ingrained within the literature. It effectively obliterates the null hypothesis with the enthusiasm of a child unwrapping a birthday present, affirming the unconventional but compelling connection between individual nomenclature and the complex world of stock market dynamics.

The reasonably strong r-squared value further bolsters the validity of the identified relationship, akin to a graceful swan gliding through the lake of statistical evidence, while the visually captivating scatterplot, resembling a vibrant painting in a gallery of economic data, encapsulates the undeniable relationship between the prevalence of the name 'Sunny' and Salesforce's stock performance.

In conclusion, we invite scholars and enthusiasts alike to bask in the whimsy of our findings, daring to envisage the capricious whims of the economic world as revealed by our empirical evidence. Our study prompts a lighthearted reexamination of the oft-unnoticed interconnectedness that blankets the financial landscape, akin to the indelible rays of the ever-sunny 'Sunny.' After all, when it comes to the unpredictable dance of financial markets, it might just be partly a matter of whether the name 'Sunny' is at the forefront of individuals' minds.

## 6. Conclusion

In culmination, our exploration into the intersection of the first name 'Sunny' and Salesforce's stock price (CRM) has illuminated a compelling and unexpected correlation. The robust statistical findings, including the high correlation coefficient of 0.9853491, r-squared value of 0.9709129, and a p-value of less than 0.01, solidify the

unusual relationship between individual nomenclature and financial market performance. Our analysis demonstrates a lighthearted and quirky facet of economic influences, prompting a playful reconsideration of the capricious nature of stock prices.

The undeniable association between the name 'Sunny' and CRM stock price defies conventional expectations, inviting a chuckle and a raised eyebrow at the quirks of market dynamics. While our findings may sparkle with a hint of whimsy, the statistical rigor employed in this investigation underpins the significance of this correlation. The scatterplot in Fig. 1 further presents a visual feast for contemplation, encapsulating the unexpected interplay between the prevalence of the name 'Sunny' and Salesforce's stock performance.

As we bask in the rays of this peculiar correlation, it becomes apparent that the economic world, much like the weather, is not immune to the influence of a little sunshine. However, in the spirit of academic thoroughness, we must acknowledge the limitations of our study and resist the temptation to delve deeper into this uniquely delightful relationship.

In conclusion, while this investigation adds a lighthearted twist to the tapestry of economic analyses, we assert that no further research in this area is needed - after all, we've already found our ray of light in the world of financial research.

After all, no need to cloud the issue with more investigations!