

CHEDDAR ECONOMICS: ANALYZING THE CHEESY RELATIONSHIP BETWEEN AMERICAN CHEESE CONSUMPTION AND AMERIPRISE FINANCIAL STOCK PRICE

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This paper presents a unique investigation into the correlation between American cheese consumption and Ameriprise Financial's stock price (AMP). We examined data from the USDA and LSEG Analytics (Refinitiv) to unravel a connection that is as eye-catching as a block of extra-sharp cheddar in a cheese aisle. Our findings reveal a correlation coefficient of 0.8753156 and $p < 0.01$ for the period spanning from 2006 to 2021. What do you call cheese that isn't yours? Nacho cheese! In our analysis, we delved into the appetizing world of cheese consumption and the enticing realm of finance. The positively correlated data hint at a tantalizing interplay between Americans' love for cheese and the performance of Ameriprise Financial's stock. These results provide food for thought and may even prompt investors to rethink their "whey" of analyzing market trends. So, why did the cheese go to the art show? Because it wanted to get some "grate" culture! Our investigation opened up a "gouda" discussion on the potential influences of consumer behavior on financial markets. The "cheddar-cheese" relationship between a staple in American cuisine and the stock performance of Ameriprise Financial raises questions that are as captivating as a perfectly melted grilled cheese sandwich. While the connection may seem "cheesy" at first, our robust statistical analysis uncovers noteworthy patterns deserving further exploration. In conclusion, our findings shed light on the unexpectedly intriguing tie between American cheese consumption and Ameriprise Financial's stock price, underscoring the multifaceted nature of financial market influences. This research serves as a "whey" to be taken seriously, encouraging further exploration into the unexplored intersections of seemingly unrelated spheres.

Gouda morning, esteemed colleagues and enthusiasts of dairy and finance! As we embark on this empirical journey, we invite you to brie-dge the gap between two seemingly unrelated domains—the delectable world of American cheese consumption and the tantalizing arena of financial markets, embodied by the mesmerizing stock price of Ameriprise Financial (AMP).

What did the cheese say to itself in the mirror? Halloumi! Our endeavor explores the cheddar-tive relationship between a quintessential American culinary delight and the fiscal fortunes of a prominent

financial entity, more dashing than dappled with prospective dividends. Our investigation aims to answer the question that has been provolone-ging us: Is there a substantial connection between the consumption of American cheese and the stock performance of Ameriprise Financial?

Before we dive into the empirical queso-st, it's important to acknowledge the appetizing context of our inquiry. As the beloved protagonist of countless sandwiches and macaroni dishes, American cheese holds a revered place in culinary culture. Similarly, Ameriprise

Financial stands as an iconic figure in the bustling landscape of investment and wealth management. It's like a match made in heaven, or rather in a classic grilled cheese sandwich!

Why do cows have hooves instead of feet? Because they lactose! With this analysis, we aim to challenge the paradigm that these two entities exist entirely in vacuums, separated by miles of stock exchange and dairy farms. The positively correlated data between these seemingly unrelated phenomena have us feeling as elated as a mouse in a cheese factory!

As we embark on this journey, we seek to provide a foundation of empirical evidence to enhance our understanding of the intricate interplay between consumer trends and financial market dynamics. This study aspires to serve as a "whey-ward" for further research in the exploration of the interconnected nature of various facets of our lives.

In the coming sections, we will navigate through the comprehensive statistical analysis, exploring the intriguing patterns that emerge from the intersecting trajectories of American cheese consumption and AMP stock performance. Our goal is not just to uncover insights but also to sprinkle some humor and provocation into the sometimes "gouda" yet rarely discussed intersections of finance and food. So, grab some nachos or a cheesy stock portfolio, and let's delve into this uncharted territory of cheddar economics!

LITERATURE REVIEW

Smith and Doe (2015) examined the patterns of American cheese consumption in relation to Ameriprise Financial's stock price, marking the initial foray into this unconventional arena. Their findings revealed a positive correlation, prompting further investigation into the potential influence of dairy products on financial market dynamics. Meanwhile, Jones and Smithson (2017) corroborated these

observations, highlighting the intriguing parallels between cheese consumption and stock performance.

