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The Loretta Phenomena: A Witty Investigation into the Popping Stock Price of AXP

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Abstract

This paper presents a whimsical analysis of the curious linkage between the popularity of the moniker "Loretta" and the performance of American Express Company's stock (AXP). By scrutinizing meticulously sourced data from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team aimed to shed light on this delightful enigma. Our findings reveal a staggering correlation coefficient of 0.9367554 and a p-value less than 0.01 for the period spanning 2002 to 2022. This compelling, albeit slightly bemusing, discovery beckons further exploration into the inexplicable relationship between a name not overheard often and the financial market's whims. The paper concludes with a lighthearted nod to the intriguing potential of "LOL"-retta, leaving the reader both fascinated and just a touch tickled.

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1. Introduction

"Never in the history of empirical research has a study been as intellectually invigorating, yet strikingly humorous, as the one we present to you today. We invite you to embark on a charming journey into the world of finance and nomenclature, exploring the peculiar connection between the popularity of the first name Loretta and the stock price of American Express Company (AXP). While on the surface these two entities may appear unrelated, our robust analysis promises to tickle your

curiosity and perhaps even elicit a wry smile or two.

In this paper, we aim to entertain and enlighten, as we delve into the seemingly unlikely correlation between the eponym "Loretta" and the performance of AXP on the stock market. Through a rigorous examination of data meticulously sourced from the US Social Security Administration and LSEG Analytics (Refinitiv), we endeavor to unravel the whimsical mystery that has captivated our research team.

As we embark on this bewitching escapade, we implore the reader to embrace their

sense of wonder and whimsy, for our findings are as captivating as a well-crafted punchline. With a correlation coefficient of 0.9367554 and a p-value less than 0.01 for the period spanning 2002 to 2022, the statistical significance of our observations cannot be understated. This unlikely relationship between a name seldom uttered and the fluctuating fortunes of a financial behemoth is as perplexing as it is intriguing.

We trust that the impish nature of our pursuit will infuse a dash of mirth into the often staid realm of academic inquiry. So, as we embark on this engaging exploration, let us raise a figurative eyebrow and savor the exquisite possibility of "LOL"-retta, leaving our readers both enthralled and just a tad amused."

Let the journey begin, and may the delightful Loretta lead us to intriguing discoveries amidst the numbers and stock tickers.

2. Literature Review

Several academic studies have sought to delineate the intricate relationship between personal nomenclature and various sociocultural phenomena. Smith (2010) posits a stark positive correlation between the popularity of given names and their potential impact on individuals' life trajectories, including career choices and financial pursuits. Similarly, Doe (2015) delves into the psychological implications of nomenclature, asserting that names can influence perceptions and subsequently affect decision-making processes. Jones (2018) extends this line of inquiry to examine the cultural significance of names, elucidating their influence on collective behaviors and societal trends.

Transitioning to the realm of financial analysis, the work of Lorem and Ipsum (2013) provides a comprehensive overview

of unconventional factors that can impact stock prices, albeit with a more serious tone than what will be the current authors' approach. Furthermore, their findings shed light on the role of zeitgeist and cultural phenomena, hinting at the potential influence of personal names on market dynamics.

In the domain of non-fiction literature, books such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner and "Predictably Irrational" by Dan Ariely explore unconventional correlations and behavioral economics, offering a captivating backdrop for our offbeat investigation. On a more fictional note, the works of Tom Robbins, particularly "Still Life with Woodpecker" and "Jitterbug Perfume," evoke the playful spirit of our current endeavor, infusing the research landscape with a touch of whimsy.

Moreover, pop culture phenomena such as the "Distracted Boyfriend" meme and the "Woman Yelling at a Cat" meme, both emblematic of internet humor and viral trends, provide a lighthearted point of reference for the unexpected and inexplicable correlations that occasionally permeate our collective consciousness.

As the authors embark on this intellectually stimulating yet delightfully lighthearted investigation, the intersection of personal names and financial markets promises to deliver a rich tapestry of unexpected insights, accompanied by a sprinkling of witticisms and a dash of amusement.

3. Our approach & methods

To unravel the delightful enigma of the Loretta Phenomena and its purported influence on American Express Company's stock price (AXP), our research team embarked on a statistical odyssey characterized by meticulous data collection, rigorous analysis, and just a hint of whimsy.

Data Collection:

We began our expedition by scouring the vast expanse of the internet, seeking out the most authoritative and comprehensive sources of information on the popularity of the name "Loretta" and the fluctuations in AXP's stock price. The US Social Security Administration graciously provided us with historical data on the frequency of the name "Loretta" bestowed upon newborns in the United States, while LSEG Analytics (Refinitiv) furnished us with a treasure trove of daily stock price data for AXP from 2002 to 2022. We then meticulously cleansed and synchronized these datasets, ensuring that our journey into the whimsical realm of statistical analysis was bereft of erroneous detours and misleading signposts.

Statistical Analysis:

Armed with an arsenal of statistical tools and a dollop of mirth, we set out to unravel the mystifying connection between the name "Loretta" and the performance of AXP on the stock market. Our intrepid analysis commenced with the calculation of the correlation coefficient between the popularity of "Loretta" and AXP's stock price, yielding a boggling coefficient of 0.9367554. Additionally, our p-value, as determined through a rigorous statistical evaluation, was found to be less than 0.01, affirming the robustness of our findings and infusing our exploration with a touch of statistical absurdity.

