

**MICHIGAN STATE**  

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

# Alpha Presentation

## Real Time Ad Campaign Management

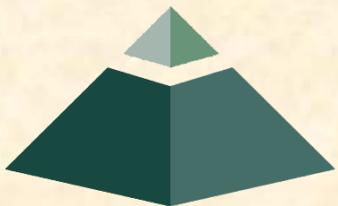
### The Capstone Experience

Team Urban Science

Zach Heick  
Anthony Orr  
Yoseph Radding  
Hang Zhang

Department of Computer Science and Engineering  
Michigan State University

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

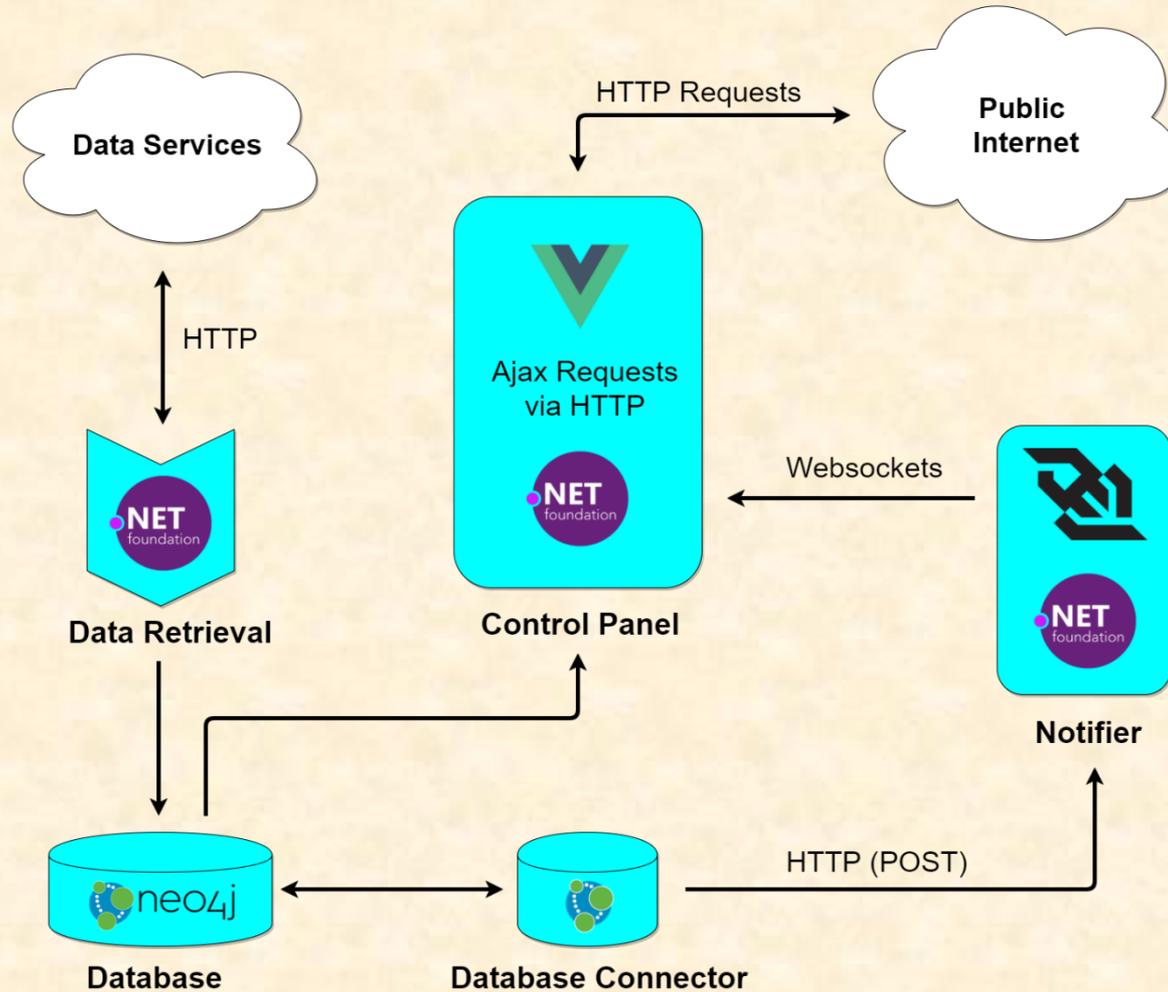
# Project Overview

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- The recommendation engine helps automotive campaigns target potential buyers while avoiding advertising to those not interested in buying a new vehicle
- Process various offline and online marketing data and recommends campaign improvements
- Campaign managers have the option to implement recommendations to their campaign using an intuitive interface



# System Architecture



# Campaigns Page

## Campaigns

| Campaign   | ID  | Company |
|------------|-----|---------|
| Campaign 1 | 001 | Dodge   |
| Campaign 2 | 010 | Dodge   |
| Campaign 3 | 011 | Dodge   |
| Campaign 4 | 100 | Dodge   |
| Campaign 5 | 101 | Dodge   |
| Campaign 6 | 110 | Dodge   |
| Campaign 7 | 111 | Dodge   |



# Account Log In

Ad Campaign Manager Control Panel [Create](#)

[Log in](#) [Log out](#)

Use a local account to log in.

