



# Alpha Presentation

## Customer Insights Dashboard

The Capstone Experience

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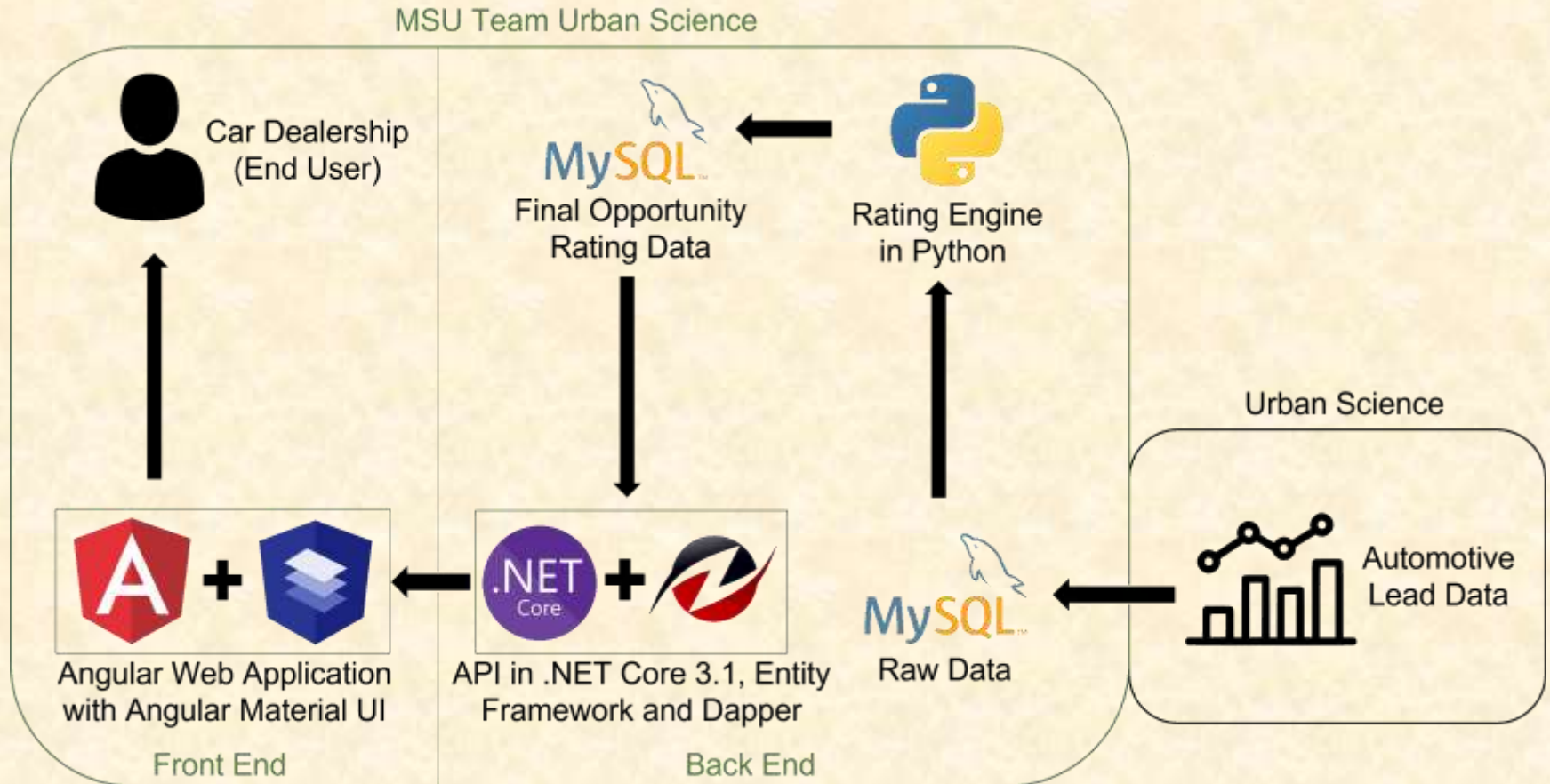


