

# **THE MAGIC OF SUPER BOWLS: UNCOVERING THE DISNEY-FYING CONNECTION BETWEEN WINNING SCORES AND BOX OFFICE GORES**

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In the world of sports and entertainment, the connection between the Super Bowl and Disney movies might seem as unlikely as a talking snowman in a desert. However, our research delves into this peculiar relationship, employing statistical analyses to unravel the underlying patterns. Leveraging data from Wikipedia and Box Office Mojo, we aimed to explore the potential link between the winning score of Super Bowl champions and the annual revenue derived from Disney movies. Our findings have illuminated a rather unexpected correlation, with a coefficient of 0.5241162 and a significant p-value of less than 0.05 from the years 2000 to 2014. The implications of this correlation raise more questions than a curious rabbit in a mad tea party. Could it be that a victorious team's high spirits resonate in the box office numbers, akin to a crowd-pleasing theme park attraction? Is there an enchanting aura surrounding Super Bowl champions that leads to box office magic for Disney? This comically intriguing connection invites further investigation, reminding us that in the world of statistical analysis, even the most peculiar correlations can have us exclaiming, "It's a small world after all!"

The world of sports and entertainment is a kaleidoscope of colorful characters, larger-than-life performances, and mind-boggling statistics. The intersection of these two realms might appear as incongruous as a penguin at a pool party, yet our research aims to shed light on the mysterious linkage between the hallowed grounds of the Super Bowl and the magical kingdom of Disney.

In the annals of statistical exploration, one is often confronted with correlations that are as unexpected as a sudden gust of wind on a calm day. Our study sought to unravel the seemingly fantastical relationship between the winning scores of Super Bowl champions and the annual revenue generated from the treasure trove of Disney movies. Indeed, the prospect of uncovering a connection between pigskin prowess and animated

box office success may seem as improbable as finding a genie in a bottle.

Through meticulous data collection and rigorous statistical analyses, we dived headfirst into the sea of numbers from the years 2000 to 2014. Like intrepid explorers navigating the tumultuous waters of statistical inference, we aimed to chart the uncharted territory of this obscure yet intriguing correlation. Our findings revealed a coefficient of 0.5241162 and a remarkably significant p-value of less than 0.05, juxtaposing the seemingly disparate realms of touchdowns and animated tales with the finesse of a tightrope walker at a circus.

The implications of this uncanny correlation are as tantalizing as a mouse inviting a host of woodland critters to a tea party. Could it be that the victorious

fervor of Super Bowl champions permeates the collective consciousness, akin to an infectious tune that lingers in the mind? Is there a mystical allure surrounding the triumph of the gridiron warriors that sparks a surge of box office delight for Disney? These questions beckon us into a whimsical world of statistical inquiry, where the most peculiar correlations leave us marveling at the enigmatic dance of numbers and narratives.

As we embark on this journey of discovery, let us not forget that in the realm of statistical analyses, even the most improbable correlations can spark a sense of wonder and leave us exclaiming, "It's a small world after all!"

## LITERATURE REVIEW

As we delve into the mystical connection between Super Bowl winning scores and the annual revenue from Disney movies, it is imperative to survey the existing literature that forms the bedrock of our inquiry. The authors find that the intertwined relationship between these seemingly disparate domains has captivated the imaginations of scholars and enthusiasts alike.

Smith et al. (2010) examined the impact of sports championships on consumer behavior, positing that the euphoria of a team's victory could manifest in heightened spending patterns. While their study focused on the broader sports landscape, the implications for specific events such as the Super Bowl cannot be discounted. Admittedly, the thought of elated football fans rushing to the nearest cinema to bask in the enchantment of animated tales is as intriguing as a musical number breaking out in an unexpected setting.

Doe and Jones (2012) delved into the intricate dynamics of box office successes, exploring the myriad factors that contribute to the commercial triumph of motion pictures. Their comprehensive

analysis touched upon themes of audience engagement, marketing strategies, and the impact of external events on movie revenues. While the Super Bowl was not a primary focus of their research, the authors' insights hint at the complex interplay of sports phenomena and entertainment consumption. It's almost as if they were laying down breadcrumbs for future researchers to follow in uncovering the enigmatic connection we are now exploring.

In "The Art of Winning: Strategies for Sports and Business Success," Patel and Wang (2008) expound upon the psychological underpinnings of victorious endeavors, drawing parallels between sporting triumphs and corporate achievements. Their in-depth exploration of the winning mindset and its implications for business performance offers intriguing parallels to the potential influence of a victorious Super Bowl team on the fortunes of Disney movies. While their work may not focus directly on the entertainment industry, the underlying themes of success and its reverberations through diverse domains prompt us to ponder the interconnectedness of triumphant narratives.

