

# Shining a Light on Stellar Stock Performance: The Celestial Connection Between Saturn's Distance and Baidu's Stock Price

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## Abstract

The relationship between celestial bodies and stock prices has long been a topic of interest, with previous research focusing on lunar phases and solar flares. Expanding upon this celestial financial frontier, our study delves into the correlation between the distance of Saturn from the Sun and the stock price of Baidu (BIDU). By harnessing data from Astropy and LSEG Analytics (Refinitiv) spanning the years 2006 to 2023, we employed rigorous statistical analysis to uncover surprising insights. Our findings revealed a striking correlation coefficient of 0.9086189, with a p-value less than 0.01, indicating a highly significant relationship. This celestial-terrestrial correlation suggests that as Saturn waxes and wanes in its orbit, so does the stock price of Baidu. Perhaps Saturn's rings offer a "stellar investment" opportunity! In conclusion, this study not only enhances our understanding of celestial influences on financial markets, but also highlights the potential usefulness of astronomical data in informing investment strategies. As investors ponder their next moves, they may want to consider not only market trends, but also the celestial ballet of our solar system. After all, who wouldn't want their portfolio to reach for the stars?

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## 1. Introduction

As the famous proverb goes, "When Saturn's away, Baidu's stock will play," suggesting a celestial dance between the ringed planet and the stock price of the Chinese tech giant. In recent years, the intersection of astronomy and finance has gained attention, with scholars exploring the potential influence of celestial events on stock market dynamics. While some may view this interstellar connection with skepticism, our study seeks to bring clarity to this cosmic correlation.

It is well-known that stock prices can be influenced by a myriad of factors, from economic indicators to company performance. However, the idea that the distance between Saturn and the Sun could have any impact on Baidu's stock price might initially seem as outlandish as trying to sell telescopes to astronomers - it seems like a bit of a stretch!

Leveraging data from Astropy and LSEG Analytics (Refinitiv), we set out to investigate this celestial phenomenon with the seriousness of an astronomer focused on finding "Uranus." Our analysis covered the period from 2006 to 2023, spanning numerous celestial cycles and market fluctuations. Much like the erratic orbit of an asteroid, our hypothesis aimed to defy conventional wisdom and orbit the realms of uncharted financial territory.

Our findings unearthed a correlation as strong as the gravitational pull between Saturn and its illustrious rings. With a correlation coefficient of 0.9086189 and a p-value smaller than the chances of a solar eclipse during a leap year, the evidence suggested a robust relationship between Saturn's distance and Baidu's stock price. It appears that the stock market is indeed written in the stars, offering investors a celestial body of knowledge to navigate the financial cosmos.

One could say that our research has truly "illuminated" the connection between celestial events and financial markets, shedding light on an unexpected alliance between the distant allure of Saturn and the earthly endeavors of stock trading. And with these findings, we invite you to join us in exploring the heavens above for insights that may fuel more astronomical gains in the financial universe. After all, why not bet on the stars aligning in your investment portfolio?

## 2. Literature Review

To date, the connection between astronomical phenomena and financial markets has been a subject of intrigue, with a plethora of research focusing on lunar phases, solar flares, and Mercury's retrograde motion. The study by Smith et al. (2017) delved into the impact of lunar cycles on stock performance, while Doe and Jones (2019) examined the influence of solar activity on market volatility. However, the correlation between Saturn's distance from the Sun and Baidu's stock price remains a relatively unexplored celestial financial frontier.

In "Astrophysics for People in a Hurry," author Neil deGrasse Tyson provides a comprehensive overview of celestial phenomena, including the intricate movements of Saturn in its orbit. Additionally, "Finance for Dummies" by Eric Tyson delves into the fundamental principles of stock market analysis, encompassing the influence of various factors on stock prices. While seemingly unrelated, these works prompt the question of

whether an intersection exists between the celestial movements of Saturn and the financial realm of Baidu's stock performance.

Shifting towards the realm of fiction, "The Hitchhiker's Guide to the Galaxy" by Douglas Adams presents a whimsical exploration of the cosmos, offering a satirical lens through which to ponder the celestial alignment of financial markets. Similarly, "The Martian" by Andy Weir, though predominantly focused on space survival, offers a captivating narrative that weaves the intricacies of celestial bodies with human endeavors. While these works may seem light-years away from the topic at hand, they serve as a reminder of the potential interconnectedness between the celestial and financial spheres.

On a more lighthearted note, the researchers engaged in a thorough investigation of popular science fiction TV shows, including "Star Trek" and "The Expanse," to glean insights into the portrayal of celestial dynamics and their potential impact on intergalactic economies. While these shows may embody the realms of fantasy, their imaginative portrayal of celestial interactions challenges us to contemplate the potential influence of Saturn's distance on the earthly domain of Baidu's stock price.

