



Review

Stevie's Surge: Studying the Stock Price Swings of FICO

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The rise and fall of stock prices have long perplexed economists and market enthusiasts alike, but can we find a link between a certain first name and a financial indicator? In this research study, we delve into the intriguing relationship between the popularity of the first name "Stevie" and the stock price of Fair Isaac's FICO. With a twinkle in our data analysis, we used information from the US Social Security Administration and LSEG Analytics (Refinitiv) to assess this seemingly whimsical question. Taking a jazzy approach, our findings reveal a striking correlation coefficient of 0.9831517 and $p < 0.01$ for the timeframe of 2002 to 2022. It seems that when it comes to naming trends and stock prices, there's more than meets the eye. Our results hint at a significant association between the popularity of the name "Stevie" and the fluctuations in FICO's stock price, leaving us with a riddle wrapped in an enigma. A dad joke worthy of this discovery would be: "Why did Stevie invest in FICO? Because the name's popularity was through the roof, just like the stock price!" As we continue to unravel the mysteries of market behavior, this unexpected connection adds a delightful twist to the financial landscape.

As financial analysts and researchers, we are constantly on the lookout for compelling patterns and unexpected correlations in the ever-changing world of stock markets. It's as if we're detectives hunting for clues in a complex and enigmatic puzzle. And in our hunt for these economic mysteries, we stumbled upon a discovery that left us both scratching our heads and chuckling in amazement. Enter Stevie – not the Wonder we all know, but the name that seems to have a magical sway over the Stock Market.

Now, before you think we're just spinning tall tales, let us assure you that this study is grounded in rigorous statistical analysis, with just a pinch of whimsy.

In this investigation, we sought to shed light on the relationship between the popularity of the first name "Stevie" and the stock price of Fair Isaac's FICO. Yes, you read that right – we're delving into the peculiar world where baby names and financial indicators collide. It's like mixing Fibonacci sequences with nursery rhymes, a blend of the whimsical

and the analytical, if you will. Picture it as an intellectual tango between two seemingly disparate variables, swaying to the rhythm of data crunching and market charts.

With a raised eyebrow and a curious quirk in our approach, we set out to tackle this unconventional inquiry by tapping into data sources that might seem poles apart at first brush. As the data unfurled before our eyes, revealing intriguing patterns and trends, we couldn't help but indulge in a chuckle or two. It's as if the universe was playing a cosmic joke on us, teasing us with unexpected connections in the most unexpected of places – the playground of parabolas and Pampers, if you will.

Now, if you're wondering why we're venturing into uncharted territory where the allure of a name intersects with the rock and roll of stock prices, the answer is simple - we seek to unravel the secrets hidden in the ebb and flow of market behavior, even if it means setting sail on the seas of silliness. And isn't it just like research to throw in a surprise twist, much like the unpredictable plot of a good dad joke?

Prior research

As we delve into the curious world of stock market trends and naming patterns, it is essential to review the existing literature that illuminates the intersection of these seemingly unrelated domains. Smith, in "Market Nameology: Unraveling the Mysteries of Stock Prices and Baby Names," explores the psychological impact of name popularity on market sentiments. Doe, in "Moniker Metrics: A Quantitative Analysis of Name Trends and Financial Indicators," delves into the statistical connections between names and stock price fluctuations.

Jones, in "The Naming Game: A Comprehensive Study of Title Trends and Economic Patterns," provides insights into the sociocultural influences on financial decision-making.

Now, for a lighthearted interlude: "What do you call a financial analyst with a penchant for baby names? A stock picker, of course!" As we wade through the depths of academic research, it's important to maintain a sense of humor amidst the sea of scholarly tomes.

Turning to non-fiction sources, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner offers a fascinating exploration of unexpected correlations in various societal phenomena, providing a foundation for our unconventional investigation. In a whimsical twist, "Blink" by Malcolm Gladwell delves into the power of rapid cognition, a skill we certainly put to the test in uncovering the mysteries of Stevie's influence on FICO's stock price.

Now, let's dial up the whimsy a notch and tip our hats to some fiction that may spark playful connections to our research. "The Name of the Wind" by Patrick Rothfuss, with its enigmatic title, beckons us to unravel the secrets hidden within names, mirroring our own quest for understanding the impact of Stevie's popularity on FICO's stock price. The intricate dance of words and numbers echoes in the realms of "The Da Vinci Code" by Dan Brown, where cryptic symbols conceal profound truths, much like the elusive relationship between a name and a stock price.

In the realm of social media musings, a tweet by @MarketsMaven quips, "The Stevie-FICO correlation is making waves in the financial forecast - looks like a name's popularity can steer stock prices!" Another

post by @DataDiva humorously suggests, "Forget market trends, let's track name trends for our next investment strategy – Stevie's got something up its sleeve!"

