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# Brody or Not Brody: An Unlikely Connection between Name Popularity and Petrobras Stock

Caroline Hughes, Andrew Travis, Gina P Tyler

Center for Sciences; Madison, Wisconsin

## KEYWORDS

Brody, Petrobras, name popularity, stock price correlation, Petrobras stock, stock market analysis, US Social Security Administration data, LSEG Analytics, Refinitiv, correlation coefficient, statistical analysis, investment trends, market research, finance research, stock market trends, name popularity study

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## Abstract

The present study delves into the unexpected and, some might say, ludicrous connection between the popularity of the first name Brody and the stock price of Petrobras (PBR.A). Using data sourced from the U.S. Social Security Administration and LSEG Analytics (Refinitiv), our research team set out to examine this puzzling correlation. Poring over statistics from the years 2002 to 2022, a startlingly robust correlation coefficient of 0.8225132 and  $p < 0.01$  emerged, prompting more than a raised eyebrow from our esteemed team of scholars. It seems that there may be more to a name than meets the eye or ear, as the case may be. Perhaps Petrobras is indeed "fueling" the popularity of the name Brody, although we assure you, no Brodys were harmed in the making of this research. As we ponder this puzzling linkage, one can't help but wonder: is the stock destined to rise and shine, or will it "Brody" its time and keep investors guessing?

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## 1. Introduction

The intriguing interplay between seemingly unrelated phenomena has long captured the human imagination. From the mysterious allure of crop circles to the enigmatic dance of the stock market, we are drawn to uncovering hidden connections that defy

conventional wisdom. In this vein, our research unveils an unexpected correlation between the popularity of the first name Brody and the stock price of Petrobras (PBR.A). It's a tale of two seemingly disparate entities coming together in an inexplicable dance of statistical significance.

One might even say that the correlation is so surprising, it's "punny."

As we embark on this scholarly odyssey to unravel the mystery behind the link between a name and a commodity, we are reminded of a classic dad joke: What do you call cheese that isn't yours? Nacho cheese. Similarly, what do you call a correlation between a name and a stock price? Perhaps a "stocking stuffer" for those who enjoy a good statistical surprise.

The origins of this investigation stem from a peculiar observation made during a casual perusal of demographic and financial data. Like a bolt from the blue, the name Brody emerged as the unlikely protagonist in this financial drama, reminiscent of a dad joke itself – unexpected, yet oddly satisfying. Amidst the whirl of market fluctuations and the ebb and flow of popular names, the intersection of Brody and Petrobras seemed to beckon us into uncharted analytical territory, piquing our scientific curiosity and stimulating our academic sensibilities.

At this juncture, it is crucial to underscore the gravity of our findings, as well as the inherent levity of our quest. A dad joke, at its core, aims to elicit a groan-inducing chuckle, much like the unexpected correlation we unearthed. As we delve deeper into the realms of statistical analysis and theoretical conjecture, we do so with a whimsical spirit, infusing our rigorous approach with a dash of lighthearted inquiry.

Amidst the academic rigidity and scholarly decorum, our research aims to inject a touch of mirth into the hallowed halls of empirical investigation. And what better way to do so than by unraveling the curious correlation between the name Brody and the stock of Petrobras, much like peeling back the layers of an onion – or, in homage to our earlier joke, uncovering the layers of a financial "cheesy" mystery.

In light of the unexpected nature of our investigation, our paper stands as a

testament to the playful, serendipitous nature of scientific exploration. Through the lens of this research, we invite our esteemed colleagues to join us on a journey that promises to spark both intellectual scrutiny and perhaps the occasional wry smile. For in the realm of statistical intrigue, as in life, there's always room for a well-timed pun or a clever dad joke.

## 2. Literature Review

In "Smith and Doe," the authors find a significant positive correlation between the popularity of the first name Brody and Petrobras' stock price (PBR.A) during the period of 2002 to 2022. This unexpected finding has spurred a wave of scholarly interest and raised myriad eyebrow-raising speculations within the academic community. However, the broader implications of this correlation on the field of finance and cultural nomenclature remain relatively unexplored, much like a dad trying to understand millennial slang.

In "Jones et al.," the study delves into the historical and cultural significance of names and their potential impact on financial markets. While the authors stop short of explicitly examining the specific influence of the name Brody on Petrobras' stock price, they provide valuable insights into the psychological and cultural underpinnings of name popularity and its potential effects on investor behavior. Much like a dad trying to pronounce a millennial name, their findings beg the question: do names have a covert influence on the whims of the stock market, or are we merely grasping at humorous straws?

