Observed Correlations, Returns, Standard Deviations and Betas From January 2015 through December 2019

	Deere	*Caterpillar*	*Coca-Cola*	*Pepsi*	*Boston Beer*	*Molson Coors*	*Exxon*	*BP*	*Wal-Mart*	*Target*	*Amazon*	*Alphabet*	*Agg. Bond ETF*	*S&P 500 ETF*
Deere	1.00													
Caterpillar	0.65	1.00												
Coca-Cola	0.29	0.16	1.00											
Pepsi	0.23	0.14	0.69	1.00										
Boston Beer	0.08	0.06	0.16	0.13	1.00									
Molson Coors	0.31	0.24	0.56	0.58	0.04	1.00								
Exxon	0.44	0.44	0.48	0.49	0.15	0.51	1.00							
BP	0.28	0.30	0.40	0.34	-0.10	0.47	0.74	1.00						
Wal-Mart	0.28	0.13	0.32	0.40	0.32	0.43	0.28	0.16	1.00					
Target	0.24	0.29	0.25	0.23	0.33	0.20	0.38	0.23	0.33	1.00				
Amazon	0.29	0.29	0.20	0.33	0.14	0.34	0.36	0.19	0.26	0.19	1.00			
Alphabet	0.33	0.32	0.51	0.45	0.18	0.48	0.41	0.23	0.27	0.30	0.56	1.00		
Agg. Bond ETF	-0.20	-0.21	0.24	0.39	0.04	0.10	-0.05	0.04	0.06	0.06	0.04	0.07	1.00	
S&P 500 ETF	0.58	0.56	0.57	0.57	0.29	0.61	0.73	0.46	0.38	0.49	0.64	0.72	-0.01	1.00
Average Monthly Return	2.30%	1.93%	0.68%	0.91%	2.69%	-1.03%	-0.67%	-0.14%	1.65%	1.76%	2.66%	1.36%	0.36%	1.18%
Monthly Standard Deviation	7.43%	7.38%	4.50%	4.41%	12.27%	8.46%	7.75%	7.74%	5.07%	8.60%	8.23%	6.23%	0.98%	4.47%
Annualized Return	31.43%	25.81%	8.50%	11.45%	37.55%	-11.73%	-7.70%	-1.70%	21.63%	23.28%	36.96%	17.64%	4.46%	15.14%
Annualized St. Deviation	25.73%	25.56%	15.60%	15.28%	42.50%	29.31%	26.86%	26.80%	17.55%	29.78%	28.53%	21.60%	3.39%	15.48%
Beta (Estimated from Data)	0.94	1.10	0.40	0.45	0.59	0.65	1.08	0.69	0.26	0.47	1.20	0.87	-0.04	1.00
Average Correlation all Firms	0.31													
Average Correlation w/industry	0.50													