

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Purchase Score Application

The Capstone Experience

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From Students...
...to Professionals

Department of Computer Science and Engineering
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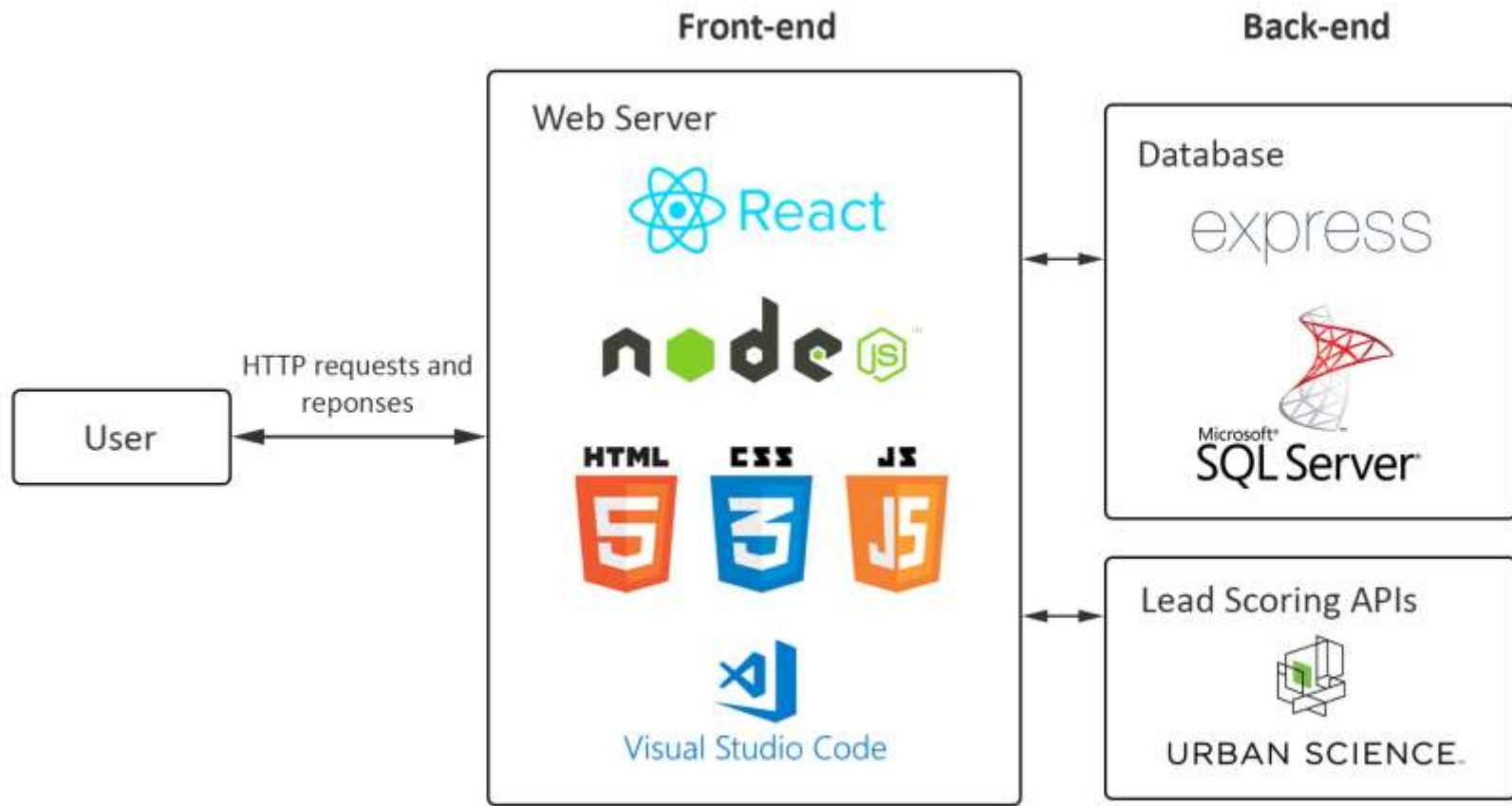
Fall 2020

Project Overview


- Leads are potential buyers
- Sales lead ranking platform
- Direct way of adding leads
- Generates reports based off dealer preferences
- Provides metrics on lead quality
- Improve sales with information



System Architecture



Input Leads Page

 URBAN SCIENCE HOME LOGIN

Input Leads Page

Input Leads Manually

New Lead 1

*First Name:

*Last Name:

*Address Line1:

Address Line2:

