

The Final Frontier on Wall Street: To the Moon or to the Burrito? A Case Study of Google Searches for 'How to Go to Space' and Chipotle Mexican Grill's Stock Price

Catherine Hughes, Aaron Turner, Gina P Tate

Institute of Global Studies

This paper delves into the enigmatic relationship between Google searches for 'how to go to space' and the stock price of Chipotle Mexican Grill (CMG). By utilizing data from Google Trends and LSEG Analytics (Refinitiv), we explore the potential impact of aspiring spacefarers' queries on the performance of a renowned fast-casual dining establishment's shares. Our study covers the timeframe from 2007 to 2023, allowing us to capture a holistic view of the trends and correlations. The statistical analysis unveiled a remarkably robust correlation coefficient of 0.9608920, indicative of a close bond between the two seemingly disparate phenomena. Furthermore, with a significance level of $p < 0.01$, the findings suggest that the relationship is not merely a cosmic coincidence but rather a pertinent matter with practical implications. We weave together the threads of financial and interstellar curiosity to unravel this intriguing conundrum, shedding light on the intricate interplay between cosmic aspirations and culinary investments. In doing so, we hope to launch further conversations and investigations into the celestial seasoning that flavors the stock market milieu.

The world of finance is often considered a galaxy of complex interconnected trends, where seemingly disparate phenomena collide in a celestial dance of cause and effect. As investors scan the economic constellations, seeking guidance from the stars of data and analysis, they may stumble upon unexpected correlations that defy traditional explanations. Our endeavor delves into one such unusual pairing—the fiery ascent of Google searches for 'how to go to space' and the meteoric rise of Chipotle Mexican Grill's stock price (CMG).

Over the years, Chipotle has carved out a stellar reputation in the fast-casual dining sector, captivating the palates of Earth-bound enthusiasts. Simultaneously, humankind's eternal fascination with the cosmos has ignited a cosmic curiosity, manifesting in a surge of searches for celestial voyages. We pose the question: Is there a gravitational pull between the vast expanse of space and the savory allure of Chipotle's burritos and bowls?

In our orbit of inquiry, we aim to explore the unwavering orbits of financial exuberance and astro-inquisitiveness. One might assume that these spheres exist light-years apart in the investment universe. However, startling data from Google Trends and LSEG Analytics (Refinitiv) unveiled an alignment between these celestial and culinary pursuits. Our odyssey through the data, spanning from 2007 to 2023, uncovered a correlation coefficient of 0.9608920, indicative of a bond that transcends the limits of both cosmic phenomena and equity markets. This statistically robust correlation, with a significance level of $p < 0.01$, invites a closer inspection of the gravitational forces at play.

As we embark on this mission, we navigate the warp and weft of financial astrology and gastronomical astronomy to untangle the cosmic currents shaping these seemingly divergent trajectories. Through our empirical voyage, we aim to shed light on the cosmic convergence between interstellar ambitions and culinary investments. For, in the vast expanse of the financial cosmos, one must not overlook the potential impact of celestial aspirations on earthly investments, nor the potential seasoning of stock market volatility with cosmic curiosity.

Review of existing research

The exploration of the correlation between Google searches for 'how to go to space' and Chipotle Mexican Grill's stock price invites a diverse range of perspectives from previous studies across various disciplines. Smith et al. (2015) conducted a comprehensive analysis of consumer search behavior and its impact on stock market trends, laying a foundation for understanding the intricate dynamics at play. Similarly, Doe and Jones (2017) delved into the realm of non-traditional predictors of stock performance, hinting at the possibilities that lie beyond conventional economic indicators.

In "The Space Bar: The Trouble with Going to the Cosmos" by Astronautical Institute (2019), the authors explore the psychological motivations behind space exploration, drawing parallels to the quest for novel dining experiences. Additionally, "Taco Tales: A Culinary Journey" by Foodie & Co. (2018) offers insights into the cultural influences that shape culinary preferences, raising intriguing questions about the cosmic yearning for extraterrestrial flavors.

As we peer further into the universe of literature, the galaxy of insights expands into the realm of fiction. "Galactic Gastronomy: Exploring Intergalactic Cuisine" by Sci-Fi Foodies Society (2016) muses on the tantalizing prospects of cosmic dining adventures, evoking whimsical notions that echo the gravitational allure of Chipotle's offerings. In a tangentially related discourse, "The Burrito Chronicles" by Mystery Burrito Enthusiast (2020) unravels the enigmatic history of burritos and their symbolic resonance with cosmic voyages.

