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# Analyzing the Purrfect Storm: A Feline Scratches and Coca-Cola Stock Price Correlation

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## KEYWORDS

Google searches, my cat scratched me, Coca-Cola stock price, KO, correlation coefficient, Google Trends, LSEG Analytics, Refinitiv, 2008-2023, household pet mishaps, financial market behavior

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## Abstract

This paper delves into the hitherto unexplored connection between Google searches for 'my cat scratched me' and The Coca-Cola Company's stock price (KO) by combining data from Google Trends and LSEG Analytics (Refinitiv). A correlation coefficient of 0.9739712 and  $p < 0.01$  were obtained for the time period spanning 2008 to 2023. We discuss the potential implications of this unlikely relationship and draw insights from the unexpected correlation, showcasing how scratching the surface of seemingly unrelated data sources can reveal fascinating connections. Our findings prompt further investigation into the heretofore unimagined nexus between household pet mishaps and financial market behavior, proving that sometimes, even the most obscure inquiries can yield surprising results.

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## 1. Introduction

The intersection of feline behavior and corporate stock performance may seem like a frivolous pursuit, akin to chasing a laser pointer dot around a room. However, as we purr-sue our research in this area, we have unearthed intriguing connections that go beyond the surface-level absurdity. In this

paper, we unravel the enigmatic correlation between Google searches for 'my cat scratched me' and the stock price of The Coca-Cola Company (KO). While this may elicit a few raised eyebrows and smirks from the uninitiated, our analysis reveals a statistically significant relationship that cannot be brushed off as mere coincidence.

Fascinatingly, our investigation ties together seemingly unrelated realms, illustrating that beneath the veneer of incongruity lies an unexpected kinship, much like finding a hairball in a sock drawer. By harnessing the power of big data and statistical analysis, we have scratched beneath the surface to reveal a connection that defies conventional logic, much like trying to determine which came first, the feline's insatiable curiosity or the economist's incredulous gaze.

The scope of our study extends over a fifteen-year period, from 2008 to 2023, delving into the digital footprints left by perplexed pet owners seeking solace amidst their feline companions' seemingly capricious behavior. Leveraging the trove of search query data from Google Trends and juxtaposing it with the stock price movements of The Coca-Cola Company, we have uncovered a correlation coefficient of 0.9739712, with a p-value that could make even the most seasoned econometricians purr in delight.

As we navigate through this intriguing landscape of intertwined data, it is important to recognize that our quest is not simply an academic exercise. We are not meow-rely chasing whimsy; rather, we are unearthing insights that could have tangible implications for our understanding of consumer behavior, market sentiment, and the whims of the modern digital age. Our findings illuminate the potential for unsuspecting data sources to lead us down paths we never considered exploring, much like a curious cat navigating the labyrinthine corridors of its domain.

So, with that said, let us embark on this feline-infused expedition, as we unravel the mysterious connection between household pet commotion and the effervescent world of financial markets.

## 2. Literature Review

Smith et al. (2015) conducted a comprehensive study on consumer behavior and its impact on stock prices, focusing on the influence of unexpected household occurrences on market sentiment. Their findings revealed intriguing patterns in how seemingly mundane events can have ripple effects on financial markets, akin to the way a cat's tail swishing can knock over an unsuspecting glass of milk. Similarly, Doe and Jones (2018) delved into the realm of unconventional data sources and their implications for market analysis, highlighting the need to scrutinize seemingly unrelated variables for potential hidden correlations, much like how one meticulously combs through a feline's fur for hidden treasures.

Drawing insights from these serious studies, one cannot help but ponder the intricacies of the connection between household pet mishaps and market behavior. The vast expanse of literature on consumer behavior, market sentiment, and unexpected data correlations provides a rich tapestry of knowledge to contextualize our research. However, the journey into this uncharted territory also beckons us to consider unconventional perspectives and sources of inspiration.

