MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
Market Share Viewer App

The Capstone Experience

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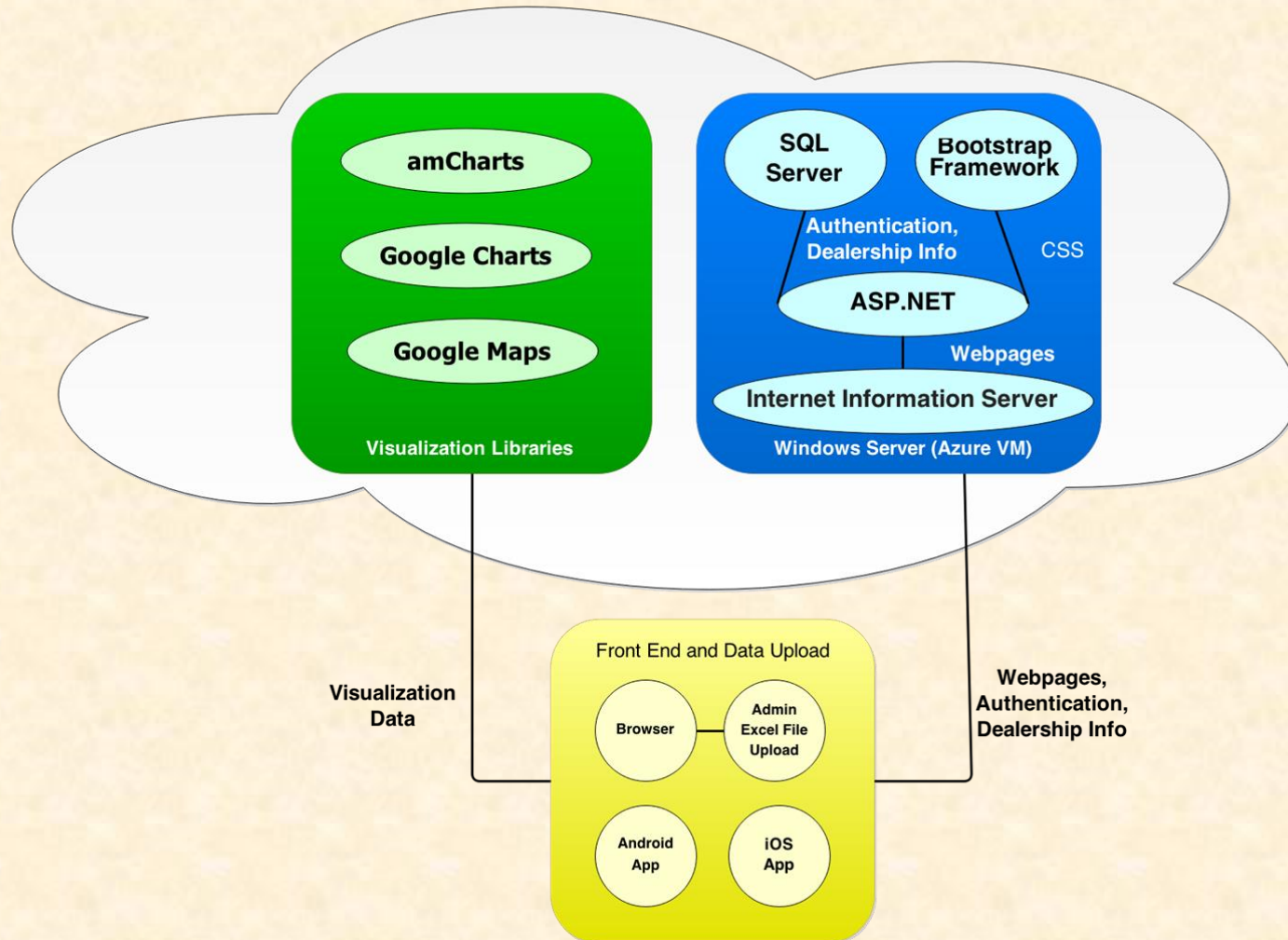*From Students…*
…to Professionals

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
