EMORY AI.DATALAB FALL 2025 PROJECT

Topic & Background

Major Sports Events

In the next few years, Atlanta will host several major sports events, including the 2026 FIFA World Cup, 2028 Super Bowl, and several NCAA events. Invest Atlanta will play a key role in preparing the city to take full advantage of these events.

Research Question

Maximize ROI & Equity

How can Atlanta maximize the positive impacts of these major event opportunities while ensuring local businesses are able to benefit alongside major franchises?

Data & Tools

Primary Toolkit:

- Full registered business records for Atlanta
- Official boundaries for neighborhoods and active incentive zones
- GitHub + R or Python for analysis projects

Timeline

Fall Semester 2025

- Kickoff meeting
- Week 1 orientation
- Week 2 research questions
- Weeks 3-5 data analysis
- Weeks 6-7 modeling and evaluation
- Week 8 conclusions and next steps
- Week 9 develop poster and presentation
- Week 10 showcase

Goals & Deliverable

Policy Insights

The semester deliverable will include a poster and presentation showcasing analysis methods and key findings. Students will have the opportunity to present at Invest Atlanta headquarters. Further, we will expand on this project in the spring with a more focused cohort of students who will deliver a formal report to Invest Atlanta. These projects will deliver actionable insights to shape our major events strategy.