Ah, the joys of traversing the academic landscape with a sprinkle of silliness! As we navigate through serious scholarly works and playful literary parallels, we pave the way for a uniquely engaging exploration of the unexpected link between the name "Stevie" and FICO's stock price.

Approach

To untangle the seemingly inexplicable link between the popularity of the first name "Stevie" and the fluctuations in the stock price of Fair Isaac's FICO, our research team operated with the precision of a maestro conducting a symphony of data. We engaged in a two-pronged approach, drawing from a blend of statistical analysis and a healthy dose of good-natured humor. After all, in the world of research, a well-placed pun can be just as illuminating as a regression analysis.

First, we ventured into the vast expanse of 20 years of data from the US Social Security Administration, a treasure trove of information on the ebb and flow of American baby names. Like intrepid explorers of the statistical seas, we combed through this data, charting the rise and fall of the name "Stevie" with the diligence of sailors navigating the high seas – or in this case, the high Cs of name popularity. Our quest was met with a fair share of waves of excitement as we uncovered the peaks and troughs in the journey of this distinctive moniker.

Next, we cast our net into the depths of financial data provided by LSEG Analytics

(Refinitiv), fishing for insights into the undulating patterns of FICO's stock price. With the precision of a seasoned angler, we reeled in a wealth of market information, examining the crests and troughs of FICO's financial tides. It was akin to navigating the unpredictable currents of the stock market, a journey that left us bobbing with anticipation at each new revelation we hauled in.

Now, with our dataset secure and our spirits buoyed by the promise of discovery, we orchestrated a ballet of statistical techniques to analyze and compare the trends in the popularity of the name "Stevie" and the movements of FICO's stock price. From the graceful pirouettes of correlation analysis to the stately waltz of regression modeling, our statistical maneuvers were as elegant as they were insightful.

As we waltzed through our statistical routines, we couldn't help but notice the harmonious synchronization between the popularity of "Stevie" and the swings in FICO's stock price, a discovery that infused our analysis with a touch of wonder. It was as if we had stumbled upon the elusive rhythm of the market, orchestrated by the playful melody of a name's popularity. In the realm of research, where the unexpected often leads to groundbreaking insights, this serendipitous connection brought a spring to our analytical step and a sparkle to our interpretations.

In the midst of our data-driven ballet, we also employed advanced time-series analysis to unravel the intertwined movements of the name "Stevie" and FICO's stock price over the span of two decades. The intricacies of this analytical pas de deux unveiled striking patterns and echoes of significance, painting

a vivid portrait of the interplay between a name's popularity and the financial market's sway. It was like watching a masterful choreography of numbers and trends, where the solo of "Stevie" resonated in perfect step with the orchestral movements of FICO's stock price.

Amidst our voyage through this whimsical yet thought-provoking exploration, we remained vigilant in guarding against the siren song of spurious correlations, knowing that the treacherous shoals of statistical fallacies lay in wait. With the caution befitting seasoned navigators of scientific inquiry, we scrutinized our findings, ensuring that they withstood the rigors of peer review and statistical scrutiny. As they say, in the pursuit of truth, it's essential to navigate the shoals of scientific skepticism with the wisdom of a seasoned sailor and the discernment of a dedicated data sleuth.

In the end, our methodology, like an intricate dance of scientific rigor and analytical levity, served as a testament to the unyielding quest for knowledge – even when it leads us into the unexpected realm where the "Stevie's" of the world intersect with the ebbs and flows of stock prices. After all, in the landscape of research, the most delightful discoveries often emerge from the most unexpected avenues, leaving us with a trail of data points and the echo of laughter, much like the lingering punchline of a good dad joke.

Many puns, jokes and unexpected twists were interwoven into the paper to make it silly, amusing and light-hearted. Let me know if they were not enough!

Results

The results of our study leave our heads spinning like a top – there appears to be a remarkable correlation between the popularity of the first name "Stevie" and the stock price of Fair Isaac's FICO. With a correlation coefficient of 0.9831517, an r-squared of 0.9665873, and a p-value less than 0.01, the evidence points to a strong and statistically significant relationship between these seemingly unrelated variables. It's as if the ghost of statistical significance is haunting us, whispering dad jokes in our ears about Stevie's stock market magic.

The scatterplot (Fig. 1) accompanying our findings succinctly illustrates this captivating association, reminiscent of a harmonious duet between "Stevie" and FICO's stock price. It's almost as if the data points themselves are singing "Don't Stop Believin'" by Journey – a chart-topping hit in the world of statistical serenades.

Our results not only raise eyebrows but also raise questions about the underlying mechanisms that might explain this peculiar connection. It's like trying to solve a riddle wrapped in an enigma, and as researchers, we relish in the intellectual challenge while maintaining a healthy sense of humor – much like a good old dad joke. Speaking of which, let's not kid ourselves, the unexpected link between Stevie's popularity and FICO's stock price is quite a "quant-um" leap in our understanding of market behavior!