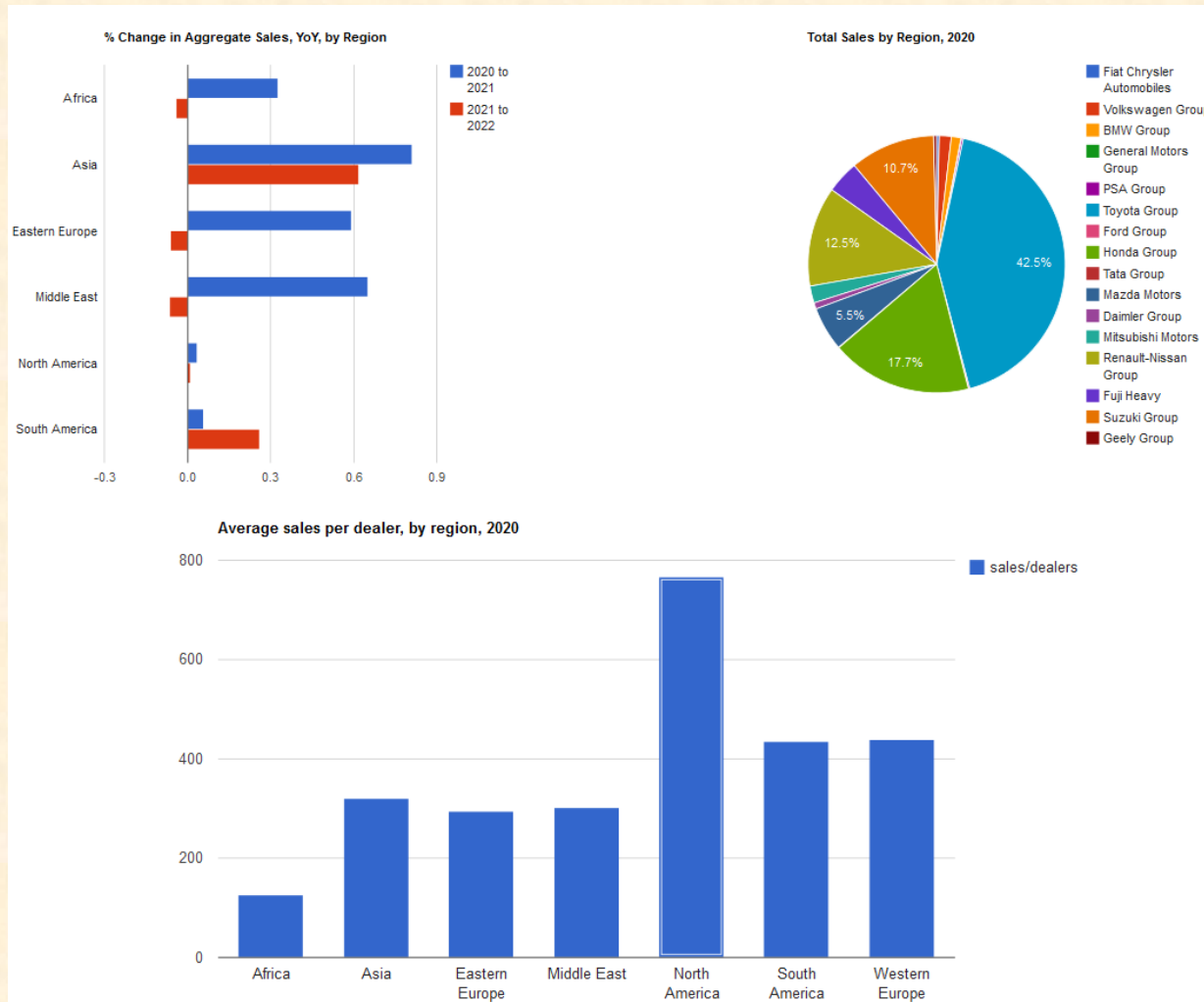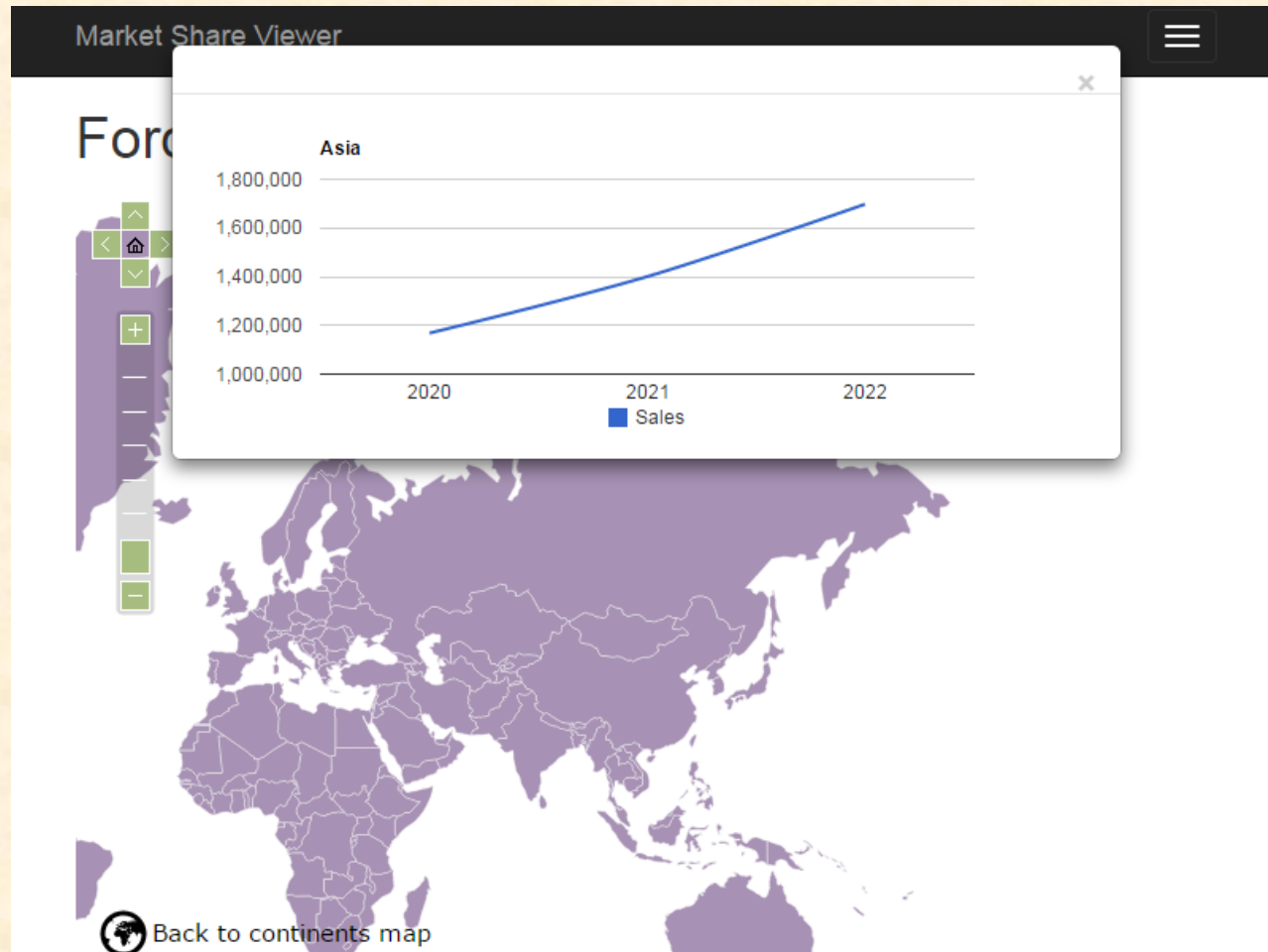
System Architecture
