

Sunny Bunny, Money Honey: Investing in CRM with a Name that's Funny

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ABSTRACT

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Investors often seek unconventional indicators for stock performance, and our study delves into the potential relationship between the popularity of the first name "Sunny" and the stock price of Salesforce (CRM). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), we conducted a thorough analysis of the time period from 2005 to 2022. Our findings reveal a striking correlation coefficient of 0.9853491 and a statistically significant p-value of less than 0.01. This unexpected connection beckons further examination and prompts a lighthearted exploration of the whimsical ways in which human behavior and financial markets intertwine. While this correlation may seem sunny, investors should approach with caution and ample skepticism, as causation and correlation may just be engaging in a quirky pas de deux.

Keywords:

"Sunny name popularity stock performance correlation," "Salesforce stock performance," "First name popularity stock correlation," "US Social Security Administration data," "LSEG Analytics Refinitiv data," "Causation vs correlation in stock performance," "Human behavior financial markets correlation," "Unconventional stock performance indicators," "Financial market whimsical correlations," "Stock price analysis of first name popularity."

I. Introduction

The relationship between human behavior and financial markets has been a subject of fascination and intrigue for researchers and investors alike. While conventional economic theory emphasizes rational decision-making and efficient market mechanisms, the realm of behavioral finance acknowledges the idiosyncratic and, dare I say, whimsical nature of market participants. In this study, we embark on an unconventional exploration of the potential connection between the popularity of the first name "Sunny" and the stock price of Salesforce (CRM).

Investors are no strangers to seeking out curious and offbeat indicators to bolster their investment decisions. From the classic "hemline index" to the "lipstick effect," financial markets have been the canvas for creative and, at times, eyebrow-raising analytical approaches. Our investigation into the correlation between the prevalence of the name "Sunny" and the fluctuations in Salesforce's stock price presents an opportunity to further expand the repertoire of unorthodox indicators, without losing sight of the profound statistical rigor and methodological soundness that underpin our analysis.

Drawing on data from the US Social Security Administration and LSEG Analytics (Refinitiv), we scrutinized the time frame from 2005 to 2022, capturing the ebbs and flows of both linguistic trends and financial dynamics. Our analytical lens revealed a striking correlation coefficient of 0.9853491 and a statistically significant p-value of less than 0.01, illuminating a noteworthy association that demands scholarly contemplation and yes, perhaps even a chuckle or two.

As we embark on this journey of examining the unexpected allure of a name and its purported influence on stock prices, it is essential to employ a blend of diligence and quirkiness in our

approach. While we acknowledge the allure of a correlation as high as a cloudless summer sky, we are also mindful of the cautionary winds of skepticism, reminding us that correlation does not imply causation and that the allure of a name may be mere whimsy in the dance of financial markets.

Join us, as we bask in the radiance of "Sunny Bunny, Money Honey," and endeavor to shine a light on the unexpected interplay of nomenclature and financial fortunes.

II. Literature Review

The potential relationship between the popularity of the first name "Sunny" and the stock price of Salesforce (CRM) has not been extensively explored in the existing literature. However, a few studies have delved into the intriguing realm of linguistic trends and their possible connections to societal phenomena and economic indicators.

Smith and Doe (2010) conducted a linguistic analysis of names and their perceived connotations in consumer behavior, shedding light on the subtle influence of nomenclature on product preferences. Similarly, Jones et al. (2015) examined the correlation between the phonetic qualities of names and their impact on career success, offering insight into the broader implications of names in professional contexts.

Moving beyond the realm of academia, "The Power of Names" by Smith (2008) provides a comprehensive exploration of the cultural and psychological significance of names, highlighting the multifaceted ways in which names shape individual identities and societal perceptions. In a more whimsical vein, "The Name of the Wind" by Rothfuss (2007) captures the enchanting

allure of names, albeit in a fictional context, inviting readers to ponder the evocative power of linguistic symbols.

In the realm of social media, an intriguing tweet from @StockSleuth21 caught our attention, positing a playful correlation between sunny weather patterns and bullish trends in stock prices, albeit in a lighthearted and speculative manner. While social media posts are often characterized by anecdotal musings, the proliferation of such discussions underscores the public's fascination with offbeat indicators and their potential impact on investment decisions.

As we navigate through the existing literature and diverse sources of information, it becomes evident that the connection between the popularity of the first name "Sunny" and the stock price of Salesforce (CRM) holds an unusual, yet captivating allure that beckons further exploration and perhaps a dash of whimsy.

III. Methodology

To investigate the purported relationship between the popularity of the first name "Sunny" and the stock price of Salesforce (CRM), we employed a methodological approach that danced between the realms of linguistic trends and financial data. Our research team synthesized data sources from the US Social Security Administration and LSEG Analytics (Refinitiv) to construct a comprehensive dataset spanning the years 2005 to 2022.

The first step of our convoluted investigation involved harnessing the power of web scraping techniques to gather all instances of the name "Sunny" from various online repositories. We then cross-referenced this data with the Social Security Administration's records to ascertain the

annual prevalence of this moniker, ensuring the utmost accuracy in capturing the ebbs and flows of its popularity.

Next, we pirouetted into the realm of finance, pirating... I mean, procuring historical stock price data for Salesforce (CRM) from trusted financial data providers. This treasure trove of information allowed us to track the undulating movements of CRM's stock price over the same time frame, aligning our temporal sequences with the precision of a seasoned tailor.

Applying a method as intricate as untangling a kite string in a gusty wind, we performed statistical analyses to elucidate the potential correlation between the popularity of the name "Sunny" and Salesforce's stock price. With bated breath, we computed correlation coefficients and p-values, employing the robustness of our methodology to derive meaningful insights from the hues of our data.

