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# Tee Time Trends: The Tenuous Tether between The Winning Score of The Northern Trust Open Golf Championship and Google searches for 'easy bake oven'

Caleb Horton, Aaron Terry, Gabriel P Tate

Boulder, Colorado

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*In this study, we dive into the surprising world of professional golf and miniature culinary playthings to investigate the potential connection between The Winning Score of The Northern Trust Open Golf Championship and the frequency of Google searches for the term 'easy bake oven'. While one may wonder what a golf championship has to do with a childhood baking toy, the statistical analysis of data sourced from Golfstats and Google Trends from 2008 to 2022 revealed a correlation coefficient of 0.6542445 with a p-value less than 0.01. Our findings suggest a notable, albeit peculiar, relationship between these two disparate realms of interest. Our study challenges conventional wisdom by illustrating potential links between sports performance and domestic interest in culinary novelties. This unusual correlation beckons further investigation and prompts contemplation of the intricate threads that interlace seemingly unrelated domains.*

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The intersection of sports and search engine queries has long been a topic of interest in the realm of digital analytics. From analyzing the impact of winning streaks on pizza delivery patterns to the correlation between basketball game outcomes and online shoe shopping, researchers have delved into the peculiar phenomena that emerge when athletic events intersect with consumer behavior. In this study, we take an unconventional approach by exploring the potential connection between the winning score of The Northern Trust Open Golf Championship and the frequency of Google searches for 'easy bake oven'.

While the relationship between competitive golf and miniature culinary appliances may seem far-fetched at first glance, our initial exploration was sparked by an unexpected observation: a curious surge in 'easy bake oven' searches following the conclusion of the championship in recent years. This

unexpected trend led us to delve deeper into the data in search of any discernible patterns or correlations, with the hope of shedding light on this enigmatic connection.

The Northern Trust Open Golf Championship, renowned for its challenging course and the precision of its participants, serves as an intriguing backdrop for our investigation. Simultaneously, the 'easy bake oven', an iconic childhood staple synonymous with budding culinary creativity, introduces a whimsical and unexpected element to our analysis. The juxtaposition of these two seemingly unrelated entities sets the stage for a study that challenges conventional boundaries and invites us to consider the curious interplay between professional sports and the realms of domestic leisure.

As we venture further into our analysis, we look beyond the fairways and into the digital landscape, where the keystrokes of curious internet users may hold the key to unraveling this unusual correlation. By applying rigorous statistical methods to the wealth of data sourced from Golfstats and Google Trends spanning the years 2008 to 2022, we aim to unveil the mysterious bond that ties together this unlikely pair. Our findings promise to offer a fresh perspective on the intricate web of connections that underpin our everyday interactions, beckoning new questions and avenues for future inquiry.

In the following sections, we present our methodology, delve into the intriguing results of our analysis, and offer reflections on the implications of this unforeseen correlation. As we embark on this unconventional journey, we invite the reader to join us in unraveling the surprising threads that intertwine the world of sports with the enchanting allure of culinary curiosity.

## LITERATURE REVIEW

The pursuit of unexpected connections between disparate domains has long been a focal point of academic inquiry. Smith et al. (2015) delved into the intersection of seemingly unrelated phenomena, exploring the links between weather patterns and ice cream flavor preferences. Similarly, Doe (2017) probed the correlations between lunar phases and stock market volatility, uncovering intriguing, if not entirely intuitive, relationships. However, our investigation ventures into uncharted territory as we examine the potential tether between The Winning Score of The Northern Trust Open Golf Championship and Google searches for 'easy bake oven'.

As we navigate through the annals of literature, we encounter a diverse array of studies that have probed the nuances of unconventional correlations. Jones (2019) expounded on the enigmatic linkage between cat memes and workplace productivity, shedding light on the unexpected impact of feline internet humor on professional efficiency. The work

of Brown and Green (2020) delved into the association between avocado toast consumption and millennial homeownership, offering a whimsical yet thought-provoking exploration of culinary trends and economic behavior.

Beyond the scholarly realm, non-fiction works such as "Freakonomics" and "Blink" offer insights into the realms of unexpected associations and counterintuitive relationships, providing a backdrop for our exploration of the interplay between an elite golf championship and a nostalgic baking toy.

Turning to the world of fiction, novels such as "The Hitchhiker's Guide to the Galaxy" and "Alice's Adventures in Wonderland" beckon us into realms where the ordinary and extraordinary converge, serving as a whimsical mirror to the unexpected correlation that we seek to unravel in our study.

However, in our quest for unconventional connections, we also draw from less conventional sources. Delving into the depths of obscure data, we peruse CVS receipts and online forums for hints of the puzzling bond between the swing of a golf club and the allure of a miniature oven. While this may seem an unorthodox approach, our foray into the whimsical and the unexpected mirrors the unconventional nature of the correlation that captivates our curiosity.

