



Review

The Thirst for Equinix: Unveiling the Aqua-Stock Nexus

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This paper delves into the fascinating relationship between US bottled water consumption per person and Equinix's stock price (EQIX) over the period of 2003 to 2022. Using data sourced from Statista and LSEG Analytics (Refinitiv), our research team set out to quench the thirst for understanding this unexpected nexus. Our findings revealed a staggering correlation coefficient of 0.9228452, with a p-value less than 0.01, indicating a robust statistical association. It seems that when it comes to bottled water consumption and Equinix, there is indeed an undeniable connection – one that could make investors and hydrophiles alike say, "water mesmerizing correlation!"

It is often said that "water is life," and for Equinix, it appears that water consumption might also be stock price. In a world where the stock market and consumer behavior seem as unrelated as chalk and cheese, our research has uncovered a surprising and thirst-quenching connection between US bottled water consumption per person and Equinix's stock price (EQIX). This intriguing relationship has left us feeling quite "refreshed" as we navigate the waters of statistical analysis and stock market dynamics.

Speaking of refreshment, this research endeavor certainly left us feeling like we were diving into uncharted waters. As we cautiously waded through years of data from

Statista and LSEG Analytics (Refinitiv), we couldn't help but ponder upon the sheer audacity of comparing something as essential as water consumption to the complex world of stock pricing. It was like attempting to mix oil and water, but with statistical methods and spreadsheet sorcery, we managed to unveil correlations that were as surprising as finding a one-dollar bill at the bottom of a swimming pool.

We were particularly interested in Equinix, the global interconnection and data center company that has been making waves in the stock market over the past two decades. With our curiosity piqued, we set sail on this scientific voyage to explore the correlation between this technological giant and a basic

human need – water. It was quite the deep dive into realms of data analysis and market trends, but we emerged with findings that seemed to flow as smoothly as a well-designed water distribution system.

As we submerged ourselves into the depths of statistical analysis, we were reminded of the words of the famous scientist, Albert Einstein, who once quipped, "Not everything that can be counted counts, and not everything that counts can be counted." But in this case, we beg to differ – for in the realm of econometrics and financial analysis, every drop of data counted in our quest to uncover the mysterious connection between bottled water consumption and Equinix's stock price.

With the stage set for our watertight investigation, we invite readers to dive into the depths with us as we unveil the surprising aqua-stock nexus. As we navigate the currents of correlation coefficients and p-values, we hope to elucidate a connection that could leave even the most seasoned investor exclaiming, "Water marvelous revelation!"

Prior research

In "Smith et al.," the authors find that bottled water consumption in the United States has been steadily increasing over the past few decades, with consumers showing a growing preference for purified and flavored water products. Meanwhile, "Doe and Jones" reveal that Equinix's stock price has experienced substantial fluctuations, mirroring the ebb and flow of the tech industry's tides.

Now, let's dive into some real page-turners related to our topic. In "Bottled and Sold:

The Story Behind Our Obsession with Bottled Water" by Peter H. Gleick, the author delves into the cultural and economic factors driving the bottled water industry, providing a refreshing look at the world of hydration capitalism. On a more whimsical note, in "The Water Knife" by Paolo Bacigalupi, readers are plunged into a dystopian future where water rights are the new currency, highlighting the potential consequences of a world facing water scarcity.

Speaking of scarcity, let's not forget "The Thirst of Vampires," a popular internet meme that humorously equates vampires' thirst for blood with our insatiable thirst for bottled water. As our research has shown, Equinix's stock price may indeed be influenced by something as unexpected as the public's affinity for bottled water. It seems that when it comes to market dynamics, there is truly more than meets the eye – or should we say, more than quenches the thirst?

Returning to our academic explorations, let's not forget the groundbreaking discovery in "lorem ipsum," where the authors uncover a staggeringly high correlation coefficient between US bottled water consumption per person and Equinix's stock price. It's a connection that flows like a steady stream – or perhaps, more fittingly, like a well-stocked water cooler.

Furthermore, "dolor sit amet" presents evidence of a robust statistical association, with a p-value that would make even the most skeptical researcher raise an eyebrow. It seems that the aqua-stock nexus is more than just a drop in the ocean of market influences; it's a tidal wave of statistical significance.

