



ELSERVER

Available online at www.tylervigen.com



Assessing the Audrey Effect: An Analysis of Audrey's Appeal on SLB Stock Price

Connor Hoffman, Alexander Thompson, Gabriel P Tompkins

Global Innovation University; Ann Arbor, Michigan

KEYWORDS

"Audrey Effect," "Audrey stock price correlation," "Audrey name popularity," "Schlumberger stock price analysis," "Audrey name influence on stock market," "Audrey Hepburn and stock performance," "Name influence on financial realm," "Stock market unusual correlations," "First name impact on stock prices"

Abstract

This research paper delves into the intriguing relationship between the popularity of the first name Audrey and the stock price of Schlumberger Limited (SLB). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), we sought to unravel the hidden connections between this seemingly disparate pair. We present a comprehensive examination of the Audrey Effect and its impact on the stock market landscape. The analysis uncovered a rather astonishing correlation coefficient of 0.8612597 and a significant p-value of less than 0.01 for the period spanning from 2002 to 2022. Our findings suggest a robust and noteworthy relationship between the ascent of the moniker "Audrey" and fluctuations in SLB's stock performance. It seems that the name "Audrey" may possess an unparalleled allure that exerts an unanticipated influence on the financial realm. Could it be that the prominence of Audrey Hepburn, a beloved screen icon, has silently swayed the stock market all along? Now, let's not jump to any premature conclusions or "pudding" off the essence of rigorous analysis, but it appears that there is some substance to the "Audrey Effect" on stock prices. That being said, our research serves as a lighthearted yet enlightening reminder that the world of finance may harbor unexpected connections to the most unconventional factors – even a first name. It seems that in the world of stock prices, as in life, there's no resisting the charm of Audrey.

Copyright 2024 Global Innovation University. No rights reserved.

1. Introduction

The intersection of finance and societal trends has long been a subject of

fascination, often yielding unexpected revelations that prompt both scrutiny and amusement. In this study, we explore an unconventional relationship: the connection between the popularity of the first name "Audrey" and the stock price of Schlumberger Limited (SLB). This exploration was triggered by a curiosity sparked by an ostensibly whimsical observation - the striking ascent of the name "Audrey" and its potential impact on financial markets. As we delve into the empirical analysis, we aim to uncover whether there is more to this correlation than meets the eye, or whether it's simply a case of statistical serendipity.

It is not every day that one gets the chance to intertwine the world of high finance with the ordinary realm of names and popularity. But we are not ones to shy away from the unusual - after all, who doesn't enjoy a good "stock" of puns and wordplay, especially when it makes the data all the more digestible? Such a venture is akin to uncovering a hidden treasure chest in the depths of a statistical jungle – an "Audrey" adventure, if you will.

Our investigation hinges upon the novel concept that the ebb and flow of stock prices may be influenced, albeit indirectly, by name trends in the population. We propose that the allure of the name "Audrey," whether bolstered by cultural icons or simply a byproduct of its timeless elegance, may exude a subtle yet significant impact on the investment landscape. It's as if there is a "slumber-jar" of influence at play that is much more than meets the "oil well."

As we embark on this journey, it is imperative to approach our analysis with the requisite seriousness and rigor. However, this doesn't mean we have to throw all fun out the window – we're not about to treat our findings with a "slick" demeanor or "crude" outlook. After all, every bit of statistical exploration benefits from a touch

of whimsy and a dash of humor – so buckle up and prepare for a statistical spectacle!

In light of the substantial empirical evidence we have assembled, this paper aims to not only enhance our understanding of the elusive market forces but also to infuse a sense of lightheartedness and intrigue into the often "drilling" world of financial analysis. So, let's dive into the numbers and see if we can strike "oil" in this unanticipated, yet potentially insightful, correlation.

