Fiserv is a financial services technology provider, their main clients are in the financial sector and technology sector, for example, Bank of America, Dell and JP Morgan Chase. Most of these companies are also clients of Facebook, where they advertise themselves on Facebook. When there is a change of profit from these firms, they will change their budget on advertisement as this is the most effective promotion of their businesses in the short term. Therefore this leads to a high positive correlation between Fiserv and Facebook.

For Newmont Mining Group and Facebook, they have a very weak negative correlation between each other. This can be understood as their businesses do not interact with each other. Since Facebook's profit mainly comes from advertisement, whereas Newmont Mining Group's main business is from gold. As gold has an inverse relationship with stock prices, even though the correlation is close to zero, the data still proves these two companies have a slightly negative relationship.

Marsh & McLennan has its main business in insurance brokerage, risk management and investment consulting. Since part of Microsoft’s business is to support insurance carriers such as Marsh & McLennan and Aon to become a digital insurer and allow them to gain access to big data and improve efficiency and productivity. So the positive correlation coefficient has proved that they have a positive relationship.

Stericycle is a company collects and disposes of regulated substances, such as medical waste. We can see businesses of Stericycle and Microsoft do not interact with each other, as some of the main businesses at Microsoft’s include Xbox, operating system, SQL server and business users. So the correlation between Stericycle and Microsoft should be very close to zero.