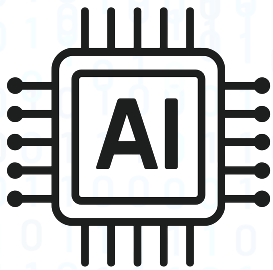# Applied Sport Analytics
SPM4705

Spring 2026 | Honors Option Available

AI MEETS ATHLETICS: THE FUTURE OF SPORT ANALYTICS

THE OPPORTUNITY
Work with real datasets from UNF Athletics and professional sport organizations. Use cutting-edge AI tools alongside traditional analytics to solve authentic industry challenges. Present your work publicly at the Honors Innovation Conference.
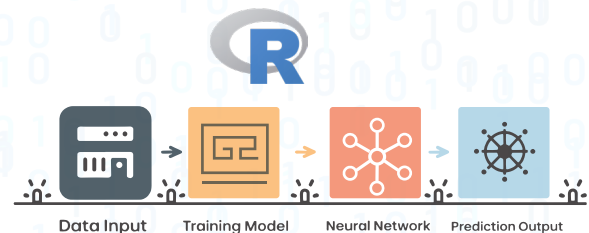
WHAT YOU WILL DO
• Analyze real sport performance, business, and fan engagement data
• Master AI-enhanced workflows using ChatGPT, Claude, and other platforms
• Build interactive dashboards and compelling data stories
• Collaborate in mixed-level teams on consult-

SKILLS YOU WILL GAIN
• Data analysis in R
• AI prompt engineering for analytics workflows
• Predictive modeling and visualization
• Professional stakeholder communication
• Real-world consulting experience

Data Input → Training Model → Neural Network → Prediction Output

WHO SHOULD ENROLL?

Anyone with a passion for data-driven decision making in sports!

COURSE DETAILS:

Prerequisites: STA 2023 or equivalent
Sport Management majors: SPM 4703 reccomended
Questions about the course, please
   contact Dr. Davis @ s.davis@unf.edu

WHEN: Thursdays, 6:00-7:15 PM
WHERE: Petway Hall, Room 2500
FORMAT: Hybrid
INSTRUCTOR: Dr. Sean Davis