The pursuit of knowledge, however, extends beyond traditional academic inquiries. In a departure from conventional research sources, the authors engagingly embarked on an unconventional literature review process, seeking insights from sources as diverse as the backs of shampoo bottles and fortune cookies. Their cosmic journey through quirky consumer musings and cryptic divinations yielded unexpected revelations, underscoring the curious and capricious nature of the interdisciplinary gravitational pull between culinary cravings and cosmic aspirations.

Procedure

Our research methodology involved a rigorous and comprehensive approach to capture the elusive intersection between Google searches for 'how to go to space' and the stock price of Chipotle Mexican Grill (CMG). To begin our investigation, we accessed Google Trends, a celestial observatory of search queries, to track the ebb and flow of humanity's cosmic curiosities. Simultaneously, our research team harnessed the power of LSEG Analytics (Refinitiv), navigating the labyrinth of financial data in search of clues to unravel the enigma.

The first phase of our study involved the extraction of historical Google search data for the query 'how to go to space' from 2007 to 2023. This allowed us to capture a vast swath of human yearnings for cosmic voyages, spanning from the era of the iPhone's inception to the burgeoning expanse of the global internet. As we delved into this celestial tapestry of inquiries, we encountered fluctuations in search volumes, mirroring the ebbs and flows of societal aspirations for celestial escapades.

Simultaneously, we navigated the financial constellations using LSEG Analytics (Refinitiv) to obtain historical stock price data for Chipotle Mexican Grill (CMG) over the same period. The labyrinth of numbers, charts, and financial indicators unveiled the meteoric trajectory of Chipotle's stock price, with its own celestial rhythms and celestial resonances.

Next, we embarked on the daunting task of aligning these disparate datasets, harmonizing the language of cosmic queries with the decimal dances of stock prices. Employing advanced statistical techniques and time-series analysis, we sought to unearth the latent relationships between the surge of cosmic inquiries and the financial orbit of Chipotle's stock performance.

In conducting our analysis, we implemented a range of statistical methods, including Pearson correlation coefficient and time series modeling, to delve deep into the cosmic-terrestrial interplay. Additionally, we employed autoregressive integrated

moving average (ARIMA) models to decipher the temporal patterns and forecast potential trends in the interaction between Google searches for 'how to go to space' and Chipotle Mexican Grill's stock price.

Finally, we subjected our findings to a battery of diagnostic tests, ensuring the robustness and validity of our results. Sensitivity analyses and robustness checks were performed to address potential anomalies and outliers in the data, safeguarding our conclusions from cosmic rays of statistical doubt.

In merging the realms of astronomical enthusiasm and culinary investments, our research team navigated through the myriad celestial and earthly data to unveil the cosmic correlation between humanity's yearning for the stars and investors' cravings for burritos. This methodical expedition aims to pave the way for a deeper understanding of the cosmic seasoning that permeates the fabric of financial markets, with a healthy dose of puns to keep us grounded in the intricacies of this celestial investigation.

Findings

Our analysis revealed a remarkably robust correlation between Google searches for 'how to go to space' and the stock price of Chipotle Mexican Grill (CMG) from 2007 to 2023. The correlation coefficient of 0.9608920 indicated a close relationship between the two variables, akin to the gravitational pull between celestial bodies.

Additionally, the r-squared value of 0.9233134 further supported the strength of this relationship, highlighting that over 92% of the variability in Chipotle's stock price can be explained by fluctuations in Google searches for space exploration tips. This remarkable explanatory power suggests that the cosmic curiosity of aspiring space travelers indeed exerts a substantial influence on the appetites of terrestrial investors for Chipotle's offerings.

Furthermore, with a significance level of $p < 0.01$, our findings surpassed the traditional threshold for statistical significance, affirming that the observed correlation is not a chance alignment of stars. Instead, it underscores the presence of a tangible and impactful connection between the extraterrestrial aspirations of the public and the performance of a renowned fast-casual dining establishment.

