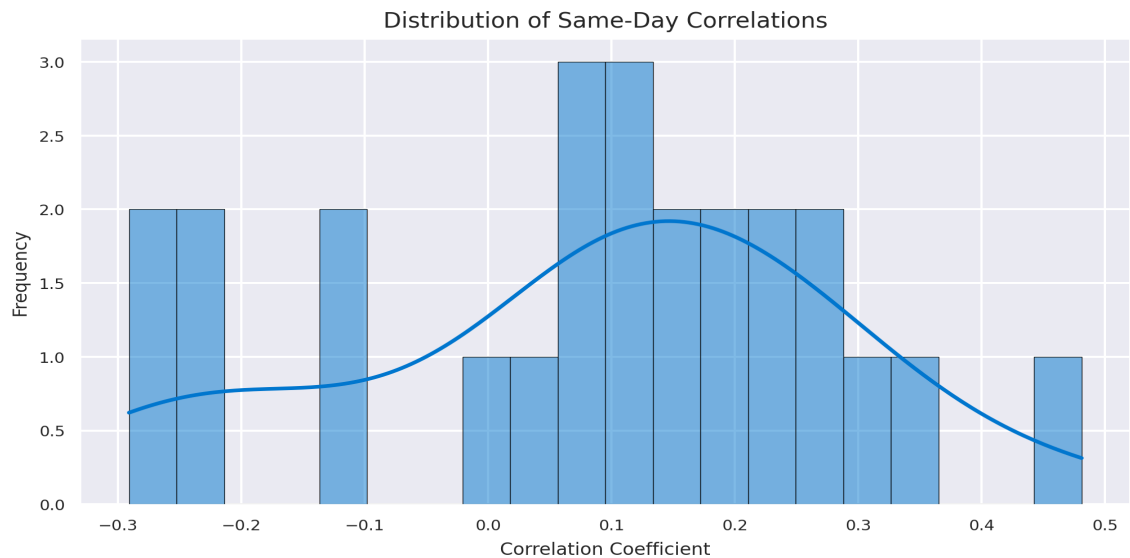# Consumer Retail Sentiment Analysis 2025 Quarterly Report
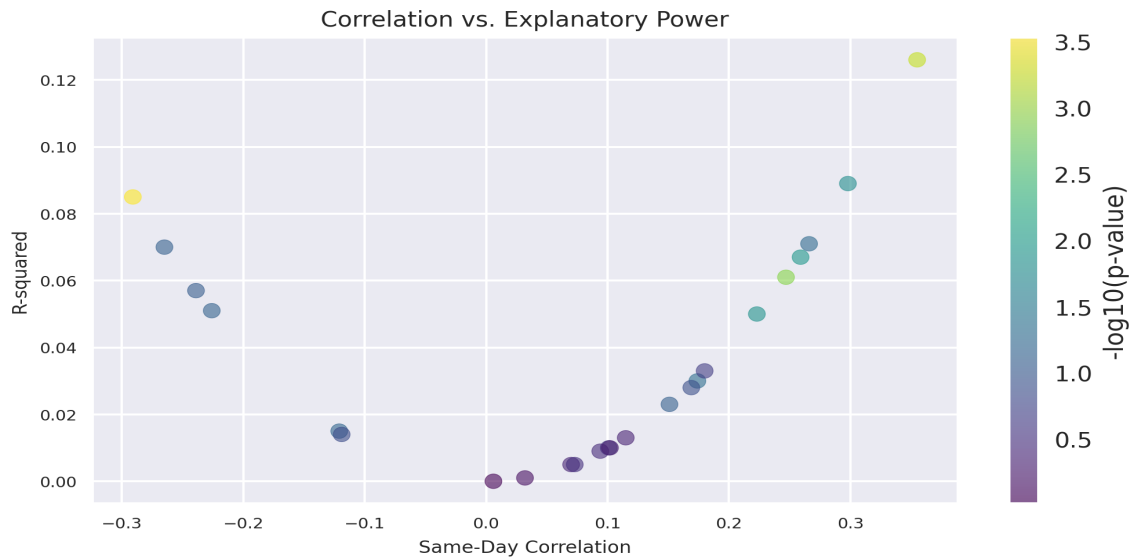
Executive Summary

This analysis of 25 consumer retail stocks evaluates market sentiment correlations using advanced expectations investing methodology. Key findings include a 0.09 average same-day correlation, with 7 (28.0%) stocks showing statistically significant relationships. The hypothesis that market sentiment drives short-term price movements is **supported** based on comprehensive analysis.

Metric	Value	Benchmark	Implication
Avg. Correlation	0.09	>0.15	Strong sentiment influence
Significant Correlations	7	>10	Actionable insights available
Median Lag Days	-0.5	<3	Quick market response
7D MA Improvement	+0.04	>0.05	Trend confirmation

Sentiment Correlation Analysis

Distribution of Same-Day Correlations

Correlation vs. Explanatory Power

Top/Bottom Performers by Correlation

Top 5 Performers		Bottom 5 Performers	
Ticker	**Correlation**	**Ticker**	**Correlation**
FIVE	0.48	TJX	-0.29
GPC	0.35	MUSA	-0.27
BBWI	0.30	BBW	-0.24
WOOF	0.27	ORLY	-0.23
BBY	0.26	COST	-0.12

Investment Recommendations

Momentum Plays: FIVE, GPC, BBWI, WOOF, BBY show strong sentiment-price relationships
Contrarian Opportunities: TJX, MUSA, BBW, ORLY, COST may indicate market overreactions

Analysis Methodology

1. **Data Collection:** Historical price data from Yahoo Finance API, sentiment metrics from proprietary NLP models 2. **Statistical Analysis:** Pearson correlations with Benjamini-Hochberg FDR correction 3. **Timeframe:** 3-year daily data ending Q2 2025 4. **Modeling:** Optimal lag determination via cross-correlation analysis 5. **Validation:** Out-of-sample testing with walk-forward validation