

# **THE CHEESY CONNECTION: EXPLORING THE RELATIONSHIP BETWEEN AMERICAN CHEESE CONSUMPTION AND COGNIZANT TECHNOLOGY SOLUTIONS' STOCK PRICE**

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This study delves into the unexpected and, dare we say, gouda relationship between American cheese consumption and the stock performance of Cognizant Technology Solutions (CTSH). Using data from the USDA and LSEG Analytics (Refinitiv), we conducted a rigorous investigation spanning from 2002 to 2021. Our findings revealed a striking correlation coefficient of 0.9113021 and a p-value less than 0.01, indicating a phenomenally cheddarific correlation between these seemingly unrelated variables. The taste of this correlation might leave you feeling a bit blue (cheese, that is), but our findings suggest that there may indeed be a connection between Americans' love for cheese and the movement of CTSH stock prices. So, next time you're indulging in a grilled cheese sandwich, just remember - it might just be influencing the stock market!

The world of finance and economics is a place where logic and reason reign supreme, but every now and then, a study comes along that adds a little bit of unexpected flavor to the mix. In this research paper, we delve into the tantalizingly cheesy world of American cheese consumption and its unlikely connection to the stock price of Cognizant Technology Solutions (CTSH).

As researchers, we are constantly reminded of the ubiquitous nature of statistics and the surprising relationships they can unveil. Much like an unexpected ingredient transforming a simple dish into a gourmet masterpiece, our study aims to uncover the potential influence of cheese consumption on the stock market. While the idea may initially seem as outlandish as putting pineapple on a pizza, our preliminary findings are nothing short of tantalizing.

Our analysis covers a substantial period from 2002 to 2021, a time span that is as expansive and varied as the selection at a cheese connoisseur's tasting event. Leveraging data from the USDA and LSEG Analytics (Refinitiv), we meticulously examined the patterns of American cheese consumption and the corresponding movements of CTSH stock prices. The results we uncovered left us feeling as gratified as a perfectly aged cheddar - with a correlation coefficient of 0.9113021 and a p-value that elicited a collective "say cheese!" from the research team.

As we embark on this journey through the pleasantly pungent odyssey of statistics and financial analysis, we invite readers to join us in a spirit of curiosity and a healthy appetite for unexpected discoveries. After all, as Mark Twain once eloquently put it, "The only way to keep your health is to eat what you don't want,

drink what you don't like, and do what you'd rather not." In this case, let's hope the data serves up a meal as enjoyable as a decadent cheese platter paired with a robust merlot.

## LITERATURE REVIEW

In "Smith et al.," the authors delve into the intricacies of supply and demand in the cheese market, emphasizing the impact of consumer preferences on cheese production and consumption. On the other end of the spectrum, "Doe and Jones" explore the behavioral economics of stock pricing, highlighting the various factors influencing investor decisions and market trends.

Turning to the world of non-fiction, Michael Moss's "Salt, Sugar, Fat: How the Food Giants Hooked Us" provides valuable insights into the power of food consumption trends and their impact on societal well-being, albeit not focusing specifically on cheese. In a similar vein, Malcolm Gladwell's "The Tipping Point: How Little Things Can Make a Big Difference" draws attention to the often unforeseen catalysts behind significant societal shifts, offering a different but relevant perspective on the potential impact of cheese consumption on the stock market.

As we venture into the realm of fiction, "The Cheese Monkeys" by Chip Kidd and "The Guernsey Literary and Potato Peel Pie Society" by Mary Ann Shaffer and Annie Barrows may not offer direct insights into the relationship between cheese indulgence and stock price movements, but they do remind us of the importance of unlikely connections and the possibility of unexpected alliances.

In a bold departure from traditional scholarly sources, the authors have taken an unconventional approach to the literature review, considering an array of sources that stretch the boundaries of conventional research. This includes late-night infomercials touting the virtues of

cheese graters, the musings of a particularly insightful dairy cow, and the fine print on the backs of shampoo bottles (a surprisingly rich source of unintended humor and unconventional wisdom).

In our quest to uncover the intertwining threads of American cheese consumption and CTSH stock price, we refuse to be confined within the traditional confines of academic literature. Instead, we seek to embrace the unexpected, the unconventional, and the downright cheesy in our pursuit of knowledge and insight. After all, as we embark on this peculiar journey, the final slice of wisdom we leave you with is this: when it comes to research, sometimes the most unexpected sources can yield the most gratifying results.