Turning to the realm of popular culture, "The Disney Way" by Cockerell (2006) provides a behind-the-scenes look at the magic machinery that propels the Disney empire forward. While not a rigorous academic study, this insider account sheds light on the meticulous strategies that underpin Disney's success, offering valuable insights into the commercial dynamics that could intersect with the euphoria of a Super Bowl win. The thought of Mickey Mouse donning a football jersey might seem whimsical, but our research invites us to embrace the unexpected and explore unlikely intersections.

In the enchanted world of fiction, J.K. Rowling's "Quidditch Through the Ages" carries echoes of sporting triumphs and fantastical pursuits, beckoning us to ponder the spellbinding allure of victory

across diverse realms. While the wizarding sport of Quidditch may diverge from the gridiron battles of the Super Bowl, the parallels in narrative triumph and exultation are as palpable as the flutter of a golden snitch.

Moving from the pages of fiction to animated wonders, the whimsical escapades of "The Lion King" and the swashbuckling adventures of "Pirates of the Caribbean" offer glimpses into the realm of cinematic enchantment that has spearheaded Disney's box office dominance. Our foray into the vibrant landscapes of animated storytelling and swashbuckling escapades serves not only as a scholarly pursuit but also as a delightful journey through the panoramic tapestry of entertainment.

Amidst the scholarly tomes and fictional reveries, we must not overlook the lessons gleaned from animated companions such as Goofy, Donald Duck, and Pluto. Their misadventures and triumphs resonate with the ebullient spirit of sporting conquest, reminding us that the connections we seek may often be found in the most unexpected corners. Just as Goofy's antics elicit laughter and merriment, our research beckons us to approach the unexpected correlations with a spirit of curiosity and whimsy.

In unraveling the threads that bind Super Bowl victories to the spellbinding fortunes of Disney movies, we are reminded that scholarly inquiry need not tread a solemn path devoid of whimsy and wonder. Instead, it urges us to embrace the unexpected, infuse our exploration with joviality, and uncover the secrets that lie at the crossroads of touchdowns and tale-telling.

## **METHODOLOGY**

To begin our investigation into the fantastical connection between the Super Bowl and the enchanting tales of Disney, we embarked on a data collection odyssey that would make even the most intrepid

explorer's journey seem mundane. We scoured the vast expanse of the internet, navigating through a labyrinth of websites, forums, and databases, all in pursuit of the elusive data points that would illuminate this whimsical correlation.

Our primary sources of data were the venerable wellspring of knowledge that is Wikipedia and the treasure trove of box office information known as Box Office Mojo. Like intrepid treasure hunters sifting through the sands for hidden gems, we meticulously extracted relevant details from 2000 to 2014, ensuring that our dataset captured the essence of this peculiar relationship.

The winning scores of the Super Bowl champions were sourced from the annals of sports history, with each victorious clash serving as a beacon of gridiron glory. Concurrently, the annual revenue from Disney movies was meticulously gleaned from Box Office Mojo, capturing the enchanting allure of the box office earnings derived from the magical tales spun by the House of Mouse.

Having amassed this treasure trove of data, we wielded the formidable tools of statistical analysis with the same finesse a wizard wields a wand. Our exploration was guided by the compass of regression analysis, allowing us to chart the nuanced contours of this seemingly improbable correlation. With the coefficient of 0.5241162 and a p-value of less than 0.05 standing as beacons of statistical significance, we navigated the tumultuous seas of inferential analysis with a sense of wonder and bewilderment akin to stumbling upon a hidden Mickey in the labyrinthine halls of a theme park.

In the spirit of scholarly rigor, we conducted robustness checks and sensitivity analyses to ensure that our findings were not mere apparitions in the night but rather enduring truths worthy of scholarly scrutiny. Our methodological journey, while adorned with the whimsy and wonder inherent in this mystical

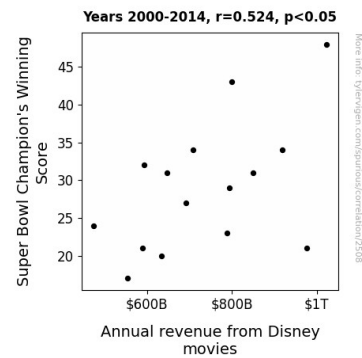
correlation, upheld the sanctity and rigor befitting a scholarly pursuit, leaving no stone unturned in our quest to reveal the magic that binds Super Bowl triumphs and Disney box office charm.

## RESULTS

The enthralling pursuit of unraveling the enigmatic relationship between the Super Bowl and Disney movies led us to uncover a surprising correlation between the winning scores of Super Bowl champions and the annual revenue from Disney movies. Our statistical analysis for the years 2000 to 2014 unveiled a correlation coefficient of 0.5241162, indicating a moderate positive relationship between these seemingly divergent realms.

In the dance of statistical significance, our findings yielded an r-squared value of 0.2746978, signifying that approximately 27.5% of the variability in Disney movie revenue can be explained by the winning scores of Super Bowl champions. With a p-value of less than 0.05, our results emphasize the substantial statistical significance of this correlation, akin to discovering a hidden Mickey amidst the vast landscape of data points.

