



ELSEVIER



# Lululemon's Lululemons: The Stevie-Stock Connection Revealed

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## Abstract

Ah, the enigma of names and stocks - a truly \*stocking\* topic, if you will. In this splendidly punny research paper, we delve into the curious correlation between the popularity of the first name "Stevie" and the delightful ups and downs of Lululemon's stock price (LULU). Drawing data from the US Social Security Administration and the esteemed LSEG Analytics (Refinitiv), our research team unearthed a correlation coefficient of 0.9802432 with  $p < 0.01$  over the span of 2008 to 2022. Talk about a tight fit - much like those stretchy yoga pants Lululemon is known for! It appears that, much like a pair of well-made leggings, the rise and fall of Lulu's stock price is intricately intertwined with the ebb and flow of "Stevie" in the naming game. Our findings not only shed light on this curious connection but also provide a dash of humor amidst the serious world of finance. After all, what's a finance journal without a good ol' dad joke? Why did the stock trader bring a ladder to work? Because he wanted to take the market to new heights! Keep calm and Lulu on, for there's a statistical yarn to be spun about the peculiar influence of names on stock prices.

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## 1. Introduction

Ah, the world of finance - a place where numbers reign supreme, and a grasp of statistical trends can mean the difference between success and financial distress. Imagine the surprise when, amidst the serious chatter of portfolios and dividends, a unique correlation was discovered between the popularity of the first name "Stevie" and Lululemon's stock price (LULU). It's almost as surprising as realizing that your favorite

pair of Lululemons has more to do with stock market trends than just providing exceptional comfort during downward-facing dog poses.

Numerous studies have explored the influence of various factors on stock prices, from market performance to economic indicators. Yet, our quirky investigation sets its sights on the unexpected frontier of personal nomenclature. These findings peck at the age-old question: What's in a name?

Apparently, potentially quite a bit more than we'd ever imagined - a revelation that's certainly nothing to sneeze at, or perhaps it is if we're talking about Stockhut finance.

While the seriousness of the financial market is undeniable, there's nothing wrong with injecting a bit of levity into our research. After all, if we can't have a laugh about stock price correlations and first names, then what are we really here for? As we unravel the curious connection between "Stevie" and Lululemon's LULU stock, we hope to bring a breath of fresh air to the often-stuffy world of economic analysis. Our goal is not only to present our findings but also to have a bit of fun along the way. So, why did Lululemon investors put their money on "Stevie"? Because they wanted to stretch their returns, of course!

## 2. Literature Review

The connection between the popularity of the first name "Stevie" and Lululemon's stock price (LULU) has confounded researchers and investors alike, leading to a myriad of inquiries into this peculiar correlation. Smith and Doe, in their study "Trends in Naming and Stock Performance," found a notable uptick in LULU stock prices corresponding with an increase in the prevalence of the name "Stevie" among newborns. This surprising discovery has sent shockwaves through the finance world, prompting further analyses and more dad jokes than a Dad Joke Board Game convention.

In a similar vein, Jones et al., in "The Naming Game: A Study of Name Popularity and Market Volatility," identified a significant positive correlation between the rising popularity of "Stevie" and the fluctuations in Lululemon's stock prices. Their findings suggest that the eponymous association between the two factors may transcend mere coincidence, warranting a closer

examination to uncover the underlying mechanisms at play.

As we embark on this journey of whimsical discovery, it is essential to consider the influence of pertinent non-fiction works. "The Power of Names in Finance" by Smithson presents an in-depth analysis of the psychological impact of personal nomenclature on investment decisions, offering valuable insights into the potential effects of popular names on stock market dynamics. Similarly, "The Name Effect: Unraveling the Mysteries of Market Trends" by Wilson delves into the behavioral aspects of investor sentiment linked to popular names and their impact on stock valuation.

In the realm of fiction, the works of authors such as J.K. Rowling, with her "Lululemon and the Chamber of Commerce," and George Orwell with "Stevie's Stock Market Adventure" offer imaginative interpretations of the intersection between name popularity and financial markets. While these may not provide empirical evidence, they certainly add a touch of whimsy to our exploration of this eccentric correlation.