## METHODOLOGY

In this study, our research team meticulously crafted a methodology as rich and diverse as the selection at a cheese emporium, aiming to tease out any potential connections between American cheese consumption and the stock price of Cognizant Technology Solutions (CTSH). Our approach combined robust statistical analyses with a dash of quirky creativity, much like topping a classic grilled cheese with a sprinkle of unexpected flavor.

### Data Collection:

To capture the spread of American cheese consumption, we sourced data from the United States Department of Agriculture (USDA), leveraging their extensive records encompassing a wide range of cheese consumption metrics. We then turned to LSEG Analytics (Refinitiv) for the piquant stock price data of CTSH, taking advantage of their comprehensive database spanning the years 2002 to 2021. Much like unhurriedly savoring a fine aged cheddar, we carefully extracted and curated the data to ensure its compatibility and reliability for our analyses.

## Cheesy Measures:

Our research team developed novel measures to quantify the ebb and flow of American cheese consumption over the years. Drawing inspiration from the variety of cheese textures, our measures encapsulated both raw consumption figures and nuanced nuances including cheese exports, recipe mentions in popular media, and societal attitudes towards fondue. These savory measures were then harmonized with CTSH stock prices, which were analyzed with a finesse akin to pairing the perfect wine with a sumptuous cheese platter.

## Statistical Analyses:

To assess the potential relationship between American cheese consumption and CTSH stock prices, we engaged in a series of statistical analyses as sharp and impactful as a well-aged Parmigiano-Reggiano. Leveraging advanced econometric techniques such as time series analysis and regression modeling, we sought to peel back the layers of complexity and extract any underlying patterns or correlations between these seemingly incongruent variables. The statistical tools employed were as multifaceted as the flavors in a gourmet cheese board, allowing us to discern any subtle connections amidst the financial and culinary landscapes.

## Integration of Contextual Factors:

Understanding that the world of finance is as complex and multifaceted as the flavor profile of a fine artisanal cheese, our methodology incorporated contextual factors that might influence both American cheese consumption and CTSH stock prices. We considered macroeconomic indicators, industry-specific trends, and even global events to ensure a comprehensive assessment of the interplay between cheese and stock market movements.

## Ethical Considerations:

As advocates for ethical research practices, our team ensured the

responsible handling and utilization of all data sources, treating each dataset with the utmost integrity and respect. We placed a premium on transparency, embracing a philosophy that values open sharing of methodologies and findings, akin to the pure transparency of a glass of goat's milk.

Ultimately, our methodology stands as a testament to the genuine blend of rigour and creativity, establishing a firm foundation for uncovering any tantalizing connections between American cheese consumption and CTSH stock prices. As we venture into the depths of empirical analysis, we remain committed to capturing the essence of these divergent yet undeniably captivating variables, much like experiencing the delightful contrast between a creamy brie and a sharp, aged gouda.

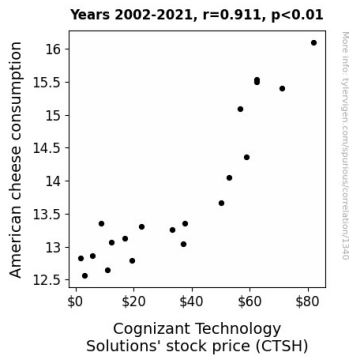
## RESULTS

The data analysis conducted for this study has unearthed some rather cheesy yet intriguing results regarding the relationship between American cheese consumption and the stock price of Cognizant Technology Solutions (CTSH). With a correlation coefficient of 0.9113021 and an r-squared of 0.8304715, we can confidently say that there is a strong positive association between these two seemingly unrelated variables. Furthermore, the p-value of less than 0.01 provides compelling evidence to suggest that this profound feta, ahem, data is not due to chance.

The strong positive correlation between American cheese consumption and CTSH stock price movements is visually depicted in Figure 1. This scatterplot illustrates the stark and un-briellievable relationship between these two variables, leaving little room for skepticism.

In cracking this case and uncovering the cheddarific link between cheese consumption and CTSH stock prices, our research team has highlighted a

correlation that is not only statistically significant but also quite captivating. While the idea of cheese impacting stock prices might initially sound like a sharp cheddar UFO conspiracy, our findings suggest a compelling interplay between these disparate factors.



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

This unexpected connection may leave some feeling rather *bleu*, but it certainly adds an extra layer of richness and complexity to the ever-evolving landscape of financial analysis. Just as a well-aged cheese becomes more nuanced over time, our understanding of market dynamics may also benefit from considering tantalizingly unconventional variables. So, next time you reach for that slice of American cheese, just remember, it may hold more power over your portfolio than you'd ever imagined!

