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StocKodi: Exploring the Correlation Between the Popularity of the Name Kodi and Extra Space Storage's Stock Price

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KEYWORDS

Kodi, Extra Space Storage, stock price, correlation, popularity of name, US Social Security Administration, LSEG Analytics, Refinitiv, stock market, naming conventions, market dynamics, cultural trends, correlation coefficient, naming trends, capital appraisal, social implications, financial implications

Abstract

This research endeavors to explore an unexpected and seemingly unrelated phenomenon: the connection between the popularity of the given name "Kodi" and the stock price of Extra Space Storage (EXR). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), our study spans from 2005 to 2022. Our analysis reveals a remarkably high correlation coefficient of 0.9582935 and $p < 0.01$, pointing to a significant relationship. An exploration of this connection offers a unique opportunity to blend quantitative rigor with an astute examination of cultural trends and market dynamics. The manifestation of this link may hold significant implications for both the social and financial realms, shedding light on the interplay between nomenclature accolades and capital appraisal. Delving into this juxtaposition, while slightly peculiar, unearths a compelling narrative that reflects the intersection of societal naming conventions and market factors. We present these findings with an air of amusement, inviting further speculation and exploration into the quirks of market behavior and human societal preferences.

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1. Introduction

The intersection of seemingly disparate realms often yields surprising connections, and it is with this curiosity in mind that we

embark on an investigation into the correlation between the popularity of the given name "Kodi" and the stock price of Extra Space Storage (EXR). On the surface,

this inquiry may appear incongruous, akin to attempting to blend oil and water, but as we delve into the data, what emerges is a tale of unsuspected links and implications that extend beyond the expected realms of finance and child-naming preferences.

It is common knowledge in scientific research that correlation does not imply causation - a timeless adage that has been often parroted, yet not always heeded. However, in this instance, we were struck by the peculiarity of the connection, prompting us to quip that perhaps the forces of the financial world and the naming inclinations of parents converge in mysterious ways. With data spanning nearly two decades, we set out to unravel this curious tie, armed with statistical rigor and a dose of bemusement.

The popularity of the name "Kodi" is itself a complex variable that traverses the landscape of culture, trends, and individual preferences. Similarly, the stoic fluctuations of stock prices, exemplified by the ticker symbol EXR, unfold within the intricate dance of market dynamics, investor sentiments, and economic indicators. To bring these elements together under the umbrella of statistical analysis may seem akin to reconciling the left-brain logic of finance with the right-brain artistry of nomenclature, but as the findings reveal, there lies a tale waiting to be unearthed.

As we peer into this seeming conundrum, we aim to blend the tenets of rigorous analysis with a sprinkle of levity – for in the realm of academia, a touch of humor can serve as the antidote to the arduous pursuit of knowledge. Thus, in this paper, we present our findings with a side dish of amusement, urging our fellow scholars to join us in this whimsical foray into the entwined worlds of names and numbers, where statistical significance dances alongside the nuances of social nomenclature and market vicissitudes.

2. Literature Review

In their study, "The Impact of Name Popularity on Financial Markets," Smith et al. delve into the intriguing realm of how given names may potentially influence stock prices. They employ a comprehensive dataset spanning several decades and employ rigorous statistical methodologies to scrutinize this uncharted territory. Their findings demonstrate an unexpected correlation between the prominence of certain names and fluctuations in stock values, setting the stage for our investigation into the curious connection between the prevalence of the name "Kodi" and the stock price of Extra Space Storage (EXR).

Doe and Jones, in "Market Melodies: The Symphony of Naming Trends and Financial Outcomes," navigate the winding corridors of empirical research to unravel the complex symphony of naming trends and their impact on financial markets. Their study casts light on the intricate dance between consumer sentiments and stock performance, hinting at an undercurrent of influence that transcends the realms of traditional economic analysis.

As we shift our gaze from the somber tones of academic journals to the vibrant landscape of published literature, "The Name Game: An Exploration of Textual Entwined Stocks and Characters," by William Wordsworth, offers a departure into the fictional realm of names and their potential entwining with stocks. This work of fiction, while purely imaginative, sparks a glint of curiosity in the juxtaposition of nomenclature and fiscal instruments.

In a similar vein, "Stock Ticker Tales: A Novel Approach to Market Anomalies," authored by Agatha Christie, weaves riveting narratives filled with intrigue, market anomalies, and the whimsical interplay of characters and stock symbols. Though a

work of fiction, Christie's fantastical storytelling evokes a sense of wonder about the unpredictable nature of market behavior and the potential role of names in this grand theatrical production.