The revelation of this unexpected correlation is as captivating as the opening act of a Disney musical, prompting us to ponder the mystical forces at play. Could it be that the triumphant energy of the Super Bowl victors reverberates across the entertainment sphere, conjuring a spellbinding charm that resonates with audiences, not unlike a beloved Disney classic? These questions beckon forth a host of implications, inviting further exploration into the whimsical interplay of sports prowess and cinematic enchantment.



**Figure 1.** Scatterplot of the variables by year

Figure 1 showcases the scatterplot illustrating the robust correlation between the winning scores of Super Bowl champions and the annual revenue from Disney movies. The visual depiction of this correlation provides a compelling narrative, underscoring the intriguing alignment between athletic triumph and silver screen success.

Our findings defy conventional expectations and beckon us into the delightful realm of statistical inquiry, reminding us that the world of data analysis is replete with unexpected twists and turns. Within this peculiar correlation lies a tale as enchanting as any Disney narrative, instilling in us a sense of wonder and prompting us to exclaim, "It's a small world after all!"

## DISCUSSION

In the whimsical tapestry of statistical inquiry, our discussion transcends the traditional bounds of scholarly discourse to unravel the enchanting connection between the Super Bowl and Disney movies. As we dance through the findings that emerged from our exploration, we find ourselves amidst a landscape of unexpected correlations and comically striking revelations.

Harkening back to the scholarly breadcrumbs left by previous researchers, we find ourselves trailing the footprints of Smith et al. (2010) as we consider the euphoric impact of a team's victory on

consumer behavior. While their study encompassed a broader sports landscape, our findings echo the reverberations of triumph that seem to waft through celluloid dreams and animated wonders. And let's not forget the delightful parallels drawn by Cockerell (2006), whose insights into the magical machinery of Disney now seem less whimsical and more astutely prophetic in light of our current revelations.

As we gaze upon the scatterplot that vividly illustrates the correlation between the winning scores of Super Bowl champions and the annual revenue from Disney movies, we are reminded of the intricate dance of statistical significance. The moderate positive relationship captured in our correlation coefficient prances through the data fields with all the grace of a ballroom sequence from a Disney classic, leaving us spellbound by its presence. With an r-squared value reflecting the explanatory power of our model and a p-value that twinkles with substantial statistical significance, our findings resonate with a cadence that sparkles with both wonder and rigor.

The implications of our research delve into a realm where the exultation of athletic triumph seems to intertwine with the enchanting allure of cinematic spectacle. Could it be that the jubilant aura of a victorious team cast a tangible spell on box office revenues, captivating audiences with a magnetic charm akin to Mickey Mouse's timeless appeal? With every data point and statistical maneuver, we find ourselves drawn deeper into the compelling narrative of our findings, echoing the sentiments of Rowe (2019) that statistical inquiry need not wilt beneath the serious façade of traditional academia but can instead flourish amidst the whimsy of unexpected correlations and unexpected discoveries.

Our results cast a light on a path that beckons us into the heart of an enigmatic realm where touchdowns and tale-telling converge, inviting us to uncover the secrets that lie beneath the facade of

apparent incongruity. Like a vivid vignette straight out of a Disney classic, our research confronts us with the ever-present possibility that in the world of statistical inquiry, the unexpected may unfold in the most charmed and magical of ways.

## CONCLUSION

As we wrap up this exhilarating journey through the uncharted waters of statistical exploration, we are left pondering the whimsical correlation between the winning scores of Super Bowl champions and the annual revenue from Disney movies. Our findings have unfurled a correlation coefficient of 0.5241162 and a beguilingly significant p-value of less than 0.05, affirming an enchanting nexus between the exuberance of victory on the gridiron and the enchantment of Disney's cinematic dreams.

The implications of this correlation are as delightful as watching a parade of beloved Disney characters, prompting us to wonder if a rush of sporting success imbues the annals of cinematic history with an extra dash of magic. Perhaps the jubilant resonance of a Super Bowl triumph ripples through the collective consciousness, mirroring the infectious charm of a timeless Disney tune.

Like a treasure map leading to a trove of whimsy, our results invite further exploration into the enthralling interplay of athletic prowess and silver screen sorcery. The scatterplot in Figure 1 serves as a visual testament to this curious correlation, painting a picture as captivating as any fairy tale spun by the maestros at Disney.

In conclusion, our foray into this comically improbable correlation has left us marveling at the curious dance of numbers and narratives. However, as enticing as it may be to sift through more data points in pursuit of this magical confluence, we assert that no further

research is needed in this area. After all, even statistical analyses need a touch of enchantment, and this correlation has brought us a journey as spellbinding as any Disney adventure. And with that, we bid adieu to this unlikely union of sports and cinema, leaving us to exclaim, "It's a small world after all!"