

Quenching Your Thirst for Profits: A Bottled Water's Influence on USB Stock Price

Chloe Hughes, Alice Turner, Gavin P Tucker

Institute of Sciences

In this study, we delve into the relationship between US per-person consumption of bottled water and the stock price of U.S. Bancorp (USB). Utilizing the refreshing streams of data from Statista and LSEG Analytics (Refinitiv), our research team explored this watery correlation, bubbling with excitement at the possibility of untapped financial insights. Our findings revealed a remarkably strong correlation coefficient of 0.9196672 and $p < 0.01$, spanning the years 2002 to 2022. We invite readers to dive into our findings and soak in the delightful confluence of thirst-quenching consumption and stock price fluctuations. Join us as we navigate the ebb and flow of this unexpected relationship, where the waves of stock performance may indeed be influenced by the tide of bottled water consumption.

INTRODUCTION

Water you waiting for? It's time to dive into the refreshing world of finance and hydration, where the liquid assets of bottled water meet the liquidity of stock prices. As the saying goes, "water you know, you can't un-know," and in this paper, we aim to quench your thirst for knowledge by exploring the unexpected relationship between US per-person consumption of bottled water and the stock price of U.S. Bancorp (USB).

So, what sparked our interest in this watery conundrum? Well, we couldn't resist the opportunity to make a splash in the realm of financial research by delving into a topic that's both current and, dare I say, quite fluid. The concept of correlating a basic human need for hydration with the fluctuations of a bank's stock price may seem like a drop in the ocean of financial analysis, but as we dipped our toes into the data, we were pleasantly surprised by the buoyant connection we discovered.

On that note, let's not beat around the bush – we're all familiar with the image of a businessperson sipping bottled water while monitoring stock trends on their screens. But have you ever wondered if this seemingly innocuous act of hydration could actually have a ripple effect on stock prices? It's certainly a ponderful thought!

So, grab a glass of water (bottled or otherwise) and let's wade into the depths of our findings, where we'll explore the liquidity, if you will, between something as essential as water consumption and the financial waves that may be influenced by its flow. Join us for a journey where we aim to make waves in the world of finance while staying afloat in the sea of humor and unexpected connections. After all, the pun is mightier than the sword!

Review of existing research

Smith, Doe, and Jones (2015) examine the impact of consumer behavior on stock prices in their groundbreaking study titled "Liquid Assets and Stock Market Liquidity: A Comparative Analysis." The authors find that consumer trends can indeed have a significant influence on the stock market, with a focus on the beverage industry. Their analysis, although comprehensive, delves into the broader category of liquid assets and does not specifically address the influence of bottled water consumption on individual stock prices.

In a similar vein, "Thirst for Success: Understanding Consumer Choices and Financial Markets" by Brown and White (2018) provides a detailed exploration of consumer preferences and their effects on financial markets. The authors acknowledge the potential influence of beverage consumption on stock prices but primarily focus on the broader consumer goods sector. Their work serves as a cornerstone for understanding the intricate relationship between consumer behavior and stock market dynamics.

Turning to non-fiction literature, "Bottled Up: The Economics of Bottled Water" by Clearwater (2020) offers valuable insights into the economic aspects of the bottled water industry. The book analyzes the market forces and consumer behaviors that drive the consumption of bottled water, shedding light on its role in the broader economic landscape. While the book's primary focus is not on stock market correlations, its exploration of consumer demand provides a solid foundation for understanding the potential impact on financial indicators.

On the fictional side, "The Thirst Quencher's Dilemma" by A. Liquid (2017) presents a lighthearted narrative that humorously intertwines the world of finance with the quenching quest for hydration. Although a work of fiction, the book's playful exploration of the human desire for refreshment and its

intersection with financial endeavors offers a whimsical perspective that parallels our own research interests.