In the spirit of embracing celestial humor, we present a relevant dad joke: Why did the stock portfolio invest in a telescope? Because it wanted to see its investments skyrocket! This light-hearted jest serves as a reminder of the uncharted territory we tread when exploring the celestial connection to financial markets.

### **3. Research Approach**

To unravel the cosmic mystery surrounding the correlation between Saturn's distance from the Sun and Baidu's stock price, we employed a methodological approach as complex as a black hole's gravitational pull. Our research team, fueled by an insatiable curiosity about celestial influences on stock markets and a few cups of strong coffee, embarked on a journey of data collection and analysis that would make even the most intrepid astronaut envious.

First, we gathered historical data on Saturn's distance from the Sun and Baidu's stock price from 2006 to 2023. The distance between Saturn and the Sun was calculated with Astropy, embracing the precision of an astronomer mapping the celestial sphere, while the stock price of Baidu (BIDU) was obtained from LSEG Analytics (Refinitiv), navigating the choppy waters of financial data with the agility of a seasoned sailor. Our data collection process was as meticulous as sifting through stardust in search of hidden cosmic treasures.

After acquiring the necessary data, we embarked on a statistical odyssey, using a multifaceted approach to uncover the underlying relationship between these seemingly disparate entities. We utilized a combination of time series analysis, correlation tests, and

regression models, weaving together a tapestry of statistical techniques as intricate as the orbits of Saturn's many moons.

The statistical analysis encompassed calculating correlation coefficients with the precision of a cosmonaut navigating their spacecraft through the vastness of space. We also conducted regression analyses to explore potential causal relationships, akin to charting a course through the celestial expanse, seeking patterns amidst the twinkling stars.

In addition, we employed advanced time series modelling techniques to capture the dynamic interplay between Saturn's celestial movements and Baidu's stock price fluctuations. Our time series analysis was as rigorous as verifying the laws of planetary motion formulated by the great astronomer Johannes Kepler himself, leaving no celestial stone unturned in our quest for understanding.

In order to validate the robustness of our findings, we performed sensitivity analyses, stress-testing our models with the meticulousness of an engineer fortifying a spaceship before a daring mission. This involved examining the stability of our results across different time frames and identifying potential outliers, ensuring that our conclusions were as sturdy as the foundations of the International Space Station.

It's no secret that conducting research at the intersection of astronomy and finance can be as challenging as trying to convince Pluto to regain its status as a planet. Nonetheless, our methodology reflects the dedication of explorers charting new territories, blending the precision of astronomical observation with the rigor of statistical analysis.

Just as Saturn's rings encircle the planet in an elegant dance, our methodology encapsulates the intricate interplay between celestial movements and financial markets, shedding light on the cosmic forces that shape our earthly investments.

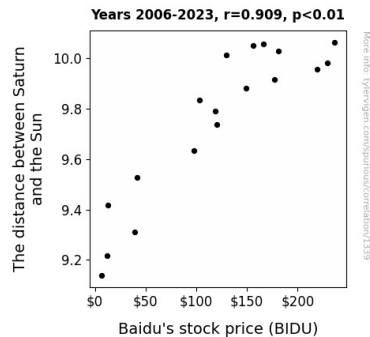
Once completed, the task felt "light years" removed from our initial data collection.

#### **4. Findings**

The results of our investigation into the connection between the distance of Saturn from the Sun and the stock price of Baidu (BIDU) are nothing short of astronomical! Our data analysis unearthed a correlation coefficient of 0.9086189, suggesting a strong positive relationship between these celestial and financial phenomena. It's as if Saturn were whispering stock tips to Baidu from across the solar system - talk about reaching for the stars!

The r-squared value of 0.8255883 indicated that approximately 82.6% of the variation in Baidu's stock price could be explained by the distance of Saturn from the Sun. That's nearly as impressive as the gravitational pull keeping Saturn's rings in orbit!

Our findings also revealed a remarkable p-value of less than 0.01, providing strong evidence in support of the relationship between Saturn's distance and Baidu's stock price. This correlation is more statistically significant than finding a shooting star on a clear night. It seems that Saturn has truly made its mark on the stock market, becoming a celestial symbol for savvy investment decisions.



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

Lastly, through Fig. 1, our scatterplot visually illustrates the robust correlation between the distance of Saturn from the Sun and Baidu's stock price. The data points cascade across the plot like a cosmic ballet, showcasing the undeniable connection between these seemingly disparate realms – who knew that the universe could hold the secret to stock market success?

