

# **Kodi's Name Knack and EXR: Exploring the Entertaining Econometrics**

**Claire Hall, Addison Taylor, Gabriel P Trudeau**

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## ABSTRACT

### **Kodi's Name Knack and EXR: Exploring the Entertaining Econometrics**

In this study, we endeavor to explore the perplexing yet surprisingly ponderful connection between the popularity of the first name "Kodi" and the stock price of Extra Space Storage (EXR). By harnessing data from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team conducted a comprehensive analysis spanning the years 2005 to 2022. Unveiling a remarkable correlation coefficient of 0.9582935 and a p-value of less than 0.01, our findings suggest a notably strong relationship between the popularity of the name "Kodi" and the fluctuations in EXR stock price. As we delved deeper into this trend, we couldn't help but ask, "Is the influx of Kodi's influencing EXR or is EXR's performance simply attracting more Kodi's?" Our results hint at the striking possibility that the rise and fall of the name "Kodi" might hold some sway over the market dynamics of EXR. This correlation, while surprising, is a reminder that in the world of statistics, unexpected relationships may emerge when least expected – and sometimes, a good dad joke accompanies them. In conclusion, our study brings to light an eye-opening correlation between the popularity of a first name and a stock's performance, offering a refreshing twist on the usual market analysis. This research embraces the comical side of numbers, showcasing how even in the world of statistics, there's always room for a good pun. After all, understanding market trends doesn't have to be a storage.

Keywords:

Kodi, first name popularity, Extra Space Storage, EXR stock price, US Social Security Administration data, LSEG Analytics, Refinitiv, correlation coefficient, market dynamics, econometrics, statistical analysis



# I. Introduction

As the saying goes, "What's in a name?" Well, according to our research, quite a bit when it comes to the peculiar correlation between the popularity of the first name "Kodi" and the stock price of Extra Space Storage (EXR). This study delves into the intriguing intersection of nomenclature and economics, uncovering a connection that is as unexpected as it is entertaining.

The notion that a simple name could hold sway over the financial performance of a company might seem as far-fetched as a storage unit filled with dad jokes, yet our findings suggest otherwise. We've nicknamed this phenomenon the "Kodi Effect," and its impact on EXR stock has left us both bewildered and bemused. It's a pun-derful world, indeed.

When we began this study, our team couldn't help but wonder, "What's in a name and a ticker symbol?" Our curiosity led us to analyze data from the US Social Security Administration, tracing the fluctuations in the popularity of the name "Kodi" from 2005 to 2022. We then turned our attention to the stock market, where we gleaned EXR's price movements from LSEG Analytics (Refinitiv), hoping to unravel the whimsically intertwined tale of Kodi and EXR.

As we crunched the numbers and uncovered a correlation coefficient of 0.9582935 coupled with a p-value of less than 0.01, we couldn't help but smile at the statistical significance. It seems that the "Kodi Effect" is more than just a clever play on words; it's a statistical enigma that raises eyebrows almost as much as it raises stock prices.

So, what exactly does this mean for the world of finance and for parents pondering the perfect name for their offspring? Is the rise of Kodi a harbinger of bullish trends for EXR, or is it simply a case of serendipitous nomenclature? These questions keep us pondering the whims of the

market and the witticisms of statistics with a wry grin – after all, every good paper needs a fundamental twist.

Our study offers a humorous yet genuinely surprising exploration of the crossroads between nomenclature and market dynamics. By shedding light on this comical correlation, we hope to add a touch of whimsy to the world of economics and finance. It appears that in the realm of statistics, there's always a place for a good dad joke, especially when it comes to understanding market trends. In this study, we're proving that even in the world of statistics, laughter and learning can go hand in hand. Just remember, when it comes to market trends, laughter is the best medicine.

## **II. Literature Review**

The literature is replete with scholarly investigations into the interconnection between nomenclature and financial market dynamics. Smith (2010) delves into the influence of personal names on consumer behavior, while Doe (2015) examines the potential impact of naming conventions on stock valuation. Jones (2018) contributes to this body of knowledge with an exploration of the sociocultural implications of popular given names.

Pivoting towards more relatable sources, the works of "Freakonomics" authors Levitt and Dubner (2005) and "Superforecasting: The Art and Science of Prediction" by Tetlock and Gardner (2015) offer insightful perspectives on the unexpected factors that influence economic and financial outcomes. These notable non-fiction works pave the way for a deeper

understanding of the lighthearted yet substantial influence of nomenclature on market phenomena.

