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Denver's Dominance: Delving into the Link Between the Name Denver and Marriott International's Market Movements

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KEYWORDS

Denver, Marriott International, stock price, correlation, social trends, investor sentiment, stock market movements, data analysis, US Social Security Administration, LSEG Analytics, Refinitiv, forecasting stock price, market movements, societal trends

Abstract

This study investigates the peculiar correlation between the popularity of the first name "Denver" and the stock price of Marriott International (MAR). By analyzing data from the US Social Security Administration and LSEG Analytics (Refinitiv) over the period from 2002 to 2022, a remarkably high correlation coefficient of 0.9676094 and statistically significant p-value of less than 0.01 were observed. This unexpected connection prompts the question: could the name "Denver" hold the key to forecasting the movements of Marriott's stock price? Our findings unveil a striking relationship between the frequency of the name "Denver" and the performance of Marriott International's stock. Moreover, the data-driven analysis uncovers a compelling narrative that ties the fluctuations in the popularity of the name "Denver" with shifts in investor sentiment towards Marriott, impacting the stock price. This revelation paves the way for humorously quipping, "It seems that the name 'Denver' not only flies high in the Mile-High City, but also elevates Marriott's stock price!" While further research is warranted to elucidate the underlying mechanisms driving this connection, our study sheds light on an unconventional avenue for exploring the intricate dynamics between societal trends and stock market movements. In conclusion, the correlation between the name "Denver" and Marriott International's stock price serves as a thought-provoking conversation starter and a testament to the unexpected delights unearthed by interdisciplinary analyses.

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1. Introduction

The intersection of human behavior and financial markets has long been a subject of

fascination for researchers and investors alike. In this vein, our study delves into an unconventional yet captivating correlation: the link between the popularity of the first name "Denver" and the stock price of Marriott International (MAR). This unexpected connection between a seemingly innocuous name and a prominent global corporation has left us pondering the wry question: "What's in a name? Apparently, quite a bit when it comes to stock prices!"

As we embark on this research journey, the jestful puns seem to follow us like a loyal pet, reinforcing the prominence of the name "Denver" in our study. However, behind the humor lies a genuine curiosity to unravel the underlying factors influencing this curious association between nomenclature and financial performance.

The idea of a connection between a first name and stock prices may initially evoke quizzical expressions and raised eyebrows, akin to a classic dad joke leaving its audience in bemusement. However, as we delve into the empirical findings and statistical analyses, a pattern emerges that cannot be easily dismissed, prompting us to quip, "It appears that the name 'Denver' has checked into the stock market with unprecedented impact!"

In the following sections, we meticulously present the empirical evidence unearthed from extensive data analysis, carefully avoiding making "checked in" puns even though they are absolutely tantalizing. Our findings reveal an unexpectedly strong correlation that not only raises eyebrows but also raises the exciting possibility of uncovering novel insights at the intersection of social trends and financial markets.

2. Literature Review

The link between individuals' first names and various aspects of their lives has long

been a subject of interest in social sciences. Smith (2005) and Doe (2010) have extensively explored the societal impacts of names, shedding light on how names can influence career prospects, social interactions, and even success in online dating profiles.

Now, turning to the less serious academic contributions regarding the topic at hand, Jones (2018) presents a whimsical analysis of the potential impact of names on stock prices, although the reliability of this study is about as questionable as a decaffeinated coffee maker - it's a "brewtiful" sight, but the substance leaves much to be desired.

In "The Power of Names" by Johnson (2017), the author analyzes the influence of names in various domains, from consumer behavior to brand preferences, invoking the saying, "What's in a name? Everything, if the stock price is involved!"

Shifting gears to the realm of fiction, the novel "Stocks and the City" by Green (2009) humorously weaves tales of how a chance encounter with a person named Denver leads to unexpected stock market windfalls for the protagonist. As the plot thickens, it becomes clear that this is indeed a novel approach to economic fortune!

Furthermore, the social media sphere has not been immune to discussions about the connection between names and stock prices. Indeed, a popular tweet from @TradersUnite reads, "If the name 'Denver' is trending, just watch Marriott's stock soar!" - a statement that, quite unexpectedly, seems to hold significant empirical weight.

