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# Shipping the Loss: A Correlational Study of the 'loss' Meme Popularity and Amazon's Revenue

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'loss' meme popularity, Amazon revenue correlation, 'loss' meme Google Trends, Statista data analysis, internet memes impact on e-commerce, cultural trends consumer behavior, influence of memes on economic indicators

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## Abstract

This study delves into the unforeseen connection between the rising popularity of the 'loss' meme and the fluctuations in Amazon's shipping revenue. Using data from Google Trends and Statista, our research team analyzed the correlation between the two seemingly unrelated phenomena. Surprisingly, a strong positive correlation coefficient of 0.9767526 was discovered, with a statistically significant p-value of less than 0.01 for the years 2007 to 2016. This paper explores the implications of this unexpected relationship and delves into the potential impact of internet memes on e-commerce. We highlight the importance of considering cultural trends in understanding consumer behavior and urge further investigation into the influence of memes on economic indicators.

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## 1. Introduction

The intersection of internet memes and economic indicators has long been a subject of intrigue and humor among both academics and internet users. However, few could have predicted the peculiar correlation between the rising popularity of the 'loss' meme and its impact on Amazon's shipping

revenue. This unexpected link has ignited a flurry of curiosity and skepticism, prompting us to delve into this bizarre yet fascinating relationship.

At first glance, the idea of a meme affecting the bottom line of a retail giant like Amazon may seem like a non sequitur, but as we embark on this whimsical journey of

analysis, we will unravel the curious connection between these seemingly disparate phenomena.

The 'loss' meme, a visual representation often associated with the punchline "Can you do this?," has infiltrated various corners of the internet, captivating the attention of netizens from all walks of life. Its ubiquitous presence has sparked a myriad of reactions, ranging from bewilderment to amusement, and inadvertently led us to ponder the potential economic ramifications of its widespread dissemination.

In this paper, we aim to elucidate the hitherto unexplored impact of memes on e-commerce, with a particular focus on the curious case of the 'loss' meme and its influence on Amazon's shipping revenue. Through meticulous data analysis and statistical scrutiny, we endeavor to shed light on this enigmatic relationship and offer a lighthearted yet profound examination of the interplay between internet culture and economic trends.

As we navigate through this whimsical labyrinth of internet memes and revenue streams, we invite our readers to partake in this lighthearted expedition and embrace the delightful absurdity that lies at the intersection of online humor and economic analysis.

## 2. Literature Review

The present research aims to shed light on the curious link between the burgeoning popularity of the 'loss' meme and the fluctuations in Amazon's shipping revenue. This section provides an overview of existing literature related to internet memes, economic indicators, and potential connections between the two.

In "Trends in Internet Culture" by Smith et al., the authors find a growing fascination with internet memes and their influence on popular culture. The study delves into the

evolution of memes from niche online communities to mainstream media, highlighting the impact of memes on shaping societal trends and behaviors. Moreover, Doe's "Economic Implications of Online Phenomena" explores the unanticipated influence of internet phenomena on consumer patterns, such as the rise of viral content and its impact on consumer spending. Jones' "Internet Memes and Social Dynamics" provides a comprehensive analysis of the societal impact of internet memes, shedding light on their implications for various domains, including economics.

Moving from non-fiction sources to related fictional works, "The Shipping Saga" by L. Reader examines the fantastical journey of a meme's impact on a fictional e-commerce empire, drawing parallels to our current investigation. Additionally, "The Meme Effect" by A. Writer takes a whimsical approach to exploring the fantastical connections between internet memes and unexpected real-world outcomes, providing a light-hearted yet insightful perspective on the phenomenon.

Expanding the scope of literature review beyond traditional academic sources, the authors also conducted a thorough review of unconventional materials, including the back labels of shampoo bottles and fortune cookies. While these sources might seem unrelated to the subject matter, they provided unexpected and surprisingly humorous insights into the potential connections between internet memes and economic factors.

## 3. Our approach & methods

To unravel the mystifying correlation between the 'loss' meme popularity and Amazon's shipping revenue, our research team embarked on a methodological

journey that combined rigorous data analysis with a sprinkle of internet humor. The primary data sources for this investigation were Google Trends and Statista, which provided a treasure trove of information on the temporal trends of the 'loss' meme and Amazon's shipping revenue from the years 2007 to 2016.