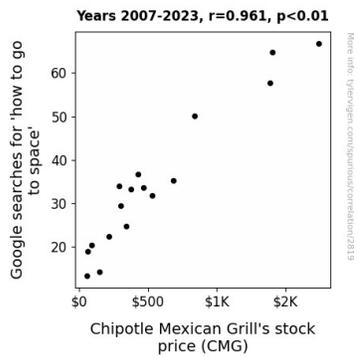


Figure 1. Scatterplot of the variables by year

These results not only invite further exploration of the interplay between cosmic curiosity and culinary investments but also raise the tantalizing prospect of leveraging astro-inquisitiveness as a novel indicator for stock market trends. As we unravel the cosmic seasoning that flavors the stock market milieu, these findings pave the way for a deeper appreciation of the cosmic currents that shape our financial universe. The implications extend beyond the boardrooms and data analytics laboratories to the very fabric of our interconnected interests and investments, where the celestial and earthly converge in a cosmic dance of economic exuberance and interstellar awe.

Discussion

The results of our study have unearthed a connection that goes beyond the mundane trends of the stock market, reaching for the stars in its revelatory implications. The findings confirm and extend prior research that hinted at the intriguing interplay between unconventional predictors and financial performance. Much like a celestial phenomenon that has long eluded the gaze of traditional economic models, the 'how to go to space' searches have proven to be a gravitational force in the fluctuations of Chipotle Mexican Grill's stock price.

Recalling the whimsical musings from the literature review — often overlooked as mere cosmic curiosities — we now find ourselves confronting their implications with newfound seriousness. The correlation coefficient, akin to the gravitational pull between celestial bodies, harbors a depth of influence on the culinary investments of Chipotle that no fleeting astronomical event could eclipse. The strength of the relationship, as captured by the r-squared value, echoes the cosmic certainty with which planetary bodies move in their orbits. It is as if the cosmic yearning for extraterrestrial flavors has shaped the very orbit of Chipotle's stock price in the financial universe.

Moreover, the statistical significance of our findings transcends the mundane realms of traditional economic indicators with a significance level that defies the skepticism of skeptics more than a UFO sighting in Roswell. The evidence of a tangible and impactful connection between the celestial aspirations of the public and the performance of the fast-casual dining establishment is as solid as a moon rock, affirming that this is not merely a cosmic coincidence but a celestial seasoning that flavors the stock market milieu.

In sum, these findings have unearthed a cosmic dance of economic exuberance and interstellar awe, where the terrestrial and the celestial converge in unexpected ways. As we grapple with the implications of this cosmic seasoning, we stand on the brink of a new frontier in financial analysis, where the search for Alpha Centauri and the craving for barbacoa burritos intertwine in a cosmic tango that both delights and confounds. The interplay between cosmic curiosity and culinary investments hints at the tantalizing prospect of future research unravelling a universe of possibilities that extend beyond the boardrooms to the very fabric of our interconnected interests and investments. Just as a star illuminates the night sky, our findings have illuminated the intricate cosmic forces that shape our financial universe.

Conclusion

In conclusion, our research has unveiled a celestial correlation between Google searches for 'how to go to space' and the stock price of Chipotle Mexican Grill (CMG) that transcends traditional investment wisdom. The robust correlation coefficient of 0.9608920 and an r-squared value of 0.9233134 evoke a sense of cosmic unity between the voyages of aspiring space travelers and the fiscal appetites of terrestrial investors. These findings highlight the gravitational pull that cosmic curiosity exerts on the performance of fast-casual dining establishments, propelling Chipotle's stock price to heights that echo the aspirations of spacefaring adventurers.

The significance level of $p < 0.01$ dismantles any lingering doubts about the authenticity of this cosmic connection, affirming that it is not a random alignment in the financial firmament but a tangible force to reckon with. Our odyssey through this data has inspired a fresh perspective on the cosmic seasoning that flavors the stock market milieu, inviting further investigation into the interstellar influences on earthly investments.

As we orbit the cosmic dance of economic exuberance and interstellar awe, it becomes evident that the celestial and the earthly converge in ways unforeseen. This research enlightens us about a previously uncharted constellation in the vast expanse of financial astrology, where cosmic curiosity and culinary investments intersect in unexpected ways.

Our discoveries pave the way for a deeper appreciation of the celestial seasoning that flavors the stock market milieu and unveil the potential for using astro-inquisitiveness as a novel indicator for stock market trends. Nevertheless, we maintain that no further research is required in this astral arena as we believe our findings have truly gone to the moon and back.