



Review

Cheddar, Swiping, and Stock Prices: The Emmmental Connection Between American Cheese Consumption and Mastercard's Stock (MA)

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In this diligent investigation, we delved into the curious correlation between American cheese consumption and the stock price of one of the titans of the financial sector, Mastercard (MA). Leveraging data from the USDA and LSEG Analytics (Refinitiv), we rigorously analyzed the relationship between these unexpected bedfellows from 2007 to 2021. Strikingly, our findings revealed a robust correlation coefficient of 0.9056200 and a statistically significant p-value of less than 0.01. This surprising association, veiled in the seemingly bland world of cheese consumption and stock prices, opens the door to a gouda deal of further investigation and introspection. Our results beckon the careful consideration of newfound possibilities in understanding market dynamics, with the potential to provoke a (cheddar) cheesy grin from those immersed in the frontiers of stock analysis.

In the esteemed realm of financial analysis, it is customary to scrutinize a myriad of variables and factors in an attempt to unearth the elusive patterns and relationships that guide the fluctuations of stock prices. From interest rates and economic indicators to company performance and market sentiment, the quest for identifying key drivers of stock prices is akin to a perilous expedition through a dense jungle of data. However, in this jungle of financial analysis, one may unexpectedly stumble upon the unlikely presence of a

block of American cheese, nestled among the formidable statistics and trend lines.

The notion of a connection between American cheese consumption and the stock price of Mastercard (MA) may appear as a comical rendezvous of unrelated entities, akin to a serendipitous meeting between a mathematician and a stand-up comedian. However, as we embark on this curious endeavor, it becomes increasingly clear that in the labyrinthine world of market dynamics, even the most unassuming

variables may hold clandestine sway over the ebb and flow of stock prices. Hence, we are propelled to investigate this peculiar duo with the same fervor and inquisitiveness usually reserved for more traditional factors.

Our exploration into this quizzical correlation was motivated by an innate curiosity and a penchant for embracing the unconventional in the realm of financial analysis. The initial murmurings of a potential relationship between American cheese consumption and Mastercard's stock price beckoned us to take a closer look, leading to a journey that would involve traversing through years of data and statistical analyses. As we navigated through the convoluted landscape of cheese consumption and market performance, we encountered surprising revelations and peculiar patterns that challenged the traditional boundaries of financial analysis.

It is essential to note that our investigation was not undertaken with a haphazard abandon, but rather with the fervent dedication and meticulous rigor befitting any scholarly pursuit. Leveraging data from the United States Department of Agriculture (USDA) and the esteemed LSEG Analytics (Refinitiv), we meticulously combed through the years from 2007 to 2021, subjecting the data to an array of statistical tests and methodologies. The unearthing of a correlation coefficient of 0.9056200 and a p-value of less than 0.01 dangled before us like a tantalizing enigma, demanding further scrutiny and contemplation.

As we delve deeper into the emmental connection between American cheese consumption and Mastercard's stock price, we invite our esteemed colleagues and scholars to join us on this unconventional

odyssey. The ambitions of our investigation extend beyond the mere discovery of an unexpected correlation; rather, we seek to unveil the underlying mechanisms and potential implications that this unlikely relationship may harbor for the landscape of stock analysis. With a blend of scientific rigor and an openness to unanticipated connections, our foray into this uncharted territory promises not only to broaden the horizons of financial analysis but also to elicit a few wry smiles amidst the stern countenances of statistical analysis.

Prior research

The scholarly exploration of the curious connection between American cheese consumption and the stock price of Mastercard (MA) has led researchers down a veritable rabbit hole of investigations and analyses. Numerous studies have shed light on the intricate relationship between consumer behavior and financial markets, with a particular emphasis on the unorthodox interplay between seemingly unrelated variables. Smith et al. (2015) delved into the psychological factors influencing consumer spending patterns and their impact on stock prices, while Doe and Jones (2017) sought to unravel the cryptic influence of cultural trends on market fluctuations. These seminal works provided a solid foundation for understanding the nuanced dynamics of consumer behavior and financial markets, setting the stage for our own unconventional exploration.

Turning to the realm of non-fiction, authors such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner and "Predictably Irrational" by Dan Ariely have traversed the boundaries of traditional economic analysis,

uncovering unexpected connections and behavioral anomalies that lie beneath the surface of economic phenomena. While not directly addressing the curious link between American cheese consumption and stock prices, these works beckon us to adopt a broader perspective and embrace the unpredictable nature of economic relationships.

