

**MICHIGAN STATE**  

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

# Beta Presentation

## Dealership Simulator 2017

### The Capstone Experience

Team Urban Science

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

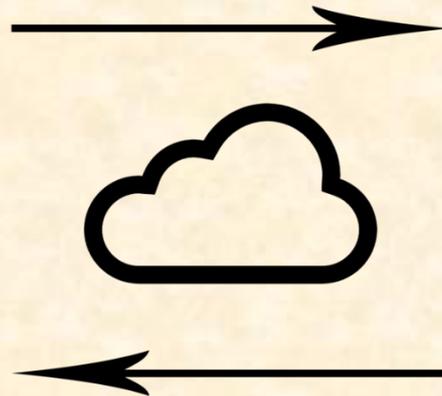
# Project Overview

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- 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**

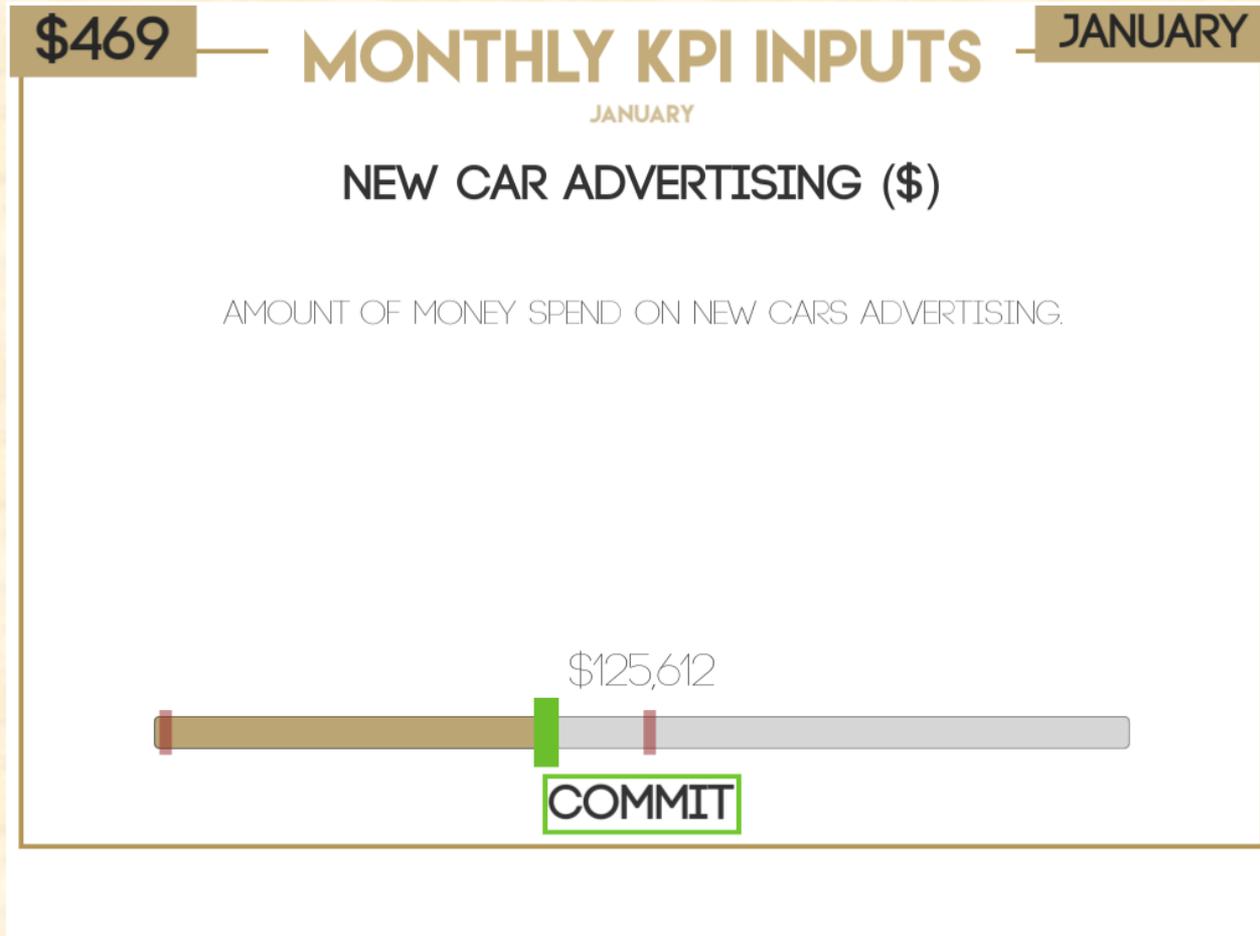
MAY

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

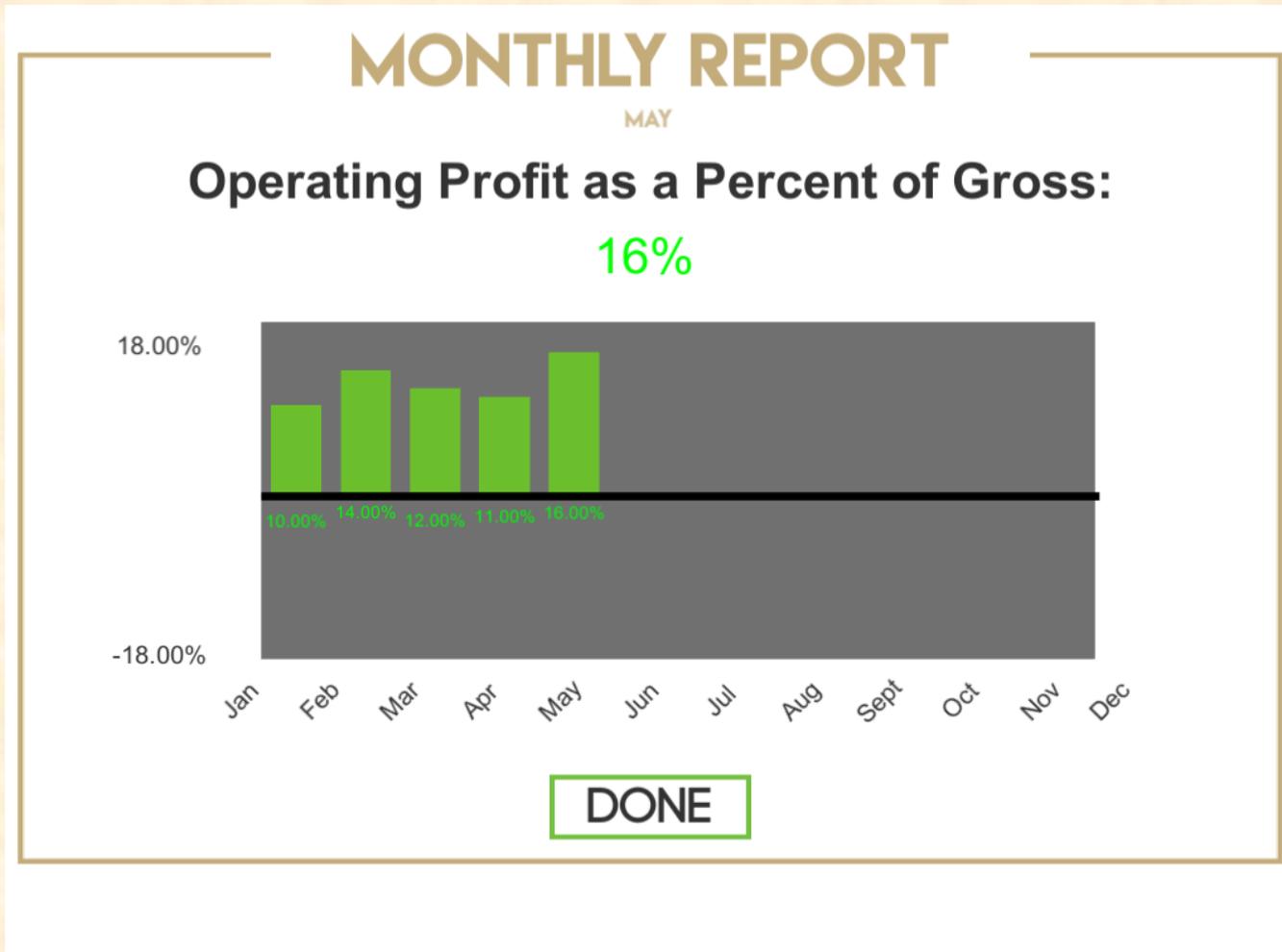
**RESET**      **DONE**



# KPI Slider Screen



# Output Screen



# What's left to do?

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



# Questions?

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