*From Students...  
...to Professionals*

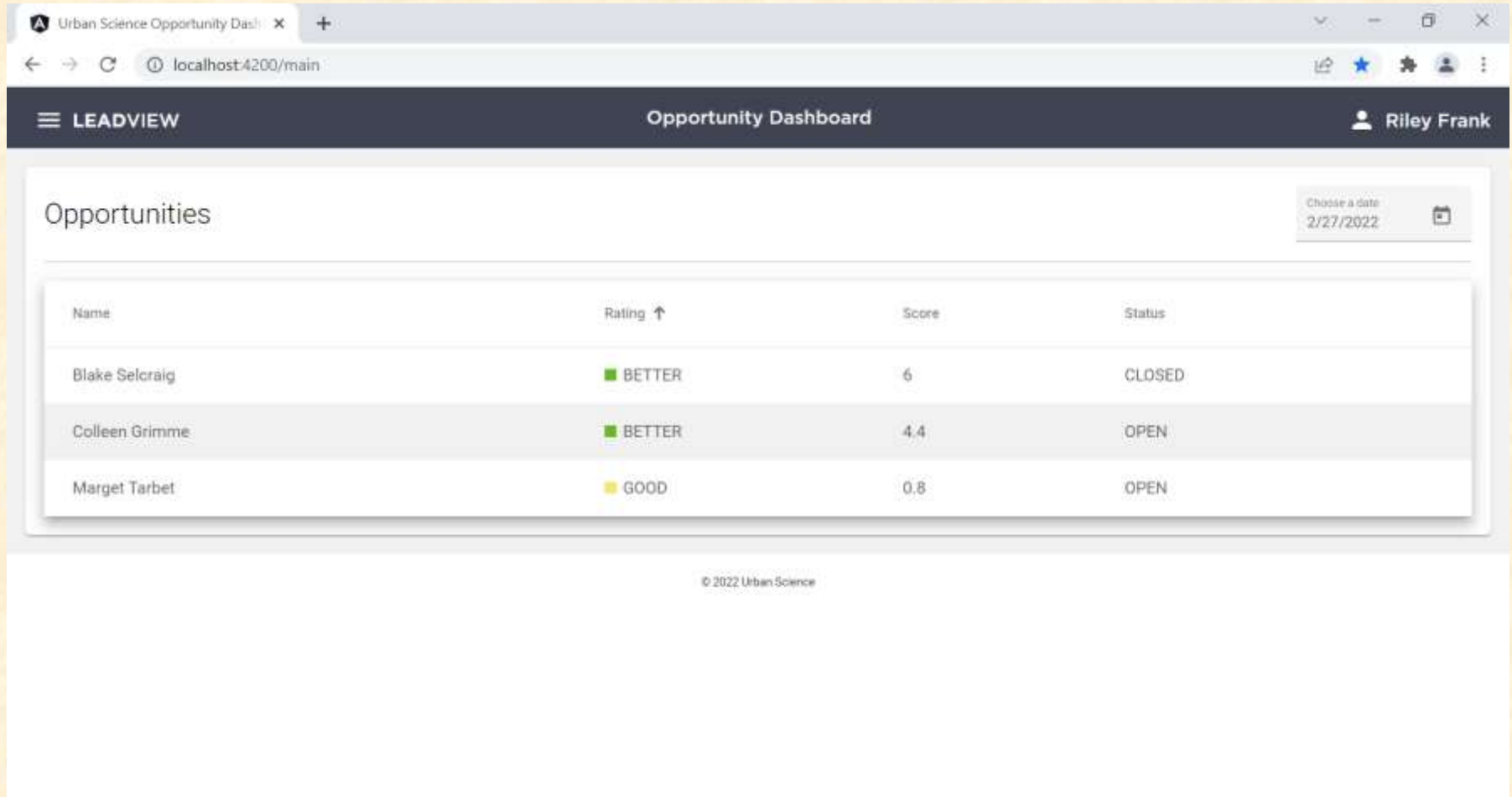
# Project Overview

- Concept of an Opportunity Dashboard
- Take input data from Urban Science
- Process data and determine the value of the opportunities
- Display palatable household-dealership relationship information through the dashboard
- Dealerships use this data to assist in sales