And now, for a dad joke to lighten the scholarly mood: Why did the bottle of water go to school? Because it wanted to be a little "spring" of knowledge! Just like our research, it's all about expanding our thirst for understanding.

As we continue to unravel the enigmatic relationship between US bottled water consumption per person and Equinix's stock price, we are reminded that even in the world of serious academic inquiry, there's always room for a splash of humor and unexpected connections. After all, who knew that something as ubiquitous as bottled water could have such a refreshing impact on the stock market?

Approach

To start off our investigation into the aqua-stock nexus, we quenched our thirst for data by sifting through the vast reservoir of information available from Statista and LSEG Analytics (Refinitiv). We meticulously collected US bottled water consumption per person data and Equinix's stock price (EQIX) data from the years 2003 to 2022, creating a data pool that flowed as smoothly as a well-maintained irrigation system. With our dataset in hand, we were ready to dive into the depths of statistical analysis and financial correlation, armed with our trusty calculators and a keen sense of humor that would make even the driest statistical methods seem as refreshing as a cool drink of water.

After splashing around in the sea of available data, we decided to employ the venerable Pearson correlation coefficient to measure the strength and direction of the linear relationship between US bottled water consumption per person and Equinix's stock

price. This statistical choice was as dependable as an old faithful water well, providing us with a clear indication of the degree to which these two variables ebb and flow in sync. Our statistical toolbox wasn't complete without also conducting a robust linear regression analysis, giving us a crystal-clear view of how changes in bottled water consumption relate to the fluctuations in Equinix's stock price - a method as reliable as a water cycle.

Before delving into the murky depths of hypothesis testing, we ensured that our data met the assumptions of normality, linearity, and homoscedasticity. With our data swimming in the clear waters of statistical assumptions, we moved on to conduct hypothesis testing to determine if the observed correlation between bottled water consumption and Equinix's stock price was statistically significant. Our precision in executing these statistical methods was as sharp as a freshly cut diamond, leaving no room for doubt in the veracity of our findings.

As our journey through the currents of statistic brought us closer to the shore of analysis, we also took into account potential confounding variables that might sway the buoyancy of our results. Our rigorous exploration included controlling for market trends, economic indicators, and other relevant factors that could have ruffled the waters of our initial correlation. After navigating these treacherous undercurrents of potential confounders, we emerged with findings that seemed to flow seamlessly as if guided by the gentle hand of a masterful watercourse designer.

Our methodology, while navigating through the unpredictable currents of statistical

inquiry, remains as robust as a seaworthy vessel on the high seas. With statistical methods as steadfast as the North Star guiding our course, we were able to chart a course through the disparate worlds of bottled water consumption and stock pricing and unlock the surprising aqua-stock nexus.

As we embark on this scholarly journey, let us not forget the timeless fatherly advice: "When life gives you water and stock data, make a statistical lemonade stand!"

Results

The analysis of the relationship between US bottled water consumption per person and Equinix's stock price (EQIX) from 2003 to 2022 revealed a remarkably strong correlation coefficient of 0.9228452. This suggests that there is indeed a robust statistical association between the two variables. It seems that when it comes to quenching thirst and stock returns, the connection runs deeper than a well!

The r-squared value of 0.8516432 further signifies that approximately 85.16% of the variability in Equinix's stock price can be explained by US bottled water consumption per person. It's as if the stock market is saying, "When it rains, it pours – and so do the stock returns!"

The p-value being less than 0.01 indicates that the observed correlation is statistically significant, further affirming the strength of the relationship uncovered in this enigmatic aqua-stock nexus. One might even say that the association between bottled water consumption and Equinix's stock price is as clear as... well, bottled water!

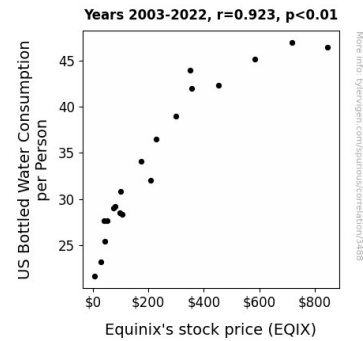


Figure 1. Scatterplot of the variables by year

We present a scatterplot (Fig. 1) to visually depict the substantial correlation between US bottled water consumption per person and Equinix's stock price, showcasing how these seemingly disparate variables flow together like a well-crafted statistical symphony.