*City:

*State:

*Postal Code:

Email:

Phone Number:

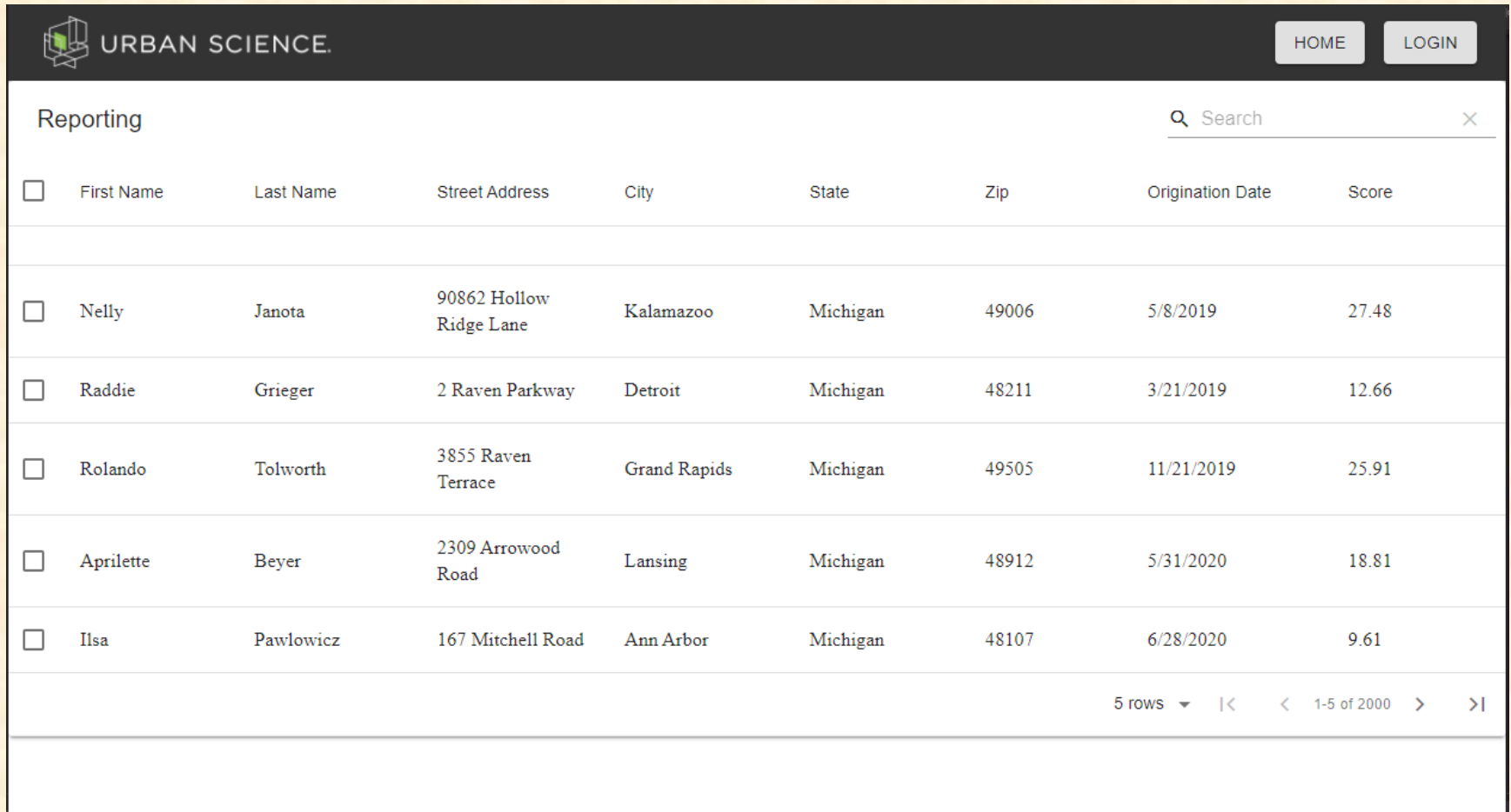
Car Brand:

Car Model:

