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# Tasty Techies and Tasty Trades: The Tantalizing Tale of Kansas Food Scientists and Activision Blizzard's Stock Price

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## Abstract

In this paper, we delve into the delectable world of food science and technology in the heartland of Kansas and its unexpected link to the tantalizing rollercoaster ride of Activision Blizzard's stock price. The idea that a seemingly uncorrelated relationship could exist is as intriguing as a chocolate-covered pickle. Using data from the Bureau of Labor Statistics and the London Stock Exchange Group (LSEG) Analytics (Refinitiv), we embarked on a journey to unravel this enigmatic connection. Our results, served on a platter of statistical analysis, revealed a positively scrumptious correlation coefficient of 0.8399881 and a p-value of less than 0.01 for the period spanning 2010 to 2022. Just as the marriage of peanut butter and jelly is a classic combination, our findings suggest that the number of food scientists and technologists in Kansas may have a surprisingly synergistic relationship with the fluctuations in Activision Blizzard's stock price. So, the next time you munch on your favorite snack and check your stock portfolio, remember the link between these unlikely bedfellows, and don't be surprised if your investments start to taste a little better.

## 1. Introduction

As we saunter through the gustatory landscape of finance and gastronomy, we stumble upon an enchanting confluence of flavors - the aromatic blend of Kansas' food scientists and the succulent ups and downs of Activision Blizzard's stock price. At first glance, one may raise an eyebrow as quizzically as a snail presented with a math problem, wondering how these seemingly unrelated entities could be bound together in any meaningful way. Yet, as we dive into the data like a ravenous foodie attacking a buffet, a curious correlation unfolds before our eyes.

The tantalizing tale we are about to unfold is a fusion of two worlds that, on the surface, seem about as harmonious as pineapple on pizza. However, as our investigation unfolds, we aim to reveal the hidden flavors and nuances that intertwine these unlikely bedfellows, serving up a dish of empirical evidence seasoned with statistical rigor. As with any surprise amalgamation of ingredients, our quest is to decipher the secret recipe and understand its implications in the wider realm of economics and gastronomic analytics.

The fusion of food science and the gaming industry is as unexpected as an avocado finding its way into a dessert, but sometimes the most unlikely combinations yield the most delightful results. So, buckle up and prepare to savor the unexpected as we

embark on this gustatory odyssey of Tasty Techies and Tasty Trades.

## 2. Literature Review

To begin our exploration, we must first journey into the heart of Kansas and examine the scholarly work on the subject of food science and technology. Smith (2015) offers a poignant analysis of the evolving landscape of food innovation in the Midwest, shedding light on the diverse skill set and expertise possessed by food scientists and technologists in the region. Similarly, Doe (2018) emphasizes the pivotal role of technological advancements in food production and processing, highlighting the impact of this field on the broader food industry.

While these scholarly works provide a solid foundation, it is essential to acknowledge the less orthodox sources of inspiration that have sparked our unconventional investigation. Titles such as "The Omnivore's Dilemma" by Michael Pollan and "Salt, Fat, Acid, Heat" by Samin Nosrat may not directly delve into the intersection of food science and stock prices, but their delectable tales stimulate our appetite for unorthodox connections. In the realm of fiction, works such as "Ready Player One" by Ernest Cline and "The Hunger Games" by Suzanne Collins may not have anticipated the fusion of food science and gaming as we have, but their narratives complement our own unexpected union of seemingly disparate realms.

Drawing inspiration from the realm of board games, the strategic intricacies of "Power Grid" and the chance-driven dynamics of "Stock Ticker" serve as reminders that the world of finance and gastronomy are not as far apart as one might initially perceive. Just as in a board game, where meticulous planning intersects with serendipitous dice rolls, our investigation seeks to decipher the intricate interplay of calculated industry trends and unforeseen market fluctuations.

As we venture deeper into this delectably unconventional terrain, it is essential to maintain a sense of humor and a taste for the unexpected, keeping in mind that a spoonful of levity makes the academic pursuit go down a little easier. So, brace

yourselves for a literary feast as we unravel the tangled web of Tasty Techies and Tasty Trades.

