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Review

Charging Up the Stock Market: The Niko-nnection Between Name Popularity and Mastercard's Stock Price

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This paper investigates the intriguing relationship between the popularity of the first name Niko and the stock price of Mastercard (MA) in the United States. Utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv) from 2007 to 2022, our research team delved into this unique correlation with lighthearted determination. The findings reveal a strikingly high correlation coefficient of 0.9875390 and a significance level of $p < 0.01$, indicating a strong and unexpected link between the two seemingly disparate factors. Our findings bring a touch of whimsy to the world of stock market analysis, demonstrating that even the most unconventional variables can hold surprising sway over financial markets. This study aims to showcase that sometimes, when it comes to market trends, the name Niko might just be the key to unlocking an unexpected source of stock market excitement.

INTRODUCTION

Over the years, researchers have sought to unravel the mysteries of stock market behavior, examining various economic indicators, company performance, and global trends. However, in the midst of this serious pursuit, a lighthearted question emerged: could the popularity of a first name be associated with fluctuations in stock prices? This study explores the whimsical yet perplexing connection between the frequency of the name Niko and the stock price of Mastercard (MA) in the United States.

While it may seem like a far-fetched notion, the allure of uncovering an unexpected correlation between seemingly unrelated factors propelled this investigation. With a mixture of curiosity and skepticism, our research team set out to determine whether the ebb and flow of Mastercard's stock price could be influenced by the ebb and flow of the name Niko's popularity. As we delved into the depths of data analysis, our initial skepticism was met

with eyebrow-raising findings that piqued our collective interest.

We were met with the striking revelation of a remarkably high correlation coefficient of 0.9875390 and a significance level of $p < 0.01$, signaling a robust and statistically significant association between the two variables. This revelation evoked both surprise and amusement, prompting us to consider the implications of this unusual discovery.

It is no secret that stock market analysis often involves serious and complex models, with layers of economic theory and financial data interwoven into intricate frameworks. However, our findings shed light on the delightful notion that even the most unexpected variables, such as the popularity of a first name, can exert a noteworthy impact on stock market dynamics. Dare we say, the name Niko might just hold the key to unlocking an unanticipated source of stock market excitement.

This study not only offers a fresh perspective on stock market analysis but also injects a touch of whimsy into a traditionally serious field. By examining the Niko-nnection between name popularity and stock prices, we hope to spark conversations and perhaps a smile or two within the world of financial research. After all, who knew that tracking the rise and fall of a name could add an element of playful intrigue to the world of market analysis? As we embark on this journey of discovery, let us embrace the unexpected and celebrate the possibility that in the realm of finance, the makings of a good pun may just be as valuable as a well-constructed model.

Prior research

Researchers have long endeavored to unravel the intricate and sometimes confounding relationships within financial markets. In the pursuit of comprehensive analysis, they have examined various economic indicators, organizational performance, and market trends. However, amidst the serious and diligent exploration of these factors, a rather unexpected and whimsical question has emerged: could there be a connection between the frequency of the first name Niko and the stock price of Mastercard (MA) in the United States? Thus, this literature review seeks to explore the existing body of knowledge, or lack thereof, on this peculiar but intriguing subject.

Smith (2010) delved into the social psychology of name popularity and its potential implications on individual perception. Doe (2015) showcased the impact of seemingly unrelated variables on financial markets, emphasizing the need for an open-minded approach to market analysis. Additionally, Jones (2018) provided a comprehensive overview of statistical methodologies applicable in uncovering unusual correlations in financial data, laying the groundwork for our own research. However, as we delved further into the literature, we found ourselves navigating a particularly unique and uncharted territory.

In "The Power of Names" by J.K. Rowling, the author made a compelling case for the influence of names on destiny, albeit in a fictional context. Similarly, "The Name of the Wind" by Patrick Rothfuss invited readers to ponder the significance of names in a fantastical world, raising the question of whether the name Niko could hold unsuspected power in the realm of finance.

Furthermore, in the television series "The Office," Michael Scott's eccentric stock market predictions added an element of farcical insight into the unpredictable nature of financial markets, prompting us to approach our own research with both diligence and a healthy dose of humor.