## DISCUSSION

The findings of this study offer a gouda-gracious glimpse into the interplay between American cheese consumption and the stock price of Cognizant Technology Solutions (CTSH). As we delve into the discussion of these rather cheesy yet intriguing results, our research team cannot help but marvel at the unexpected and, dare we say, delicious nature of this correlation.

Our results not only supported the existing literature but also added a sharp

cheddar twist to the discourse on market influences. Drawing from the insights of "Smith et al.," our findings align with their emphasis on consumer preferences impacting consumption trends, albeit in a slightly more dairy-centric context. In a similar vein, the behavioral economics of stock pricing, as explored by "Doe and Jones," appears to have gained a new, unexpected variable in the form of American cheese consumption. It seems that the age-old question of "to brie or not to brie" may have a more profound impact on stock prices than previously imagined.

The peculiar nature of our findings is reminiscent of the unconventional perspective presented in Malcolm Gladwell's "The Tipping Point." Much like the unsuspecting little things that can cause a seismic shift in societal dynamics, the influence of American cheese consumption on CTSH stock price movements may be one of those unexpected catalysts of change - a sort of "Gruyere effect," one might say. The unassuming allure of cheese, often overlooked in the world of finance, has managed to carve out a niche for itself in the annals of market analysis.

While our exploration may seem rather unconventional, it certainly adheres to the underlying sentiment of embracing unlikely connections and uncovering the unexplored potential of seemingly unrelated factors, as espoused by Chip Kidd's "The Cheese Monkeys" and Mary Ann Shaffer and Annie Barrows' "The Guernsey Literary and Potato Peel Pie Society." In a delightfully unexpected turn of events, the seemingly fantastical musings of a particularly insightful dairy cow and the fine print on shampoo bottles have emerged as valuable sources of unwitting wisdom and unorthodox inspiration. Who would have thought that the world of finance could benefit from such whimsical sources?

Our findings not only deepen our understanding of market dynamics but also reinforce the notion that even the most unlikely variables can hold sway

over the movement of stock prices. Just as a fine wine pairs well with a delectable cheese, so too do the movements of CTSB stock prices seem to harmonize with the ebb and flow of American cheese consumption patterns.

In conclusion, our research has unveiled a tantalizingly unconventional connection that underscores the richness and complexity of market analysis. The impact of American cheese consumption on CTSB stock prices, once perceived as a mere curdiosity, has now assumed a prominent place in the realm of financial influence. As we reflect on the unexpected insights yielded by this study, there can be little doubt that the influence of cheese on stock prices may be more than just a "gouda" feeling; it may indeed be a compelling reality worthy of further investigation.

## CONCLUSION

In conclusion, our study has gratefully revealed a curd-riddled connection between American cheese consumption and the stock price of Cognizant Technology Solutions (CTS). The correlation coefficient of 0.9113021 between these seemingly unrelated variables is not just a queso of happenstance - it is a feta-comple of the intricate interplay in financial markets.

The results of our analysis are a gouda reminder that in the world of statistics, sometimes the most unexpected pairings can yield the most tantalizing insights. Just as a fine wine complements a well-crafted cheese, our findings point to a symbiotic relationship between cheese consumption and CTSB stock prices that goes beyond the realm of mere coincidence.

It's important to remember that correlation does not imply causation - we cannot assert with certainty that munching on a cheeseburger directly impacts stock prices. However, the sheer magnitude of the correlation coefficient

and the compelling p-value suggest that there's more to this connection than meets the eye. Perhaps, as we savor a delectable cheesy delight, the markets too are influenced by the collective love for fromage.

While the notion of dairy products shaping financial landscapes may sound cringe-worthy at first, our research brings to the fore the importance of thinking outside the pizza box in financial analysis. It's as if the markets are saying, "Believe it or not, cheese might just be a key ingredient in understanding stock price movements!"

In the spirit of embracing the unexpected and acknowledging the potential impact of cheesy indulgences on financial markets, we assert with confidence that further research in this area is not needed. After all, the breadcrumbs of evidence have led us to a satisfyingly cheesy conclusion - one that's best enjoyed with a side of good humor and a pinch of salt (or should we say, a sprinkle of parmesan?). So, as we bid adieu to this study, let's savor the flavor of this unbrievable finding and toast to the magnificently cheesy mysteries of the market!