

**MICHIGAN STATE**  

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**UNIVERSITY**

# Alpha Presentation

## Synthetic Media

### The Capstone Experience

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Fall 2023



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

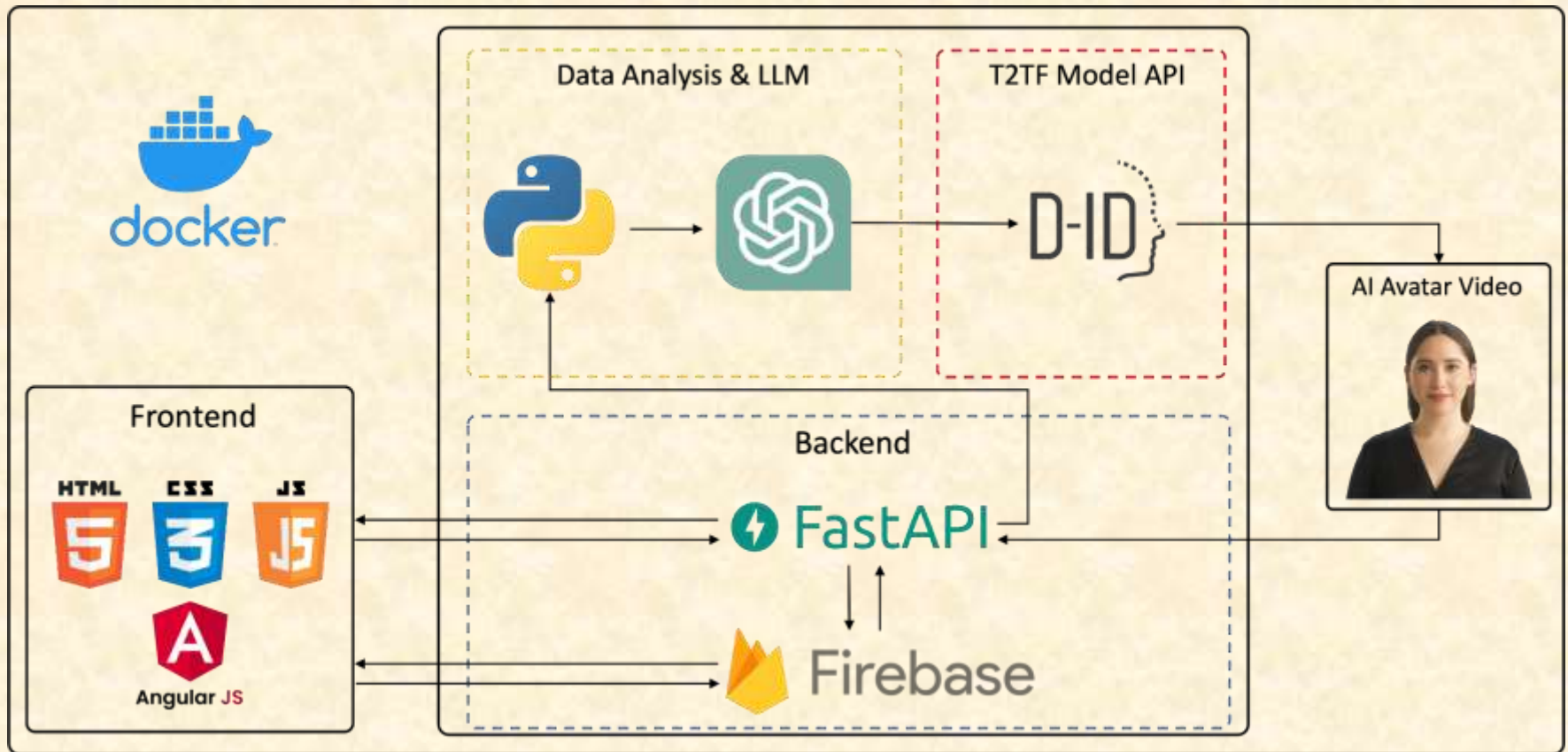
# Project Overview

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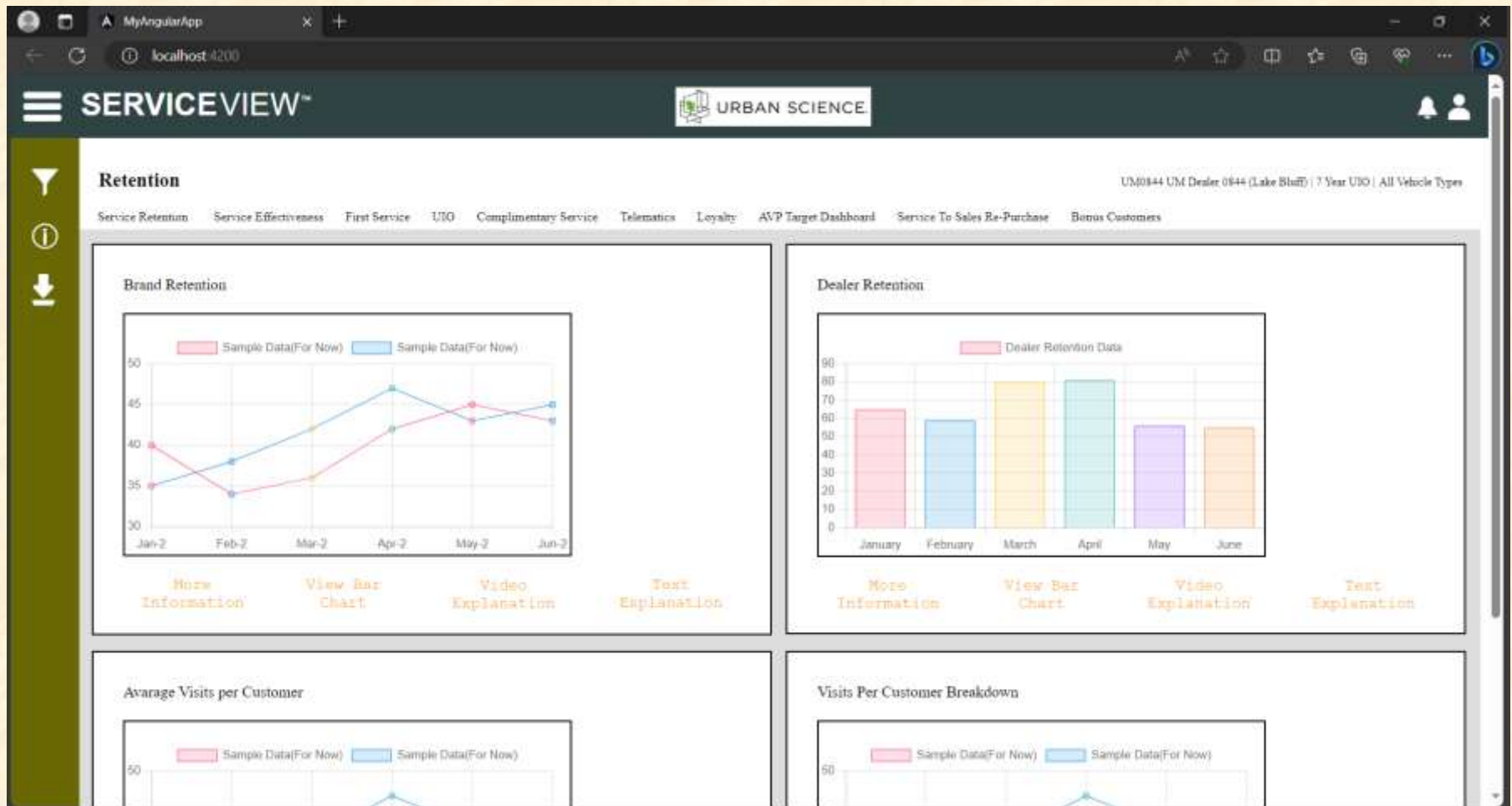
- Real-time analyzed data dashboard
- Real-time generated analysis-explaining virtual avatar video
- Downloadable data analysis report and video



# System Architecture



# Main User Dashboard



# Analysis Pop-Up Screen

**Retention** UM0044 UM Dealer 0844 (Lake Bluff) 7 Year UJO | All Vehicle Types

Service Retention Service Effectiveness First Service UID Complimentary Service Telematics Loyalty AVP Target Dashboard Service To Sales Re-Purchase Bonus Customers

**Brand Retention**

Regional Brand Retention National Brand Retention

Month	Regional Brand Retention	National Brand Retention
Jan-2	35	40
Feb-2	34	38
Mar-2	36	42
Apr-2	42	48
May-2	45	43
Jun-2	43	45