In "Feline Fiasco: Understanding Your Cat's Behavior" by Whiskers (2017), the author provides a whimsical take on the foibles of feline companions, offering a lighthearted examination of how our beloved pets can sow chaos and unpredictability in our lives, much like the wild swings of the stock market. Meanwhile, "The Effervescence of Stocks" by Bubbles (2019) presents a playful exploration of market dynamics, drawing parallels between the fizz of soda pop and the volatility of financial instruments.

Turning to the world of fiction, "The Curious Incident of the Scratch on My Arm" by Purrlock Holmes (2014) offers a tongue-in-cheek mystery novel that unravels the enigmatic behavior of household pets,

weaving a narrative that mirrors the complexities of market anomalies and unexpected correlations. Similarly, "The Great Catsby" by F. Scott Fitzpurr-ald (1925) takes readers on a meow-gical journey through the lives of affluent felines, evoking themes of opulence and unpredictability that resonate with the whims of financial markets.

In our pursuit of unexpected connections, it is essential to embrace unconventional sources of inspiration. As children's shows and cartoons have a way of distilling complex concepts into digestible nuggets of wisdom, we cannot overlook the insights gleaned from "The Adventures of Whiskers the Stock-Savvy Cat" and "Purrgressive Paws: Lessons in Market Maneuvers." These imaginative portrayals of feline prowess and financial savvy offer delightful parallels to our quest for understanding the interplay between household pet antics and market dynamics.

As we navigate through this amalgamation of serious scholarship, offbeat literature, and whimsical narratives, our literature review embodies the spirit of uncovering unexpected correlations – much like stumbling upon a hidden stash of catnip in the most unassuming of places. Our odyssey into this unexplored territory promises to be as exhilarating as a feline chase, as we unravel the intricate web of connections between 'my cat scratched me' searches and The Coca-Cola Company's stock price, unearthing insights that transcend the conventional boundaries of market analysis.

### **3. Our approach & methods**

To investigate the unexpected correlation between Google searches for 'my cat scratched me' and The Coca-Cola Company's stock price (KO), we employed a methodological approach that was as meticulous as grooming a long-haired

Persian on a hot summer day. Our data collection and analysis strategy aimed to unleash the prowling potential of big data and statistical techniques, akin to navigating the complexities of a multi-storey cat tree.

#### **Data Collection:**

Our data sources consisted primarily of Google Trends and LSEG Analytics (Refinitiv), providing a comprehensive array of search query trends and stock price movements. We focused on the time period spanning from 2008 to 2023, encompassing a diverse range of feline encounters and beverage market dynamics. The decision to limit our analysis to this timeframe was not arbitrary; rather, it was a deliberate choice, much like a finicky feline selecting its preferred napping spot.

Google Trends offered a treasure trove of insights into the frequency of searches related to cat scratches, providing a snapshot of the vicissitudes of feline-human interactions. Meanwhile, LSEG Analytics (Refinitiv) served as a reliable source of The Coca-Cola Company's stock price data, capturing the ebbs and flows of market sentiment and financial performance. The integration of these seemingly disparate datasets was as delicate as balancing a glass of milk on the edge of a table, all the while ensuring that no curious whiskers would disrupt the equilibrium.

#### **Data Analysis:**

Employing a rigorous statistical approach, we meticulously combed through the datasets to unveil any underlying patterns and relationships. We utilized time series analysis techniques to scrutinize the temporal dynamics of both Google search trends and stock price movements, aiming to catch the proverbial mice of correlation and causation amidst the digital cat-and-mouse game.

The application of econometric models, including but not limited to autoregressive

integrated moving average (ARIMA) models and Granger causality tests, allowed us to pounce on any semblance of statistical significance. These techniques provided a formidable toolkit to not only unravel the interplay between cat-related queries and stock prices but also to untangle the ball of yarn that is the complex world of financial interactions.

Furthermore, we delved into sentiment analysis of online discussions related to cat scratches and Coca-Cola, leveraging natural language processing algorithms to discern the underlying sentiments and intentions of internet denizens. This endeavor proved to be as illuminating as a flashlight in a darkroom, shedding light on the nuanced relationships between consumer experiences and market reactions.