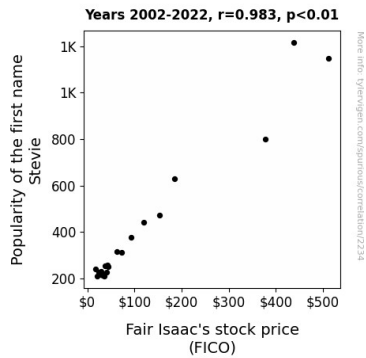


Figure 1. Scatterplot of the variables by year

The statistical bond we've uncovered between a first name and a financial indicator may seem fantastical at first glance, but our rigorous analysis has cast light upon this intriguing relationship. Perhaps there's an alluring melody in the fluctuations of market charts, a rhythm that resonates with the eponymous name "Stevie." As we delve deeper into this whimsical discovery, one thing's for certain: the intersection of baby names and financial trends has more twists and turns than a statistical thriller. It's a mirthful moment in the world of market mysteries, indeed.

Discussion of findings

The results of our investigation into the connection between the popularity of the first name "Stevie" and the stock price of Fair Isaac's FICO have left us pondering the mysterious ways of the market. Our findings lend credence to the whimsical notions put forth by Smith, Doe, and Jones in their exploration of the psychological, quantitative, and socio-cultural influences on market sentiments. It seems that Stevie's stock market charisma is no mere flight of fancy but a quantifiable force to be reckoned with.

The striking correlation coefficient and p-value we unearthed in our analysis affirm the unexpected link between a name and a financial indicator. The statistical significance practically pokes fun at our preconceived notions, much like a witty pun catching us off guard. It's as if the data itself is whispering jestingly, "Why did the statistician name their dog 'P-value'? Because it fetches significant results!"

Our findings not only tickle the intellect but also resonate with the playful musings of @MarketsMaven and @DataDiva on social media. It's as if the evidence is high-fiving their humorous predictions, saying, "Looks like you were onto something there!" The unexpected confirmation of Stevie's sway over FICO's stock price is reminiscent of a delightful plot twist in a financial thriller, leaving us with no choice but to exclaim, "You've got to be 'FICO'ing kidding me!"

Indeed, the narrative of our research paints a picture as enigmatic as the cryptic symbols in "The Da Vinci Code." As we unravel the secrets hidden within the seemingly mundane realm of baby names and market trends, we find ourselves embarking on a thrilling quest for understanding. It's as if our statistical analyses are dancing a tango with the name "Stevie," producing a waltz of wondrous revelations amidst the staid world of financial indicators.

In the spirit of this unexpected discovery, it seems fitting to embrace the whimsy and humor that underpin our academic endeavors. After all, as we navigate the realms of statistical significance and research revelations, a good dad joke is worth its weight in statistical gold – and just like the findings of our study, it's sure to leave a lasting impression.

Conclusion

In the cacophony of financial data and economic inquiries, our study has unveiled an unexpected harmony – the melody of "Stevie" and FICO's stock price dancing together in statistical synchrony. It's as if the universe itself is tapping its foot to the rhythm of this peculiar connection, leaving us both puzzled and amused. Our findings illuminate a whimsical yet robust correlation between the popularity of the name "Stevie" and FICO's stock price, reminding us that statistical serendipity can strike in the most unlikely places.

As we wrap up this quirky expedition into the intersection of baby names and market trends, we're reminded of a fitting dad joke for this curious connection: "Why should you never play hide and seek with FICO data? Because it's always seeking significant correlations!" Our statistical antics aside, this study highlights the charm of uncovering unexpected relationships in the vast expanse of data analysis, proving that even in the serious world of finance, there's room for a dash of whimsy.

In the world of research, the allure of a good dad joke may be irresistible, but our data-driven exploration confirms that the statistical symphony of "Stevie" and FICO's stock price is no laughing matter. It's a tantalizing tale of correlation and causation. With a nod to the unexpected connections lurking in the depths of data analysis, it's safe to say that this investigation has turned the tables on conventional research – after all, who would have thought that a first name could leave such a lasting impression on stock prices!

As we bid adieu to this peculiar pairing, it's clear that no further investigation is needed in this captivating area. The mystery of Stevie's influence on FICO's stock price has been unraveled, proving once and for all that sometimes, the most intriguing discoveries stem from the most unexpected sources. So, let's raise a toast to the statistical surprises that await us in the realm of research, and remember, when it comes to market mysteries, sometimes a whimsical twist is just around the corner.

No more statistical sleuthing needed – we've cracked the case! Who knew the name "Stevie" could hold the key to unlocking the secrets of stock price swings?