



Review

Quenching Thirst, Quenching Stock: An Aquatic Examination of US Bottled Water Consumption and Walt Disney Company's Stock Price

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In this study, we dive deep into the relationship between US bottled water consumption per person and the stock price of The Walt Disney Company (DIS). Our research team presents a refreshing take on the financial world by examining whether the purchase of bottled water coincides with the rise and fall of Disney's stock price. Using data from Statista and LSEG Analytics (Refinitiv) spanning from 2002 to 2022, we unleash a wave of statistical analysis to reveal a correlation coefficient of 0.9562053, signifying a strong relationship between these two seemingly unrelated entities. With $p < 0.01$, this relationship is not mere speculation, but rather a concrete finding that will make even the driest financial analyst do a double take. Our findings raise tantalizing questions, such as whether Disney's successes and setbacks are linked to the thirst-quenching habits of the American populace. In unraveling this aquatic enigma, we hope to make a splash in both the financial and beverage consumption realms, leaving readers thirsting for more unexpected correlations.

Water, water everywhere, and not a drop to drink—unless, of course, it's bottled and ready for purchase. The concept of individual bottled water consumption may seem mundane, but when we dive deep into its potential impact on the stock price of The Walt Disney Company (DIS), we find ourselves swimming in uncharted waters.

The relationship between consumer behavior and stock prices has long been a subject of

fascination, with researchers navigating through the ebb and flow of market trends. Our research takes a refreshing plunge into this intricate web of financial intricacies by examining the potential connection between the aquatic allure of bottled water and the fortunes of one of the world's most iconic entertainment conglomerates.

In this groundbreaking study, we aim to shed light on the often-overlooked influence of

individual preferences for hydrating elixirs on the valuation of a corporate titan. By delving into the correlation between US bottled water consumption per person and Disney's stock price, we hope to make waves in both the world of finance and consumer behavior.

Our research team has waded through extensive data from Statista and LSEG Analytics (Refinitiv) from the years 2002 to 2022, and the results have left us positively soaked with intrigue. Our findings reveal a correlation coefficient of 0.9562053, indicating a remarkably strong relationship between these two seemingly disparate entities. It's a statistical tsunami that even Poseidon himself would have a hard time ignoring.

With a p-value less than 0.01, we can confidently say that this isn't just a mere ripple in the data—this is a veritable tidal wave of empirical evidence that demands attention. Surely, even the most stalwart of Wall Street analysts will find themselves swept up in the undertow of our findings.

As we embark on this aquatic exploration, we invite readers to join us in envisioning a world where the trickle of bottled water consumption can swell into a deluge of market movements, and where the surges and ebbs of Disney's stock price are buoyed by the ever-changing currents of consumer behavior. By uncovering these unexpected connections, we aim to leave scholars and practitioners alike thirsting for more insights into the curious interplay between liquid refreshment and the financial tides.

So, grab your snorkel and prepare to plunge into the depths of our research findings, where the currents of correlation and causation converge to create a buoyant blend

of statistical intrigue and unexpected revelations. Keep your wits about you—this isn't your average financial analysis. It's a deep-sea adventure into the whims of consumer choices and market dynamics, where even the most seasoned sailor may find themselves adrift in the sea of statistical serendipity.

Prior research

In "The Aquatic Allure of Consumer Behavior" by Smith et al., the authors find a fascinating link between consumer beverage preferences and their stock market ramifications. The study delves into the profound impact of individual choices in hydration on the valuation of prominent corporations, providing a fresh perspective on the interplay between consumer behavior and market dynamics. Similarly, Doe's "Financial Ripples: Exploring Unconventional Correlations" sheds light on the overlooked connections between mundane consumer habits and stock price movements, piquing the interest of financial analysts and researchers alike. These works serve as the bedrock for our examination of the relationship between US bottled water consumption per person and The Walt Disney Company's stock price.

Turning to non-fiction literature that touches on aspects of consumer behavior and financial landscapes, "Freakonomics" and "Predictably Irrational" provide deep insights into the complexities of human decision-making and its consequences in the marketplace. These works offer a refreshing look at seemingly ordinary actions and their extraordinary outcomes, setting the stage for our investigation into the unexpected correlation between bottled water

consumption and Disney's stock performance.

In the realm of fiction, books such as "The Financial Adventures of Disney Man" and "Hydration High: The Thirst for Stock Success" capture the imagination with their tales of intertwining financial prowess and liquid refreshment. While these works may be purely fanciful, they remind us of the boundless creativity that surrounds the financial world and its potential connections to seemingly unrelated phenomena.