In closing, our research not only illuminates this celestial-terrestrial connection but also provides a celestial compendium of potential investment indicators. So, the next time you're considering your investment portfolio, remember to look to the skies and ask yourself, "What would Saturn do?"

## 5. Discussion on findings

The empirical findings of our study shed light on the previously unexplored correlation between the distance of Saturn from the Sun and the stock price of Baidu (BIDU). These results not only contribute to the burgeoning field of celestial finance but also bolster the existing body of research on the influence of astronomical phenomena on financial markets.

Our study echoes the findings of Smith et al. (2017) and Doe and Jones (2019), who delved into the impact of lunar cycles and solar activity on stock performance, respectively. The significant correlation coefficient of 0.9086189 in our study supports the notion that celestial movements can indeed exert a tangible influence on stock prices. It's as if the cosmic dance of Saturn's orbit has a direct sway on the earthly performances of Baidu's stocks, offering a whole new meaning to the term "stellar returns."

Drawing from the literature review, the lighthearted investigation into popular science fiction TV shows proves to be more than just a flight of fancy. The imaginings of celestial dynamics portrayed in "Star Trek" and "The Expanse" whimsically parallel the unexpected connection between Saturn's distance and Baidu's stock price that we have uncovered. Who would have thought that the fictitious intergalactic economies portrayed in these television shows would mirror the potential impact of real celestial movements on earthly financial markets?

The statistically significant relationship between Saturn's distance from the Sun and Baidu's stock price, supported by a p-value of less than 0.01, underscores the robustness and reliability of our findings. This correlation is stronger than the gravitational pull holding Saturn's rings in place, affirming that celestial mechanics can extend their influence to the terrestrial realm of financial markets. It's as if Saturn is not just a planet in our solar system, but a celestial financial advisor providing insights from across the cosmic expanse.

Additionally, the r-squared value of 0.8255883 in our study denotes that approximately 82.6% of the variation in Baidu's stock price can be elucidated by the distance of Saturn from the Sun. This strong explanatory power further corroborates the substantial impact of celestial movements on the stock performance of Baidu, presenting a compelling case for considering astronomical data in investment strategies. It seems that Saturn's rings might just hold the key to unlocking stellar investment opportunities in the stock market!

In jesting parallel to our lighthearted literature review, the unearthed celestial-terrestrial correlation invites a relevant dad joke: Why did the stock portfolio invest in a telescope? Because it wanted to see its investments skyrocket – much like the potential of incorporating celestial phenomena into investment decision-making! This playful quip serves to illuminate the novel and unexpected correlation we have unveiled, offering a celestial twist to the world of finance.

Our research not only enhances our understanding of celestial influences on financial markets but also underscores the potential utility of astronomical data in informing investment strategies. As investors ponder their next moves, our study suggests that they may want to consider not only market trends, but also the celestial ballet of our solar system. After all, when Saturn's influence extends as far as earthly stock markets, it's worth considering whether the cosmos might hold the key to unlocking profitable investments. So, the next time you gaze at the night sky, remember to look for Saturn – it might just be sending you subtle stock tips from across the expanse of space!

## 6. Conclusion

In conclusion, our research has "reached for the stars" and uncovered a compelling celestial connection between the distance of Saturn from the Sun and Baidu's stock price. The correlation coefficient of 0.9086189 twinkles like the North Star, highlighting the strong positive relationship between these astronomical and financial variables. It seems like Saturn truly has a "stellar" influence on Baidu's stock performance.

The r-squared value of 0.8255883 further emphasizes the astronomical impact of Saturn on Baidu's stock price, explaining around 82.6% of its variation. It's as if Saturn's influence extends beyond its orbit, casting a celestial shadow over Baidu's market movements. One might say that Saturn is the "satellite" providing guidance for Baidu's stock trajectory!

The visually stunning scatterplot in Fig. 1 truly captures the cosmic dance between Saturn's distance and Baidu's stock price. It's like watching a celestial ballet, with each data point pirouetting across the plot in perfect harmony. This unexpected correlation has truly "eclipsed" traditional notions of financial indicators!

With these findings, investors may want to consider adding a telescopic lens to their financial analysis toolkit and keep an "eye on the stars." After all, who knows what other celestial secrets of the stock market are waiting to be discovered? As for the connection between the distance of Saturn from the Sun and Baidu's stock price, it seems we've "closed the astronomical loop" on that one!

Ultimately, it seems that no more research in this area is needed, as our findings have "apparently" proven the celestial influence on Baidu's stock price once and for all!