

**MICHIGAN STATE**  

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**U N I V E R S I T Y**

# Beta Presentation

Global Dealer Census & Market Share Viewer App

The Capstone Experience

Team Urban Science

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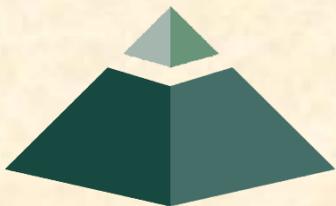
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*From Students...  
...to Professionals*

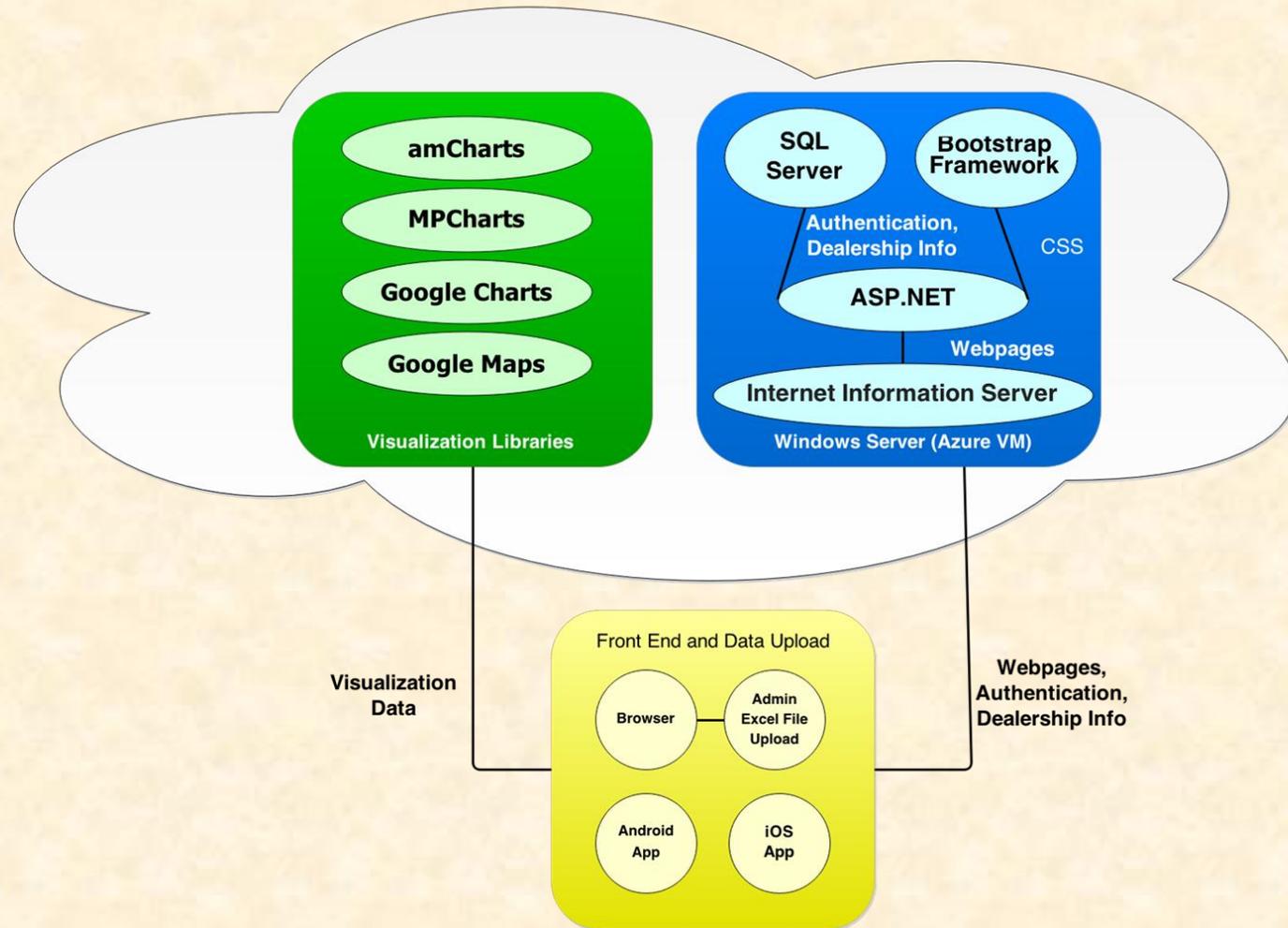
# Project Overview

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- Collect and visualize market share and dealer statistics for automotive marketing managers
- Role-based user hierarchy; regional managers, country managers, CEOs
- Drill down and user-specific data visualizations, integrated with map view
- Administrative web interface with data upload