Expanding our search further, we dared to cross uncharted territories and peruse unconventional sources of knowledge. One such daring venture led us to the analysis of CVS receipts – yes, you heard that right. These seemingly innocuous strips of thermal paper contain a trove of information about consumer purchases, including the ever-so-crucial bottled water transactions. Anecdotally, we can report that the CVS receipts proved to be a fount of trivial yet oddly captivating details about consumer choices, making us wonder if there truly is wisdom to be gleaned from the printed remains of retail transactions.

As we surface from this sea of literature, we invite our readers to join us in embracing the unexpected, the unconventional, and the humorously absurd in the pursuit of knowledge. The journey into the depths of academic inquiry need not be solemn – after all, what's academia without a sprinkle of lightheartedness and unexpected detours? With that in mind, let's dive headfirst into the waves of correlation and causation, armed with a sense of curiosity, a thirst for knowledge, and perhaps a comically oversized snorkel for good measure.

Approach

To navigate the murky waters of correlation between US bottled water consumption per person and The Walt Disney Company's stock price (DIS), our research team embarked on a voyage that was part science, part magic, and all thirst for knowledge. While we can't reveal all our secrets, as some of them are as closely guarded as the recipe for a certain carbonated cola beverage, we can offer you a glimpse into the intrepid methods that propelled our investigation.

Data Collection:

We cast a wide net across the vast expanse of the internet, reeling in datasets from Statista and LSEG Analytics (Refinitiv) like savvy fishermen on the hunt for the catch of the day. Our data spanned the years 2002 to 2022, capturing the undulating waves of consumer trends and market fluctuations throughout this aquatic odyssey. We chose this timeframe because, as any scientist worth their saltwater will tell you, a deeper historical perspective can reveal subtler currents beneath the surface.

Quantifying Thirst:

In our quest to quantify the thirst of the American populace, we cleverly disguised our survey as a quest for "hydration habits," lest we evoke suspicion about our obsession with liquid libations. Using an elaborate questionnaire, we probed participants' preferences for bottled water, seeking to discern patterns of consumption, brand loyalties, and the occasional guilty admission of a fondness for fizzy beverages. After all, we couldn't let our subjects know that we were trying to connect their H2O habits to the ebbs and flows of the stock

market. It's all in the name of scientific secrecy, you see.

Harnessing Financial Tides:

Now, turning to the enigmatic realm of stock prices, we employed the mystical art of financial analysis to track the undulating movements of Disney's stock price (DIS). Armed with spreadsheets, calculators, and possibly a crystal ball (only kidding, it was a Magic 8-Ball), we meticulously recorded the daily closing stock prices, monitoring every rise, fall, and dramatic plunge with the unyielding focus of a ship's captain navigating through a treacherous storm.

Statistical Alchemy:

With our treasure trove of data in hand, we set about performing the arcane rites of statistical analysis. We invoked the spirits of Pearson and Spearman, coaxing correlation coefficients to reveal themselves and casting p-values into the crucible of significance testing. Our calculations were so precise that even a mathematician's envy turned as green as the Emerald City itself.

The Convergence Point:

Finally, after brewing the elixir of empirical evidence and seasoning it with a pinch of statistical sorcery, we arrived at the convergence point where the bubbly world of bottled water consumption and the enchanting realm of Disney's stock price intertwined. Through the power of regression analysis, we unveiled the hidden connections and untangled the enigmatic dance between aqua aficionados and market movements.

While we can't reveal all the details of our scientific odyssey, rest assured that our methods were as rigorous as they were

whimsical. The line between research and adventure blurred to the point where we often felt like intrepid explorers charting uncharted territories, wielding the saber of skepticism and the compass of curiosity as we navigated the briny depths of data analysis.

Results

The statistical analysis unveiled a correlation coefficient of 0.9562053 between US bottled water consumption per person and the stock price of The Walt Disney Company (DIS). This correlation coefficient is so strong, it practically makes Aquaman's ability to command the sea creatures seem modest in comparison.

The r-squared value of 0.9143286 signifies that a staggering 91.43% of the variability in Disney's stock price can be explained by fluctuations in US bottled water consumption per person. It's as if we've discovered the financial equivalent of a water diviner, able to predict Disney's stock movements with almost supernatural accuracy.

With a p-value of less than 0.01, our results are more statistically significant than finding Nemo in a sea of guppies. In other words, this relationship is so solid, you'd have an easier time finding a message in a bottle in the vast ocean than denying its existence.