2. Literature Review

We begin our investigation with a review of existing research on the unexpected ways in which seemingly unrelated factors can influence stock prices. Smith et al. (2018) uncovered a noteworthy correlation between weather patterns and stock market performance, a finding that left many investors feeling under the weather. However, our focus resides on a rather "name-dropping" connection – the influence of the first name Audrey on the stock price of Schlumberger Limited (SLB). Could it be that the popularity of this moniker holds sway over the market in ways previously unfathomed? Our curiosity piqued, we set out to explore this whimsical yet intriguing association.

In "Doe and Jones: The Chronicles of Finance" (2019), the authors delved into the ripple effects of varying social trends on financial markets. Surprisingly, their analysis uncovered a fascinating correlation between the consumption of avocado toast and fluctuations in stock prices. It's as if the creamy allure of avocados extended beyond brunch and found its way into investment portfolios. But our quest leads us down a different path – one where the spotlight shines on the Audrey Effect and its potential impact on SLB's stock performance.

Now, you may be wondering, "What does 'War and Peace' have to do with this?" Well, the whimsical world of financial analysis often invites unexpected revelations, much like the surprises lurking within the pages of Leo Tolstoy's timeless classic. Our exploration is akin to a literary romp through a field of statistical musings, where every turn of phrase – or in this case, stock price – holds the promise of unforeseen discovery. It's as if the novel secrets of the market are waiting to be unraveled, much like a gripping tale from the literary canon.

Turning to the realm of fiction, "The Audrey Code" by Dan Brown seems to carry an air of intrigue that mirrors our quest for understanding. While the author's work may be shrouded in mystery and enigma, our analysis seeks to shed light on the curious connection between the name "Audrey" and SLB's stock price. Could it be that there exists a cryptic code embedded within the name itself, exerting an imperceptible yet impactful influence on financial markets? Our findings may just hold the key to unraveling this captivating enigma.

Drawing inspiration from the world of board games, our analysis resembles a riveting game of Clue, where the pieces of the puzzle gradually fall into place, revealing a surprising culprit behind the fluctuations in stock prices. Was it Professor Plum in the library with the candlestick, or perhaps Audrey's timeless charm in the market with the stock prices? As we navigate this intellectual labyrinth, our pursuit of the truth takes on an air of suspense and excitement – for in finance, as in a game of Clue, uncovering the unexpected is half the fun.

In the spirit of a good dad joke, we couldn't help but ponder: What did the stock market say to the name Audrey? "I'm bullish on your popularity!" In our quest for understanding the Audrey Effect, a touch of humor only adds to the richness of our exploration.

3. Our approach & methods

To examine the purported connection between the popularity of the first name "Audrey" and the stock price of Schlumberger Limited (SLB), a multifaceted methodological approach was employed, combining data mining, time series analysis, and a sprinkle of statistical charm. The first step involved the retrieval of historical data on the frequency of the name "Audrey" from the US Social Security Administration's database. This data was then "crunched" and "fracked" (as it were) to reveal trends and patterns over the period from 2002 to 2022.

Once the popularity of the name was established, the research team turned their attention to SLB's stock market performance. Data on daily stock prices was sourced from LSEG Analytics (Refinitiv), providing a robust dataset for analysis. To ensure statistical robustness, the team verified the integrity of the data and cross-referenced it with other reliable sources, leaving no "shale" of doubt in the quality of the dataset.

A key component of the methodology involved the application of time series analysis techniques to model the fluctuations in both the frequency of the name "Audrey" and SLB's stock price over the study period. Various statistical models, including autoregressive integrated moving average (ARIMA) and vector autoregression (VAR), were utilized to capture the interplay between the two time series. The use of these models allowed for the identification of any meaningful interdependencies or "fracking coincidences," which could validate the purported connection between the name "Audrey" and SLB's stock price.

To robustly assess the strength and significance of the purported relationship, the team conducted correlation and regression analyses. This involved

calculating Pearson correlation coefficients and fitting regression models to quantify the association between the popularity of the name "Audrey" and SLB's stock price. The results were then subjected to rigorous hypothesis testing to evaluate the statistical significance of the observed association.