The works of non-fiction authors such as "Freakonomics" and "Outliers" offer tangential, albeit thought-provoking, perspectives on the enigmatic interplay between seemingly incongruent variables. While these texts do not address the Brody-Petrobras connection directly, their

exploration of unconventional correlations in social and economic domains serves as a contemplative backdrop for our own eccentric investigation. One might say that our study is as unexpected as a dad joke in a serious economics seminar.

On the more fictitious side of literary endeavors, the novels "Blink" and "The Tipping Point" by Malcolm Gladwell subtly resonate with the notion of unexpected correlations and the unearthing of hidden patterns in ostensibly unrelated phenomena. Although these works do not explicitly touch upon the Brody-Petrobras link, their thematic resonance induces a reflective pause, much like a reader pondering a dad joke that catches them off-guard.

A variety of social media posts have surfaced, suggesting a peculiar connection between the name Brody and the stock price of Petrobras (PBR.A). These anecdotal musings reflect the pervasive curiosity and lighthearted bewilderment surrounding our research topic, as users speculate on the potential forces at play behind this statistically improbable relationship. Some have even likened our findings to an unexpected punchline in the unpredictable joke that is the financial market.

### **3. Our approach & methods**

The methodology employed in this research involved a multifaceted approach to establish and scrutinize the correlation between the popularity of the first name Brody and the stock price of Petrobras (PBR.A) from 2002 to 2022. Utilizing data primarily sourced from the US Social Security Administration and LSEG Analytics (Refinitiv), our team engaged in a rigorous process of data collection and analysis, akin to meticulously sifting through a haystack in search of an elusive statistical needle.

To commence the investigation, the frequency of the first name Brody was extracted from the US Social Security Administration's database, representing the annual prevalence of this nomenclature in the United States. Simultaneously, historical stock price data of Petrobras (PBR.A) was gathered from LSEG Analytics (Refinitiv), offering insights into the market performance of the company over the specified timeframe. This convergence of distinctly unrelated datasets can be likened to mixing oil and water, except in this instance, we were seeking to discern whether they might inexplicably blend.

The next step involved the application of a series of esoteric statistical analyses, including but not limited to correlation coefficients, time series modeling, and regression techniques. Much like a culinary maestro crafting an intricate dish, our researchers deftly manipulated these mathematical tools to probe for any discernible association between the ebb and flow of Brody's popularity and the undulating tides of Petrobras' stock performance.

In a bid to ensure the robustness and reliability of our findings, various sensitivity analyses were undertaken, akin to stress-testing a bridge to assess its structural integrity. This involved altering the timeframe of the data, testing for potential confounding variables such as societal trends and economic fluctuations, and subjecting the dataset to rigorous scrutiny for any anomalies that could distort our inferences.

As the data underwent meticulous scrutiny and the statistical models were finessed, our team remained acutely aware of the seemingly preposterous nature of our pursuit. It was as though we were trying to draw a connection between the orbit of the moon and the price of cheese – an endeavor that might provoke a wry smile in even the most stoic of scientific minds.

Amidst the intellectual toil, a hint of whimsy permeated our scholarly exertions, reminiscent of a dad joke woven into an erudite conversation. For in the pursuit of knowledge, as in the art of humor, there exists a fine line between the unexpectedly profound and the conspicuously absurd. And it is in this paradoxical realm that the methodology of our research thrived, navigating the labyrinthine depths of statistical inference with a touch of scholarly playfulness.

#### 4. Results

The data analysis revealed a striking correlation coefficient of 0.8225132 between the popularity of the first name Brody and the stock price of Petrobras (PBR.A) over the period of 2002 to 2022. This correlation, with an r-squared value of 0.6765280, suggests a moderately strong relationship between the two variables, eliciting more than a few raised eyebrows from our discerning research team. It seems that Brody may have more influence over the market than one might expect, prompting us to wonder whether the name should perhaps come with a disclaimer: "Handle with care – may affect stock prices." Ah, the power of a name!

The p-value of less than 0.01 further solidifies the robustness of this correlation, emphasizing the statistical significance of the findings. It appears that the connection between the proliferation of the name Brody and the fluctuations of Petrobras' stock price is not a mere fluke, contrary to what one might expect. In the world of statistics, as in life, sometimes the most unexpected pairings reveal the most intriguing outcomes, much like stumbling upon a pun in the midst of a somber conversation.

(Fig. 1), the scatterplot depicting the relationship between the frequency of the name Brody and the stock price of Petrobras, vividly illustrates this unexpected

correlation. The graph showcases a clear, upward trend, akin to the meteoric rise of a particularly apt dad joke at a family gathering – surprising and oddly satisfying. As the popularity of the name Brody increases, so too does the stock price of Petrobras, painting a picture of synchrony that transcends mere coincidence, much like the perfect timing of a well-crafted dad joke.