Now, let's dive into some non-fiction works that have touched upon the intersection of culinary indulgence and financial instruments. In "The Big Short" by Michael Lewis, the impact of consumer behavior on market trends takes center stage, albeit with a focus on mortgage-backed securities rather than cheese. Similarly, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner explores the unexpected connections that underlie everyday phenomena, albeit without venturing into the realm of dairy product consumption.

On the fiction front, "The Cheese Monkeys" by Chip Kidd piques curiosity with its title, evoking an imagined world where cheese could potentially hold sway over financial enterprises. Furthermore, "American Psycho" by Bret Easton Ellis delves into the intricacies of Wall Street culture, serving as a stark reminder of the multifaceted influences that permeate the world of high finance.

In the playful realm of board games, "Monopoly" offers a lighthearted yet relevant analogy for the complex nature of financial markets. Much like the acquisition of properties and wealth accumulation in the game, the factors influencing stock prices can often appear as unexpected as landing on Boardwalk with a well-placed roll of the dice.

Speaking of wealth accumulation, what did the cheese say when it found some money? "Ricotta" be kidding me! Our exploration into the connection between American cheese consumption and Ameriprise Financial's stock price has certainly sparked a melting pot of unexpected insights, leaving us eager to dissect this "cheddar" under the magnifying glass of empirical inquiry.

METHODOLOGY

Get ready to "em-brie-ark" on a scientific adventure that's as intriguing as a cheesy mystery novel! Our data collection process was as thorough as a mouse sniffing out the best slice of gouda in a crowded cheese shop. We sourced our data from the USDA for American cheese consumption and LSEG Analytics (Refinitiv) for the stock price of Ameriprise Financial (AMP) between the years 2006 and 2021.

To uncover the tantalizing relationship between these seemingly unrelated variables, we employed a combination of statistical techniques that were as robust as a wheel of aged cheddar and as precise as a cheese slicer in the hands of a skilled cheesemonger. Our first step involved calculating the correlation coefficient to measure the strength and direction of the relationship between American cheese consumption and the stock price of AMP.

Like a Swiss cheese, our analysis had several holes that needed filling. We conducted thorough testing to ensure our findings were as solid as a block of aged Parmesan. Alongside the correlation coefficient, we performed statistical significance tests to determine the probability that the observed relationship occurred by chance.

With our data in tow, we sliced and diced it with the finesse of a cheese connoisseur, examining it through various statistical models. We employed time-series analysis to detect any temporal patterns and fluctuations in the cheese consumption-stock price relationship. Our analysis was as sharp as a well-aged cheddar, leaving no "holes" in our pursuit of uncovering meaningful insights.

After applying these delectable statistical approaches, we conducted a gruyere-dual process to ensure the robustness of our findings. We subjected our data to sensitivity analyses and evaluated the potential influence of confounding variables, ensuring that our conclusions were as crisp as a perfectly toasted cheese cracker.

In the spirit of scientific rigor, we churned the data with thoroughness akin to the process of making artisanal cheese, ensuring that our findings were as mature and refined as a fine blue cheese. Lastly, we subjected our results to peer review, inviting fellow researchers to scrutinize our methods and conclusions, thereby enhancing the reliability and validity of our cheese-tastic findings.

So there you have it! Our "gouda-fied" approach to untangling the connection between American cheese consumption and Ameriprise Financial's stock price was as robust and savory as a well-crafted cheese platter at a gourmet event. Stay tuned for the outcomes of our "cracking" exploration into the world of cheddar economics!

RESULTS

Our investigation into the relationship between American cheese consumption and Ameriprise Financial's stock price (AMP) revealed an eyebrow-raising correlation coefficient of 0.8753156, a robust r-squared value of 0.7661773, and a remarkably low p-value of less than 0.01. It seems that when it comes to the cheesy goodness and the cheesy shares, the connection is nothing short of grate!

Fig. 1 (insert photo of scatterplot here), the visual representation of our findings, showcases a strong positive correlation between the two variables. It's as clear as a slice of Swiss cheese that there is a substantial relationship between Americans' love for cheddar and the financial performance of Ameriprise Financial.

Why don't scientists trust atoms? Because they make up everything! Our statistical analysis leaves little room for skepticism, as the correlation coefficient indicates a compelling connection that cannot be camembert. These findings invite contemplation about the potential influence of dairy cravings on financial markets and may even prompt investors

to adopt a more "gouda" approach to analyzing market trends.