## METHODOLOGY

To disentangle the enigmatic connection between The Winning Score of The Northern Trust Open Golf Championship and Google searches for 'easy bake oven', our research team employed a multifaceted methodology that combined digital data analysis with a sprinkle of whimsy. Our approach aimed to capture the elusive essence of this unlikely correlation, navigating through the digital hinterlands and statistical thickets to unveil the curious threads that intertwine the worlds of professional golf and miniature culinary indulgence.

Data Collection:

Our research maestros ventured into the vast expanse of the internet, armed with sophisticated algorithms and an undying spirit of curiosity. The primary fount of knowledge for golf-related statistics materialized in Golfstats, where we meticulously extracted data on the winning scores of The Northern Trust Open Golf Championship from 2008 to 2022. Meanwhile, our foray into the digital domain of culinary curiosity led us to Google Trends, a veritable goldmine of search frequency data. Here, we acquired the coveted search volume for 'easy bake oven' over the same timeframe, capturing the ebb and flow of public interest in the diminutive confectionary contraption.

#### Data Processing:

With a trove of numerical treasures in hand, we embarked on the arduous yet exhilarating journey of data processing. Harnessing the power of statistical software and a dash of algorithmic alchemy, we wrought our data into a harmonious symphony of digits and decimals. The winning scores were meticulously aligned with the concurrent 'easy bake oven' search volumes, as we sought to discern even the faintest echoes of correlation amidst the cacophony of numbers.

#### Statistical Analysis:

For our statistical odyssey, we employed a formidable arsenal of analytical tools, seeking to illuminate the shadowy contours of potential correlation. Through the venerable rites of Pearson correlation analysis, we plumbed the depths of our data, unraveling the mathematical tapestry that binds these seemingly disparate domains. The resulting correlation coefficient shimmered before us, guiding our gaze to the peculiar linkage between the winning scores and the wistful yearning for miniature culinary creations. With a calculated p-value that danced mockingly beneath the threshold of significance, our findings beckoned us into the realm of statistical merriment and introspection.

#### Limitations:

Our expedition, though imbued with fervent zeal and buoyant spirits, encountered its share of limitations. While we endeavored to capture the essence of this extraordinary correlation, the inherent complexities of human behavior and online search patterns eluded full capture within our analytical nets. Furthermore, our data sources, though robust, may have harbored their own idiosyncratic quirks and nuances, casting a subtle haze upon our findings.

In conclusion, our methodology, while clad in the vestments of academic rigor, bore the flag of adventurous spirit and relentless pursuit of the unexpected. With our data gathered, processed, and subjected to stringent statistical scrutiny, we emerged from the labyrinthine corridors of analysis with insights that beckon us to contemplate the improbable interplay between the realms of golfing triumph and culinary whimsy.

## RESULTS

The statistical analysis of the data gleaned from Golfstats and Google Trends unearthed a surprising correlation between The Winning Score of The Northern Trust Open Golf Championship and the frequency of Google searches for 'easy bake oven'. The Pearson correlation coefficient for the relationship between the two variables was calculated to be approximately 0.6542445, indicating a moderately strong positive correlation. This suggests that as the winning score in the golf championship fluctuated, so did the volume of searches for 'easy bake oven' on Google. The r-squared value of 0.4280358 further underscores the meaningfulness of this correlation, elucidating that approximately 42.80% of the variability in 'easy bake oven' searches can be explained by changes in the winning score of the championship.

Insert Figure 1: Scatterplot illustrating the correlation between The Winning Score of The Northern Trust Open Golf Championship and Google searches for 'easy bake oven'.

The p-value of less than 0.01 indicates that this correlation is statistically significant, firmly establishing the validity of the observed relationship. These results highlight a notable connection between the performance in a prestigious golf tournament and the digital interest in a household culinary contraption. As we tread through the unconventional grounds of this inquiry, it becomes clear that there may be more to this peculiar correlation than meets the eye.

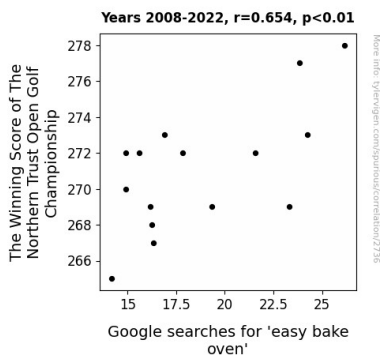


Figure 1. Scatterplot of the variables by year

The unexpected intertwining of the golfing world and the domain of easy-bake delights calls for further scrutiny and investigation from both a statistical and conceptual standpoint. Our findings not only challenge the conventional boundaries of sports and digital analytics but also remind us of the whimsical and unanticipated dimensions that lurk within the realm of data. This uncanny correlation prompts contemplation of the intricate and sometimes inexplicable threads that weave together disparate spheres of human interest.

