

**MICHIGAN STATE**  

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**UNIVERSITY**

# 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

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*From Students...  
...to Professionals*

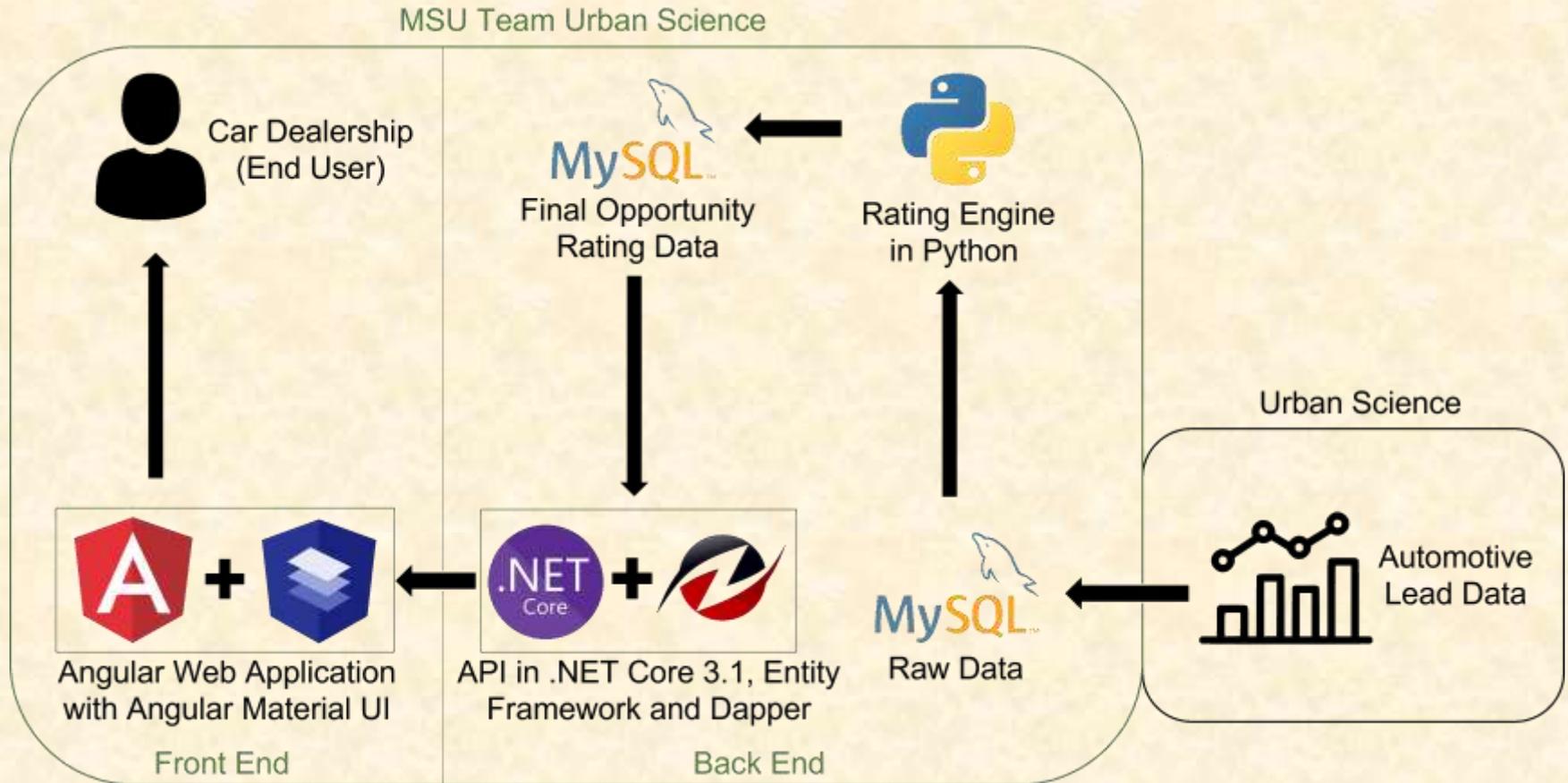
# Project Overview

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- 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

Urban Science Opportunity Dashl x +

localhost:4200/main

LEADVIEW Opportunity Dashboard Riley Frank

Opportunities

Choose a date  
2/27/2022

Name	Rating ↑	Score	Status
Blake Selcraig	BETTER	6	CLOSED
Colleen Grimme	BETTER	4.4	OPEN
Marget Tarbet	GOOD	0.8	OPEN

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# Opportunities Table Date Change

Urban Science Opportunity Dash | x +

localhost:4200/main

LEADVIEW Opportunity Dashboard Riley Frank

Opportunities

Choose a date  
2/28/2022

Name	Rating ↑	Score	Status
Francyné Inge	■ BEST	7.2	OPEN
Blake Selcraig	■ BETTER	6	CLOSED
Colleen Grimme	■ BETTER	4.4	OPEN
Marget Tarbet	■ GOOD	0.8	OPEN

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# Opportunity

The screenshot shows a web browser window with the URL `localhost:4200/opportunity?house_id=5775`. The application header includes a hamburger menu, the text "LEADVIEW", the title "Opportunity Dashboard", and a user profile for "Riley Frank".

The main content area is titled "Opportunity" and features a progress indicator. It displays contact information for "Francyne Inge" (058 Pine View Plaza, Atlanta, GA 30336; 2147483647; fingelj@wiley.com) and vehicle details for "Model 1" (2/1/2022, Trim: 1).

Three key insights are highlighted in green boxes:

- Vehicle in Stock:** You have the vehicle Francyne would like to purchase in stock.
- Previously Served:** Francyne previously worked with you to purchase a car.
- Most Contacted:** You are the dealer Francyne has contacted the most.

Below these insights are three sections: "Leads", "Ownership History", and "Service History".

Leads	Ownership History	Service History
Model 1 2/1/2022	Model 1 6/23/2005	3/13/2019

# Opportunity Details

The screenshot shows a web browser window with the URL `localhost:4200/opportunity?house_id=5775`. The page displays the following information:

Leads	Ownership History	Service History
<p>Model 1      2/1/2022</p> <p>Status: OPEN</p> <p>Rating Change: 9.17%</p> <p>Rating: BEST</p>	<p>Model 1      6/23/2005</p> <p>In brand</p> <p>VIN: SCBFR7ZA5CC072256</p>	<p>3/13/2019</p>
<p>Model 2      2/1/2022</p>	<p>Model 2      2/17/2017</p> <p>Not in brand</p> <p>VIN: 5TFUM5F18AX006026</p>	<p>6/24/2021</p> <p>Service Center: Service Center 10</p> <p>VIN: SCBFR7ZA5CC072256</p>
<p>Model 1      2/1/2022</p>	<p>Model 3      4/1/2012</p>	<p>1/7/2022</p>

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# 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?

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