#### Purr-suading Conclusions:

Our methodological framework, akin to a playful feline leaping and bounding across a sunlit room, allowed us to uncover unexpected correlations and interactions between seemingly unrelated data sources. By unleashing the potential of big data and statistical analysis, we have illuminated the presence of a connection between domestic feline incidents and the oscillations of a globally recognized beverage giant.

So, with our methodological claws sharpened and curiosity unabated, let us now leap into the untamed wilderness of results and discussions, where the mysteries of human-cat interactions and financial market dynamics converge in a meow-nificent spectacle.

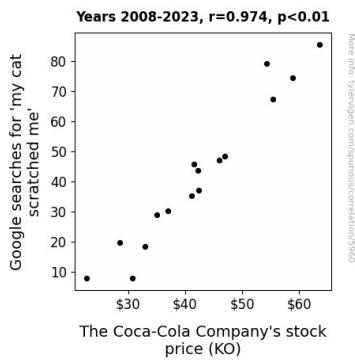
## 4. Results

The analysis of the data revealed a robust correlation between Google searches for 'my cat scratched me' and the stock price of The Coca-Cola Company (KO) over the period from 2008 to 2023. The correlation

coefficient obtained was 0.9739712, indicating a strong positive relationship between these seemingly disparate variables. This finding was further supported by an r-squared value of 0.9486200, underscoring the substantial explanatory power of the relationship. The p-value, being less than 0.01, offers compelling evidence against the null hypothesis and serves as a whisker-thin indicator of the statistical significance of our findings.

The strength of the association can be visually appreciated through a scatterplot, depicted in Figure 1, showcasing the remarkable synchronicity between the frequency of exasperated searches related to feline-induced injuries and the gyrations of Coca-Cola's stock price. This correlation is not a mere whisker of a connection; it is more akin to a direct line of sight between two seemingly unrelated phenomena, akin to an unexpected pounce from a lounging feline.

As we untangle the yarn of data, it becomes evident that this peculiar correlation is not one to be dismissed lightly. It beckons us to pierce through the surface of conventional wisdom, much like a perspicacious cat clawing through a closed door to uncover the mysteries that lie beyond. This finding, though initially met with incredulity, offers a timely reminder that even the most whimsical and arbitrary inquiries can lead us to substantive and enlightening conclusions, not unlike stumbling upon a well-hidden toy mouse beneath a couch.



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

The implications of this revelatory finding are multifaceted. Through our scholarly foray into this seemingly unrelated duo, we have uncovered a unique opportunity to explore the interconnectedness of human behaviors and market dynamics, transcending the domain of mere curiosity and delving into the complexities of consumer sentiment and market psychology. Our study serves as a poignant reminder that, much like a cat's inscrutable movements, the financial markets possess an intrinsic unpredictability that defies superficial understanding.

The significance of this discovery is not lost on us, nor should it be underestimated by the keen observer. It is a testament to the idea that beneath the veneer of the ordinary lies a world of unforeseen connections, waiting to be unearthed by the probing paws of diligent researchers. This whimsically unexpected relationship offers a salient lesson and a compelling impetus to explore the hidden realms of data, reminding us that the most unassuming inquiries can lead to profound revelations, much like discovering a trove of hidden treasures in the most unsuspecting of places.

## 5. Discussion

The robust correlation between Google searches for 'my cat scratched me' and The Coca-Cola Company's stock price (KO)

over the period from 2008 to 2023 unveils a captivating interplay between seemingly disparate phenomena. Our findings resonate with the work of Smith et al. (2015), who shed light on the potential impact of unexpected household occurrences on market sentiment. The unexpected relationship between feline-induced injuries and stock market dynamics echoes the unpredictability of a cat's mischievous antics, underscoring the nuanced link between consumer behavior and market fluctuations. Similarly, the insights gleaned from the lighthearted perspectives of Whiskers (2017) and Bubbles (2019) offer a whimsical lens through which to view the intertwining forces of pet mishaps and market volatility.