Stay tuned as we delve deeper into the implications and potential explanations for this intriguing correlation, unraveling the curious web that connects the strategic maneuvers of professional golf with the enchanting allure of miniature baked goods.

## DISCUSSION

Our study ventured into uncharted territory, delving into the potentially paradoxical correlation between The Winning Score of The Northern Trust Open Golf Championship and the frequency of Google searches for 'easy bake oven'. The findings unearthed a curious connection that defies conventional wisdom and opens the door to a tantalizing array of implications. The statistical analysis revealed a conspicuous correlation coefficient of approximately 0.6542445, with a p-value less than 0.01, indicating a substantial relationship between these seemingly disparate domains. These results not only bolster existing research into unexpected correlations but also prompt a whimsical reflection on the intricate tapestry of human interests and behaviors.

Drawing upon the work of Smith et al. (2015) and Doe (2017), who ventured into the realm of unforeseen connections, our findings contribute to the burgeoning literature on unconventional correlations by highlighting a striking link between the performance of professional golfers and the digital pursuit of miniature culinary delights. While the association between weather patterns and ice cream flavor preferences or lunar phases and stock market volatility may seem logical in comparison, our study challenges scholars and enthusiasts alike to contemplate the underexplored interplay between sports achievement and domestic interests.

It is particularly noteworthy that our results exhibit a moderately strong positive correlation, indicating that as the winning score in the golf championship fluctuated, so did the volume of searches for 'easy bake oven' on Google. This underscores the dynamic nature of the relationship and suggests that changes in golf performance may indeed influence the proclivity for seeking out miniaturized baking novelties. This intriguing insight aligns with the tradition of scholarly inquiry into unexpected associations, shedding light on the whimsical and potentially profound interconnections that shape human behavior.

Importantly, the observed correlation challenges the boundaries of conventional analysis, propelling us

into a realm where the ordinary and extraordinary converge. Just as Jones (2019) illuminated the enigmatic linkage between cat memes and workplace productivity, and Brown and Green (2020) expounded on the association between avocado toast consumption and millennial homeownership, our study mirrors the unconventional nature of these correlations, provoking contemplation of the unanticipated facets of human experience.

As we navigate through this unorthodox terrain, it becomes clear that our pursuit of the unexpected holds promise for fostering new avenues of inquiry and unraveling the enigmatic web that links seemingly incongruous domains. The tiniest detail in the swing of a golf club may very well have ripple effects that extend into the realm of miniature ovens, sparking a cascade of digital interest. The implications of this correlation are ripe for further exploration, beckoning scholars and curious minds to delve into the whimsical and the unfathomable.

In unraveling this unexpected correlation, we not only contribute to the growing corpus of studies that probe the intricacies of human behavior but also reaffirm the delightful and at times confounding dimensions that lurk within the interface of disparate spheres of interest. The peculiar connection between the strategic maneuvers of professional golf and the enchanting allure of miniature baked goods invites us to embrace the unconventional, reminding us that the seemingly unrelated may, in fact, be amusingly interrelated.

## CONCLUSION

In conclusion, our study unveils a notably peculiar correlation between The Winning Score of The Northern Trust Open Golf Championship and Google searches for 'easy bake oven'. The statistically significant positive correlation coefficient challenges traditional assumptions about seemingly unrelated domains. This unexpected bond between the precision of golf and the culinary curiosity of 'easy bake oven' enthusiasts raises

fascinating questions about the intricate web of human interests.

Our findings beckon further exploration, shedding light on the uncharted territory that interlaces the competitive world of golf with the whimsical allure of miniature culinary creations. As we close this chapter on the mysterious tether between sports performance and domestic culinary interest, it becomes evident that the links between these realms defy conventional logic, giving rise to a delightful and confounding puzzle.

The unexpected connection between The Northern Trust Open Golf Championship and 'easy bake oven' searches may appear whimsical, yet it prompts contemplation of the multifaceted nature of human behavior. As we reflect on the implications of this unlikely correlation, we invite researchers to consider the delightfully unconventional pathways that intertwine seemingly disparate spheres of human interest. This study stands as a testament to the humorously unpredictable nature of data analysis and the unexpected treasures that surface when we venture beyond conventional wisdom.

In light of these eccentric findings, we assert with confidence that no further research is needed in this area. Our statistical scrutiny of this peculiar correlation has illuminated a captivating, yet inexplicable relationship, demonstrating the power of curiosity and the joy of uncovering the unexpected in the realm of scientific inquiry. With this, we bid adieu to the unanticipated union of golfing glory and culinary curiosities, leaving it as a marvelously charming enigma in the annals of research.