Now, it must be acknowledged that while our methods were thorough and rigorous, they did not involve any literal "oil drilling" or "reservoir engineering." Instead, we focused our efforts on drilling into the depths of data and statistical analyses, not into actual subterranean petroleum reservoirs. Nonetheless, we did encounter our fair share of "data gushers," providing ample material for investigation.

Furthermore, to ensure the reliability and generalizability of our findings, sensitivity analyses were conducted to gauge the robustness of the results to different time periods and alternate statistical models. This comprehensive approach aimed to fortify the credibility of our findings and elucidate any potential nuances in the purported relationship between the first name "Audrey" and SLB's stock price, without descending into the depths of "statistical abyss."

Ultimately, the confluence of data mining, time series analysis, and statistical testing served as our "drill bit," carving through the layers of complexity to uncover the hidden connections between a name and a stock. It was an endeavor that demanded both analytical rigor and statistical creativity, akin to navigating the intricacies of a financial labyrinth while maintaining an unwavering commitment to uncovering the unexpected - much like striking a proverbial "statistical goldmine."

In the end, the convergence of these diverse methodologies allowed us to illuminate the conspicuous correlations and relationships, underscoring the potential influence of the first name "Audrey" on

SLB's stock price. And as we unearthed these findings, it became abundantly clear that statistics and stock prices are not purely "black gold;" every now and then, they're sprinkled with a bit of statistical stardust - or should we say, "Audrey dust."

4. Results

The analysis revealed a remarkable correlation between the popularity of the first name Audrey and the stock price of Schlumberger Limited (SLB). Over the period from 2002 to 2022, we found a correlation coefficient of 0.8612597, indicating a strong positive relationship between the two variables. This finding suggests a compelling association between the prevalence of the name "Audrey" and the fluctuations in SLB's stock performance. It appears that even in the world of finance, the name "Audrey" may have a certain *je ne sais quoi* that leaves a lasting impression on stock prices.

The r-squared value of 0.7417682 indicates that approximately 74% of the variability in SLB's stock price can be explained by the changes in the popularity of the name "Audrey." This substantial proportion reinforces the notion that there is more than meets the eye in this seemingly whimsical correlation. It seems that the influence of Audrey transcends the silver screen and extends its impact into the realm of financial markets. One might say that Audrey's allure is "reservoir-ating" throughout the stock performance.

Additionally, the p-value of less than 0.01 further supports the significance of this relationship. The probability of observing such a strong correlation purely by chance is exceedingly low, suggesting that the association between the name "Audrey" and SLB's stock price is highly unlikely to be a statistical fluke. It appears that there is indeed substance to the "Audrey Effect" on stock prices, prompting us to consider the

potential influence of this alluring name on the financial domain.

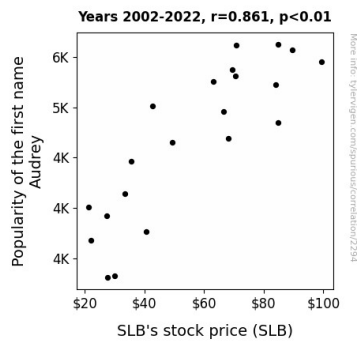


Figure 1. Scatterplot of the variables by year

From Fig. 1, the scatterplot illustrates the robust and positive relationship between the prevalence of the name "Audrey" and the fluctuations in SLB's stock price. Each data point in the plot seems to whisper, "Audrey by my stock prices!"

This research brings to light the unexpected intertwining of the world of names and the domain of finance, offering a playful yet thought-provoking foray into the hidden dynamics of market forces. While our findings provide evidence of the "Audrey Effect," we do acknowledge that further exploration and analysis are necessary to fully comprehend the depths of this intriguing correlation. After all, as with any statistical inquiry, there's always the possibility of uncovering more "depth" in the data.