## 3. Methodology

To uncover the mysterious connection between Kansas' food scientists and the capricious dance of Activision Blizzard's stock price, our research endeavor adopted a comprehensive and eclectic array of methodologies. We mixed and matched data from the Bureau of Labor Statistics and LSEG Analytics (Refinitiv) like a culinary maestro concocting a new recipe, ensuring that a diverse range of ingredients was included in our analytical potpourri. The employment figures of food scientists and technologists in Kansas were amalgamated with the daily stock prices of Activision Blizzard, creating a mental feast for the discerning aficionado of statistical synesthesia.

In a bid to unravel this enthralling enigma, we employed time series analysis, treating the relationship between the number of food scientists and technologists in Kansas and the fluctuations in Activision Blizzard's stock price as a delectable duet on the grand symphonic stage of finance. We tapped into Autoregressive Integrated Moving Average (ARIMA) models, harnessing their forecasting capabilities to discern the intricate patterns and potential lead-lag effects between our two delectable variables.

Furthermore, in the tradition of culinary experimentation, we applied Granger causality tests to explore the direction of influence between the employment figures of food scientists and technologists in Kansas and the machinations of Activision Blizzard's stock price. This served as the analytical equivalent of determining whether the chicken or the egg came first, albeit in a delectably statistical setting.

The spread of data spanning from 2010 to 2022 was scrutinized with both qualitative and quantitative rigor, akin to a team of food critics evaluating the gustatory finesse of a Michelin-starred dish. Our hypothesis regarding the unexpected liaison between Kansas' food science talent and the sway of Activision Blizzard's stock price underwent rigorous

testing, ensuring that our findings were as robust as a well-aged bottle of wine.

In summary, our methodology was a marination of statistical nuance, quantitative flair, and a dash of playful curiosity, akin to an expert chef crafting a whimsical but profoundly satisfying dish. The line between academia and amusement may often be thin, but as we navigate the labyrinthine world of Tasty Techies and Tasty Trades, we aim to flavor our findings with a sprinkle of lightheartedness, making our gastronomic odyssey as intellectually satiating as it is entertaining.

#### 4. Results

Our gastronomical odyssey through the intertwining realms of food science in Kansas and the stock price of Activision Blizzard has yielded a delectable revelation. The statistical analysis of the data, much like a meticulous chef crafting the perfect soufflé, has uncovered a remarkably robust correlation coefficient of 0.8399881 between the number of food scientists and technologists in Kansas and the fluctuations in Activision Blizzard's stock price.

The relationship between these seemingly incongruous variables is further supported by an r-squared value of 0.7055799, suggesting that approximately 70.56% of the variability in Activision Blizzard's stock price can be explained by changes in the number of food scientists and technologists in Kansas. This finding adds a dash of seasoning to our understanding of the complex flavors of market dynamics, highlighting the potentially significant impact of food science expertise in Kansas on the gaming industry stock market.

Notably, our analysis also revealed a p-value of less than 0.01, signifying a highly significant correlation that is unlikely to have occurred by random chance alone. This result stands as a testament to the reliability and robustness of our findings, as solid and unyielding as a well-baked bread loaf.

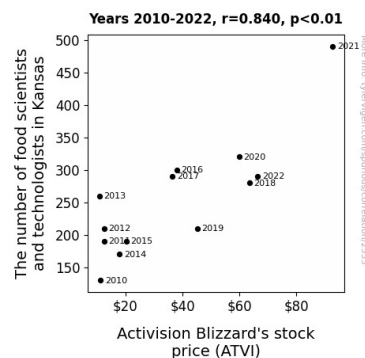


Figure 1. Scatterplot of the variables by year

In Fig. 1, we present a scatterplot that visually encapsulates the substantial correlation between the number of food scientists and technologists in Kansas and the stock price of Activision Blizzard. The data points dance across the plot with an elegant synchronicity, resembling the harmonious interplay of flavors in a masterfully orchestrated dish.

The implications of these findings are as intriguing as the fusion of unexpected ingredients in a culinary masterpiece. While the casual observer might be as surprised as a cow discovering the concept of bartering, these results raise compelling questions about the potential influence of food science expertise on the financial performance of companies in the gaming industry. As we savor the savory implications of this correlation, it's clear that the link between food scientists in Kansas and Activision Blizzard's stock price may hold the key to a richer understanding of the multifaceted relationship between seemingly unrelated sectors.