Import Leads Automatically

No file chosen

Create A Report Page



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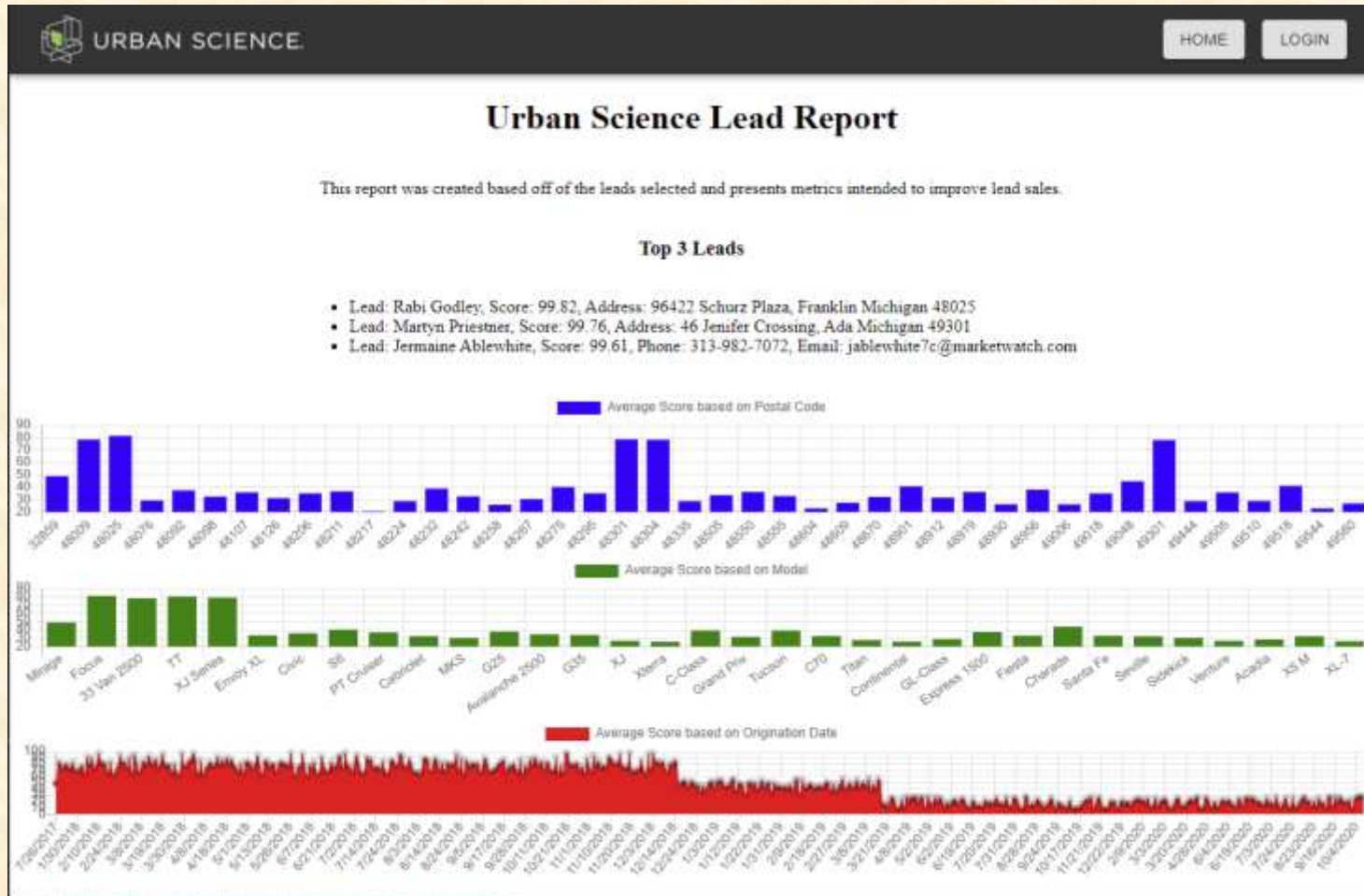
Reporting 🔍 Search x

| <input type="checkbox"/> | First Name | Last Name | Street Address | City | State | Zip | Origination Date | Score |
|--------------------------|------------|-----------|-------------------------|--------------|----------|-------|------------------|-------|
| <input type="checkbox"/> | Nelly | Janota | 90862 Hollow Ridge Lane | Kalamazoo | Michigan | 49006 | 5/8/2019 | 27.48 |
| <input type="checkbox"/> | Raddie | Grieger | 2 Raven Parkway | Detroit | Michigan | 48211 | 3/21/2019 | 12.66 |
| <input type="checkbox"/> | Rolando | Tolworth | 3855 Raven Terrace | Grand Rapids | Michigan | 49505 | 11/21/2019 | 25.91 |
| <input type="checkbox"/> | Aprilette | Beyer | 2309 Arrowood Road | Lansing | Michigan | 48912 | 5/31/2020 | 18.81 |
| <input type="checkbox"/> | Ilsa | Pawlowicz | 167 Mitchell Road | Ann Arbor | Michigan | 48107 | 6/28/2020 | 9.61 |

