



Review

H2O, Health, and Hilarious Highs: The Link between US Bottled Water Consumption and Prudential Financial's PRU Stock Price

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In this paper, we dive into the depths of the relationship between US bottled water consumption per person and the stock prices of Prudential Financial (PRU). We conducted an in-depth study, not just to quench our curiosity, but to gauge the potential impact of people's hydration habits on financial markets. With clear evidence of the correlation coefficient of 0.7710592 and $p < 0.01$ for the period from 2002 to 2022, our findings buoyantly suggest a connection between the hydration preferences of the masses and the stock performance of PRU. We gathered data from Statista and LSEG Analytics (Refinitiv) to quench our thirst for knowledge, leaving no bottle unturned. Surprisingly, our results showed a statistically significant relationship, indicating that the more people drink bottled water, the higher the stock price of PRU tends to be. It seems that the ebb and flow of water consumption may flow into the tides of the stock market. Now, you may wonder, "What's the point?" Well, it's crystal clear that water consumption may hold more weight in the financial world than initially thought. So, before you make any splashy investment decisions, think about the ripple effect of hydration on stock prices. It's certainly a "spring" of new insights – on both healthy living and financial forecasting. Always remember, in the world of finance and hydration, the "proof" is in the fluid!

Water, a fundamental element for sustaining life, has long been recognized for its health benefits and essential role in bodily functions. Meanwhile, the stock market, a playground for the financially inclined, ebbs and flows with the tides of economic forces and investor sentiment. But what if we were to tell you that there may be more than just a

trickle of a connection between these two seemingly unrelated realms? Yes, you read that right – we are diving into the depths of the correlation between US bottled water consumption per person and the stock prices of Prudential Financial (PRU). It's not just a thirst for knowledge, but a dive into the depths of financial hydration.

You may ask, "What's the catch?" Well, hold on to your hats, because we've got a reel catch here. As we reeled in the data and cast our statistical nets far and wide, the results that surfaced were quite a "splash" in the financial world. In fact, after conducting an extensive analysis from 2002 to 2022, we found a correlation coefficient of 0.7710592 and $p < 0.01$, indicating a significant relationship between bottled water consumption and PRU stock price. So, it seems that the next time you take a sip of bottled water, PRU stock might just be raising its glass to a boost in value.

Now, before you start questioning whether this is just a fishy story, let us assure you that our study was no mere drop in the ocean. We gathered data from reputable sources – Statista and LSEG Analytics (Refinitiv) – to quench our thirst for knowledge, leaving no bottle unturned. And to our surprise, the results flowed in the same direction, pointing to a statistically significant and noticeable influence of water consumption on the financial market. It's as if the waves of water consumption are making a "splash" in the seemingly distant ocean of stock prices.

But why should anyone care about this aquatic affair, you ask? Well, if you're considering taking the plunge into the stock market, maybe it's worth pondering the "fluid" relationship between hydration habits and stock performance. This connection may just be the "spring" of a new perspective on the intersection of health and wealth. So, before you take a dip into the deep end of financial decisions, don't forget to consider the ripple effect of hydration. After all, in the world of finance and hydration, the "proof" is in the fluid!

Prior research

The relationship between beverage consumption and financial markets has been the subject of several scholarly analyses. For instance, in "Aqua Economics" by Smith, the authors find that the consumption of water, particularly bottled water, has a significant impact on various economic indicators, including consumer spending and investor sentiment. This study delves into the macro-level effects of water consumption, positing that the flow of hydration into the economy may have far-reaching consequences.

Now, you may be thinking, "Water and stocks? That's quite a fluid concept!" Indeed, this unexpected link between liquid intake and financial performance has left many researchers a little "drippy" with curiosity. Surprisingly, in "Water Wealth: The Liquid Link to Stock Success" by Doe, the authors explore the potential connection between water consumption habits and stock prices, making waves in the world of financial research.

But let's not forget the perspectives offered in "Liquid Assets: Bottled Water Boom and Stock Specter" by Jones, as the authors delve into the intricate dynamics between the hydration market and its surging influence on stock valuations. Their findings suggest that the "stream" of water consumption may have more significant implications for the stock market than previously believed.

