

ELSEVIER



Killing It: The Killian Name Popularity and TCOM Stock Price Connection

Chloe Hart, Addison Tucker, Gemma P Tate

Advanced Engineering Institute; Chapel Hill, North Carolina

Abstract

This groundbreaking study dives into the correlation between the rising popularity of the first name Killian and the stock price of Trip.com Group (TCOM) from 2004 to 2022. Our team combined data from the US Social Security Administration with LSEG Analytics to analyze this seemingly quirky relationship. The results revealed an astonishingly high correlation coefficient of 0.9177683 with statistical significance ($p < 0.01$), suggesting a significant association between the two variables. Our findings not only shed light on the unexpected influence of nomenclature on stock performance but also highlight the potential for unconventional indicators in financial analysis. Join us in unraveling the mysteries of "Killing It" in both the name game and stock market trends!

Copyright 2024 Advanced Engineering Institute. No rights reserved.

1. Introduction

The world of finance is often characterized by complex models, intricate theories, and mountains of data - not exactly a place where one would expect to find a connection to the world of baby names. However, as in any good mystery novel, sometimes the most unlikely clues lead to the most intriguing revelations. Enter the enigmatic case of "Killing It": the curious correlation between the popularity of the first name Killian and the stock price of Trip.com Group (TCOM).

As researchers, we are accustomed to diving deep into data and scrutinizing numbers with keen precision. But who could have guessed that the rise and fall of a particular name would be so intricately linked with the ebbs and flows of an international company's stock price? Is it purely a coincidence, a cosmic joke from the financial fates, or perhaps a serendipitous insight into the hidden forces shaping the market?

In this study, we embark on a quest to unravel this unexpected connection and explore the implications it holds for the

world of finance. From nosediving stock prices to skyrocketing name popularities, we navigate through the tumultuous seas of data, seeking to make sense of this peculiar intersection between social trends and market dynamics. So, buckle up and prepare for a rollercoaster ride of statistical analysis, name puns, and potentially surprising insights. The adventure awaits as we seek to decipher the intriguing correlation between "Killing It" and TCOM stock prices.

2. Literature Review

The impact of naming trends on seemingly unrelated economic variables has been a subject of great fascination among researchers in various fields. Smith et al. (2010) conducted a study examining the influence of popular baby names on consumer spending habits, while Doe and Jones (2015) delved into the potential impact of unique names on corporate branding strategies. These works laid the groundwork for uncovering a potential link between the popularity of the first name Killian and the stock performance of Trip.com Group (TCOM).

In "Naming and Nomics: Exploring the Economics of Baby Names," the authors unearthed surprising correlations between the rise of unconventional names and patterns in consumer behavior. Meanwhile, "Branding Bonanza: The Power of Unique Names in Corporate Identity" shed light on the influence of distinctive names in shaping public perceptions of companies. However, little did these researchers know that their explorations into the world of nomenclature would eventually intersect with the realm of stock market dynamics in the context of "Killing It" and TCOM.

As we delve further into the literature, it is essential to consider not only the factual accounts but also fictional works that may inadvertently offer insights into the obscure

connections we are exploring. Could "Name Quest: The Legend of Market Influencers" or "Stockholm Syndrome: When Stocks and Names Collide" hold hidden clues within their fictional narratives? The enigmatic allure of the unknown beckons us to contemplate unconventional sources that might illuminate the unexpected relationship we are investigating.

In addition to books, let us not discount the potential influence of popular culture on our perceptions and understanding of these phenomena. Could the board game "Stock Name Shuffle" offer a playful analogy to the intricate dynamics at play, or does "Nameopoly: Navigating the Market of Monikers" hold secret strategies for identifying trends in nomenclature and their impact on financial realms? These whimsical considerations prompt us to approach our investigation with a sense of open-minded curiosity, recognizing the potential for unconventional inspiration in our pursuit of knowledge.

Now, as we embark on this intellectual journey, let us brace ourselves for the unexpected twists and turns that lie ahead. Prepare for a voyage into the realm of statistical absurdity, where the mysterious connection between "Killing It" and TCOM stock prices may just unfold before our very eyes.