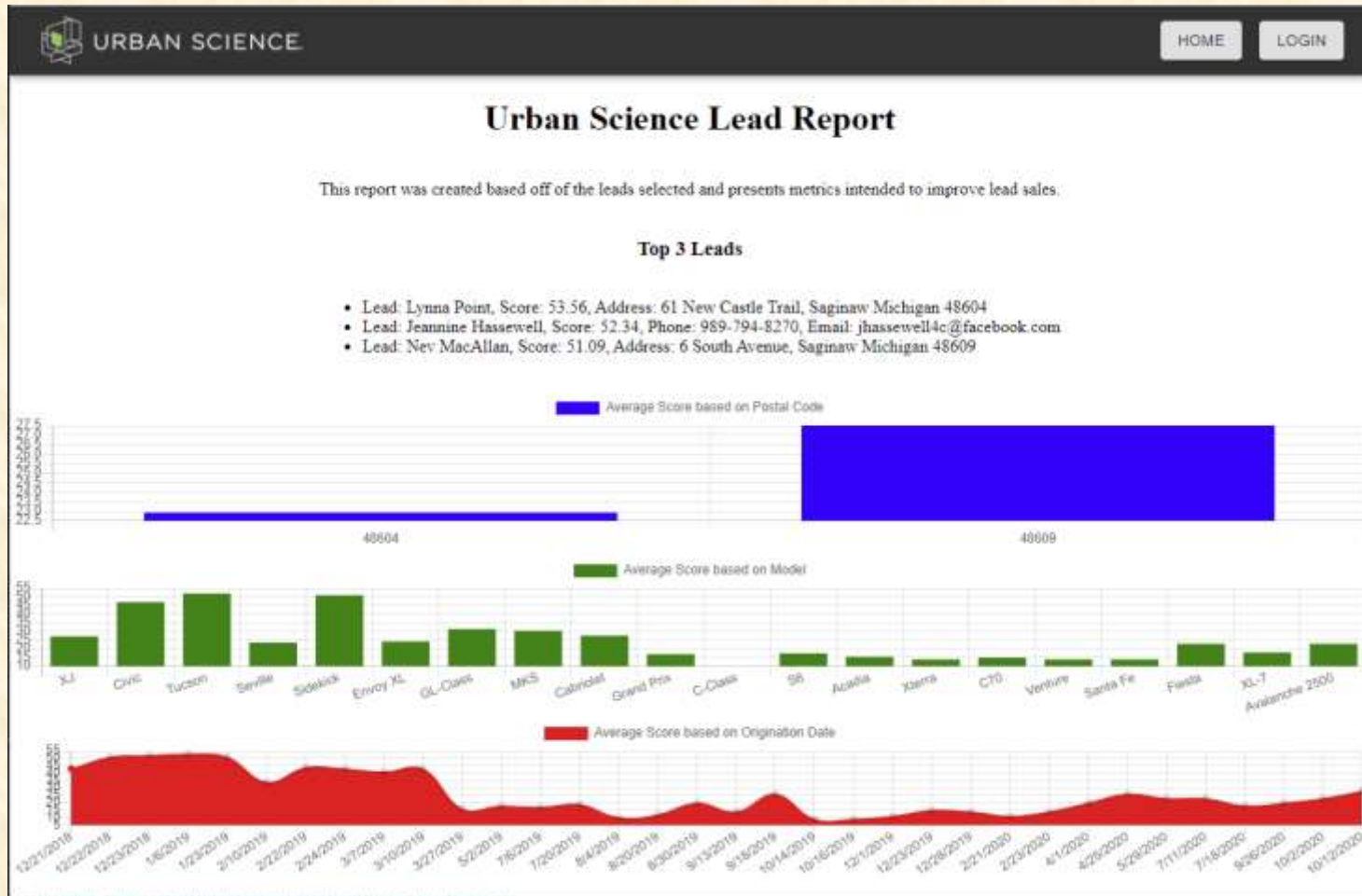
5 rows ▾ |< < 1-5 of 2000 > >|



Report Page (Example 1)



[Report Page (Example 2)]



What's left to do?

- Add more filters to the Create a Report Page
- Add the ability to export the report
 - Print
 - Excel
- Authentication functionality
- Dealer specific lead fields
- Expand on metrics
- Overall UI overhaul



Questions?

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