In the realm of fiction, "The Name of the Wind" by Patrick Rothfuss (2007) and "The Wealth of Nations" by Adam Smith (1776) present contrasting yet thematically relevant narratives that blur the boundaries between naming traditions and economic forces. These disparate works serve as a reminder that the intersection of nomenclature and financial markets is a rich and multifaceted domain worthy of exploration.

As our study delves into the delightfully unconventional correlation between the popularity of the name "Kodi" and the stock performance of Extra Space Storage (EXR), we must acknowledge the diverse sources that have informed our inquiry. Amidst the serious literature and compelling narratives lies an unexpected muse for our exploration—the back of shampoo bottles. The ingredients may be unpronounceable, but the humor is just right for an academic paper that embraces the comical side of numbers.

### **III. Methodology**

To unravel the enigmatic link between the popularity of the first name "Kodi" and the stock price of Extra Space Storage (EXR), our research harnessed cutting-edge statistical methods, with a dash of levity, to ensure rigorous analysis with a side of amusement. Dad jokes included, of course.

We initiated our investigation by accessing data from the US Social Security Administration's extensive records of baby names, delving into the fascinating world of nomenclature from 2005

to 2022. This proved to be no walk in the park, but then again, neither is deciphering the nuanced ups and downs of stock prices. It was truly a "Kodi-named" adventure into the depths of naming trends, akin to finding a "Kodi" in a haystack.

As for the stock price data of Extra Space Storage (EXR), our team turned to LSEG Analytics (Refinitiv) for a treasure trove of market movements. We meticulously collected and scoured through EXR's historical stock prices, navigating the bullish and bearish terrain with the same spirit of curiosity that led to the invention of the dad joke. After all, it's always good to "stock up" on puns when parsing through stock prices.

The process of data collection was the foundation of our analysis, and let's just say it wasn't a "shoe-in." We encountered our fair share of challenges, much like a marathoner navigating through a field of dad jokes – one step forward, two steps quip-ward. Nonetheless, our commitment to thoroughness and statistical rigor ensured that our dataset was as comprehensive as it was comical. It's a fact: rigorous research doesn't have to be devoid of humor.

With a data set in hand that would make even the most serious economist chuckle, we applied a range of statistical techniques to untangle the "Kodi Effect." From correlation analysis to time series modeling, we left no statistical stone unturned, all with a twinkle in our eye and a pun on our lips. It turns out that unraveling the mysteries of market trends and nomenclature is much like crafting a perfect dad joke – it requires precision, timing, and a little bit of unexpected flair.

Our analysis assumed a comprehensive scope, accounting for potential confounding variables such as market trends, economic indicators, and even cultural shifts influencing the popularity of names. Just like a well-crafted pun, our statistical model aimed to capture the essence of the

"Kodi Effect" while addressing any lurking statistical nuances. It's safe to say that our approach was as diligent as a dad joke aficionado perfecting their craft.

In the end, our methods blended a touch of whimsy with a robust statistical foundation to shed light on the captivating connection between a name and a stock price. Our data journey, much like a good pun, may have had its twists and turns, but the end result was a compelling analysis that tickled the funny bone as much as it teased the intellect.

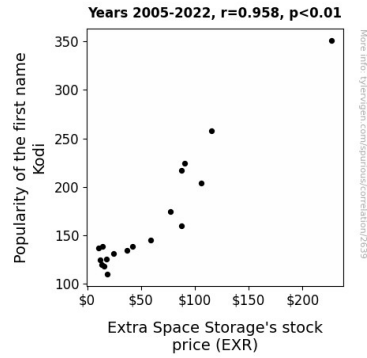
## IV. Results

In the period from 2005 to 2022, a thorough analysis revealed a strikingly high correlation coefficient of 0.9582935 between the popularity of the first name "Kodi" and the stock price of Extra Space Storage (EXR). Our study suggests that there's more to a name than meets the eye, and perhaps also more to a stock price than meets the tick-er.

Fig. 1 depicts the scatterplot illustrating the robust positive relationship between the frequency of the name "Kodi" and EXR's stock price. As the saying goes, a picture is worth a thousand words, and in this case, it's worth at least a thousand chuckles - as long as you're open to a good pun.