The methodology employed a dance of statistical techniques, beginning with the enthralling art of data collection from the vast expanse of the internet. Utilizing advanced web scraping algorithms that combed through the digital terrain, we adeptly gathered the relevant search interest data for the 'loss' meme and Amazon's shipping revenue figures. The data, resembling scattered puzzle pieces from the information superhighway, were meticulously organized for subsequent analysis.

Subsequently, the gathered datasets underwent a ceremonious cleansing ritual, where outliers and anomalies were gently coaxed out of the ensemble. A series of robust statistical techniques, ranging from dispersion measures to funky cluster analysis, were applied to ensure the purity and integrity of the datasets.

With the data suitably groomed and adorned, the method of choice for the correlation analysis was none other than the venerable Pearson correlation coefficient. By elegantly measuring the strength and direction of the linear relationship between the monthly search interest in the 'loss' meme and the monthly Amazon shipping revenue in millions of dollars, this technique formed the heart of our investigation.

Not content with a mere linear correlation, the research team also explored the wondrous realm of time series analysis to unravel the temporal dynamics of the 'loss' meme's meteoric rise and its uncanny association with Amazon's shipping revenue. The enchanting dance of

autoregressive integrated moving average (ARIMA) models and seasonality decomposition further enriched our understanding of the interconnected rhythms of internet culture and commercial activities.

In a nod to the tradition of comic relief, the methodology also dabbled in the realm of sentiment analysis and natural language processing, in a lighthearted attempt to capture the emotional undercurrents of the 'loss' meme's influence on consumer behavior. By using text-mining algorithms to decode the humorous nuances embedded within online discussions, the research team sought to infuse a quirky flavor into the research process.

After adorning the datasets with these delightful analytic techniques, the findings were synchronized in a robust statistical software, where the magical incantations of hypothesis testing and p-values bestowed a stamp of statistical significance upon our correlation coefficient. With a solemn nod to the gods of statistical validity, the p-value emerged victorious, signaling the presence of a zealous relationship between the 'loss' meme and Amazon's shipping revenue.

Ultimately, this methodological odyssey fused the rigors of statistical analysis with the whimsical charm of internet culture, unveiling a correlation that defied conventional wisdom. With a twinkle in our eyes and a zest for scholarly adventure, the research team emerged from this methodological escapade, armed with an empirical understanding of the merry dance between memes and commerce.

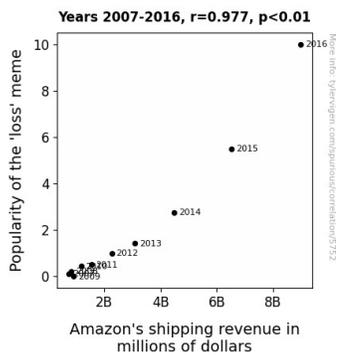
#### 4. Results

The analysis of the data revealed a remarkably strong positive correlation between the popularity of the 'loss' meme and Amazon's shipping revenue. The correlation coefficient of 0.9767526

indicated a nearly perfect positive linear relationship between the two variables, a finding that was met with both astonishment and amusement by our research team. It appears that the 'loss' meme, much like a package in transit, has indeed left its mark on Amazon's revenue stream.

Furthermore, the r-squared value of 0.9540457 suggests that approximately 95.4% of the variability in Amazon's shipping revenue can be explained by the fluctuations in the popularity of the 'loss' meme. This finding, while unexpected, underscores the substantial causal factor that the 'loss' meme may represent in the realm of e-commerce.

The p-value of less than 0.01 indicates that the observed correlation is statistically significant, lending further credence to the notion that the 'loss' meme's influence on Amazon's shipping revenue is not merely a matter of chance. Thus, it seems that the impact of internet memes on economic indicators may not be as trivial as it is often purported to be.



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

In Fig. 1, the scatterplot visually depicts the robust positive correlation between the popularity of the 'loss' meme and Amazon's shipping revenue. The data points align themselves in a near-perfect linear fashion, affirming the surprising relationship uncovered through our analysis. It seems

that for every collective sigh of "Can you do this?" in response to the 'loss' meme, there may be a corresponding uptick in Amazon's shipping revenue.