**Average Visits per Customer**

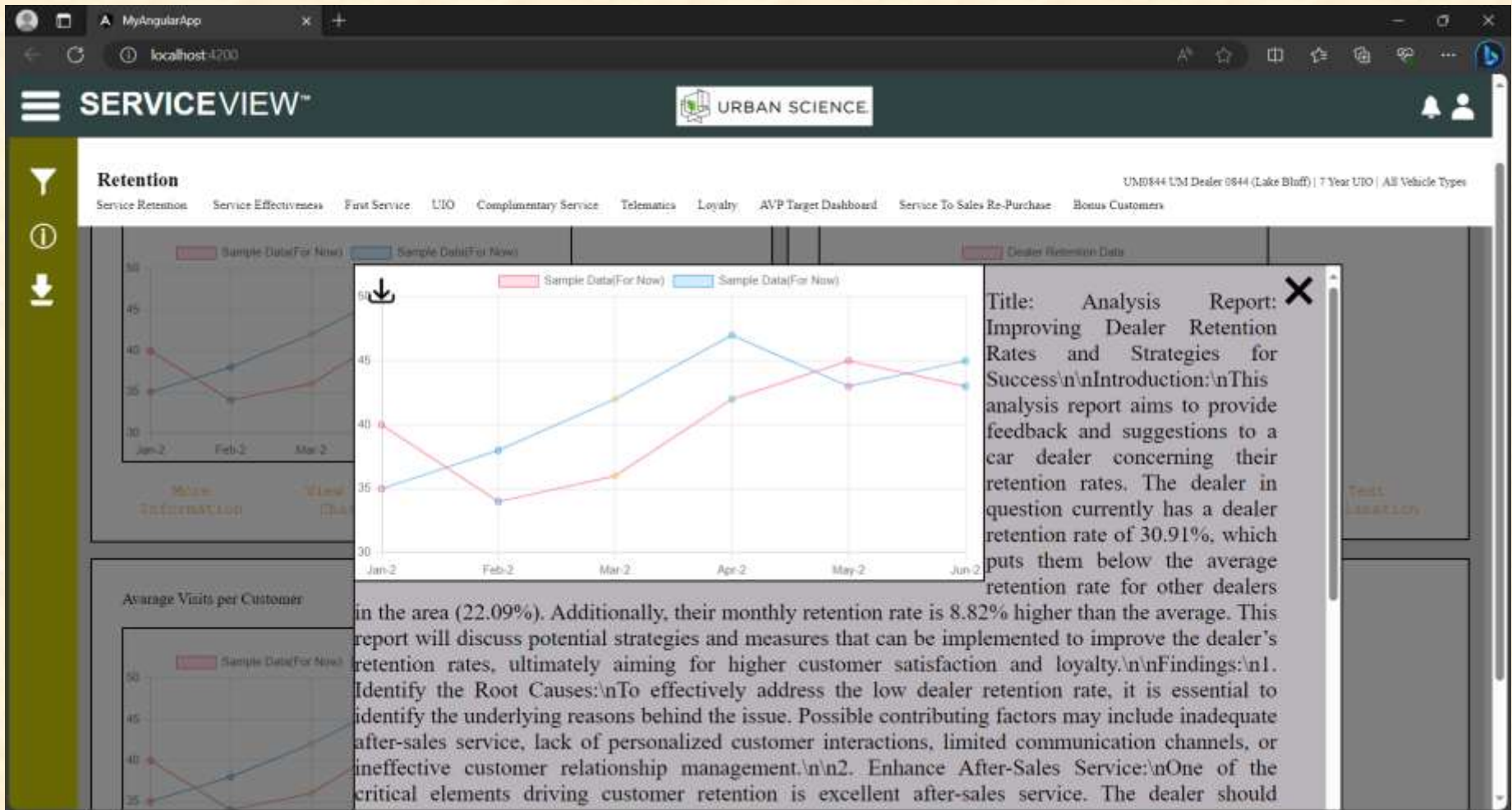
**Main Points:**

- Improving overall customer experience at the dealership. This can be achieved by providing exceptional customer service, insuring prompt and efficient handling of inquiries and concerns.
- Analysis the reason behind the lower retention rate and identify any patterns or areas of improvement