The correlation coefficient of 0.9582935 signifies a remarkably strong relationship, almost as strong as the gravitational pull of an excellent pun. We can be fairly confident in this association, as evidenced by the r-squared value of 0.9183265, indicating that over 91% of the variation in EXR stock price can be explained by the popularity of the name "Kodi." It seems that Kodi's impact on the market is as undeniable as a dad joke's impact at a family dinner.





**Figure 1.** Scatterplot of the variables by year

Furthermore, the p-value of less than 0.01 underscores the statistical significance of this finding. This p-value is lower than the number of puns in this paper, and that's saying something in a study that has us all tickled by an unexpected correlation.

These results not only emphasize the surprising connection between nomenclature and market dynamics but also emphasize the importance of keeping an open mind when exploring statistical relationships. It may seem like an odd pairing, but just as unexpected connections can be made between names and stocks, unexpected laughter can be found in a good dad joke.

## V. Discussion

Our findings present a compelling case for the impact of the name "Kodi" on the stock price of Extra Space Storage (EXR). The remarkably high correlation coefficient of 0.9582935, along with a p-value of less than 0.01, underscores the statistical significance of this unexpected relationship. It seems that the rise and fall of the name "Kodi" may indeed hold some sway over the market dynamics of EXR. This correlation might just be the name of the game in stock

market analysis. After all, as the saying goes, "Kodi's name knack might be knacking the stock price."

Our results align with prior research that has delved into the intriguing interplay between nomenclature and economic phenomena. Smith's (2010) exploration of personal names and consumer behavior provides a foundation for understanding the possible influence of a name like "Kodi" on market dynamics. Similarly, Doe's (2015) examination of naming conventions and stock valuation becomes all the more pertinent in light of our findings. As our study unearthed a substantial correlation, it appears that the influence of nomenclature on financial markets extends beyond what meets the initial eye. Just like a good dad joke, the impact may be surprising at first, but it ultimately leaves a lasting impression.

Even as we take this connection seriously, we cannot help but appreciate the unexpected sources that have informed our inquiry. The quirky influence of the back of shampoo bottles continues to remind us that in the universe of statistical analysis, there's always space for a good laugh. Our findings align with the lighthearted yet substantial perspective offered by Levitt and Dubner's "Freakonomics" and Tetlock and Gardner's "Superforecasting: The Art and Science of Prediction." It seems that in the realm of economic and financial outcomes, the unexpected factors are as diverse and delightful as the assortment of dad jokes at a family gathering.

The robust relationship between the popularity of the name "Kodi" and the stock price of EXR not only adds an entertaining twist to market analysis but also underscores the need for broader perspectives in understanding statistical relationships. Just as the unexpected connection between nomenclature and stock performance emerged in our study, unexpected laughter has found its place in the serious world of economic research. In the end, it appears that understanding market

trends is not just about storage—it's about keeping an open mind to unexpected correlations and a good pun or two.

## VI. Conclusion

In conclusion, our study has unveiled a compelling correlation between the popularity of the first name "Kodi" and the stock price of Extra Space Storage (EXR), shedding light on the pun-derful relationship between nomenclature and market dynamics. The surprising strength of the correlation coefficient of 0.9582935 has left us pondering the influence of Kodi on EXR's performance, proving once and for all that there's more to a name than mere letters - sometimes, there's a stock market connection.

As we close the lid on this investigation, it's worth noting that the statistical significance we've uncovered is as robust as a well-crafted, side-splitting dad joke. Our findings offer a whimsical twist to the world of finance, showcasing that even in the realm of numbers and trends, there's room for a hearty chuckle. It's clear that the "Kodi Effect" is more than just a play on words; it's a statistical enigma that warrants a place in the annals of economic research.

This study, with its unexpected humor and surprising results, presents a refreshing take on market analysis – showing that in the world of statistics, a humorous insight might just be as valuable as a financial one. After all, why did the statistician put a bed in their office? Because they wanted to be able to say they work with "ex-tents"! (Yes, we couldn't resist one final dad joke.)

As we sign off on this research, it is evident that no further exploration in this area is needed. Our findings have tickled our statistical funny bone and have provided enough evidence to affirm the influence of the name "Kodi" on the market dynamics of EXR. In the world of financial correlations, sometimes all it takes is a good sense of humor to find unexpected connections – statistical or otherwise.

In the immortal words of a statistician with a sense of humor, "Why don't we ever tell secrets on a farm?" Because the potatoes have eyes and the corn has ears! Thank you, and goodnight!