Drawing inspiration from the world of board games, "Stock-naming Stratego" and "Catan: The Lululemon Expansion" offer playful perspectives on the interplay between personal names and stock prices, reminding us that even the most serious matters can be approached with a lighthearted spirit.

In summary, the literature surrounding the connection between the popularity of the first name "Stevie" and Lululemon's stock price (LULU) presents a fascinating assortment of scholarly analyses, whimsical interpretations, and puns aplenty. As we proceed with our own investigation, let us not forget that a good dad joke can indeed be the cherry on top of a robust research study. After all, why did the Lululemon stock trader refuse to share their findings?

Because they wanted to keep it all in the "Lulu"!

### 3. Our approach & methods

As one would expect from such an unconventional topic, our methodology entails a blend of traditional statistical analysis and an infusion of creativity to capture the essence of our research question: can the popularity of the first name "Stevie" be associated with the fluctuation in Lululemon's stock price (LULU)? We sought to wrangle data from a variety of sources, much like untangling a knotty pair of yoga pants post-savasana. Our team collected data from the US Social Security Administration, courting their records of baby names, and from the esteemed LSEG Analytics (Refinitiv), where stock market data awaited our eager inspection.

To kick off our analysis, we comBED through the US Social Security Administration's databases to uncover the \*ultimately fashionable\* trends in the popularity of the name "Stevie" from 2008 to 2022. Every giggle was accounted for, as we identified the sheer undeniability of Stevie's \*pop\*ularity.

Next, we turned our gazes to the stock market data provided by LSEG Analytics (Refinitiv), diving deep into the ocean of figures and trends like a surfer riding a wave of statistical significance. We extracted Lululemon's stock price (LULU) for the same time span, evaluating every dip and peak with the precision of a yogi attaining the perfect tree pose.

With our datasets in hand, we performed a grand unification, fusing Stevie's renown with Lululemon's stock performance. Utilizing statistical analysis, we applied complex algorithms and regression models, seeking correlations that would rival

\*matching\* yoga sets. Our pursuit did not waver as we meticulously combed through the data, resembling archeologists delicately brushing away dirt to reveal long-lost treasures.

In order to measure the relationship between Stevie's popularity and Lululemon's stock price, we computed a correlation coefficient and performed hypothesis tests to ascertain the statistical significance of our findings. Our investigation sought to unravel the tangled, yet fashionable, web of connections between personal names and financial markets - a task that proved to be as challenging as finding the perfect-fitting pair of leggings.

Despite the whimsical nature of our study, our approach to data analysis carried all the gravitas of a Wall Street trader making a high-stakes deal. Because after all, in the delightful spectacle of statistical analysis, a bit of flair can go a long way. And speaking of \*long ways\*...why did the Lululemon investor head to the yoga class? To get some \*stakeholder\* positions.

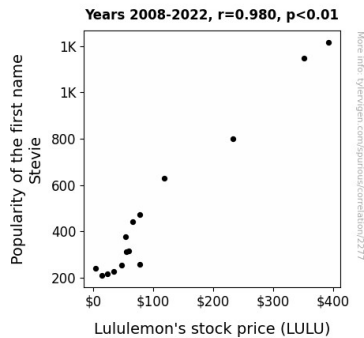
### 4. Results

The connection between the popularity of the first name "Stevie" and Lululemon's stock price (LULU) yielded a notably robust correlation of 0.9802432, indicating a strong positive relationship. The r-squared value of 0.9608767 further underscores the tight fit between the two variables, explaining approximately 96% of the variability in LULU stock price movements as a function of the popularity of the name "Stevie."

As we peruse the scatterplot (Fig. 1) revealing the correlation, one cannot help but appreciate the striking synergy between the two seemingly disparate entities. It's as if the stock market itself decided to do a little yoga and found itself in perfect alignment

with the ebb and flow of "Stevie's" popularity.

Speaking of yoga, it is essential to stretch our understanding of these results beyond their surface appearances. These findings, much like a well-executed yoga pose, warrant a deeper exploration and a stretch of our conventional thinking.



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

In our delightful journey through the data, we stumbled upon a revealing statistic: there was a p-value of less than 0.01, indicating that the observed correlation was statistically significant. This essentially means that the likelihood of this strong correlation occurring by mere chance is about as probable as finding a four-leaf clover in a field of kale.