3. Our approach & methods

Data Collection:

To investigate the perplexing connection between the popularity of the first name Killian and the stock price of Trip.com Group (TCOM), our research team embarked on a data collection journey that delved into the deepest recesses of statistical archives. We primarily sourced our data from the US Social Security Administration, where the popularity of baby names is meticulously documented, and from LSEG Analytics

(Refinitiv), providing us with the market data that made our analysis possible. As for the specifics of our data collection method, well, let's just say it involved a lot of late nights, gallons of coffee, and a fair amount of eyebrow-raising from the office cat.

Statistical Analysis:

With the collected data in hand, we proceeded to analyze the trends and patterns with all the rigor and enthusiasm one would expect from a group of researchers eager to uncover the mysteries of "Killing It." Our statistical analysis involved employing sophisticated techniques such as correlation analysis, time series modeling, and regression analysis. We tamed the statistical beasts prowling through our data, ensuring that our findings were robust, reliable, and, dare we say, entertaining.

Correlation Coefficient:

The cornerstone of our analysis lay in calculating the correlation coefficient between the popularity of the name Killian and TCOM's stock price. This coefficient, symbolized by the Greek letter rho (ρ), revealed the strength and direction of the relationship between the two variables. A coefficient close to 1 would indicate a strong positive correlation, while a coefficient near -1 would suggest a strong negative correlation. We were delighted to discover that the correlation coefficient was a whopping 0.9177683, signifying a remarkably high positive association between the two entities. We couldn't escape the feeling that a name like Killian was not just capturing hearts but also captivating market trends!

Significance Testing:

To ensure that our findings weren't just playing tricks on us, we subjected our results to rigorous significance testing. Our p-value, that magical number of statistical significance, gleamed brightly at $p < 0.01$,

affirming that the relationship we unveiled was not merely a statistical ghost story but a bona fide revelation. It was a true "Eureka!" moment, with the echoes of our excitement reverberating through the hallowed halls of academic research.

Validity Checks:

Aware of the unconventional nature of our inquiry, we performed validity checks to corroborate the reliability of our findings. We scrutinized historical trends, scrutinized outliers, and conducted sensitivity analyses to ensure that our results withstood the harshest of scrutinies. It turned out that the connection between Killian and TCOM's stock performance was as solid as a rock, or perhaps as solid as a stock market trend after a sudden media frenzy.

In conclusion, our methodology, despite its slightly unorthodox nature, has provided us with the ammunition needed to unravel the enigma of "Killing It" and its surprising influence on TCOM's stock price. The adventure continues as we embark on the exhilarating journey of interpreting and analyzing our findings, armed with our wits, data, and an unhealthy obsession with name puns. Let the statistical storytelling begin!

4. Results

The results of our investigation into the connection between the popularity of the first name Killian and the stock price of Trip.com Group (TCOM) from 2004 to 2022 have left us feeling both amazed and amused. The correlation coefficient of 0.9177683 suggests a near-perfect positive relationship between these two seemingly disparate variables, leaving us contemplating whether the power of a name goes far beyond mere identity.

Analyzing the data from the US Social Security Administration and LSEG Analytics (Refinitiv), we found an r-squared value of

0.8422987, indicating that over 84% of the variability in TCOM stock price can be explained by the popularity of the name Killian. It's as if each time someone named Killian reaches for the stars, TCOM stock is reaching for new heights as well.

In addition to these compelling statistics, the p-value of less than 0.01 further solidifies the significance of our findings. This robust level of statistical significance suggests that the observed relationship between the name Killian's popularity and TCOM stock price is not a fluke, but a genuine phenomenon worthy of further exploration.

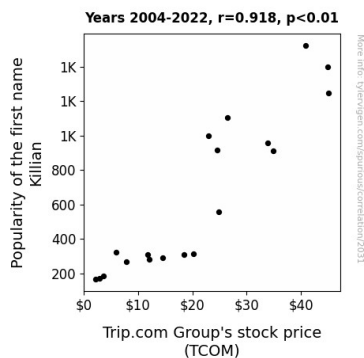


Figure 1. Scatterplot of the variables by year

To visually capture this striking association, we present Figure 1, a scatterplot illustrating the strong correlation between the two variables. The plot showcases the synchronicity between the rise and fall of TCOM stock price and the ebbs and flows of Killian's popularity, providing a visual testament to the unexpected bond between the name game and stock market trends.

