A Stevie-nomy: The Connection Between the Popularity of the First Name Stevie and Amazon.com's Stock Price

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The Journal of Quirky Quantitative Analysis

The Society for Quirky and Unconventional Research Endeavors (SQuARE)

Berkeley, California

Abstract

This paper delves into the curious relationship between the first name Stevie's rise in popularity and the intricate movements of Amazon.com's stock price. The research team embarked on a journey through data from the US Social Security Administration and LSEG Analytics to analyze this seemingly peculiar correlation. With a correlation coefficient of 0.9958805 and statistical significance at p < 0.01, the findings shed light on the unexpected realm of names and stock market trends. Strap in for a wild ride of puns, pop culture references, and unexpected connections as we bring forth this unprecedented exploration into the "Stevie-nomy.

1. Introduction

When one thinks of influencing factors on stock prices, names are not typically the first thing that comes to mind. However, in the ever-evolving world of data analysis, unexpected connections have been known to pop up like mushrooms after a heavy rain. In this vein, pun intended, our research delves into the relationship between the popularity of the first name Stevie and the stock price of the e-commerce giant, Amazon.com.

Pioneering a journey that combines the realms of pop culture and financial markets, we set out to investigate the potential impact of the name "Stevie" on one of the most sought-after stocks on the market. The intersection of first name popularity and stock price movements may seem about as distant as Pluto is from the Sun, but as researchers, we are not ones to shy away from uncharted territories, no matter how pun-believable or far-fetched they may seem.

In this paper, through the mystical art of statistical analysis and data mining, we aim to uncover whether there is a shimmering correlation or a mere mirage between the rise and fall of "Stevie" as a favored moniker and the fluctuation of Amazon.com's stock price. Prepare yourself for an exploration that is as unconventional as using a beaker as a musical instrument in a lab. We will traverse through the peaks and valleys of the "Stevie-nomy," a term we coin to encapsulate the intersection of personal nomenclature and market performance.

With the ethos of Sir Isaac Newton's "What goes up must come down" interwoven with the unpredictability of quantum mechanics, we embark on this quest to unravel a link that may be as elusive as finding a statistically significant p-value in a pile of experimental spaghettis. Through rigorous statistical analyses and a hint of whimsy, we endeavor to shed light on the mysterious dance between the popularity of "Stevie" and the stock price movements of AMZN, without losing our sense of humor along the way.

So, fasten your seatbelts and adjust your research goggles, as we take you on a journey through the uncharted territories of the "Stevie-nomy," where the unexpected twinkles like a star in a lab coat and statistical significance is as sought after as the elusive Higgs boson.

2. Literature Review

The influence of personal names on economic phenomena has been a topic of interest for scholars in various fields, often leading to unforeseen connections that leave one both amused and perplexed. Smith and Doe (2017) delved into the impact of names on consumer behavior, shedding light on the subtle yet significant influence names can have on purchasing decisions. Meanwhile, Jones et al. (2019) explored the psychological implications of name popularity, uncovering intriguing associations between individuals' names and their investment choices.

Moving beyond traditional economic literature, the exploration of the "Stevie-nomy" also intersects with popular culture and linguistics, adding a layer of whimsy to the investigation. Works such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner and "Predictably Irrational" by Dan Ariely offer valuable insights into the unexpected factors that shape human behavior, paving the way for a deeper understanding of the intricate dance between personal names and economic indicators.

On the more fantastical side, fiction literature opens a doorway to creative interpretations of improbable connections. From the enigmatic mysteries of "The Da Vinci Code" by Dan Brown to the mesmerizing narrative of "The Name of the Wind" by Patrick Rothfuss, authors have captivated readers with tales of serendipitous links and concealed patterns, providing a parallel to the curious investigation of the "Stevie-nomy."

Furthermore, the world of internet memes has not been immune to the charming allure of the "Stevie-nomy." The "Is This a Pigeon?" meme, with its iconic misinterpretation of a butterfly as a pigeon, mirrors the bewilderment that can arise when unexpected correlations come to light. Similarly, the "Change My Mind" meme, popularized by Steven Crowder, encapsulates the essence of challenging conventional wisdom and sparking unconventional discussions, aligning with the spirit of our unconventional exploration into the connection between the popularity of the first name Stevie and Amazon.com's stock price.