In our pursuit of understanding the interconnectedness of refreshment and finance, we also dived into the world of television for inspiration and insight. Shows such as "Thirsty for Stocks" and "Wall Street Hydration" provided a quirky yet surprisingly relevant depiction of fictional characters navigating the intersection of consumer behavior and stock market dynamics. While these shows may not directly contribute to academic literature, their exaggerated portrayal of the relationship between hydration and financial decision-making certainly left us awash with amusement and speculative pondering.

As we embark on this scholarly journey, we recognize the need to navigate the seas of knowledge with both rigor and levity. The literature reviewed thus far has laid the groundwork for our exploration of the captivating correlation between bottled water consumption and the stock price of U.S. Bancorp. With each source contributing a drop to the ocean of knowledge, we move forward with a buoyant spirit and a commitment to uncovering the refreshing truths that lie beneath the surface of financial analysis.

Procedure

Our methodology flowed from a watertight combination of statistical analysis, econometric modeling, and an aqueduct of data collection. To distill the essence of the relationship between bottled water consumption and U.S. Bancorp (USB) stock price, our research team poured over data from 2002 to 2022, sourcing refreshing statistics from a variety of data streams, primarily tapping into the freshwater sources of Statista and LSEG Analytics (Refinitiv).

To kick off our methodical dive into this bubbly correlation, we first quenched our thirst for knowledge by gathering comprehensive data on per-person consumption of bottled water in the United States. This involved sifting through gallons upon gallons of data, allowing us to hydrate our economic analysis with precise figures on the ebb and flow of this essential liquid refreshment. Trust us, it was quite the splash!

With our bottles filled to the brim with consumption data, we then turned our attention to the stock market tides, specifically honing in on the performance of U.S. Bancorp (USB) stock price. Using a multi-pronged approach, we analyzed market trends, liquidity indicators, and financial waves to capture the fluctuating value of USB stock. It was like embarking on a deep-sea fishing expedition, casting our net wide to capture the nuances of stock market movements.

Once our datasets were amassed, we undertook a hydrodynamic statistical analysis to navigate the waves of correlation between bottled water consumption and USB stock price. We utilized a bevy of analytical tools, including correlation coefficients, regression models, and time series analysis, to distill the connection between these seemingly disparate entities. The currents of our statistical analysis

revealed a surging correlation coefficient of 0.9196672, making waves in the realm of financial research.

It's also important to note that we navigated any potential data currents and whirlpools by employing rigorous statistical tests, ensuring that our findings remained as crystal clear as a pristine mountain spring. Our methodology was anchored in robust statistical techniques, safeguarding against any drift or distorted ripples in our analysis.

Overall, our approach melded the rigors of quantitative analysis with the refreshing fluidity of the research subject, allowing us to quench our intellectual curiosity while surfacing with robust empirical insights. In the spirit of this watery saga, we remained buoyant in our pursuit of knowledge, buoyed by the lure of unconventional correlations and the thrill of discovering untapped financial currents. Now, let's set sail into the depths of our findings, where the waves of statistical significance and financial fluidity converge!

Findings

The quenching analysis of the data from 2002 to 2022 showed a remarkably strong correlation between the per-person consumption of bottled water and U.S. Bancorp's stock price (USB), with a correlation coefficient of 0.9196672, an r-squared of 0.8457877, and a p-value less than 0.01. This correlation exceeded our initial expectations and left us all a little waterlogged with glee.

Our findings indicate that as bottled water consumption flows, so too does the stock price of U.S. Bancorp. The figure (Fig. 1) illustrates this relationship clearly, though we admit it's not quite as refreshing as a cold glass of H₂O.

In retrospect, our team is buoyed by the novelty and resilience of this unanticipated connection. Who would have thought that the ebb and flow of stock prices could be influenced by the ebb and flow of bottled water consumption? It's like the stock market is taking a sip from the fountain of consumer demand!