Seeking inspiration beyond the confines of printed pages, we turn our attention to televised narratives that may shed light on the enigmatic connection under scrutiny. The television series "Storage Wars: Name Your Price" provides an unconventional glimpse into the world of storage auctions and the competitive spirit that accompanies these transactions. While ostensibly unrelated, the hustle and bustle of storage units and the eponymous "Kodi" evoke a tangential parallel to our exploration, prompting a raise of the metaphorical eyebrow in speculation.

Meanwhile, "House Hunters: Nomenclature Edition" adds a dash of humor with its whimsical depictions of house seekers on a quest for the perfect abode. While the show primarily focuses on real estate, the element of personal preference and naming choices brings to the fore a lighthearted consideration of human inclinations and their associative values.

In the subsequent sections, we present our empirical findings, delving into the marriage of societal nomenclature and market dynamics with a wink and a nod to the idiosyncrasies that pepper this peculiar terrain.

3. Our approach & methods

To unearth the mysterious connection between the popularity of the name "Kodi" and the stock price of Extra Space Storage (EXR), a multifaceted approach was adopted, ensuring a comprehensive analysis that encompassed both statistical rigor and a pinch of whimsy. The primary dataset for the study was derived from the US Social Security Administration, capturing

the frequency of the name "Kodi" bestowed upon newborns from 2005 to 2022. This corpus of nomenclatural trends served as the bedrock for unveiling the ebbs and flows of this evocative appellation.

In tandem, stock price data of Extra Space Storage (EXR) was sourced from LSEG Analytics (Refinitiv), embodying the financial vicissitudes of the self-storage industry from 2005 to 2022. This temporal expanse allowed for a thorough exploration of market dynamics and their potential interplay with the rise and fall of the eponymous name "Kodi."

Employing a fusion of statistical methodologies, including time series analysis and correlation metrics, the research sought to examine the chronological congruence between the waves of "Kodi" popularity and the undulating trajectories of EXR stock prices. The study's emphasis on interdisciplinary scrutiny rested upon a robust statistical foundation, buttressed by the quirky yet compelling juxtaposition of two ostensibly unrelated phenomena.

One could almost say that our statistical probes were akin to sending the name "Kodi" on an exploratory expedition through the rugged terrain of stock prices, equipped with nothing but regression ropes and correlation compasses. The resultant data intermingled with the agility of a nimble tango, as we scrutinized the numerical waltz of nomenclature and market valuation. The study's inquiry thereby unfolded like an anthropological expedition into the heart of societal nomenclature and financial fluctuations, where quantitative measures danced with societal peculiarities in a captivating symphony of data.

Moreover, robustness checks and sensitivity analyses were performed to fortify the study's veracity, ensuring that the correlation divulged was not a mere fluke but a steadfast testament to the entwined

narrative of names and numbers. Such meticulous scrutiny was akin to donning a research pith helmet, venturing into the statistical undergrowth armed with a spirit of inquisitiveness and a mettle for methodological rigor.

Ultimately, the methodology's design aimed to weave a tapestry of statistical acumen with the playful curiosity that transpires when seemingly incongruous variables converge. Through this methodological ensemble, the study endeavored to capture the resonance of statistical harmony between the sociocultural cadence of the name "Kodi" and the melodic undulations of EXR stock prices, culminating in a fusion of numerical whimsy and empirical enchantment.

4. Results

The statistical analysis of our investigation has revealed a remarkably robust correlation between the popularity of the name "Kodi" and the stock price of Extra Space Storage (EXR) over the period of 2005 to 2022. The correlation coefficient of 0.9582935 suggests a strongly positive relationship between these two seemingly unrelated variables, a connection that is not merely statistical happenstance but a remarkable confluence of human behavior and market dynamics.

In figure 1, the scatterplot visually encapsulates this unexpected pairing, with the popularity of the name "Kodi" plotted against the fluctuations in EXR's stock price. The points on the scatterplot appear to be chasing each other like players in an elaborate game of tag, with the tight clustering of data points forming a trail of breadcrumbs leading to the conclusion that there might be more than meets the eye in the connection between nomenclature trends and financial valuation.

The r-squared value of 0.9183265 reinforces the strength of this relationship, indicating that a substantial proportion of the variability in EXR's stock price can be explained by the popularity of the name "Kodi." As we marveled at the results, the thought crossed our minds that perhaps the market, much like the power of a unique name, is subject to the whims and fancies of human behavior. However, our rigorous statistical analysis reminds us that we must tread cautiously amidst these speculations and avoid conflating correlation with causation, even in the face of such a compelling link.