UserName

Password

Remember me?

# Create Campaign

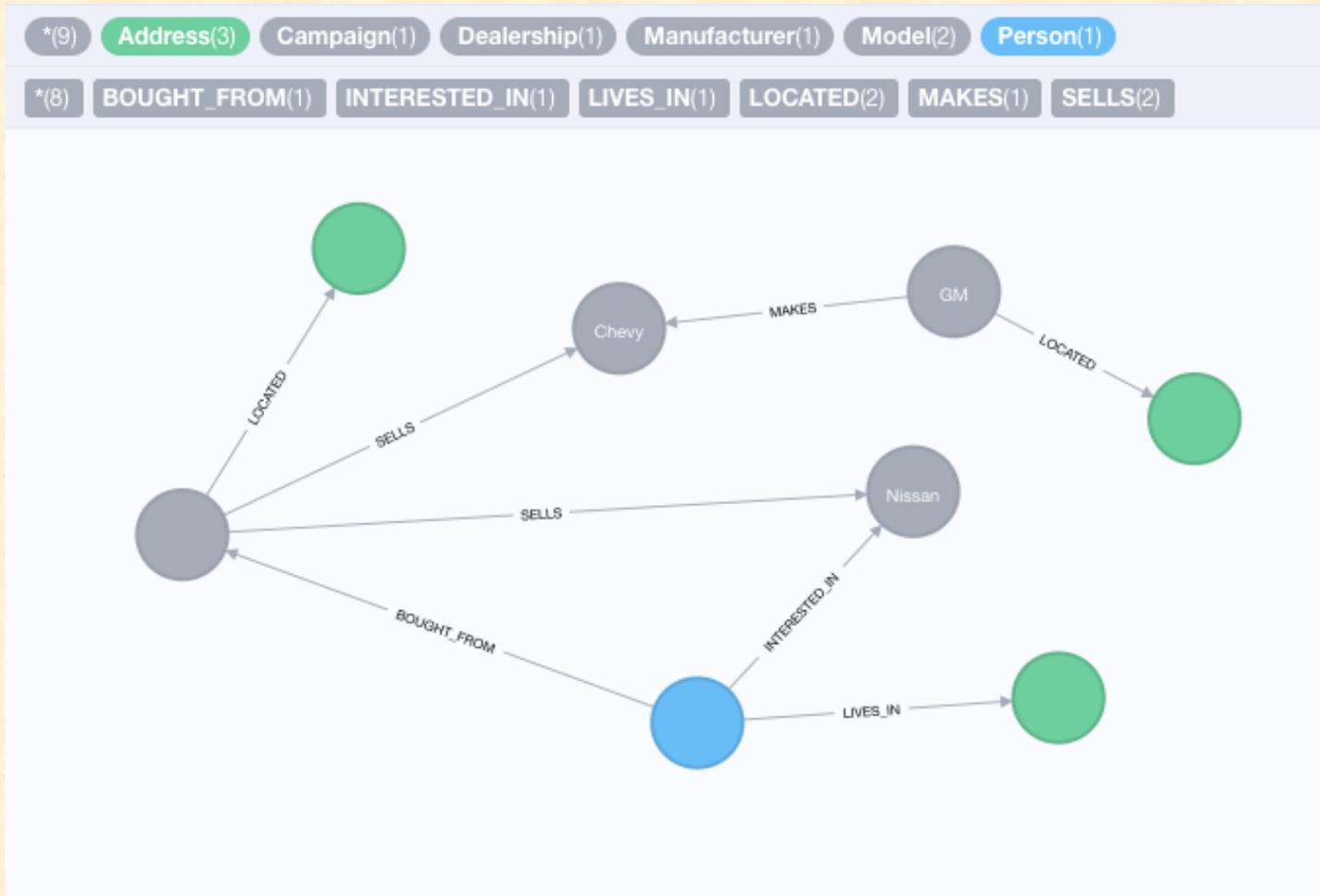
Ad Campaign Manager Control Panel [Create](#)

[Log in](#) [Log out](#)

Dropdown



# Database Visualization Sample



# What's left to do?

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- Continue to design front-end
- Finish modeling our data
- Create queries to predict which potential buyers will fulfill campaign specifications
- Build data retrieval service and notifier



# Questions?

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