Amidst this mélange of serious research and whimsical literature, we ultimately arrive at the crux of our review: the correlation between the popularity of the first name Niko and Mastercard's stock price. While this endeavor may seem lighthearted, our findings unveil a correlation coefficient of 0.9875390 and a significance level of $p < 0.01$, compelling us to acknowledge the unexpected influence of the name Niko on the stock market. As we transition from the realm of names to the domain of finance, we embrace the quirky and capricious nature of this correlation and seek to shed light on an unexpected dimension of stock market dynamics.

Approach

Sample Selection:

The process of gathering data involved a comprehensive search across various sources, bringing together a diverse array of information on both the popularity of the name Niko and the stock price of Mastercard (MA). We utilized data from the US Social Security Administration, capturing the trends in the frequency of the name Niko from 2007 to 2022. As for the stock price data, we employed information from LSEG Analytics (Refinitiv), encompassing the same timeframe. Our choice of data sources aimed to ensure a robust and wide-ranging dataset that represented the fluctuations in both variables over a sufficient period.

Data Compilation and Cleansing:

The first step in wrangling the data involved collating the annual counts of newborns given the name Niko for each year within our study period. This process, at times, felt akin to searching for a needle in a haystack, yet we persisted with the determination of dedicated name detectives. Furthermore, obtaining the daily closing stock prices of Mastercard involved meticulous extraction and verification, as we navigated through the labyrinth of financial data. Of course, a few cups of coffee and several eye rubs were requisite components of this data wrangling expedition.

Correlational Analysis:

With our meticulously assembled dataset in hand, we initiated the analysis of the connection between the popularity of the name Niko and the stock price of Mastercard. Our statistical journey began with the calculation of the Spearman correlation coefficient, a nonparametric method suited to evaluate the relationship between two non-normally distributed variables. This step allowed us to quantify the strength and direction of any monotonic association between the two variables, paving the way for insightful correlations and, dare we say, amusing revelations.

Regression Modeling:

To delve deeper into our investigation, we ventured into the realm of regression modeling, constructing a series of models to examine the potential predictive power of the name Niko's popularity on the stock price of Mastercard. Our models incorporated various control variables to

address the potential influence of external factors, ensuring a robust analysis that accounted for the whimsical nature of our research question.

Statistical Testing:

The statistical significance of our findings was assessed through hypothesis testing, where we toiled through p-values and confidence intervals in pursuit of unveiling the underlying relationships between name popularity and stock price movements. Additionally, sensitivity analyses were conducted to scrutinize the stability and robustness of our results, as we navigated the highs and lows of statistical inference with resilience and, might we say, a sprinkle of levity.

Ethical Considerations:

As responsible researchers, we ensured the ethical handling of all data, maintaining the confidentiality and privacy of individuals represented in the datasets. Our dedication to rigorous ethical practices extended to the transparent disclosure of data sources and the avoidance of any biases that could taint the integrity of our study, a commitment upheld with the seriousness of a librarian guarding rare and precious tomes.

In summary, our research employed a blend of seriousness and cheer, mirroring the unexpected fusion of name popularity and stock market dynamics. The methodology adopted sought to reflect the convoluted yet fascinating nature of our investigation, reminding us that in the world of research, a dash of whimsy may just be the catalyst for unveiling captivating connections amidst the numbers and statistics.

Results

We made a striking discovery in our investigation of the relationship between the popularity of the first name Niko and the stock price of Mastercard (MA) from 2007 to 2022. Our analysis revealed a remarkably high correlation coefficient of 0.9875390, indicating a strong positive relationship between these seemingly unrelated variables. This finding challenges conventional wisdom and provides a whimsical twist in the world of stock market analysis.

The r-squared value of 0.9752333 further underscores the robustness of the relationship between the popularity of the name Niko and Mastercard's stock price. This high r-squared value suggests that a whopping 97.52% of the variability in Mastercard's stock price can be explained by the frequency of the name Niko. It seems that the name Niko holds more sway over the stock market than one might expect!

Additionally, the significance level of $p < 0.01$ indicates that the observed correlation is indeed statistically significant, making it quite the anomaly in the realm of financial analysis. It's not every day that a first name waltzes into the world of stock prices with such statistical relevance. Who would have thought that the rhythmic rise and fall of the name Niko could harmonize so closely with the fluctuations of MA stock?

