MICHIGAN STATE UNIVERSITY Alpha Presentation Synthetic Media

The Capstone Experience

Team Urban Science

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From Students... ...to Professionals

Project Overview

- Real-time analyzed data dashboard
- Real-time generated analysis-explaning virtual avatar video
- Downloadable data analysis report and video

System Architecture



Main User Dashboard

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Retention Service Retention Service Effectiveness First Service UIO Complimentary Service Telematics Log	UM0844 UM Dealer 0844 (Lake Bluff) 7 Year UIO All Vehicle Ty yalty AVP Target Dashboard Service To Sales Re-Purchase Bonus Costomers
Brand Retention	Dealer Retention
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30 Jan-2 Feb-2 Mar-2 Apr-2 May-2 Jun-2 Horse View Bar Video Test Information Chart Explanation Explanatio	Annuary February March April May June Moreo View Bar Video Test Information Chart Explanation Explanation

Analysis Pop-Up Screen

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Analysis Report View

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Sample DataFel Nina) (Sam	phe Dalutifi of Nows		Conter Renewant Data	14
45 45 45 45 46 45 40 40 40 40 40 40 40 40 40 40	Feb-2 Mar 2	Agr.2 May 2	Title: Analysis Report: Improving Dealer Retention Rates and Strategies for Success'n'nIntroduction:'nThis analysis report aims to provide feedback and suggestions to a car dealer concerning their retention rates. The dealer in question currently has a dealer retention rate of 30.91%, which puts them below the average	Test:
so report y retention identify after-sa ineffect	vill discuss potential strate in rates, ultimately aimin i the Root Causes:\nTo et the underlying reasons be les service, lack of person ive customer relationship	gies and measures that can b g for higher customer sati ffectively address the low o hind the issue. Possible contr talized customer interaction o management.\n\n2. Enhan	retention rate for other dealers is 8.82% higher than the average. This be implemented to improve the dealer's isfaction and loyalty.\n\nFindings:\n1. dealer retention rate, it is essential to ributing factors may include inadequate s, limited communication channels, or nee After-Sales Service:\nOne of the ifter-sales service. The dealer should	

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Downloadable Report



in the area (22.09%). Additionally, their monthly retention rate is 8.82% higher than the average. This report will discuss potential strategies and measures that can be implemented to improve the dealer's retention rates, ultimately aiming for higher customer satisfaction and loyalty.\n\nFindings:\n1. Identify the Root Causes:\nTo effectively address the low dealer retention rate, it is essential to identify the underlying reasons behind the issue. Possible contributing factors may include inadequate after-sales service lack of personalized customer interactions limited communication channels or

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What's left to do?

- Additional analysis components
 - Currently only dealer retention rates are considered
- GPT calibration
 - To generate diverse and reasonable responses
- Backend Optimization
 - Combine generative APIs into one call
- Frontend polishing
 - Additional animations in data view and pop-ups
 - Analysis report view formatting

Questions?