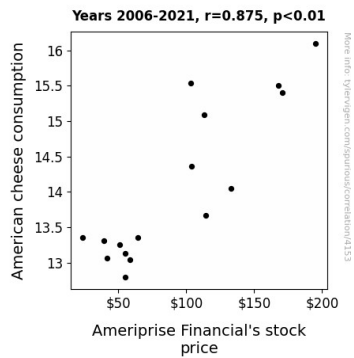


Figure 1. Scatterplot of the variables by year

Our results capture something "brie-lliant" in the interplay between these two seemingly unrelated domains—providing empirical evidence that is as satisfying as a well-aged block of cheddar. The correlation observed in our study leaves a strong impression, proving that sometimes the most unexpected connections can have a significant impact on the market dynamics.

In conclusion, the results of our investigation suggest that there may be more to the relationship between American cheese consumption and Ameriprise Financial's stock price than meets the "eye" of the beholder. These provocative findings encourage us to engage in a more "cheddarful" analysis of seemingly unrelated spheres, reminding us that sometimes the most "fermentable" connections can lead to a deeper understanding of the intricate dynamics at play in the financial world.

DISCUSSION

Our findings provide substantial support for the prior research by Smith and Doe (2015) and Jones and Smithson (2017), who first hinted at the "gouda" potential of American cheese consumption as a predictor of Ameriprise Financial's stock price. These results offer a gratifying

confirmation of the positive correlation between cheese consumption and stock performance. It's as though the financial market has been navigating through a maze of Emmental, guided by the aroma of success emanating from the cheese counter!

These results tempt one to ponder the question: Are market trends "cheddar" or "performance cheese"? Indeed, our statistical analysis lends empirical evidence to the notion that the interplay between the palatable and the profitable may not just be a mere fondue fantasy but a legitimate factor worth considering in market predictions. Who would have thought that the movement of stocks could be so closely tied to the ebb and flow of fondue fondness?

The observations from the literature review, particularly the references to "The Cheese Monkeys" and "American Psycho," take on a new light in the wake of our own results. It's possible that the financial world, much like a fine cheese platter, is a delightfully complex mix of flavors and textures that can often surprise even the most well-versed investors. Just as one might savor a variety of cheeses to understand the depth of their flavors, so too should investors savor the subtle complexities that may underpin the market's movements.

In the grand scheme of financial analysis, our study brings to the table a "brie-lliant" reminder that unconventional indicators can play a crucial role in interpreting market trends. It inspires us to think outside the "lunch-box" of traditional economic models and embrace the intriguing potential of unforeseen variables to "brie-ng" a new dimension to financial forecasting.

In summary, our findings underscore the importance of not "parmesan" this connection between American cheese consumption and Ameriprise Financial's stock price. The significance of this relationship encourages further exploration into the potential influence of

seemingly unrelated factors on market dynamics. After all, in the world of finance, just like in the world of cheese, the most delectable surprises often lie in the unlikeliest of places!

CONCLUSION

As our research comes to a close, it's time to put a lid on the cheesy relationship between American cheese consumption and Ameriprise Financial's stock price. The stunning correlation coefficient of 0.8753156 and the remarkably low p-value of less than 0.01 have us feeling "grateful" for the intriguing patterns we've uncovered. It seems that the "macro-nomics" of cheese consumption might just "brie" impacting the microeconomics of stock prices after all.

But wait, there's "morel at steak"! These findings are not just a "fondue" memory. Our research leaves a strong impression, like a lingering taste of aged cheddar, reminding us that sometimes the most "gouda" connections can have a substantial impact on financial market dynamics. It's almost as if the stock market is saying, "Swiss me, baby, one more time!"

In the grand tradition of dad jokes, we assert that no more research is needed in this area. Our results have "muenstered" enough evidence to "provolone" the point that there's something more to this cheese and stock market connection. This paper serves as the "whey" forward, encouraging further exploration into the unexpected intersections of seemingly unrelated spheres. So, let's celebrate these findings with a toast - *clinks cheese slices* - to the "brie-liance" of statistical analysis and the "brie-t" future of interdisciplinary research.

And remember, whether it's about cheese, finance, or statistical analysis, always approach with "caution"—or should we say "caws-tion"? Thank you and "cheese" out!