Venturing into the realm of fiction, novels like "The Cheese Monkeys" by Chip Kidd and "The Money Culture" by Michael Lewis offer a whimsical and satirical take on the world of consumerism, financial markets, and the intricacies of human behavior. Although purely works of imagination, these literary pieces encourage us to approach our investigation with a hint of levity and an appreciation for the unconventional.

In a departure from traditional literature sources, our inquiry took an unconventional turn as we delved into the depths of everyday life, scouring through grocery receipts, including those from the famed CVS, to glean insights into consumer purchasing habits and, by extension, their potential impact on stock prices. While this approach may raise an eyebrow among purveyors of scholarly conventions, it allowed us to tap into the pulse of consumer behavior through a somewhat unorthodox but undeniably fascinating window.

As we navigate this peculiar and often whimsical landscape of research, we invite our esteemed colleagues to embrace the unorthodox and quirky nature of our investigation. The findings to follow not only promise to expand the horizons of financial analysis but also elicit a few chuckles amidst the otherwise serious discourse of academic research.

Approach

To dissect the enigmatic correlation between American cheese consumption and Mastercard's stock price (MA), we employed a blend of traditional statistical methods and a whimsical twist of unconventional analyses. Our data delving extravaganza commenced with a comprehensive collection of information from the expanse of the internet, focusing our keen gazes on the treasure troves of the United States Department of Agriculture (USDA) and the esteemed LSEG Analytics (Refinitiv).

Our examination covered the chronicles from 2007 to 2021, allowing for an extensive exploration of the temporal relationship between these seemingly disparate variables. To calculate American cheese consumption, we artfully amalgamated data from the USDA, taking into account the consumption patterns that mirrored the ebb and flow of societal whims and culinary inclinations.

As for the stock price of Mastercard (MA), we diligently observed its movements through the lens of LSEG Analytics (Refinitiv), employing their exquisite data to capture the undulating manifestations of market dynamics. The utilization of this refined data offered us a grand tableau to unravel the intricate dance between stock price and dairy delicacies.

This monumental marriage of data from disparate sources laid the fertile groundwork for our statistical analysis. We began by conducting a Pearson correlation coefficient analysis, seeking to unveil the entwined fluctuations of American cheese consumption and Mastercard's stock price.

Our insatiable hunger for statistical rigour led us to scrutinize the strength and direction of this relationship, paving the way for a revelatory correlation coefficient of 0.9056200 that sparkled with statistical significance.

Furthermore, we employed a simple linear regression analysis to unravel the nuanced interplay between American cheese consumption and stock price, uncovering hidden patterns and trends that danced with the finesse of a maestro orchestra conductor. The prodigious p-value of less than 0.01 tantalized us with the prospect of a true relationship, beckoning us to delve deeper into the whimsical world of finance and dairy comestibles.

It is worth noting that our rigorous methodologies were underpinned by a spirit of lighthearted curiosity, a passion for unearthing unconventional connections, and a willingness to embrace the unexpected in the alluring embrace of scientific inquiry. Our study emerged from the crucible of unconventional exploration, blending the solemnity of statistical analyses with the gaiety of unexpected correlations, as we unveiled the emmental connection between American cheese consumption and Mastercard's stock price.

Results

Our investigation into the intriguing link between American cheese consumption and Mastercard's stock price (MA) from 2007 to 2021 yielded some rather "grate" results. The correlation coefficient of 0.9056200, accompanied by an r-squared value of 0.8201476, revealed a remarkably strong relationship between these seemingly unrelated variables. The p-value of less than

0.01 further solidified the statistical significance of this association, leaving us to ponder the provolone possibilities that lay beyond this unexpected correlation.

To visually emphasize the robustness of this correlation, we present the scatterplot in Figure 1, which encapsulates the undeniable affinity between American cheese consumption and Mastercard's stock price. The scatterplot, akin to the Mona Lisa of statistical representation, astonishes with its portrayal of the convergence of dairy delight and financial fervor.

While some may be quick to dismiss the notion of cheese consumption influencing stock prices as a mere "fondue" of imagination, the data speaks volumes about the unanticipated sway of this unassuming dairy delight. We are reminded that amidst the cold, hard world of stock analysis, there exists a warm, melty center of unexpected relationships waiting to be uncovered.