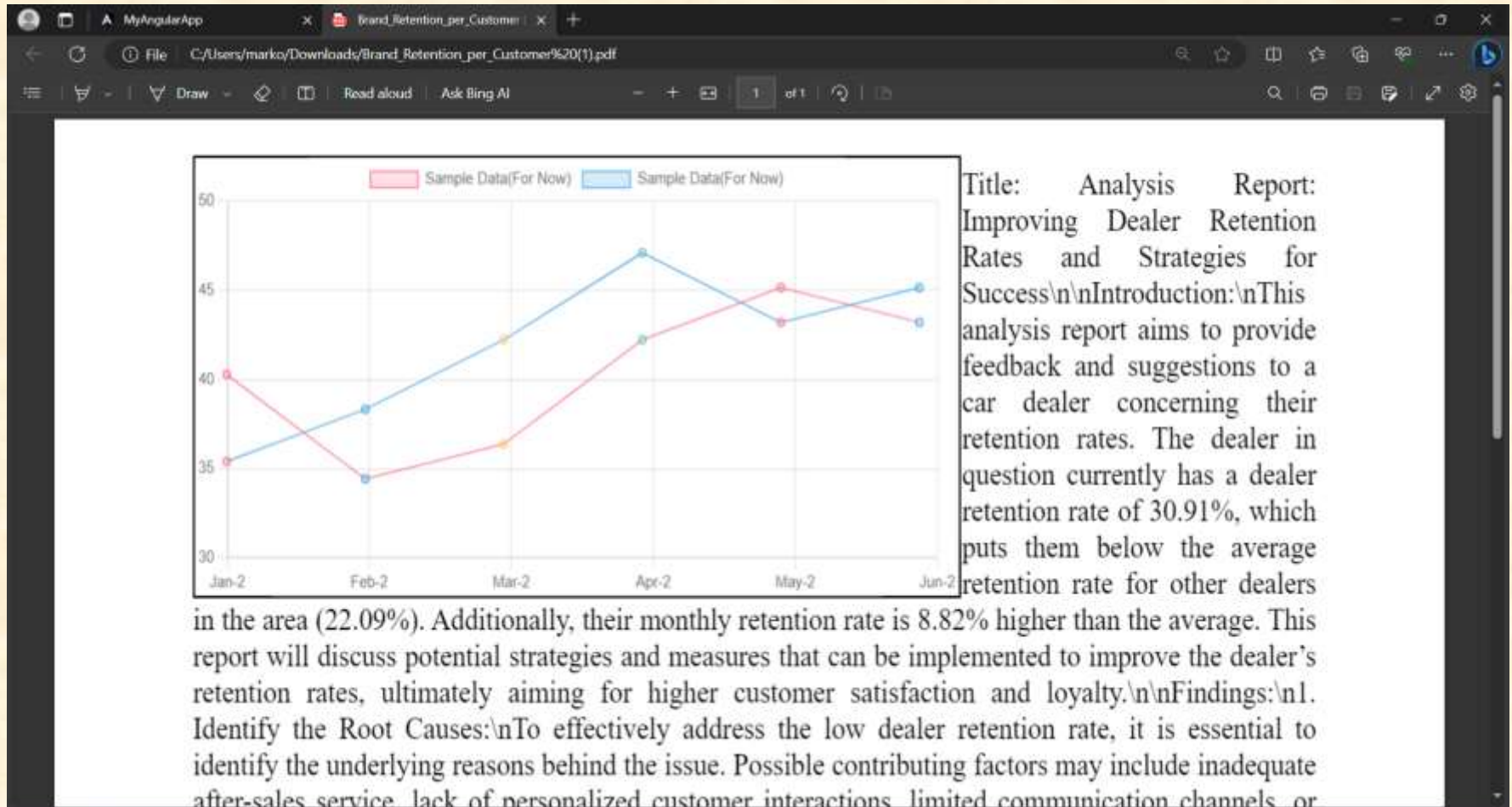




# Analysis Report View



# Downloadable Report



# What's left to do?

- Additional analysis components
  - Currently only dealer retention rates are considered
- GPT calibration
  - To generate diverse and reasonable responses
- Backend Optimization
  - Combine generative APIs into one call
- Frontend polishing
  - Additional animations in data view and pop-ups
  - Analysis report view formatting



# Questions?

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