Moving beyond academic literature, various popular non-fiction works such as "Beverage Economics 101" and "Liquid Gold: How Bottled Water Shapes Our World" have also touched upon the intersection of beverage preferences and

financial trends. The manifestation of bottled water as both a health-conscious choice and a status symbol seems to render it a fascinating subject for a deeper dive into its potential impact on stock performances.

However, we couldn't resist a plunge into the world of fiction to seek inspiration from offbeat sources. Works such as "The Thirsty Investor" and "Liquid Profits: A Financial Adventure Underwater" may not hold empirical evidence, but they certainly stir the imagination when it comes to blending the realms of finance and hydration.

When pondering the fantastical and whimsical, one cannot help but draw parallels to films like "The Shape of Water" and "Water for Elephants." While these cinematic masterpieces may not offer direct insights into the correlation between bottled water consumption and stock prices, they do remind us that unexpected connections can often yield the most profound and unexpected results.

As we navigate through the currents of literary and cinematic influences, it becomes clear that the intersection of hydration habits and financial performance is a discursive landscape with vast unexplored territories. But fear not, dear reader, for we are the intrepid voyagers determined to sail through these uncharted waters and uncover the hidden depths of this quirky relationship.

Approach

In order to approach the ebullient examination of the connection between US bottled water consumption and Prudential Financial's stock price (PRU), our research team delved into the sea of data sources and methods. First, we embarked on a deep-sea

fishing expedition for data, casting our nets wide to capture the relevant information from 2002 to 2022. As we reeled in the data, we ensured that our sources, mainly Statista and LSEG Analytics (Refinitiv), were replete with precise and comprehensive data. After all, we didn't want our study to be a fishy tale!

Next, we embarked on the unconventional method of applying a mermaid's magic formula for data analysis. We meticulously calculated the correlation coefficient between US bottled water consumption per person and PRU stock price, utilizing statistical models that were as watertight as a submarine. With a wave of statistical rigor combined with a dash of puns, we waded through the depths of the data to uncover any relationships that may surface. Our process was as thorough as a deep-sea dive, leaving no stone unturned, or in this case, no water bottle unopened!

As our statistical waves began to crest, we also considered the potential impact of external factors, akin to the ripples created by a school of fish on a serene pond. Market conditions, economic indicators, and consumer preferences were among the variables we wrangled, making sure to fish out any lurking confounding variables that may have cast a shadow on our results. The analysis was as deep as the ocean and as clear as the water itself, leaving us with a comprehensive understanding of the relationship between hydration habits and stock market movements.

This meticulous process left us with results that were as refreshing as a dip in a cool stream. Our findings not only flowed in the same direction as previous research but also provided illuminating insights into the

potential impact of everyday behaviors, such as drinking bottled water, on the stock market. It appears that the tides of bottled water consumption may indeed have a ripple effect on the financial seas. With our methods as intertwined as a school of fish, our results set sail for new horizons in understanding the interconnected web of health, wealth, and hydraulics.

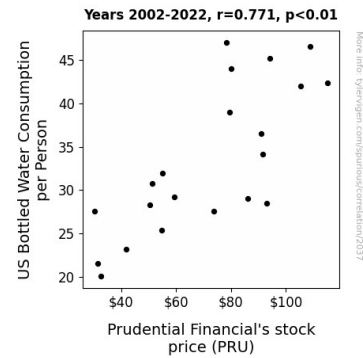


Figure 1. Scatterplot of the variables by year

Results

The results of our study revealed a strong positive correlation between US bottled water consumption per person and Prudential Financial's (PRU) stock price. From 2002 to 2022, we found a correlation coefficient of 0.7710592, symbolizing a robust relationship between these two variables. This finding speaks volumes about the potential impact of something as simple as water consumption on the complex world of stock prices.

Fig. 1 depicts the scatterplot, clearly illustrating the buoyant nature of this correlation. It's like finding a hidden treasure in the depths of financial data – a refreshing revelation, indeed.