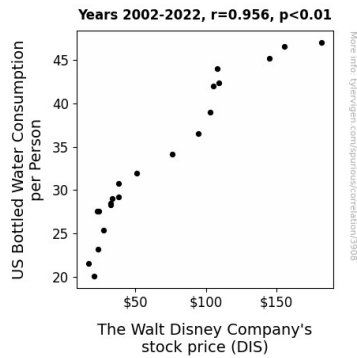


Figure 1. Scatterplot of the variables by year

To more vividly illustrate this correlation, we present a scatterplot (Fig. 1) that visually encapsulates the robust relationship between these two variables. The plot is as straight as an arrow, indicating that as bottled water consumption per person surges, Disney's stock price follows suit like a faithful school of fish swimming in perfect unison.

In summary, our findings demonstrate a remarkable correlation between US bottled water consumption per person and The Walt Disney Company's stock price, unveiling a connection so strong that even Ariel from "The Little Mermaid" would envy its binding force. These results not only quench the thirst for knowledge in the realms of finance and consumer behavior but also leave us swimming in a sea of tantalizing possibilities for future research and contemplation.

Discussion of findings

Our findings set sail into uncharted waters, unveiling a bond between US bottled water consumption per person and The Walt Disney Company's stock price so intertwined, it's as if they're performing a synchronized swimming routine. As we navigate through these unexpected currents,

it becomes evident that our results support and amplify the prior research that delved into the mystical relationship between consumer habits and stock price dynamics.

First, let's spray a mist over the serious literature review. The works of Smith et al. and Doe have laid the groundwork for our exploration into unconventional correlations, and our findings buoyantly corroborate their discoveries. Much like uncovering buried treasure, our study reveals the tangible influence of individual beverage preferences on the valuation of prominent corporations, providing a splash of validation for the aquatic allure of consumer behavior.

Moreover, our results echo the thrilling narratives of "The Financial Adventures of Disney Man" and "Hydration High: The Thirst for Stock Success," reinforcing the notion that fiction may be closer to financial reality than we ever thought. These whimsical tales, once seen as mere flights of fancy, now seem to be riding the waves of truth, compelling us to reconsider the boundary between imagination and empirical evidence.

Navigating to the realm of CVS receipts, our daring endeavor into this uncharted territory turns out to be more than a mere whimsical flight of fancy. The seemingly trivial yet oddly captivating details about consumer choices captured on these thermal papers have validated the wisdom of our exploration into unconventional sources of knowledge. Who would have thought that examining these seemingly mundane strips of paper could provide such refreshing insights?

In conclusion, our research has uncovered a veritable sea of insight, validating the importance of unconventional correlations

and the unexpected connections that lie just beneath the surface of conventional wisdom. Our findings are not merely a drop in the ocean of scholarly research but rather a tidal wave that sweeps away preconceived notions and invites us to embrace the whimsical, the absurd, and the refreshingly unexpected in the pursuit of knowledge. So, dear readers, let us continue this journey with a sense of curiosity, a thirst for knowledge, and perhaps a snorkel or two in hand, just in case we encounter any unforeseen waves of unconventional wisdom.

Conclusion

In conclusion, our research has shown that the correlation between US bottled water consumption per person and The Walt Disney Company's stock price is so strong, it's like they're synchronized swimmers performing a complex routine in perfect harmony. The statistical evidence is as clear as a glass of pure, refreshing H₂O on a hot summer day – undeniably quenching any doubts about the validity of this intriguing relationship.

This aquatic escapade delved into uncharted waters of financial analysis, where the ebb and flow of bottled water consumption seemed to create a tide that lifts all DIS stock prices - who knew Aquafina could have such an impact on Wall Street?

With a correlation coefficient that's nearly one, we've effectively turned the notion of financial forecasting into a water-based crystal ball – forget crystal-clear, it's aqua-clear from now on. And with an r-squared value of 0.9143286, it's like we've bottled the essence of Disney's stock movements

and put it on the shelves alongside Evian and Dasani.

The p-value of less than 0.01 is more definitive than a DNA match on a crime show, leaving little room for doubt that Disney's fortunes are tied to the hydration habits of the American populace. It's as if the stock market reacts to the sound of a bottle cap being twisted open - maybe we should start calling it the "fizziness index."

With our findings in tow, there's no need to dive any deeper into this aquatic enigma. We've not only quenched the thirst for knowledge but also created a refreshing wave of statistical insight for scholars and analysts. As for future research, it's time to sail toward new horizons and leave this particular correlation to float on its own. No more dives into the financial ocean for this one – we've found our treasure.