

MICHIGAN STATE
UNIVERSITY

Beta Presentation Dealership Simulator 2017

The Capstone Experience

Team Urban Science

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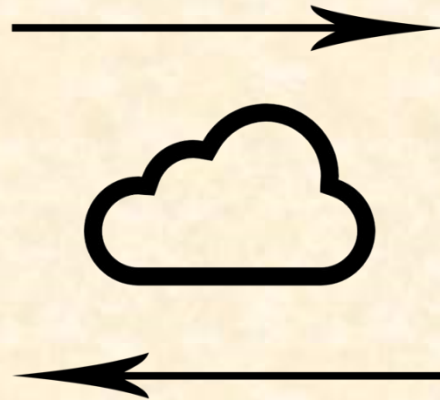


*From Students...
...to Professionals*

Project Overview

- Web and Mobile Tablet Application
 - Change KPIs each turn
 - Each turn is a month long
 - Limited resources so you cannot make too many changes
 - Profitability is calculated using real dealership data

System Architecture



Urban Scene



Rural Scene



Suburban Scene



KPI Input Screen

\$2,000

MONTHLY KPI INPUTS

MAY

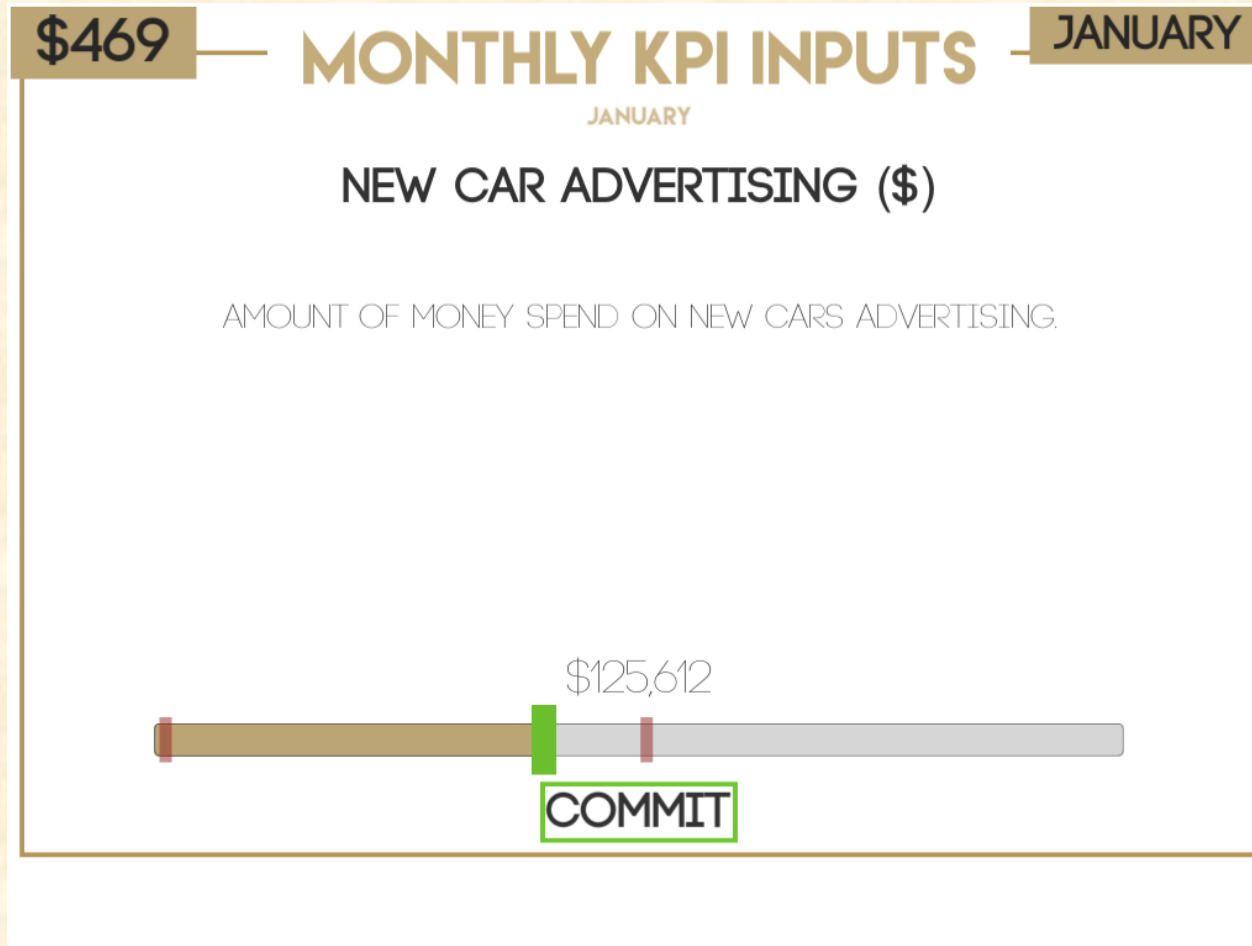
MAY

<div>NEW CAR INVENTORY</div> <div>510 CARS</div>	<div>NEW CAR GROSS PROFIT PER UNIT SOLD</div> <div>\$1,013</div>	<div>NEW CAR FINANCIAL CONTRACTS PEN(%)</div> <div>53%</div>	<div>NEW CAR SERVICE CONTRACTS PEN (%)</div> <div>37%</div>	<div>NEW CAR ADVERTISING (\$)</div> <div>\$111,123</div>