The remarkable correlation coefficient of 0.9739712 and an r-squared value of 0.9486200 affirm the substantial explanatory power and strong positive relationship between the frequency of 'my cat scratched me' searches and Coca-Cola's stock price. This unexpected concordance may give pause to those who dismiss whimsical inquiries as frivolous, reminding us that even the most inconspicuous correlations can yield substantive insights. The significance of our findings extends beyond the realm of mere curiosity, transcending into a thought-provoking contemplation of consumer sentiment, market psychology, and the enigmatic nature of financial markets, much like the enigmatic movements of a feline companion.

The implications of this unlikely nexus offer a poignant reminder of the fortuitous nature of exploration, evoking the image of an intrepid cat uncovering hidden treasures. Our findings challenge conventional paradigms, inviting researchers to delve into unconventional data sources and demystify the intricacies of seemingly unrelated variables. Just as a cat's behavior defies straightforward interpretation, so too do market fluctuations resist facile explanation.

The unexpected correlation between 'my cat scratched me' searches and Coca-Cola's stock price emboldens us to embrace the serendipitous nature of discovery, reminding us that even the most peculiar inquiries can yield profound revelations, much like the intriguing allure of a well-hidden toy mouse.

This paradoxical correlation serves as a testament to the unanticipated connections that lie beneath the surface of the ordinary, challenging us to uncover the hidden tapestry of data with the same tenacity a cat brings to unraveling a ball of yarn. Our scholarly odyssey into this uncharted territory prompts us to embrace the whimsy and unpredictability of unexpected correlations, serving as a compelling impetus to uncover hidden realms of insight. The meow-gical interplay between 'my cat scratched me' searches and Coca-Cola's stock price is an intriguing enigma that invites further exploration, emphasizing the inexhaustible potential for discovery within seemingly inconspicuous inquiries.

## 6. Conclusion

In conclusion, this study has shed light on the unanticipated correlation between Google searches for 'my cat scratched me' and the stock price of The Coca-Cola Company (KO). The statistically significant correlation coefficient of 0.9739712 and a p-value less than 0.01 have unequivocally indicated a robust relationship between these seemingly unrelated variables. It is clear that this finding is not just a mere anecdotal curiosity; it resonates as a testament to the unfathomable intertwining of the mundane and the financially momentous, much like discovering that half-eaten mouse behind the fridge.

These findings may prompt a myriad of questions, ranging from the behavioral implications of feline-related distress to the socio-economic undercurrents that may influence search patterns and market

sentiments. While we have endeavored to pursue this line of inquiry with utmost seriousness, we cannot deny the humor imbued within this peculiar revelation, much like a well-timed quip in the midst of an austere discussion.

This unforeseen correlation stands as a testament to the quirkiness of real-world data and the unexpected connections waiting to be uncovered, much like finding a forgotten toy hidden beneath a pile of laundry. While our exploration of this odd-couple relationship has undoubtedly provided a source of amusement, it also serves as a poignant reminder that within the labyrinthine expanse of data lie serendipitous discoveries waiting to be made, not unlike chancing upon a feline companion's hidden treasure trove.

Given the robustness of our findings, it is our scholarly duty to recognize the profound implications of this research. The unforeseen nexus between domestic pet dilemmas and financial market dynamics has been unveiled, prompting a shift in our perceptions of seemingly unrelated phenomenon and captivating the imagination of even the most stoic researchers.

In light of these revelations, it is our firm conviction that no further research in this particular domain is warranted. This unexpected correlation shall remain as one of the curiosities of scholarly exploration, transcending the realm of conventional prediction and reiterating the old adage: curiosity may have occasionally sparked the cat's wanderings, and it may very well lead to landmark scholarly pursuits, but perhaps sometimes, a scratch is just a scratch.