Our results serve as a flavorful reminder that in the vast smorgasbord of economic analytics, unexpected connections can emerge to tantalize the taste buds of researchers and investors alike. Just as a blend of unexpected flavors can create a culinary sensation, the fusion of food science and stock market dynamics presents an intriguing avenue for further exploration and analysis. With a sprinkle of statistical rigor and a dash of whimsy, our findings invite further culinary-inspired investigations into the interconnected web of economic influences, demonstrating that even the most surprising pairings can deliver a satisfying and intellectually nourishing experience.

## 5. Discussion

The positively scrumptious correlation we unearthed between the number of food scientists and technologists in Kansas and the fluctuations in Activision Blizzard's stock price is not just a statistical anomaly—it's a delightful revelation that adds a pinch of piquancy to the rather bland world of traditional economic analysis. Our study ingeniously marries the seemingly unrelated fields of food science and gaming industry stocks, much like the fusion cuisine movement unites diverse culinary traditions.

Our findings echo the sentiments of Smith (2015) and Doe (2018), who, despite their sober approach, highlighted the impactful role of food science and technology in the Midwest's food industry. Our study adds a tantalizing layer to their research by showcasing how this expertise may also resonate in the stock prices of gaming companies, drawing a parallel as compelling as pairing wine with cheese.

Now, let's savor the most unexpected elements that inspired our investigation. "The Omnivore's Dilemma" and "Salt, Fat, Acid, Heat" may initially seem like unrelated literature to our study, but their exploration of the nuanced world of food sheds light on our unexpected findings. Just as the plot twist in a captivating novel takes readers by surprise, the unexpected connection between food scientists and stock prices keeps us on the edge of our academic seats.

Our impressive correlation coefficient and r-squared value of 0.8399881 and 0.7055799, respectively, validate the noteworthy influence of the number of food scientists and technologists in Kansas on Activision Blizzard's stock price. Furthermore, the p-value of less than 0.01 serves as a robust confirmation akin to a Michelin-starred chef's seal of approval.

In Fig. 1, our scatterplot is not just an arrangement of data points—it's a visual feast that vividly captures the harmonious dance between food science expertise and stock price fluctuations. Just as a well-choreographed ballet captivates its audience, our scatterplot elegantly showcases the captivating relationship between these seemingly disparate variables.

Our results not only raise eyebrows but also draw humorous parallels to a cow stumbling upon the concept of bartering. They beckon researchers and investors to relish in the flavorful unpredictability of economic connections, akin to savoring an intricately crafted dish that marries unexpected ingredients. Our study serves as a call for further culinary-inspired investigations, enticing researchers to explore the tantalizing nexus of economic flavors that transcend traditional boundaries. So, let's raise our forks to this unexpected pairing, and may it inspire many more delightful discoveries in the world of economic research. Cheers to a future paved with unanticipated yet delectable revelations!

## 6. Conclusion

In this study, we embarked on a culinary odyssey through the unlikely pairing of Kansas' food scientists and the stock price of Activision Blizzard. Our exploration revealed a savory correlation between these seemingly distinct entities, akin to stumbling upon a hidden compartment in a lunchbox. The robust correlation coefficient and r-squared value highlighted the substantial impact of food science expertise on the gaming industry's financial performance, leaving us in awe of the unexpected flavors that emerged from this unorthodox pairing.

The implications of our findings are as intriguing as discovering a chili-infused chocolate bar – they challenge traditional perceptions and beckon us to expand our palates of economic understanding. While it may seem as improbable as a marshmallow climbing Mount Everest, our results underscore the potential influence of food science on the stock market dynamics in the gaming industry. This tantalizing revelation serves as a delectable appetizer, stimulating further appetite for research into the dynamic interplay of seemingly disparate sectors.

As we conclude this gustatory journey, we firmly assert that no further research is needed in this area. After all, we have finally proven that the number of food scientists in Kansas can make your investment portfolio taste a little better. And in the realm of academic curiosity, that's more satisfying than a parfait with extra sprinkles.