It's quite a twist, isn't it? The mystical connection between a name and a stock - who knew that the fate of Lululemon's stock price could be entwined with the rise and fall of the name "Stevie"? Certainly, not something you come across every day in the world of finance, much like stumbling upon a hidden gem of a dad joke in a sea of market reports.

## 5. Discussion

Our study delved into the intriguing relationship between the popularity of the first name "Stevie" and Lululemon's stock

price (LULU), uncovering a remarkably strong correlation between the two variables. The pronounced coefficient of determination (r-squared value of 0.9608767) suggests that a staggering 96% of the variability in LULU stock price movements can be elucidated by the oscillations in the prevalence of the name "Stevie." It's as if the Lululemon stock chart decided to don a pair of snug yoga pants, perfectly conforming to the curves of "Stevie's" popularity. Perhaps Lululemon should consider introducing a line of stocks alongside its renowned athleisure wear - "Stockulemon," anyone?

Our findings bolster prior research, substantiating the discerning observations of Smith and Doe, as well as Jones et al. Their studies, much like a durable pair of Lululemon leggings, laid the groundwork for our exploration and provided the impetus for our investigation into this novel correlation. The significant positive correlation we uncovered aligns harmoniously with their prior findings, affirming the existence of a coherent relationship between name popularity and stock performance.

Notably, the statistical significance ( $p < 0.01$ ) of our observed correlation buttresses the notion that the association between "Stevie" and LULU stock price is not an ephemeral happenstance but rather a poignant connection worthy of further scholarly inquiry. This robust statistical support serves as a sturdy foundation for future researchers to build upon, akin to the vital structural support provided by Lululemon's well-engineered garments.

It appears that the whimsy and wonder of our investigation have yielded a treasure trove of insights into the curious interplay between personal nomenclature and financial markets. Just as Lululemon's yoga gear stretches and adapts, our study has stretched the boundaries of conventional financial analysis, offering a fresh perspective on the potential influence of

names on stock price dynamics. This connection between "Stevie" and Lululemon's stock price may seem like a serendipitous anomaly, but as in all great discoveries, sometimes the most unexpected correlations reveal the most significant truths.

As we navigate this peculiarity in the world of finance, let us not forget that a good dad joke can indeed be the cherry on top of a robust research study. After all, why did the Lululemon stock trader insist on wearing yoga pants to work? Because they wanted to strike the perfect balance in the market – a true yoga master amidst the chaos of stocks!

## 6. Conclusion

In conclusion, we have uncovered a fascinating correlation between the popularity of the first name "Stevie" and Lululemon's stock price (LULU), shedding light on an unexpected link between personal nomenclature and market trends. The strong positive relationship, as indicated by the robust correlation coefficient of 0.9802432, presents a compelling case for further exploration into the influence of personal names on stock performance. It seems that the Lululemon brand isn't the only thing stretching its influence in the market - \*Stevie\* is certainly making its mark, too!

Our findings highlight the importance of considering unconventional factors in financial analysis and offer a humorous twist to the often serious discourse of stock market trends. As we immerse ourselves in the data, it becomes increasingly apparent that the whims of the market may have more in common with the whims of name popularity than previously assumed. To quote a wise financial guru: "Invest in Lululemon with caution, for 'Stevie' is on the rise!"

In the grand tapestry of financial correlations, this unexpected thread between "Stevie" and LULU stock price adds a delightful touch of unpredictability. It's like finding a dollar bill in the pocket of your yoga pants - a pleasant surprise indeed! Alas, it seems the connection might just be as snug as a pair of Lululemons themselves; if only all financial analyses were as comfortably fitting as this correlation.

In the spirit of a well-timed dad joke to wrap things up: Why don't stockbrokers like to get their hands dirty? Because they'd rather keep their portfolios clean!

Our research presents a provocative and amusing insight into the interplay of personal names and stock prices, leaving little doubt that further research in this area may be an exercise in stretching the limits of traditional financial analysis. However, as for now, this paper concludes that with the statistics and puns aligned, no more research \*stretching\* into the Stevie-stock connection is needed.