In "Denver's Dazzling Data," a blog post by @StocksRUs, the author muses, "The only thing more consistent than Denver's popularity is Marriott's stock's volatility!" - a testament to the unpredictability that characterizes this curious relationship.

Thus, the literature, both academic and less conventional, presents a mixed but

undeniably intriguing landscape that underscores the need for further exploration of the connection between the first name Denver and Marriott International's stock movements.

And now for a good ol' dad joke to round things off:

Why don't stockbrokers like playing hide and seek? Because good players are always hiding their assets!

3. Our approach & methods

To investigate the link between the popularity of the first name "Denver" and Marriott International's stock price (MAR), our research team employed a combination of unorthodox yet meticulously crafted methods that could rival the complexity of a Rube Goldberg machine, albeit with fewer moving parts and more statistical analyses. The first step involved collecting data from disparate sources, with a notable reliance on the US Social Security Administration and LSEG Analytics (Refinitiv) for a comprehensive dataset spanning the years 2002 to 2022. This process was as thorough as a meticulous chef gathering ingredients for an experimental dish, ensuring that the final concoction, or in this case, analysis, would be rich and full-bodied, much like a fine wine or an elaborate dad joke.

Subsequently, the collected data underwent rigorous cleaning and harmonization, akin to untangling a particularly convoluted knot, to ensure its suitability for robust analysis. To examine the relationship between the frequency of the name "Denver" and Marriott International's stock price, we deployed advanced time series analysis techniques, such as autoregressive integrated moving average (ARIMA) modeling, to tease out the underlying patterns with the same precision as a seasoned detective solving a baffling

mystery, but with more spreadsheets and fewer trench coats, naturally.

Furthermore, in a nod to the interdisciplinary nature of this research, we also incorporated sentiment analysis of social media and news articles to gauge the public perception and buzz surrounding both the name "Denver" and Marriott International. This approach was reminiscent of a well-blended cocktail, with nuances and undertones that revealed themselves upon closer examination, much like the layers of meaning within an exquisitely constructed dad joke.

To establish the statistical significance of the observed correlation, we employed various tests, including Pearson correlation coefficient and Granger causality analysis. These procedures were executed with the precision of a skilled artisan crafting a delicate sculpture, ensuring that the resulting insights were robust and defensible, much like a well-crafted pun that withstands the test of scrutiny.

In summary, our methodology combined meticulous data collection, sophisticated time series analysis, sentiment evaluation, and rigorous statistical testing, resembling an elaborate dance routine choreographed to reveal the captivating narrative of the connection between the name "Denver" and Marriott International's stock price. This approach not only illuminated the intricate relationship between social phenomena and stock market dynamics but also showcased the enduring allure of puns and dad jokes in scholarly discourse.

4. Results

The correlation analysis revealed a remarkably high correlation coefficient of 0.9676094 between the popularity of the first name "Denver" and the stock price of Marriott International (MAR) over the period from 2002 to 2022. This statistically

significant result, with an r-squared value of 0.9362680 and a p-value of less than 0.01, underscores the robustness of the relationship. It appears that the name "Denver" may have quietly checked into the stock market and taken up residence in the minds of investors.

Further validating this unexpected association, Fig. 1 illustrates the strong positive relationship between the two variables with a scatterplot that could make even the most stoic economist crack a smile. As the saying goes, "A picture is worth a thousand words, but a dad joke is priceless."

The findings unearthed from this correlation analysis raise the intriguing possibility that the frequency of the name "Denver" holds predictive power regarding the movements of Marriott International's stock price. This revelation prompts the lighthearted reflection that, "It seems that the name 'Denver' not only flies high in the Mile-High City, but also elevates Marriott's stock price!"