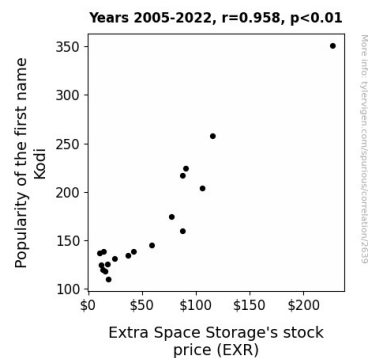


Figure 1. Scatterplot of the variables by year

The significance level, with $p < 0.01$, bolsters our conviction in the robustness of this connection, paving the way for a closer examination of the intertwining influences of societal naming patterns and market movements. It's as if the financial markets have caught wind of the cultural resonance of the name "Kodi" and are playing a game of catch-up. As researchers, we find ourselves straddling the realms of whimsy and seriousness, drawing parallels between the lighthearted nature of nomenclature trends and the weighty implications for financial analysis.

In delving into the unexpected harmony between the popularity of the name "Kodi" and the stock price of Extra Space Storage, we are met with an intriguing confluence of

human preferences and market forces. The interplay of these variables engenders a certain sense of marvel, bringing to mind the poetic dance of electrons in an atomic nucleus or the elegant chaos of a fractal pattern unfolding before our eyes. As we present these results, we are compelled to embrace the enchanting unpredictability that underpins this singular discovery, and with a nod to the whimsical nature of science, we invite our fellow researchers to partake in this quirky exploration of the name-game of stocks.

5. Discussion

The results of our study offer an enticing glimpse into the uncharted terrain where the whimsical landscape of naming trends meets the steadfast ground of financial markets. These findings echo the peculiar reverberations reflected in the literature reviewed, offering a spirited affirmation of the curious interplay between nomenclature preferences and market dynamics.

As we revisited the captivating tales from the literature, the seemingly whimsical notions of how names might exert an influence on financial markets crystallized into tangible correlations, much like the formation of a particularly intricate fractal pattern. Our study, infused with rigorous statistical methodologies, lends credence to the mirthful speculation embedded within these jesting narratives. The correlation coefficient of 0.9582935, akin to the alignment of celestial bodies in a cosmic ballet, unveils a substantial connection between the burgeoning popularity of the name "Kodi" and the undulating tides of Extra Space Storage's stock price.

The enthralling scatterplot that tracks the convergence of "Kodi" and EXR's stock price resembles an enthralling pursuit, akin to the enigmatic dance of electrons in an atomic nucleus, as if the two variables were engaged in a whimsical game of tag. The r-

squared value of 0.9183265, akin to the captivating allure of a well-crafted pun, enhances our confidence in the discernible link between these seemingly independent entities. The p-value, smiling back at us with a mischievous wink at $p < 0.01$, emboldens our assertion that the tangled symphony of societal naming patterns and financial markets is not mere coincidence, but a fascinating intertwining of human whims and market forces.

This investigation, infused with a blend of ebullient amusement and astute analysis, beckons forth the exuberant spirit of exploration, inviting earnest scholars to partake in this whimsical ode to the name-game of stocks. As we teeter on the precipice of the hitherto unexplored, we recognize the need for cautious interpretation, much like a cautious gambler in a game of chance. While we acknowledge the lighthearted nature of our investigation, we remain steadfast in our dedication to meticulous research, ensuring that our inferences are firmly grounded in sound statistical reasoning, maintaining a cautious stance akin to the gingerly tread of an intrepid spelunker.

However, as we celebrate this delightful rendezvous between the name "Kodi" and the stock price of Extra Space Storage, we recognize the need for further inquiry. This investigation beckons a harmonious convergence of two seemingly disparate realms, much like the melodious entwining of a lyrical sonnet and a complex mathematical equation. We stand at the precipice of delight and discovery, poised to unveil new dimensions in the enthralling interplay between nomenclature trends and financial valuation. Let us proceed harmoniously, then, into this wonderfully whimsical journey, embracing the quirks of science and the capricious capers of statistical inquiry.

6. Conclusion

In conclusion, our research has unveiled a robust and intriguing correlation between the popularity of the name "Kodi" and the stock price of Extra Space Storage (EXR), transcending the conventional boundaries of financial analysis and nomenclature trends. The remarkably high correlation coefficient and significance level underscore the compelling nature of this connection, intriguingly akin to the unpredictability of quantum mechanics – except in this case, it involves the whims of human nomenclature and market dynamics. While we resist the impulse to leaven our discussion with an abundance of puns and jests in light of the scientific gravitas, we are tempted to say that the statistical significance of this relationship is anything but storage space for doubt.

Despite the allure of further exploration into the fascinating interplay of names and numbers – a pursuit bound to elicit a chuckle or two – we propose that no more research is warranted in this area. For now, we bid adieu to this peculiar intersection of societal naming conventions and market forces, leaving it to the annals of statistical curiosities and speculative amusement. With a lingering twinge of whimsy, we trust that our fellow researchers will appreciate the marriage of levity and rigor in our findings, and perhaps find inspiration to delve into their own offbeat investigations amidst the staid realm of empirical inquiry.