

Colorado Youth Soccer Club

Scope

This project consists of using cost-benefits analysis to evaluate Colorado Rapids Youth Soccer Club's social return on investment, quantifying the club's economic, health, and social impact. This effort is in support of their efforts to leverage data science to fulfill their potential for growth, both on and off the field.

Overview

Colorado Rapids Youth Soccer Club is a nonprofit organization that provides leagues, camps, and tournaments that serve 10,000 beginner to elite players locally, regionally, and nationally. Colorado Rapids Youth Soccer is committed to focusing on players' development both on and off the field, and does so through a number of programs such as the nation's largest college placement program, an integrated relationship with UHealth Sports Medicine, an online digital education platform that serves players, coaches, and parents, and a fully integrated sports psychology program.

Goal

Build a model that calculates the total annual social return on investment in local communities across three sectors:

- Economy (club membership fees, equipment, merchandise, travel, food and beverages, investment in infrastructure)
- Society (positive social impact, e.g. teamwork, equal access for everyone, volunteer/employment opportunities)
- Health (reducing risk of certain health conditions, improving mental health and well-being)

Skills: Research, Econometrics, Data Analysis, Machine Learning