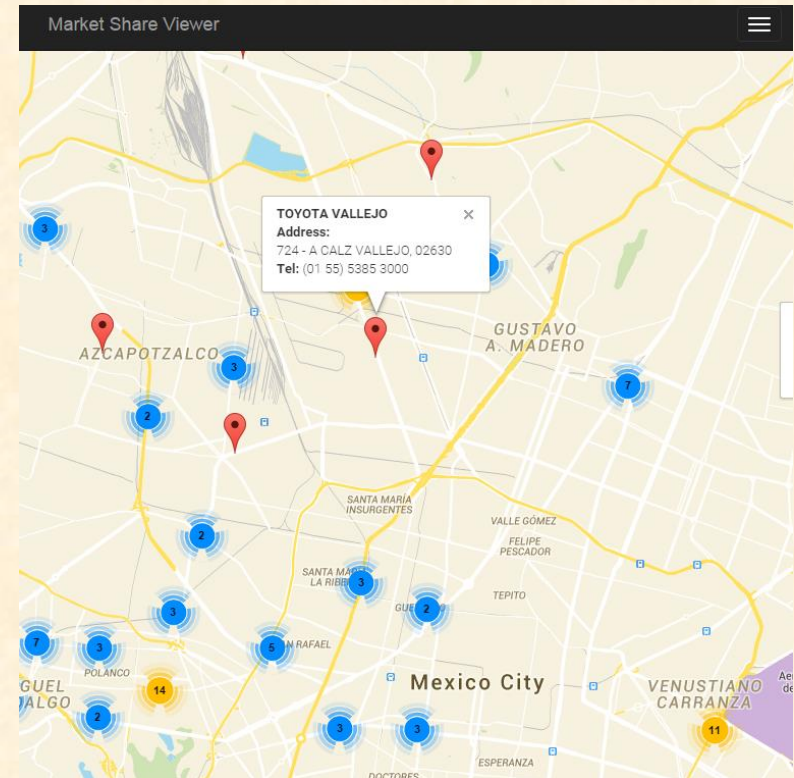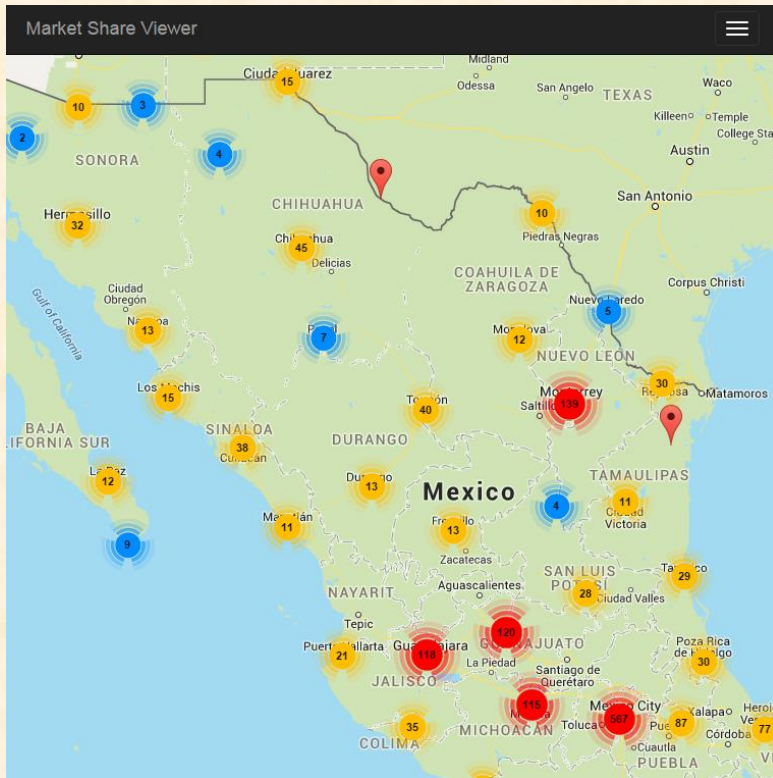
Admin View

CEO View

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