MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
Customer Insights Dashboard

The Capstone Experience

Team Urban Science

Allen Lin
Cody Maier
Jacob Frank
Jeff Valentic
Md Samad
Claire Cherng

Department of Computer Science and Engineering
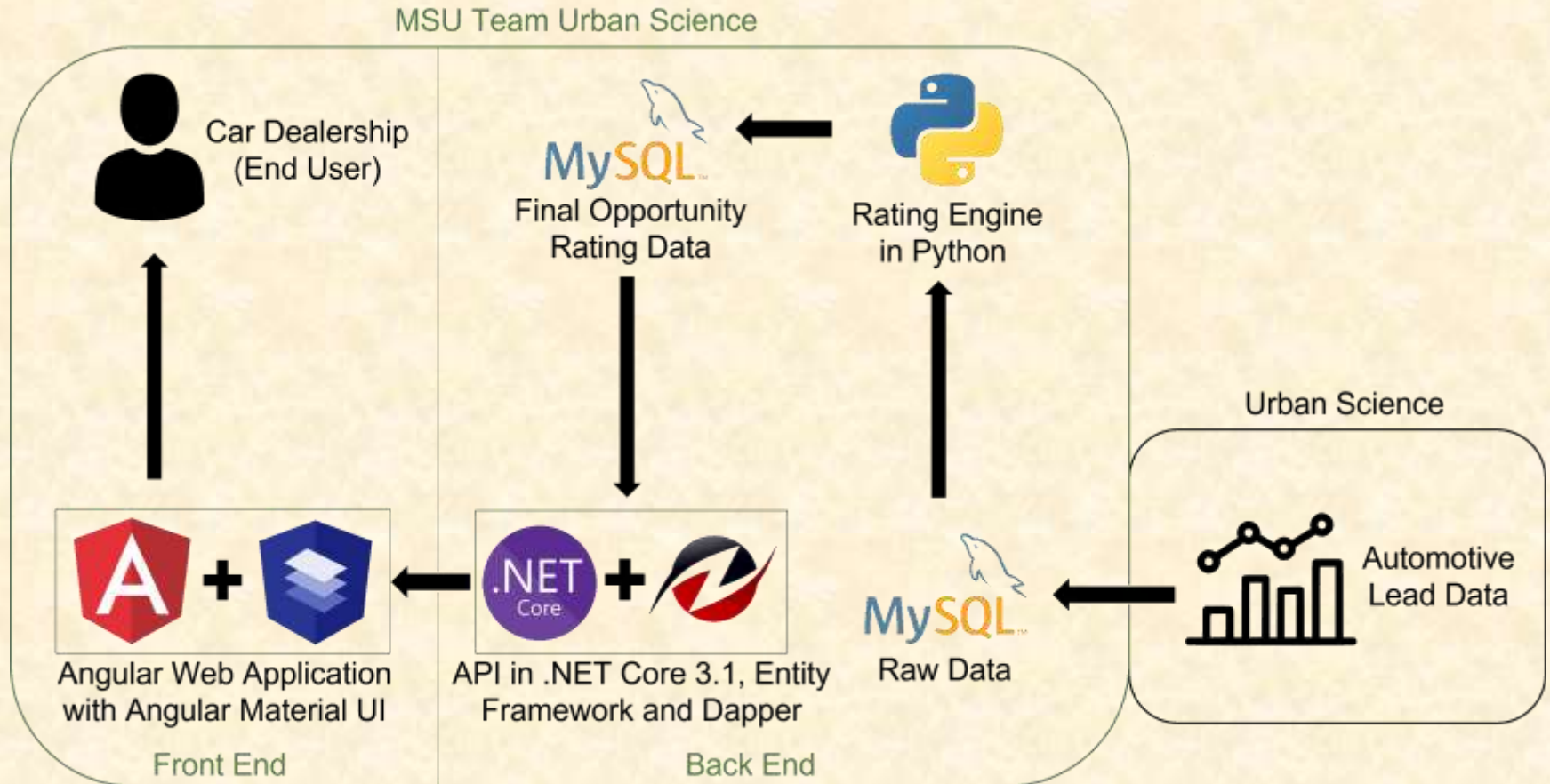Michigan State University