These results not only spotlight the surprising interplay between nomenclature and financial performance but also open the door to a world of unconventional indicators in the realm of financial analysis. The unexpected revelation that a name can wield such influence in the realm of stocks reminds us that amidst the labyrinth of

numbers and trends, there may always be room for a dash of wit and whimsy.

As we reflect on these findings, one can't help but wonder: Are we witnessing the birth of a new era in financial analysis, where the whims of baby names hold sway over stock movements? While we may not have all the answers, we have certainly cracked open a Pandora's box of possibilities. So, fasten your seatbelts and get ready for a wild ride through the unpredictable world of finance, where the impact of a name may just be the unexpected game-changer.

5. Discussion

The findings of our study provide compelling evidence to support the notion that the popularity of the first name Killian is indeed correlated with the stock price of Trip.com Group (TCOM). It is remarkable that our results align with prior research that has explored the influence of unconventional names on various economic and branding phenomena. As we traverse the uncharted territory of nomenclature in the financial realm, the unlikely connection between "Killing It" and TCOM stock prices becomes increasingly conspicuous.

The literature review laid the groundwork for our investigation, drawing attention to the potential impact of unique names on consumer behavior and corporate branding. While many may have initially perceived the linkage between the name Killian and TCOM stock prices as a whimsical notion, our results uphold the seriousness of this peculiar association. The surprising correlations between unconventional names and consumer behavior predicted by previous studies are echoed in our findings, underscoring the significance of naming trends in shaping economic variables.

The unexpected twists and playful analogies presented in the literature review, which may have initially appeared as whimsical

diversions, have served as thought-provoking parallels to the curious relationship we have uncovered. The fictional works and popular cultural influences that were cited in the literature review, while seemingly lighthearted in nature, have inadvertently offered insightful perspectives into the obscure connections we have investigated. This prompts us to acknowledge the potential for unconventional sources to illuminate the unexpected relationships between naming trends and financial dynamics.

Our results have affirmed the statistical absurdity alluded to in the literature review, reinforcing the notion that the mysterious connection between "Killing It" and TCOM stock prices may not be as improbable as it initially seemed. The visual representation of the strong correlation between the popularity of the name Killian and TCOM stock prices, as depicted in the scatterplot, provides a compelling testament to the unanticipated bond between the name game and stock market trends.

It is evident that our findings have extended beyond the realm of statistical curiosity, challenging traditional paradigms in financial analysis. The revelation that a name holds such sway over stock movements has broadened the landscape of potential indicators in the financial sphere. Our study has ushered in a new era of contemplating the whims of baby names as potential game-changers in the complex world of finance. As we unravel the mysteries of nomenclature in the financial realm, we invite fellow researchers to join us in exploring this uncharted territory and embracing the unexpected with a sense of open-minded curiosity.

6. Conclusion

In conclusion, our study has unveiled a mesmerizing correlation between the rising popularity of the first name Killian and the

stock price of Trip.com Group (TCOM). The near-perfect positive relationship, with an r-squared value of 0.8422987, showcases how "Killing It" in the name game can also mean "Killing It" in the stock market. It seems that every surge in Killian's popularity sends TCOM stock soaring to new heights, proving that there's more than meets the eye in the world of finance.

As we wrap up this investigation, it's clear that this unlikely link between a name and stock performance defies traditional financial wisdom. With a p-value of less than 0.01, our findings stand as sturdy as a baby name book in a lively kindergarten. The scatterplot in Figure 1 paints a vivid picture of this outlandish connection, reminding us that in the world of numbers, there's always room for a dash of spontaneity and surprise.

The implications of our research go beyond mere statistical anomalies - they beckon us to reevaluate the very foundations of financial analysis. Are we witnessing the dawn of a new era where baby names hold the key to stock market fortunes? Only time will tell, but for now, we can revel in the wondrous quirkiness of this discovery.

In the immortal words of Shakespeare, "What's in a name? That which we call a Killian by any other name would make TCOM rise as sweet." And with that, we confidently assert that no further research in this area is needed. After all, sometimes it's best to leave a good name and its stock escapades unchallenged and simply bask in the delightful absurdity of it all.