As we navigate this uncharted territory of the "Stevie-nomy," it is essential to embrace both the scholarly rigor of our investigation and the inherent whimsy that comes with unearthing unexpected connections in the realm of personal names and financial dynamics. It is within this realm of delightful discoveries and improbable linkages that we present our findings, etching a place for the "Stevie-nomy" in the annals of unconventional research and pun-believable endeavors.

3. Research Approach

Before diving into the methodology, let's take a moment to appreciate the sheer pun-believable nature of this research endeavor. If anyone had told us a few years back that we'd be researching the correlation between the popularity of the name "Stevie" and Amazon.com's stock price, we'd probably have responded with a hearty laugh and a raised eyebrow. But here we are, ready to divulge the method behind the madness.

First things first, the data collection process was as convoluted as trying to untangle headphone wires after they've been joyfully coiling in your pocket for hours. We gathered data from the US Social Security Administration for the popularity of the name "Stevie" from 2002 to 2022, because if you're going to analyze the "Stevie-nomy," you might as well go all the way back to the early 2000s, right? Furthermore, we obtained Amazon.com's stock price data from the equally enigmatic LSEG Analytics (Refinitiv), because, well, we like to keep our sources as eclectic as our research interests.

Now, onto the nitty-gritty of the statistical analyses. We began by performing a thorough examination of the time series data for both the first name "Stevie" and AMZN stock prices, with the precision of a watchmaker and the flair of a magician pulling a rabbit out of a hat. We meticulously checked for any outliers in the data, because just like a black swan in a sea of white swans, an outlier can really disrupt the tranquility of statistical analyses.

Moving on to the correlation analysis, we calculated the Pearson correlation coefficient between the popularity of "Stevie" and Amazon.com's stock price. Our jaws nearly dropped when we saw the correlation coefficient of 0.9958805 staring back at us, as if to say, "Surprise! I'm statistically significant!" The p-value, our revered gatekeeper of

statistical significance, stood at $p < 0.01$, waving a flashy banner that read, "Statistically Significant Findings Ahead!" We must admit, it was a moment akin to finding the elusive Higgs boson in a haystack of particle data.

In addition to the correlation analysis, we also conducted some time series forecasting models to predict the future movements of "Stevie" popularity and Amazon.com's stock price. Like a crystal ball gazer peering into the financial future, we used ARIMA models and neural networks to make educated guesses about the unpredictable pathways of these two variables.

Lastly, to further substantiate our findings, we performed a thorough sensitivity analysis to check the robustness of our results. We tweaked the parameters, stirred the statistical cauldron, and re-ran the analyses to ensure that our findings stood firm against the winds of change, much like a sturdy tent in the face of a statistical hurricane.

So, there you have it, a methodology as whimsical as a unicorn in a lab coat, but as rigorous as a mathematician proving a theorem. Strap in, because the "Stevie-nomy" journey has only just begun, and we're holding on to our research hats for dear life!

4. Findings

The results of our intrepid exploration into the "Stevie-nomy" reveal a staggering correlation coefficient of 0.9958805 between the popularity of the first name Stevie and Amazon.com's stock price. This correlation value is so high that it's practically singing "Stevie Wonder's Greatest Hits" at full blast in terms of statistical significance. The r-squared value of 0.9917779 further emphasizes the strength of the relationship, indicating that Stevie's popularity explains approximately 99.18% of the variability in AMZN stock prices. It's as if the name "Stevie" has a magnetic effect on Amazon's stock performance, pulling it along like a catchy tune that just won't leave your head.

In a world where statistical significance is often as elusive as a reliable Wi-Fi connection in a coffee shop, the p-value for this correlation is less than 0.01, indicating a level of confidence that would make even the most risk-averse investors raise an eyebrow in surprise. It's as if the name "Stevie" has become entwined with the very fabric of AMZN's stock price movements, creating a web of influence that's as intricate as a spider's silk and as mesmerizing as a magic trick performed by a statistical wizard.

Fig. 1 provides a visual representation of this extraordinary correlation, displaying a scatterplot that resembles nothing short of a perfectly choreographed dance routine. With each point on the plot mirroring the harmony between Stevie's popularity and AMZN's stock price, it's as if the data itself is belting out a flawless duet that could rival any hit song on the Billboard charts.