# System Architecture



# Opportunities Table



The screenshot shows a web browser window with the URL `localhost:4200/main`. The page title is "Urban Science Opportunity Dashboard". The user is logged in as "Riley Frank". The main content area is titled "Opportunities" and features a table with the following data:

| Name           | Rating ↑                                    | Score | Status |
|----------------|---|-------|--------|
| Blake Selcraig | <span style="color: green;">■</span> BETTER | 6     | CLOSED |
| Colleen Grimme | <span style="color: green;">■</span> BETTER | 4.4   | OPEN   |
| Marget Tarbet  | <span style="color: yellow;">■</span> GOOD  | 0.8   | OPEN   |

At the bottom of the page, there is a copyright notice: "© 2022 Urban Science".

# Opportunities Table Date Change

Urban Science Opportunity Dash | x

localhost:4200/main

LEADVIEW Opportunity Dashboard Riley Frank

Opportunities

Choose a date  
2/28/2022

| Name           | Rating ↑ | Score | Status |
|----------------|----------|-------|--------|
| Francyné Inge  | BEST     | 7.2   | OPEN   |
| Blake Selcraig | BETTER   | 6     | CLOSED |
| Colleen Grimme | BETTER   | 4.4   | OPEN   |
| Marget Tarbet  | GOOD     | 0.8   | OPEN   |

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# Opportunity

The screenshot displays a web application titled "Urban Science Opportunity Dashboard". The browser's address bar shows the URL "localhost:4200/opportunity?house\_id=5775". The dashboard header includes a "LEADVIEW" menu icon, the title "Opportunity Dashboard", and a user profile for "Riley Frank".

The main content area is titled "Opportunity" and features a progress bar with three green segments. Below this, the contact information for "Francyne Inge" is displayed, including her address "058 Pine View Plaza, Atlanta, GA 30336", phone number "2147483647", and email "fingelj@wiley.com". To the right, the vehicle details for "Model 1" are shown, with the date "2/1/2022" and "Trim: 1".

Three key insights are presented in green boxes:

- Vehicle in Stock:** You have the vehicle Francyne would like to purchase in stock.
- Previously Served:** Francyne previously worked with you to purchase a car.
- Most Contacted:** You are the dealer Francyne has contacted the most.

Below these insights, there are three sections: "Leads", "Ownership History", and "Service History". Each section contains a table with one row of data:

| Leads   |          |
|---------|----------|
| Model 1 | 2/1/2022 |

| Ownership History |           |
|-------------------|-----------|
| Model 1           | 6/23/2005 |

| Service History |           |
|-----------------|-----------|
|                 | 3/13/2019 |

# Opportunity Details

The screenshot displays a web application titled "Urban Science Opportunity Dash" with a browser address bar showing "localhost:4200/opportunity?house\_id=5775". The dashboard is divided into three main sections: Leads, Ownership History, and Service History.

**Leads**

| Model                | Date     |
|----------------------|----------|
| Model 1              | 2/1/2022 |
| Status: OPEN         |          |
| Rating Change: 9.17% |          |
| Rating: BEST         |          |
| Model 2              | 2/1/2022 |
| Model 1              | 2/1/2022 |

**Ownership History**

| Model                  | Date      |
|------------------------|-----------|
| Model 1                | 6/23/2005 |
| In brand               |           |
| VIN: SCBFR7ZA5CC072256 |           |
| Model 2                | 2/17/2017 |
| Not in brand           |           |
| VIN: 5TFUM5F18AX006026 |           |
| Model 3                | 4/1/2012  |

**Service History**

| Date                              |  |
|-----------------------------------|--|
| 3/13/2019                         |  |
| 6/24/2021                         |  |
| Service Center: Service Center 10 |  |
| VIN: SCBFR7ZA5CC072256            |  |
| 1/7/2022                          |  |

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# What's left to do?

- Expand rating algorithm
- Dealer opportunities relate to current date
- Closed leads should be displayed separately
- Display opportunity's prior leads, ownership history, and service history
- Generate and display key points for "best" opportunities
- Show fresh opportunities as "NEW"





# Questions?

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