<div>USED CAR INVENTORY</div> <div>28 CARS</div>	<div>USED CAR GROSS PROFIT PER UNIT SOLD</div> <div>\$1,359</div>	<div>USED CAR FINANCIAL CONTRACTS PEN(%)</div> <div>82%</div>	<div>USED CAR SERVICE CONTRACTS PEN (%)</div> <div>74%</div>	<div>USED CAR ADVERTISING (\$)</div> <div>\$12,335</div>
<div>SERVICE DEPARTMENT GROSS AS A % OF SALES</div> <div>72%</div>	<div>SERVICE DEPARTMENT SERVICE LABOR RATE PER HOUR</div> <div>110</div>	<div>SERVICE DEPARTMENT ADVERTISING (\$)</div> <div>\$12,652</div>	<div>SERVICE DEPARTMENT LABOR SALES PER RO</div> <div>132</div>	<div>PARTS DEPARTMENT GROSS AS A % OF SALES</div> <div>34%</div>
<div>PARTS DEPARTMENT ADVERTISING (\$)</div> <div>\$8,796</div>	<div>PARTS DEPARTMENT LABOR SALES PER RO</div> <div>159</div>			

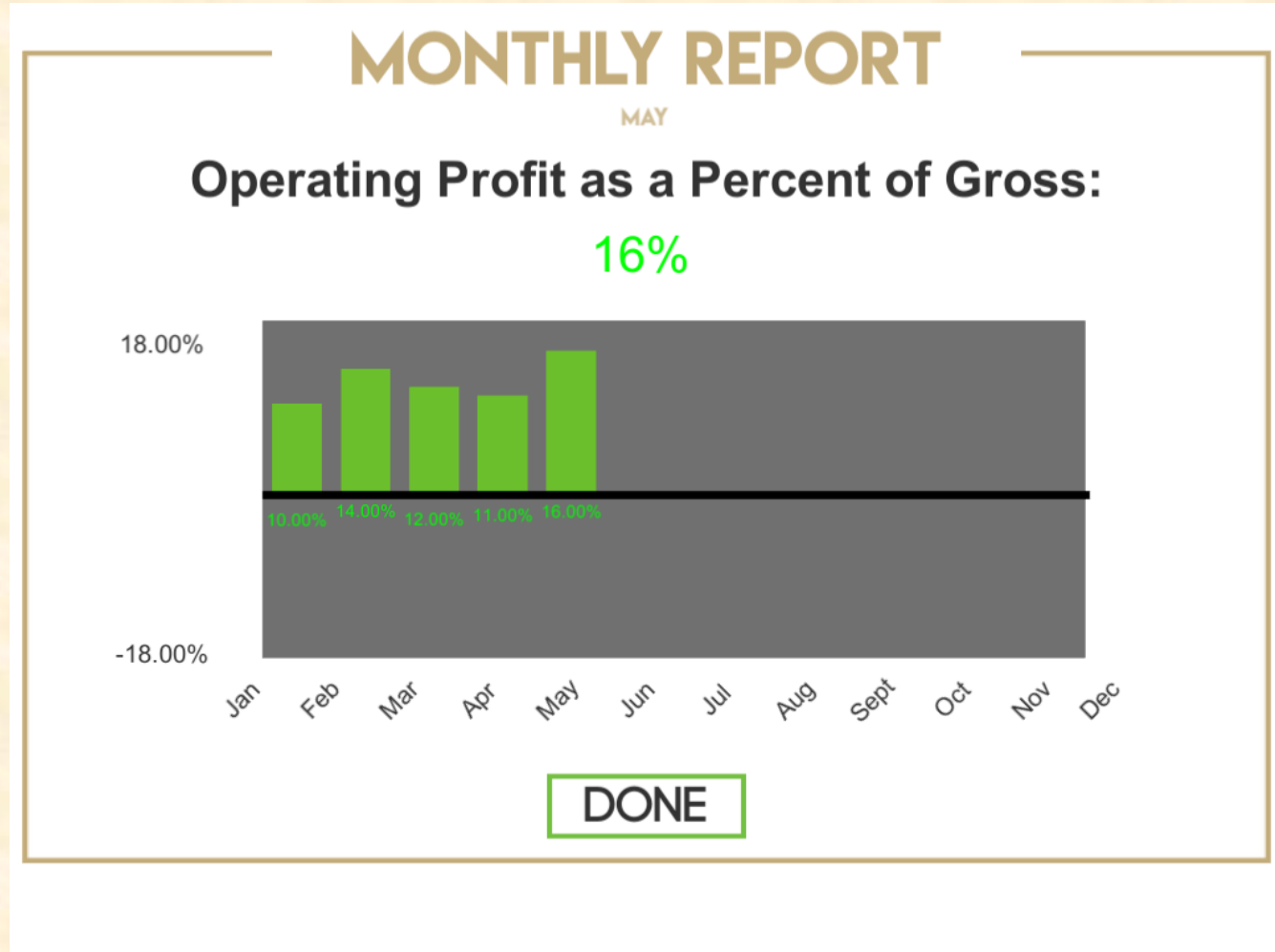
RESET

DONE

KPI Slider Screen



Output Screen



What's left to do?

- Email Password Resets
- Improvements to UI
- Tutorial
- More Audio

Questions?

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