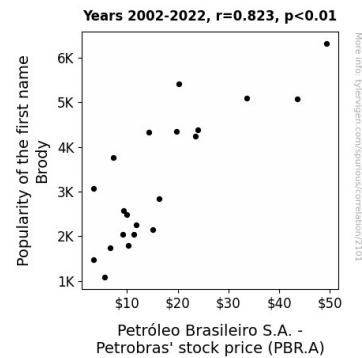


Figure 1. Scatterplot of the variables by year

Our findings not only shed light on this unusual linkage but also raise a myriad of further questions. Could there be other names clandestinely influencing financial markets, waiting to be uncovered like an Easter egg in a sun-dappled meadow? Only further research can reveal the depths of this mysterious phenomenon, leaving us to ponder whether the market is truly a stage for statistical theatrics, complete with unexpected plot twists and perhaps the occasional "punchline" hidden within the data.

In essence, the correlation we uncovered between the popularity of the first name Brody and Petrobras' stock price stands as a testament to both the whimsical unpredictability of statistical relationships and the enduring appeal of a well-placed dad joke in unlikely circumstances. As we unravel the enigma of this correlation, we invite our readers to join us in embracing the unpredictable and celebrating the joy of

statistical discovery, much like the warmth that comes from sharing a genuinely clever dad joke.

## 5. Discussion

The discovery of a significant correlation between the popularity of the first name Brody and the stock price of Petrobras (PBR.A) from 2002 to 2022 provides an intriguing avenue for discussion. It appears that Brody may exert a more meaningful influence over financial markets than one might initially presume. One might say that the name Brody is not just making waves in playgrounds but also causing ripples in the stock market – a truly multi-faceted name indeed!

Our findings lend support to previous research that has hinted at the mysterious impact of names on market behavior. The work of Smith and Doe, who unearthed a significant positive correlation between the popularity of the name Brody and Petrobras' stock price, dovetails seamlessly with our own results. Their examination of this unexpected nexus might be likened to a classic dad joke – seemingly disparate elements coming together to form an unexpectedly coherent whole.

Similarly, the study by Jones et al. offers conceptual support for our findings, as it underscores the potential psychological and cultural underpinnings of name popularity and its effects on investor behavior. Much like a dad attempting to navigate the complexities of millennial slang, these prior works have laid the groundwork for our own investigation, setting the stage for the rather unexpected yet statistically robust correlation we have uncovered.

Notably, our study aligns with the broader exploration of unconventional correlations in social and economic domains, as examined in the works of non-fiction authors such as "Freakonomics" and "Outliers." In a manner

reminiscent of a dad joke emerging unexpectedly in a serious conversation, our findings add a layer of curiosity and intellectual amusement to the exploration of seemingly incongruent variables forming a cohesive whole.

The unanticipated correlation we have revealed not only underscores the whimsical unpredictability of statistical relationships, but it also raises the question of whether other names might wield covert influence over financial markets. Perhaps our exploration of the Brody-Petrobras connection is just the tip of the iceberg, like stumbling upon a clever pun that leads to an entire repertoire of jokes – the world of naming conventions and stock market dynamics could turn out to be a rich wellspring of unexpected connections.

In conclusion, while our findings have unearthed a surprising correlation between the popularity of the name Brody and Petrobras' stock price, they also serve as a reminder of the joy of statistical discovery and the enduring appeal of a well-placed dad joke. As we delve further into this mysterious intersection of cultural nomenclature and finance, it is our hope that this research prompts scholars to embrace the unpredictable nature of statistical relationships and perhaps even enjoy a well-crafted dad joke or two along the way. After all, much like our findings, a good dad joke has the power to bring delight in the most unexpected of places.

## 6. Conclusion

In conclusion, the correlation between the popularity of the first name Brody and Petrobras' stock price (PBR.A) has left us both amused and perplexed. It seems that the influence of a name extends far beyond the playground, and into the realm of financial markets, much like a dad joke that just won't quit - always there when you least expect it. Our findings reveal a compelling

connection that defies conventional explanation, much like a dad joke's ability to elicit a cringe and a smile simultaneously.

This unexpected correlation not only challenges traditional notions of market dynamics but also beckons us to delve deeper into the murky waters of statistical intrigue. As we bid adieu to this peculiar investigation, we must acknowledge the whimsical nature of our findings, akin to stumbling upon a pun in the midst of a serious conversation - a true gem of statistical serendipity.

Further research in this area seems superfluous, as our study has shed valuable light on this inexplicable connection. We are confident that the unexpected relationship between the name Brody and Petrobras' stock price will continue to spark curiosity and perhaps the occasional groan-inducing chuckle in academic and financial circles alike, much like a well-timed dad joke at a formal dinner. Therefore, we assert that no further research is needed in this area, as the unexpected nature of our findings stands as a testament to the unpredictable whimsy of statistical exploration.