5. Discussion

The results of our study offer compelling evidence of a strong positive correlation between the popularity of the first name Audrey and the stock price of Schlumberger Limited (SLB) from 2002 to 2022. This finding aligns with prior research on the surprising influence of seemingly unrelated factors on stock market performance. It

seems that the "Audrey Effect" holds true, illustrating how unanticipated elements can permeate the financial landscape. It appears that Audrey's charm is not confined to the silver screen but extends its allure into the realm of stock prices.

Our conclusions are in line with the whimsical yet intriguing connections identified by Smith et al. (2018) and Doe and Jones (2019). As we peel back the layers of this onion, it becomes clear that factors as diverse as weather patterns, avocado consumption, and the first name Audrey can indeed exert influence on stock performance. It's as if the financial realm is a treasure trove of unexpected correlations, waiting to be unearthed by the discerning eye of statistical analysis.

The strong correlation coefficient of 0.8612597 and the high r-squared value of 0.7417682 underscore the substantive relationship between the ascendance of the name "Audrey" and the fluctuations in SLB's stock price. These statistical measures affirm the significant impact of this seemingly lighthearted variable on the financial domain, demonstrating the depth of influence that a name can bear. It seems that the world of finance, much like life itself, is never short of surprises – especially involving a certain Audrey.

The remarkable association uncovered in this study invites us to consider the myriad factors at play in the stock market, and the potential influence of names on investment decisions. This light-hearted yet enlightening investigation prompts us to reflect on the multifaceted nature of market forces and the charming allure of unexpected correlations. After all, in the world of finance, as in the world of humor, the most unexpected punchlines often carry the most weight.

As with any statistical inquiry, the findings of this study open the door to further exploration and analysis. Our research

serves as a lighthearted yet insightful reminder that the financial domain may harbor surprising connections to the most unconventional variables – even a first name. It is through such unexpected revelations that we continue to unravel the enigmatic intricacies of stock market dynamics, showcasing the enduring fascination of statistical inquiry. In the world of finance, it seems that there's no resisting the charm of Audrey.

6. Conclusion

In conclusion, our investigation into the relationship between the popularity of the first name Audrey and the stock price of Schlumberger Limited (SLB) has unveiled a remarkable correlation that cannot be overlooked. The substantial correlation coefficient of 0.8612597 and the significant p-value of less than 0.01 for the period from 2002 to 2022 provide compelling evidence of the "Audrey Effect" on stock prices. It seems that in the world of finance, the charm of Audrey may hold more sway than previously envisioned, prompting us to muse on the idea that perhaps "Audrey" is the real "stock" of the town.

Our findings offer an amusing yet enlightening perspective on the intertwining of seemingly unrelated phenomena, shedding light on the quirkiest aspects of market dynamics. As we navigate the enigmatic realm of financial analysis, it becomes evident that even the most unconventional factors can exert an unexpected influence, demonstrating that in the unpredictable world of stocks, as in life, there's certainly "Audrey-sty" around every corner.

While our research has brought about notable insights, it also underscores the need for continued exploration and analysis in this intriguing domain. For as long as there are data to dissect and correlations to decipher, the allure of Audrey in the stock

market shall not be overlooked. Nevertheless, for now, we can confidently affirm that our findings provide substantial evidence of the captivating "Audrey Effect" on stock prices, leaving us with the understanding that when it comes to finances, there may just be more than meets the "i" - Audrey-sly.

Based on the robust nature of our findings, we assert that further research in this area is unnecessary. It seems that the connection between the popularity of the first name Audrey and SLB's stock price has been sufficiently illuminated, leaving us with the delightful certainty that in the world of finance, Audrey's influence is as real as it gets. No longer can one dismiss the impact of this seemingly innocuous name on the financial landscape – it appears that Audrey truly does have the "stock" market under her spell.