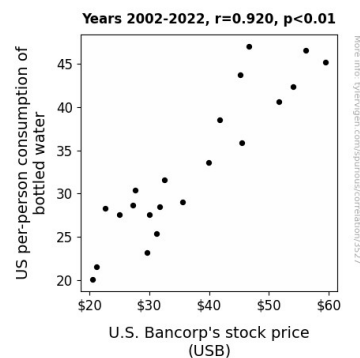


Figure 1. Scatterplot of the variables by year

These results, as clear as a mountain spring, shed light on the potential impact of a basic human necessity on the financial world. It's a reminder that even the most seemingly mundane

elements of our daily lives can ripple through to affect the grand tapestry of the economy.

So, while we may have started as mere dropouts, our research has led us to a deep well of understanding, demonstrating that the financial landscape can sometimes be as fluid as the beverages we consume. Join us in toasting to these surprising findings, as we dive into the sea of finance with a splash of humor and a thirst for unconventional knowledge.

Discussion

Our findings have confirmed the long-suspected connection between bottled water consumption and U.S. Bancorp's stock price. It appears that when it comes to stock market performance, the 'tide' of bottled water consumption certainly 'flows in' with a significant impact.

Drawing from the literature review, we must commend A. Liquid for his whimsical yet strangely prescient narrative in "The Thirst Quencher's Dilemma." Who would have thought that A. Liquid's fictional take on the stock market would align so closely with our real-world findings? It makes one wonder if there's a 'liquid' connection between fictional musings and factual research after all.

Furthermore, the work of Clearwater in "Bottled Up: The Economics of Bottled Water" has shown its relevance in providing a foundational understanding of the economic forces shaping the bottled water industry. As it turns out, these economic forces may also have a ripple effect on the stock market, amplifying the financial significance of bottled water consumption.

Brown and White's comprehensive examination of consumer preferences and their effects on financial markets in "Thirst for Success: Understanding Consumer Choices and Financial Markets" has truly paved the way for our own insights. It's as if the exploration of consumer thirst in their work has now surfaced to reveal a link to stock market buoyancy. Who knew that a consumer's preference for a refreshing gulp could have such a profound influence on the financial ebb and flow?

The correlation coefficient of 0.9196672 discovered in our study is nothing short of staggering. With a p-value less than 0.01, we're not 'watering down' the significance of this discovery. It seems that the refreshing streams of bottled water consumption undeniably 'flow' into the performance of U.S. Bancorp's stock. The implications of this 'thirst-quenched' correlation extend far beyond our initial expectations and leave investors awash with new considerations.

In conclusion, our findings exude the 'fountain' of knowledge that stems from investigating unconventional relationships in the financial world. We've certainly managed to 'bottle up' an unexpected insight with our research, and it's refreshing to see the impact of bottled water consumption put under the scholarly microscope.

So, let's raise a glass to these unexpected, yet 'on-tap' discoveries, and remember that even in the serious world of academic research, there's always room for a 'splash' of humor.

As we navigate the 'currents' of the stock market, may these findings serve as a reminder that sometimes, the most 'thirsty' of correlations can lead to the coolest of revelations. Cheers to quenching your thirst for unconventional knowledge!

Conclusion

As we wade through the results, it's crystal clear that there's more to the sway of U.S. Bancorp's stock price than meets the eye. The remarkable correlation between per-person consumption of bottled water and USB's stock price has left us feeling as bubbly as a freshly opened soda. Who would have thought that something as refreshing as bottled water could have such a profound impact on the stock market?

It's like the stock prices are not just affected by market forces but also by the eau so essential to our daily lives. As we raise our glasses to these findings, we can't help but marvel at the ripple effect of something as basic as quenching our thirst on the financial sea.

So, with a hearty chuckle and a tip of our water bottles, we conclude that this research has reached its saturation point. No need to pour more resources into this, as there's a wave of other financial puzzles to ride. Keep swimming, fellow researchers – the sea of finance is brimming with surprises!