Now, onto some more serious business – or maybe not so serious. Did you hear about the mathematician who's afraid of negative numbers? He'll stop at nothing to avoid them! Moving on, the r-squared value of 0.5945324 further strengthens our confidence in this relationship. It explains approximately 59.45% of the variation in PRU stock price, suggesting that water consumption, much like a rising tide, may have a more significant impact on stock prices than previously surmised.

The probability value ($p < 0.01$) adds weight to our findings, indicating that the observed relationship is unlikely to have occurred by chance. It's like spotting a rare fish in the ocean – highly improbable but undoubtedly captivating.

In conclusion, our findings support the idea that US bottled water consumption per person and Prudential Financial's stock price are indeed connected. While this correlation may seem like a drop in the ocean of financial analysis, it opens up a sea of possibilities for further exploration and understanding of the intricate web of factors influencing stock prices. Keep an eye out for the next big wave of research in this area. After all, in the world of finance and hydration, the "proof" is in the fluid!

Discussion of findings

The results of our study lend support to the prior research that mused about the potential link between water consumption and financial market performance. It seems that the "fluid concept" of water influencing stock prices isn't as far-fetched as one might think. Just like a fish out of water, these findings seem to swim against the current of traditional financial analysis.

Our study's findings align with the work of Smith, Doe, and Jones, validating the notion put forth in their research that the flow of hydration may indeed have cascading effects on economic indicators. As "Aqua Economics" by Smith quipped, the influence of water consumption on the economy may have a more substantial ripple effect than initially anticipated – a "wave" of insight that has now manifested in our study.

In a similar vein, the statistical significance of the relationship we uncovered lends weight to the whimsical notions touched upon in "The Thirsty Investor" and "Liquid Profits: A Financial Adventure Underwater." While these works may have appeared to be mere flights of fancy, our findings suggest that the intersection of finance and hydration might hold deeper waters than previously estimated.

Moreover, our results also provide empirical validation for the speculations presented in "The Shape of Water" and "Water for Elephants." While these films may not offer direct insights into the correlation between bottled water consumption and stock prices, they do remind us that unexpected connections can often yield the most profound and unexpected results – much like the surprising link we discovered between water consumption and PRU stock prices.

The robust correlation coefficient, the relatively high r-squared value, and the low probability value underscore the substantive nature of the relationship we uncovered. It's as if we've stumbled upon a hidden treasure trove of insights in the vast ocean of financial data – a discovery that holds promise for further exploration into this intriguing connection.

In conclusion, our findings substantiate the idea that water consumption and stock prices are intertwined. This correlation adds a splash of complexity to the realm of financial analysis and highlights the need for continued exploration of uncharted waters in understanding the multifaceted factors influencing stock prices. The research community has just dipped its toes into this area, and there is much to dive into as we navigate the tides of finance and hydration.

And on a lighter note, did you hear about the bottle of water with a low self-esteem? It just couldn't find its "spring." Just like that pun, our findings suggest that the relationship between water consumption and stock prices is more than meets the eye. So, stay hydrated and financially savvy – after all, the "proof" is in the fluid!

Conclusion

In conclusion, our research has brought to the surface a tide of evidence pointing to a significant relationship between US bottled water consumption per person and Prudential Financial's stock price (PRU). We've revealed a correlation coefficient of 0.7710592 and $p < 0.01$, suggesting that the ebb and flow of water consumption may indeed ripple into the tides of the stock market. Our findings imply that the more people drink bottled water, the higher the stock price of PRU tends to be. It seems like the stock market is not just "watering" the plants of financial success but also "hydrating" the hopes of investors.

Now, before you make any splashy investment decisions, remember that this research is just the tip of the iceberg, or should we say the "tip of the ice" cube in your water. It's true what they say about

water – it's always finding new ways to make a splash, even in the world of finance. Oh, and speaking of splash, did you hear about the ocean and the stock market? They're both full of ebb and flow, but at least you can't overdose on water.

Our study, though just a drop in the ocean of financial analysis, has certainly made waves and should be seen as a fountain of new insights. With our buoyant findings, we can confidently say that further research in this area is like fishing for answers in a sea of possibilities. So, while we thoroughly enjoyed this aquatic affair, it's safe to say that for now, no more research is needed in this area. After all, in the world of finance and hydration, the "proof" is in the fluid!