### **MICHIGAN STATE**

0

# Alpha Presentation Market Share Viewer App

### The Capstone Experience

#### **Team Urban Science**

Abdulla Alkawai Lucas Madill David Pusdesris Dhruv Rajput David Warner

Department of Computer Science and Engineering Michigan State University

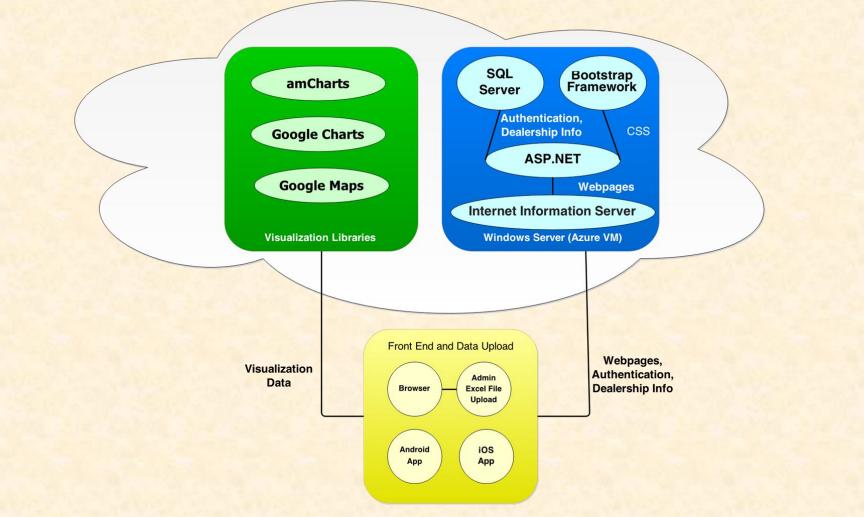
Spring 2015



### **Project Overview**

- Collect and visualize market share and dealer statistics for automotive marketing managers
- Role-based user hierarchy; global managers, country managers, CEOs
- Drill down data functionality
- Administrative web interface with data upload

### System Architecture



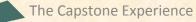
# **Admin View**

Market Share Viewer

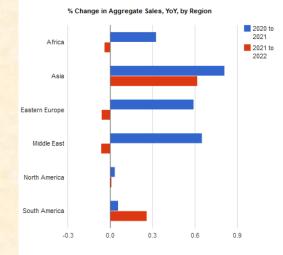
#### Index

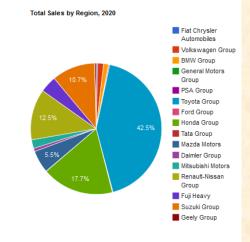
Create New

Description		
Country Manager	country manager stuff	Edit   Details   Delete
Admin	adminstration	Edit   Details   Delete
Debug		Edit   Details   Delete
BMW Group		Edit   Details   Delete
Regional Manager	regional manager	Edit   Details   Delete
Ford Group		Edit   Details   Delete



# **CEO** View

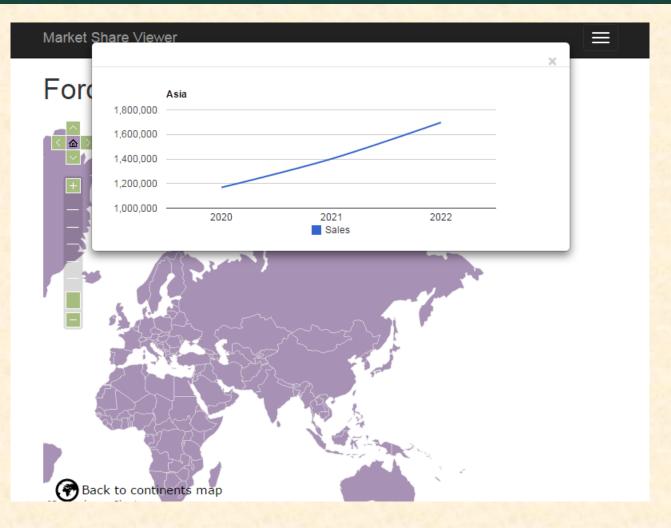




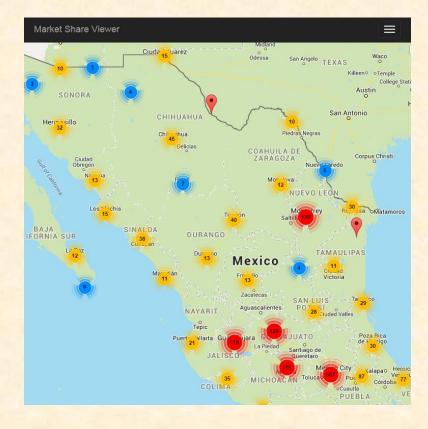
Average sales per dealer, by region, 2020 800 sales/dealers 600 400 200 0 Africa Asia Eastern Middle East North South Western America America Europe Europe

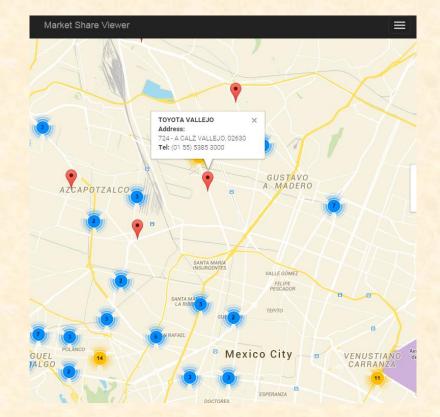
Team Urban Science Alpha Presentation

# **Regional View**



# **Country View**





## Switching to Web View



### What's left to do?

- Google Charts -> d3.js visualizations
- Push notifications
- Structured, more fluid layout
- CEO view

# Switching to Mobile View