Spring 2022
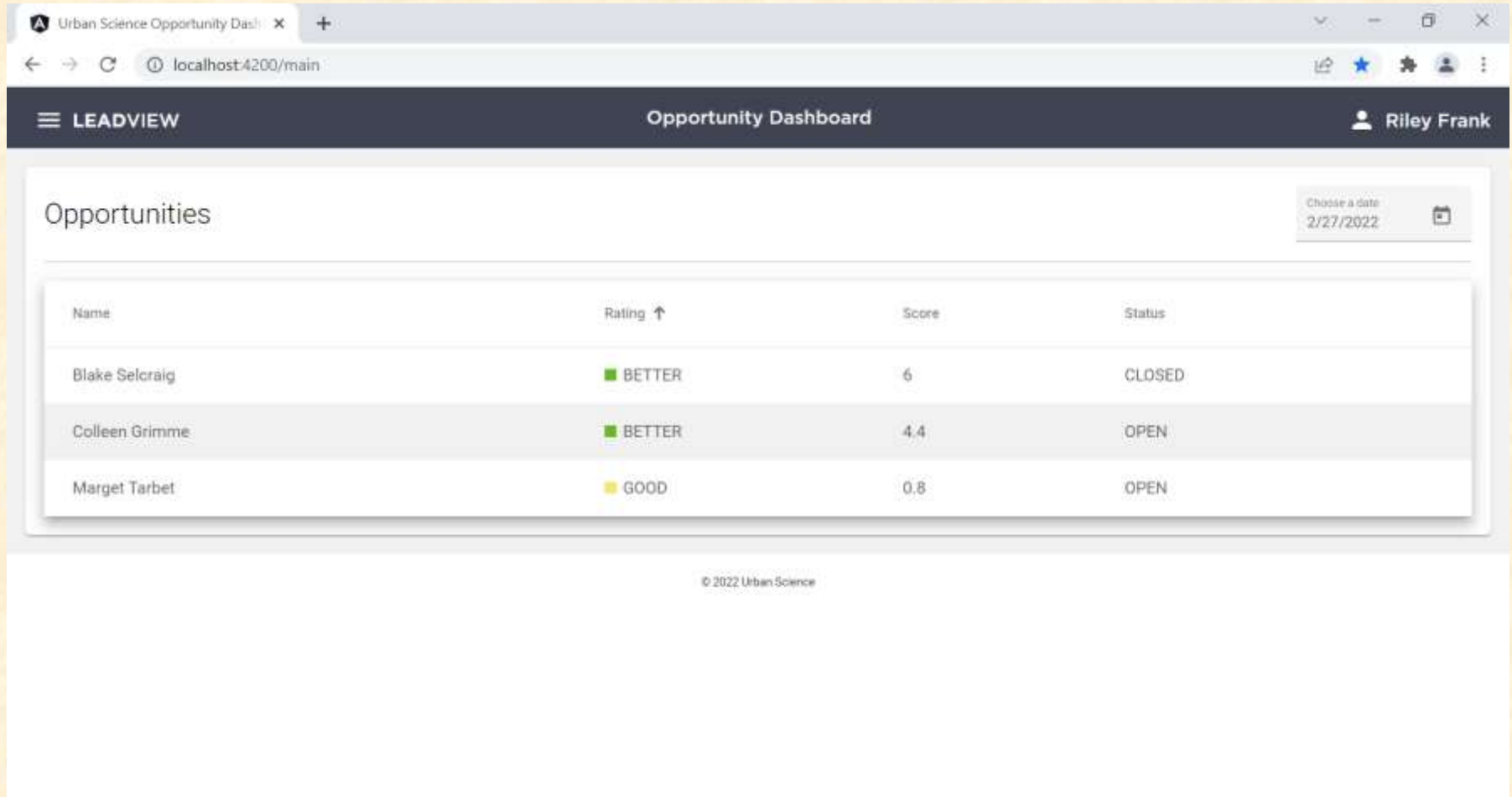
From Students…
…to Professionals

Project Overview

- Concept of an Opportunity Dashboard

- Take input data from Urban Science

- Process data and determine the value of the opportunities

- Display palatable household-dealership relationship information through the dashboard

- Dealerships use this data to assist in sales

System Architecture

Opportunities Table

Opportunities Table Date Change

Opportunity

Opportunity Details

What's left to do?

- Expand rating algorithm

- Dealer opportunities relate to current date

- Closed leads should be displayed separately

- Display opportunity's prior leads, ownership history, and service history

- Generate and display key points for "best" opportunities

- Show fresh opportunities as "NEW"

Questions?