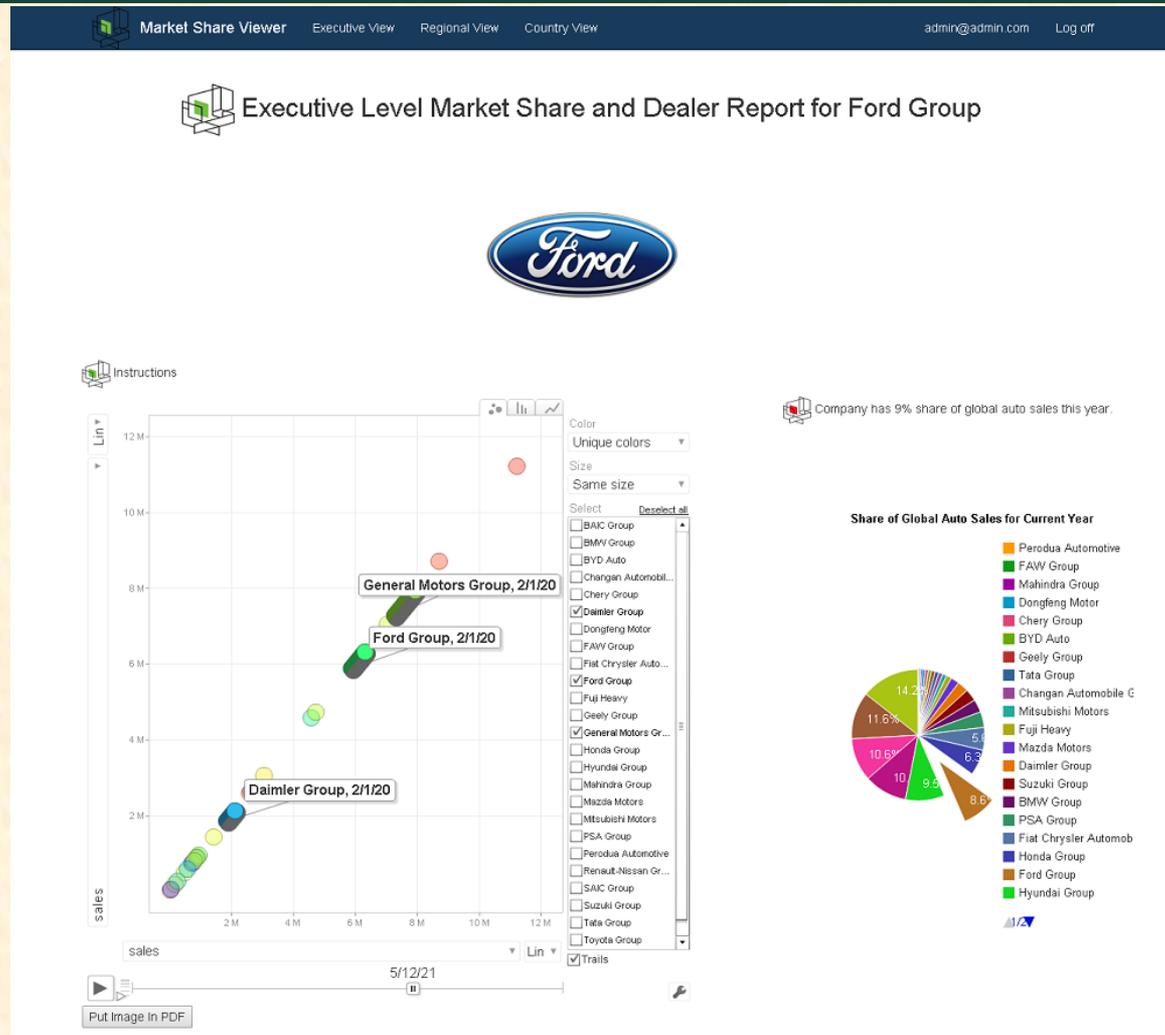
# System Architecture



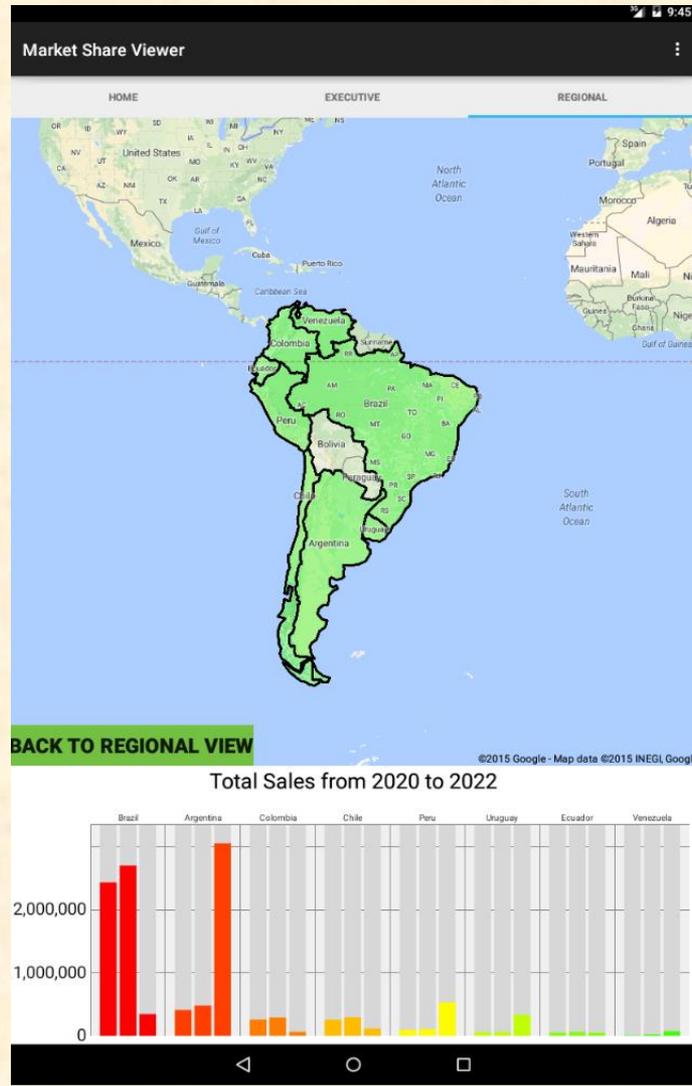
# Executive View (Web)



# Executive View (Web)



# Regional View (Mobile)



# What's left to do?

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- General debugging
- User interface/layout tweaks