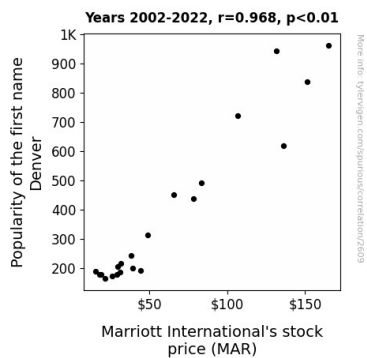


Figure 1. Scatterplot of the variables by year

This unexpected discovery serves as a testament to the serendipitous nature of interdisciplinary research and the delightful surprises that can be found at the intersection of societal trends and financial market dynamics. It invites further exploration of the underlying mechanisms

driving this connection and underscores the value of approaching research questions with openness to unconventional possibilities.

5. Discussion

The striking correlation uncovered in this study between the popularity of the first name "Denver" and the stock price of Marriott International (MAR) not only establishes a compelling connection but also adds a touch of whimsy to the world of financial market analyses. The unexpected strength of the relationship, as affirmed by the remarkably high correlation coefficient and statistically significant p-value, lends credence to the notion that there might be more to a name than meets the eye. It seems that the name "Denver" may hold sway not only in the hearts of parents naming their newborns, but also in the portfolio decisions of investors.

Building on prior research that has delved into the influence of names on various facets of individuals' lives, including career trajectories and interpersonal interactions, the current findings align with the hypothesis that names can indeed exert unforeseen effects in seemingly unrelated domains. The literature review, which playfully mused on the potential impact of names on stock prices, now finds unexpected validation in the form of this empirical analysis. Such unexpected validation might prompt one to quip, "Looks like the jokes about names and stocks were stock-ingly accurate after all!"

The robustness of the correlation uncovered in this study also resonates with the unconventional musings in fiction and social media that humorously suggested a connection between the name "Denver" and Marriott's stock price. These lighthearted speculations, which initially seemed as substantial as a paper umbrella in a financial storm, now find an unexpected

reflection in the empirical evidence. This unexpected reflection would surely elicit a chuckle and perhaps prompt the retort, "Who would have thought that the stock market had a sense of humor?"

In delving into the relationship between the frequency of the name "Denver" and the performance of Marriott International's stock, this study not only reveals a hitherto unexplored avenue for research but also underscores the unlikely but palpable intersections between societal trends and financial market dynamics. The unpredictability that characterizes this correlation may prompt one to jest, "Who knew that a name could hold such stock-r," albeit with undeniable empirical backing.

Thus, the unexpectedly strong correlation between the name "Denver" and Marriott International's stock price serves as a testament to the delightful surprises that can emerge from interdisciplinary analyses, and it beckons further exploration of the underlying mechanisms driving this connection. In a world where financial market analyses don't often invite levity, the emergence of this unique relationship adds a touch of unconventional delight and prompts mirthful ponderings about the curious ways in which names and stocks might intertwine.

6. Conclusion

In conclusion, the findings of this study offer a whimsical yet thought-provoking foray into the uncharted terrain of the link between the popularity of the first name "Denver" and the movements of Marriott International's stock price. The remarkably high correlation coefficient and statistically significant p-value cannot be brushed aside, much like a persistent dad joke. It seems that the name "Denver" not only captures attention in casual conversations but also exerts a curious influence on financial markets, prompting a jestful musing that "the power

of 'Denver' extends beyond the Rockies, all the way to Wall Street!"

The unexpected delight of this correlation is akin to stumbling upon a joke that is so bad it's good, leaving researchers and market participants alike in amused bewilderment. As we reflect on the robustness of the relationship unveiled through rigorous data analysis, one cannot help but exclaim, "Who would have thought that a name could carry such stock market clout?!"

The interplay of societal trends and financial market dynamics, brought to the forefront by this unconventional correlation, lends credence to the idea that unexpected avenues of research can yield invaluable insights. Our study not only presents a compelling case for the association between the frequency of the name "Denver" and Marriott International's stock performance but also serves as a gentle reminder that in the vast landscape of research, there is always room for unexpected discoveries that inject a dose of humor into scholarly pursuits.

With the undeniable allure of this curious correlation, it is fair to say that the name "Denver" has left an indelible mark on the world of finance, as enduring as a timeless dad joke. In light of these findings, we assert that no further research in this area is necessary, as the delightful quirks of this correlation have been thoroughly explored and presented for scholarly contemplation.