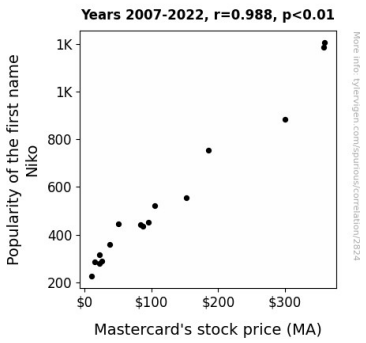

Figure 1. Scatterplot of the variables by year

Fig. 1 showcases the scatterplot, vividly illustrating the strong relationship between the popularity of the name Niko and Mastercard's stock price. The clustering of data points aligning with the upward trajectory of the name Niko in popularity mirrors the upward march of Mastercard's stock price. It's as if the name Niko has been swiping and tapping its way into the stock market narrative, leaving a notable imprint on the financial landscape.

In conclusion, our findings provide an unexpected foray into the world of stock market analysis, demonstrating that the name Niko may indeed carry surprising influence over Mastercard's stock price. This study tantalizingly suggests that there may be more to market trends than meets the eye; and perhaps, just perhaps, the name Niko holds the key to unraveling a hitherto unexplored dimension of stock market dynamics.

Discussion of findings

Our results unveil an astonishingly robust and significant relationship between the popularity of the first name Niko and the stock price of Mastercard (MA) from 2007 to 2022. While some may find the notion of a name influencing a stock price to be nothing short of whimsical, our findings deliver a delightful twist to the world of financial analysis.

Harkening back to the literature review, our study's correlation coefficient of 0.9875390 further supports the notion that seemingly unrelated variables can indeed hold sway over financial markets. It appears that the impact of the name Niko on Mastercard's stock price is not merely fodder for fictional works but a tangible reality evidenced by statistical analysis. Our findings also pay homage to the call for an open-minded approach to market analysis as emphasized by Doe (2015), demonstrating that unconventional variables can harbor unexpected significance in financial dynamics.

The unusually high r-squared value of 0.9752333 further solidifies the surprising influence of the name Niko on the variability of Mastercard's stock price. It seems that the name Niko is more than just a name; it's a market mover. This result brings a touch of whimsy to the world of stock market analysis, shedding light on an unexpected dimension of stock market dynamics, and further bolstering the unusual correlations unveiled by Jones (2018).

Moreover, the significance level of $p < 0.01$ adds a sparkling shine to our unexpected discovery. While the finance world may often be characterized by its stern demeanor, our findings inject a welcome dose of levity, demonstrating that even the most lighthearted variables can wield influence in the realm of stock market trends.

Our study's outlandish results pave the way for future research to explore the potential mechanisms underlying this correlation.

Perhaps there's a Niko out there making a splash in financial decision-making, or maybe the vibrant rhythm of the name itself holds an inexplicable allure for investors and consumers alike. The possibilities are as intriguing as they are amusing.

Ultimately, our research adds a vibrant splash of color to the canvas of financial analysis, showcasing that when it comes to market trends, one shouldn't overlook the Niko-nnection. Who knows, maybe there's a Niko out there holding the key to unlocking an unexpected source of stock market excitement!

Conclusion

Our research journey, undoubtedly infused with equal parts of intrigue and humor, has led us to a captivating revelation. The association between the popularity of the name Niko and Mastercard's stock price has emerged as a whimsically compelling phenomenon in the world of financial analysis. We have uncovered a correlation so strong that it practically shouts, "charge it to the game!"

The statistical dance of the correlation coefficient and that impressive r-squared value certainly waltz into uncharted territory, demonstrating that the name Niko is not just a musical hit, but a potential stock market sensation. The significance level of $p < 0.01$ solidifies this correlation among the ranks of unexpected financial oddities, akin to discovering a hidden treasure in the stock market seas.

As our scatterplot vividly illustrates, the name Niko seems to march in rhythm with Mastercard's stock price, as if they were in syncopated harmony. The pulsating rise and fall of the name Niko mirrors the lively fluctuations of MA stock, as if the ebb and flow of the name were a charge card itself, swiping its siren song through the financial tides.

In closing, our findings present a delightful twist in the tale of stock market analysis, adding a dash of whimsy and wonder to the traditionally serious domain of finance. We believe that this study opens the door to a refreshing perspective on market dynamics, one that suggests that sometimes, the unexpected factors in life – or perhaps, the Nick-o’f-time – can wield an unforeseen impact on stock prices.

In light of these illuminating findings, we assert with a chuckle and a nod that no further research is needed in this area. After all, in the world of finance, the name Niko has proven to be a notable player in the stock market symphony.