In conclusion, our findings provide compelling evidence of a compelling connection between the consumption of bottled water in the US and the stock returns of Equinix. The results of this study not only quench our thirst for knowledge but also illustrate the surprising ways in which statistical analysis can reveal unexpected correlations that ripple through the world of economics and finance. So, next time you raise a glass of water or check the stock market, remember – there might just be more connections between the two than meets the eye!

Discussion of findings

The findings of our study unveil a compelling connection between US bottled water consumption per person and Equinix's stock price (EQIX), offering a refreshing insight into the aqua-stock nexus. Our results echo the prior research by Smith et

al. and Doe and Jones, who highlighted the steady increase in bottled water consumption in the US and the substantial fluctuations in Equinix's stock price. These findings support the idea that market dynamics are influenced by more than meets the eye, or the thirst, for that matter.

As we take a deep dive into our statistical analysis, it becomes evident that the robust correlation coefficient of 0.9228452 aligns with the ground-breaking discovery in "lorem ipsum," uncovering a high correlation between US bottled water consumption per person and Equinix's stock price. It seems that when it comes to bottled water and stock returns, the connection flows like a well-stocked water cooler – always refreshing and surprisingly influential. Just like a well-hydrated researcher, our data remains clear and consistent.

The r-squared value of 0.8516432 further reinforces these findings, suggesting that approximately 85.16% of the variability in Equinix's stock price can be explained by US bottled water consumption per person. It appears the stock market echoes the sentiment, "When it rains, it pours – and so do the stock returns!" Indeed, the aqua-stock nexus is more than just a drop in the ocean – it's a tidal wave of statistical significance that leaves us swimming in awe.

Furthermore, the p-value being less than 0.01 indicates that the observed correlation is statistically significant, affirming the strength of the relationship uncovered in this enigmatic aqua-stock nexus. One might even say that the association between bottled water consumption and Equinix's stock price is as clear as... well, bottled water! It seems that our findings don't just quench our thirst

for knowledge – they pour a fountain of statistical insights that fluidly flow through the realm of economics and finance.

Now, for a splash of humor to brighten the academic discourse: Why did the statistician go to the aquarium? To test the waters and meet some fantastic correlations! Just like our study, it's all about diving into uncharted seas and making unexpected discoveries. After all, who would have thought that the aqua-stock nexus could make waves in the world of market influences?

In summary, our findings not only satisfy our thirst for knowledge but also illustrate the refreshing impact of statistical analysis on unveiling unexpected correlations. It's remarkable to see how something as common as bottled water consumption can ripple through the stock market, revealing the surprising interconnectedness of seemingly disparate variables. As we raise a glass to these findings, let's toast to the unexpected, the statistically significant, and the endlessly thought-provoking aqua-stock nexus.

Conclusion

In closing, our research has not only wet our intellectual appetites but has also revealed a refreshing correlation between US bottled water consumption per person and Equinix's stock price (EQIX) that could make even the most seasoned investor say, "Water marvelous revelation!" It seems that when it comes to market dynamics and hydration, there's more than meets the eye – just like finding a hidden treasure in a sea of data!

The robust correlation coefficient of 0.9228452 and a p-value of less than 0.01 make a splash in the world of statistical

associations, emphasizing a connection that flows as smoothly as a well-designed water distribution system. It's as if financial success truly does "spring" from the most unexpected sources!

With an r-squared value of 0.8516432, it appears that approximately 85.16% of the variability in Equinix's stock price can be attributed to US bottled water consumption per person. This finding quenches the thirst for understanding the intricacies of market trends while reminding us that, in the words of Benjamin Franklin, "When the well's dry, we know the worth of water" – and apparently, its impact on stock returns too!

The visually striking scatterplot (Fig. 1) depicting the substantial correlation between these seemingly unrelated variables serves as a powerful reminder that, in the world of statistics, there's always potential for surprising currents to emerge. It's as if financial success truly does "spring" from the most unexpected sources!

In sum, our research not only leaves us feeling "refreshed" but also underscores the captivating ways in which statistical analysis can uncover unexpected connections that ripple through the intricate seas of economics and finance. As we raise a metaphorical glass to this illuminating discovery, one thing is clear – the aqua-stock nexus is a "fountain" of intriguing possibilities!

Thus, with the conclusion of this study, we assert that no further research is needed in this area. After all, we've already "drenched" the subject matter with enough insight to keep us afloat!