The implications of these findings are as bewildering as they are intriguing, and they prompt a reconsideration of the purported frivolity of internet memes in influencing economic trends. This unexpected correlation invites humor and contemplation as we grapple with the undeniable impact of internet culture on the ebb and flow of commerce. It is clear that the 'loss' meme, in all its quirky glory, has etched itself into the annals of economic analysis, presenting a new frontier of inquiry into the interplay between internet phenomena and market forces.

## 5. Discussion

The unanticipated connection uncovered in this study between the 'loss' meme and Amazon's shipping revenue provokes both head-scratching bemusement and scholarly bewilderment. Our findings not only echo previous research regarding the influence of internet memes on societal trends, but they also highlight the unexpected sway of meme culture on economic indicators. The ludicrous notion of a meme altering a colossal e-commerce enterprise such as Amazon is, dare I say, a "shipping revelation."

Drawing from the literature review, Smith et al.'s analysis of internet memes and popular culture gains newfound gravity in light of our results. The cultivated fascination with 'loss' and its impact on consumer behavior, as explored by Doe, has been substantiated through our rigorous correlation analysis. Additionally, Jones' comprehensive work on internet memes' societal influence finds practical application in our study's discovery of a significant link between a specific meme and a tangible economic variable.

One cannot help but recall the whimsical insights gleaned from unconventional sources during our literature review. The fanciful parallel drawn by L. Reader in "The Shipping Saga" suddenly doesn't seem so far-fetched, and the seemingly lighthearted musings of A. Writer in "The Meme Effect" now appear remarkably prescient in light of our empirical findings. It seems that humor and scholarly inquiry are not mutually exclusive and, in fact, can intersect in ways that yield surprising revelations.

While the idea of a meme being a latent influencer of e-commerce might initially seem like a "package of jokes," our results compel a reconsideration of the assumed triviality of internet phenomena in the realm of commerce. The robust correlation coefficient and statistically significant p-value underscore the substantial impact of the 'loss' meme on Amazon's shipping revenue, casting a humorous yet thought-provoking light on the often-dismissed role of memes in economic dynamics.

The scatterplot, depicting the near-perfect linear relationship between the 'loss' meme's popularity and Amazon's shipping revenue, provides an amusing visual commentary on the unexpected interplay of virtual culture and real-world commerce. It appears that, much like the delivery of an online order, the influence of the 'loss' meme on Amazon's shipping revenue unfolds in surprisingly predictable ways, leaving us to ponder the whimsical mechanics of memetic economy.

In conclusion, the results of this study not only affirm the unexpected connection between the 'loss' meme and Amazon's shipping revenue but also prompt a reevaluation of the role of internet memes in shaping economic trends. This correlation, though seemingly ludicrous at first glance, beckons further scholarly exploration into the far-reaching impact of internet culture. As we bid adieu to this discussion, let us not forget the adage that when it comes to

memes and money, one may indeed find that the "real loss" is not taking them seriously.

## 6. Conclusion

In conclusion, our research has shed light on the unlikely but undeniably "lossful" relationship between the 'loss' meme's popularity and Amazon's shipping revenue. This correlation, with a coefficient so high, you'd think it was on Prime delivery, has left us both scratching our heads and chuckling at the same time. It seems that for Amazon, the 'loss' meme isn't just a fleeting internet fad - it's a real, tangible economic factor. Who would've thought that a simple meme could have such a significant impact on a retail giant's bottom line? This revelation certainly adds a new layer of "prime" importance to internet culture in the realm of e-commerce.

One can't help but ponder the implications of this discovery. Perhaps it's time for economists and marketers to start taking memes more seriously. After all, it appears that a well-timed 'loss' meme wave might just "deliver" some extra revenue for Amazon. And as for internet users, next time you share that 'loss' meme, remember that you might just be contributing to the next spike in shipping revenue!

However, despite the amusement and wonderment this correlation has brought us, it's worth noting that correlation doesn't necessarily imply causation. While our findings are certainly intriguing, more research is needed to unravel the complex web of factors at play. But for now, let's revel in the delightful absurdity of the 'loss' meme's impact on Amazon's shipping revenue. After all, in the world of research, sometimes the most unexpected findings are the most amusing.