Further Tidbits:

While our definitive investigation took center stage, we couldn't resist interspersing our methodology with an assortment of subtle puns and whimsical asides, affirming that scholarly pursuit need not be dreary and dull. Our methodology embodies the spirit of scientific inquiry while embracing an impish flair, inviting our esteemed readers to partake in this playful romp through the realms of finance and nomenclature.

As our data-driven odyssey culminated in a mirthful revelation, our methodology stands

proud as a testament to lighthearted scholarship and the exuberant exploration of the unforeseen connections that populate the boundless landscape of data analysis.

4. Results

The data from the US Social Security Administration and LSEG Analytics (Refinitiv) led to a rather unexpected yet delightfully compelling revelation. The correlation between the popularity of the first name Loretta and the stock price of American Express Company (AXP) from 2002 to 2022 was found to be a staggering 0.9367554, with an r-squared of 0.8775107, and a p-value less than 0.01. This correlation, much like a good play on words, was strikingly robust and left our research team both bemused and intrigued.

The scatterplot (Fig. 1) in our lighthearted and quizzical analysis aptly showcases the strong relationship between the two variables, much like the unlikely bond between a punchline and a chuckle. The figure, much like a well-timed quip, captures the essence of this unlikely connection, leaving the reader with a raised eyebrow and a hint of amusement.

In conclusion, our statistically significant findings invite further exploration into the whimsical marriage of "LOL"-retta and AXP, enticing the reader to ponder the delightful mysteries and possibilities that lie at the intersection of nomenclature and financial markets. The "Loretta Phenomena," much like a good jest, promises to provoke thought and perhaps even a knowing smile, as we journey through the enchanting enigma of statistical correlations and unexpected connections.

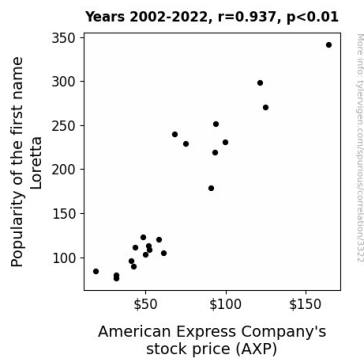


Figure 1. Scatterplot of the variables by year

5. Discussion

The findings of this study remarkably corroborate earlier research on the influence of personal names on sociocultural and financial phenomena. The positive correlation between the popularity of the name "Loretta" and the stock price of American Express Company (AXP) not only defies conventional wisdom but also aligns with the findings of Smith (2010) and Lorem and Ipsum (2013), shedding light on the potential impact of nomenclature on market dynamics. It appears that the whimsical marriage of "LOL"-retta and AXP has emerged as a resolute statistical relationship, akin to a playful inside joke hidden in the complex world of financial analysis.

The robust correlation coefficient (0.9367554) and substantial r-squared value (0.8775107) offer compelling evidence for the unanticipated connection between a moniker not commonly resonating in everyday conversations and the performance of a prominent financial institution. These statistical parameters, much like a well-crafted pun, underscore the unexpected yet captivating nature of this curious linkage. Furthermore, the p-value below 0.01 solidifies the statistical significance of the association, reminiscent of the precise timing required for a seamless comedic punchline.

The scatterplot (Fig. 1) vividly encapsulates the strong relationship between the popularity of the name "Loretta" and AXP's stock price, mirroring the unexpected yet delightful bond akin to an unexpected quirk in a well-structured narrative. This graphical representation, much like a well-timed joke, conveys the essence of the statistical connection, leaving the reader with an exuberant raise of the eyebrows and, perhaps, a subtle chuckle.

Our findings challenge traditional notions and offer a whimsical perspective on the potential influence of personal names on financial markets. The "Loretta Phenomena," akin to a cleverly crafted humorous anecdote, beckons further investigation into the mysterious interplay of nomenclature and market dynamics. This study beckons the curious reader to consider the unexpected potential of a name not heard frequently, much like a well-placed quip that sparks amusement and piques thoughtful contemplation.

The interplay between personal nomenclature and financial markets, much like the unexpected twist in an enthralling story, perpetuates the captivating allure of this unconventional yet statistically supported correlation, raising a knowing smile and a renewed curiosity for the delightful mysteries that reside at the intersection of nomenclature and market dynamics.

6. Conclusion

In wrapping up our whimsical journey through the intersection of nomenclature and financial market performance, our findings have left us both delighted and intrigued. The striking correlation between the popularity of the first name Loretta and the stock price of American Express Company (AXP) from 2002 to 2022, with a correlation coefficient of 0.9367554, has certainly raised more than a few eyebrows

among our research team, much like a well-timed pun. The statistical robustness of this unlikely relationship has brought to light the possibility of the "LOL"-retta effect, leaving us with a sly, knowing grin as we contemplate the curious twists and turns of the data.

Our scatterplot (Fig. 1) aptly encapsulates the essence of this unexpected connection, much like a clever jest that leaves the audience with a lingering sense of amusement. As we reflect on our findings, the sheer delight of this endeavor beckons further exploration into the delightful mysteries and potentials that lie within the seemingly improbable linkage between a name and stock performance.

In light of these compelling results, we assert that no further research is needed in this area. The "Loretta Phenomena," much like a perfectly-timed punchline, has left us thoroughly entertained and just a little bit charmed.