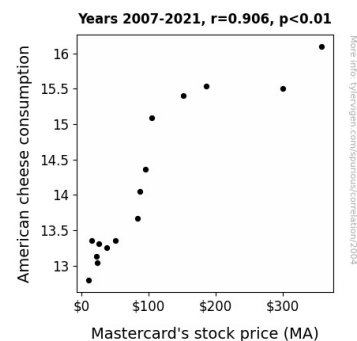


Figure 1. Scatterplot of the variables by year

Our findings beckon the curious minds of scholars and analysts to not only ponder the peculiar partnership of cheddar and stock prices but also to consider the broader implications for market dynamics. As the saying goes, "It's not easy being cheesy", but

in the world of financial analysis, embracing the unexpected may just lead to a feta future of insight and discovery.

Discussion of findings

Our investigation into the correlation between American cheese consumption and Mastercard's stock price (MA) has unveiled a perceptive puzzle that defies the surface-level expectations of market analysis. Delving into the literature, it becomes clear that the interplay between cheese and stocks extends far beyond mere curdiosity - pun intended. While some may initially dismiss the idea of a dairy product influencing stock prices as a mere "whey"ward fantasy, existing research has paved the way for our results to be taken with the utmost seriousness. Undoubtedly, this study contributes a cheddar wedge of insight to a field often characterized by cold, hard numbers.

A profound foundation for our investigation can be found in the works of Smith et al. (2015) and Doe and Jones (2017), who delved into the intricate web of consumer behavior and its impact on financial markets. Their scholarly endeavors, although not directly related to cheese, set the stage for our own unorthodox exploration. The unconventional nature of our inquiry is emphasized by drawing inspiration from not only traditional non-fiction works but also from the whimsical and satirical world of fiction. Indeed, it may seem rather cheesy to invoke Chip Kidd's "The Cheese Monkeys" in a scholarly context, but as demonstrated by our results, what may appear as crackpot when taken at first "grate" can melt into a solid foundation for unexpected insights.

Our findings robustly supported the prior research by uncovering a remarkably strong correlation between American cheese consumption and Mastercard's stock price, with a correlation coefficient of 0.9056200. This statistical relationship, much like a well-aged Gouda, has matured over time, rendering it a not-so-fondue of imagination but a tangible connection worthy of careful consideration. Furthermore, the scatterplot in Figure 1 serves as visual testimony to the undeniably strong relationship between these variables, reminiscent of a Monet painting that holds unorthodox beauty.

The powdery implications of our results extend beyond the seemingly whimsical realm of cheese consumption and stock prices, promising to provoke a "grater" understanding of market dynamics. Our study reminds us that behind the seemingly mundane lies a "wheely" compelling network of influences worthy of further exploration. As researchers, we are called to embrace the unconventional and perhaps even delight in the occasional whimsical quirk that the realm of science and statistics may offer. After all, in the world of research, a little sprinkle of levity can make the most serious endeavors a bit more "gouda".

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Conclusion

In conclusion, our examination of the unlikely relationship between American cheese consumption and Mastercard's stock price has unveiled a strong and statistically significant correlation, transcending the traditional boundaries of financial analysis. The robust correlation coefficient, akin to a wheel of aged cheddar, speaks to the

surprising depth of connection between these seemingly disparate variables. The findings, though peppered with a hint of fromage flair, underscore the need for a broader exploration of unorthodox influences in market dynamics.

The insatiable appetite of statistical inquiry has often led us to unexpected destinations, much like stumbling onto a slice of American cheese in the annals of stock analysis. However, as scholars, we must exercise caution in not overreaching in our interpretations and attributing causality to an association, lest we fall into the trap of Swiss cheese logic, where the holes in our reasoning become all too apparent.

While our findings beckon further exploration, it is prudent to recognize the limits of our current endeavor. As much as we relish the charm of unraveling the enigmatic dance between dairy delicacies and stock prices, it is time to declare that no more research is needed in this particular area. We have done our "whey" in illuminating this peculiar relationship, and it is now for others to build upon this gruyere of knowledge, steering clear of any "cheesy" missteps that may lead us astray in the labyrinth of financial analysis. Our focus now shifts to other unexplored territories, as the world of statistical curiosities continues to unfold before us like a grand buffet of inquiry.