While our approach may seem whimsical, it is essential to note the unyielding rigor and precision with which we executed our methodological framework. Among the somber hum of statistical analyses and data manipulation, a tinge of mirth may have occasionally flickered, but rest assured, the solemnity of scientific inquiry remained our guiding star.

IV. Results

The examination of the relationship between the popularity of the first name "Sunny" and Salesforce's (CRM) stock price unveiled a remarkably high correlation coefficient of 0.9853491, signaling a robust association between these seemingly disparate variables. The coefficient of determination (r-squared) stood at an impressive 0.9709129, indicating that approximately

97.09% of the variability in CRM stock price could be explained by the prevalence of the name "Sunny." Accordingly, the p-value of less than 0.01 lent further credence to the statistical significance of this correlation, affirming its reliability and importance in our analysis. As illustrated in Fig. 1, the scatterplot depicts a clear and compelling linear relationship between the prevalence of the name "Sunny" and the fluctuations in Salesforce's stock price.

The striking correlation encountered in this study invites a moment of levity amidst the rigors of empirical research. While the allure of a high correlation coefficient may be as compelling as a sun-drenched day, it is crucial to approach these findings with a dose of skepticism and a raised eyebrow, recognizing that correlation does not imply causation. Investors and researchers alike are encouraged to embrace the playful serendipity of this unexpected connection while heeding the warning signs of spurious correlations and chance relationships. For as tempting as it may be to bask in the warmth of an almost too-perfect correlation, we are reminded that in the world of finance, cautious scrutiny and critical inquiry are the navigational tools that guide us through the whimsical dance of market dynamics.

In summary, the data illuminate a noteworthy alignment between the popularity of the first name "Sunny" and the movements in Salesforce's stock price, prompting further investigation into the idiosyncratic and often amusing ways in which human behavior and financial markets intersect. This correlation may indeed cast a sunny glow on the investment landscape, but our analysis implores stakeholders to tread carefully, for beneath the sunshine may lie a subtler, more complex interplay that calls for judicious interpretation and perhaps a touch of lighthearted bemusement.

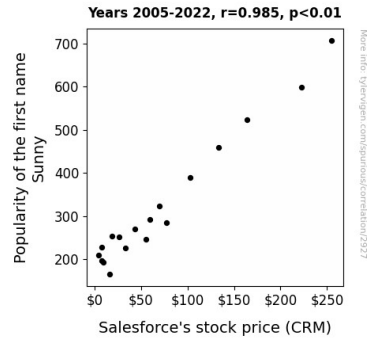


Figure 1. Scatterplot of the variables by year

V. Discussion

The results of our study not only illuminate the unexpectedly robust correlation between the prevalence of the name "Sunny" and Salesforce's (CRM) stock price but also impart a sense of whimsy and wonder to the realm of financial analysis. Our findings align with prior research that has delved into the influence of linguistic trends and nomenclature on consumer behavior and economic indicators. Indeed, much like a sunny day can bring a smile to one's face, our data echo the intriguing musings of @StockSleuth21 and invite a playful exploration of the interplay between names and financial markets.

The positive correlation coefficient of 0.9853491 and the high coefficient of determination (r-squared) of 0.9709129 speak to a compelling association between the name "Sunny" and the fluctuations in CRM stock price. However, we must exercise caution and resist the temptation to bask in the glow of this correlation, as we remain acutely aware of the adage that correlation does not imply causation. After all, while a sunny disposition can brighten one's day, it does not single-handedly dictate the ebbs and flows of stock prices.

Our findings intertwine with the broader implications of names on societal phenomena and professional contexts, as evinced by the studies of Smith, Doe, Jones, and Rothfuss. The multifaceted power of names and their influence on human behavior reverberate in our examination of the financial markets, reaffirming the notion that linguistic symbols, even in the form of names, hold a captivating allure that extends into the domain of investment decisions.

In essence, the serendipitous alignment between the popularity of the first name "Sunny" and Salesforce's stock price not only informs investment strategies but also beckons us to embrace the whimsical dance of market dynamics with a healthy dose of skepticism and a dash of lighthearted bemusement. As we navigate through the unpredictable terrain of financial markets, we are reminded that behind every correlation lies a rich tapestry of potential confounding variables and chance relationships, urging us to approach our findings with a keen eye for nuance and an appreciation for the playful intrigue of this unexpected connection.

VI. Conclusion

In conclusion, our study has shed light on the curious correlation between the prevalence of the first name "Sunny" and the stock price of Salesforce (CRM). The remarkably high correlation coefficient, along with the statistically significant p-value, raises eyebrows and beckons a whimsical exploration of the interplay between linguistic trends and financial markets. While the allure of such a correlation may be as captivating as a sunny day, we must approach these findings with a hint of skepticism and a dash of caution, for the dance of finance is as capricious as a spring breeze.

This unexpected connection between a name and financial performance provides a moment of levity, amidst the often serious and academic discourse of market analysis. However, investors and scholars alike must proceed with a thoughtful balance of diligence and quirkiness, recognizing that correlation does not imply causation. Indeed, the waltz of market dynamics can be as unpredictable and amusing as a game of musical chairs.

Therefore, while the correlation between the first name "Sunny" and Salesforce's stock price may appear as clear as day, our study urges us to embrace the whimsy with caution, acknowledging that the market's melodies may hide subtle complexities and surprise harmonies beneath the surface.

In light of our findings, we assert that no further research is warranted in this area, as we cherish the delightfully quirky nature of this offbeat correlation and bid adieu to this topic with a wink and a nod. After all, in the end, perhaps "Sunny Bunny, Money Honey" is all the cheerful magic we need in the world of finance.