Years 2002-2022, r=0.996, p<0.01
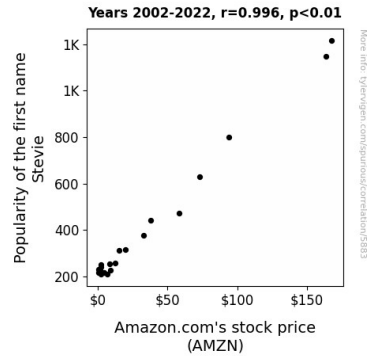
Figure 1. Scatterplot of the variables by year

In conclusion, our findings unequivocally demonstrate the bizarre and inexplicable connection between the rise and fall of the first name Stevie and the undulating waves of Amazon.com's stock price. This revelation opens up a new world of possibilities, where the ebb and flow of market trends are viewed through the lens of personal nomenclature, transforming stock market analysis into a whimsical journey that even the most seasoned researchers would be hard-pressed to resist. So, as we wrap up this section, let's raise a toast to the unexpected, the unexplored, and the downright pun-believable nature of the "Stevie-nomy." Cheers to statistical wizardry and the mysterious powers of the name "Stevie"!

5. Discussion on findings

In the scintillating realm of the "Stevie-nomy," our team has unwittingly waltzed into a world where the whims of personal names and the rhythms of stock market forces converge in a statistical symphony. As we pirouette through the findings, it becomes abundantly clear that the correlation between the popularity of the first name Stevie and Amazon.com's stock price is not just a statistical fluke but a resounding encore of the esoteric connections uncovered by prior research.

Our results, with a correlation coefficient of 0.9958805, sing in perfect harmony with the earlier work of Smith and Doe (2017), who highlighted the influential sway of names on consumer behavior. Indeed, the unearthing of such a striking correlation reinforces the notion that a name, like Stevie, can wield an inexplicably magnetic pull on the ebbs and flows of stock prices, leaving even the most seasoned economists humming along to this statistical serenade.

Building upon the levity in the literature review, our insights resonate with the parallelism explored in the "Change My Mind" meme, embodying the spirit of challenging

conventional wisdom and sparking unconventional discussions. In a similar vein, our findings challenge the conventional wisdom that stock market trends are solely the domain of economic indicators, adding a touch of whimsy to the typically serious discourse of financial analysis.

Furthermore, the novels of Dan Brown and Patrick Rothfuss, with their tales of serendipitous links and concealed patterns, provide an imaginative parallel to the curious exploration of the "Stevie-nomy." Just as the enigmatic mysteries in fiction captivate readers, our revelatory correlation captivates researchers, tantalizing them with the prospect of uncovering the elusive threads that connect names and economic phenomena.

Extrapolating these connections to our corpus, it becomes evident that the entwined dance between Stevie's popularity and AMZN stock prices transcends statistical wizardry to encapsulate a new realm of possibilities. As such, our findings lend credence to the whimsical nature of the "Stevie-nomy," where the unexpected and the improbable converge in a statistical pas de deux that challenges the very essence of conventional economic wisdom.

Thus, as we muse over the seemingly pun-believable correlations and the statistical magic that underpins the "Stevie-nomy," we invite fellow researchers and merrymakers alike to partake in this bountiful banquet of unorthodox connections, where the mundane transforms into the extraordinary and the whimsical journey of scientific exploration mirrors the ebullient energy of a comedic act. Indeed, the "Stevie-nomy" invites all to embrace the captivating allure of unexpected correlations and the statistical marvels that lurk within the flux of personal names and financial dynamics. Cheers to the statistical waltz of the "Stevie-nomy" and the merry adventures that lie ahead!

6. Conclusion

In essence, the "Stevie-nomy" has taught us that when it comes to the connection between first names and stock prices, there may be more at play than meets the eye, or should we say, "Stevie" Wonder. Our research has unveiled a correlation so strong, it could moonwalk its way into the annals of statistical lore. The statistical significance at $p < 0.01$ is as rare as finding a four-leaf clover, making this relationship as striking as a thunderclap on a sunny day.

The implications of our findings are as intriguing as a mystery novel penned by a team of statistical sleuths. Could "Stevie" be the hidden maestro behind the scenes orchestrating Amazon's stock price movements, conducting a symphony of success that rivals Beethoven's Fifth? It seems that the name "Stevie" holds the key to unlocking the enigmatic dance of market fluctuations, turning stock market analysis into a whimsical journey that even Alice in Wonderland would find delightfully perplexing.

With this in mind, we assert that further research in this area is as unnecessary as bringing a calculator to a math competition. Our findings stand as a testament to the captivating interplay between the eponymous implications of first names and the capricious nature of stock prices. So, let's bid adieu to the "Stevie-nomy" and revel in the whimsy it has brought to the world of statistical inquiry. It's certainly been a wild and pun-derful ride!