Alpha Presentation
Ford Mobility Product Metrics

The Capstone Experience

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Project Overview

• Monitor Ford products and websites closely
• Store usage metrics to give a better customer experience
• Create a WebEx Teams chatbot to provide product metrics updates
• Create a dashboard to Visualize those metrics
System Architecture

- Tracking Pixels in Ford's websites
- Slack/Webex Teams Chatbot
- MySQL Database
- Chatbot Engine
- Grafana
- Log Analytics API
- DashBoard

Creates
Traffic

Ford API Dashboard

API Traffic

sessions | client-gateway-users | vehicles | Azure

08:00 10:00 12:00 14:00 16:00 18:00
Saturation

API Operation Saturation

Ford API Dashboard

GetVehicle  Login  GetUserProfile  GetAuthorizationStatus
Latency
Errors

![Ford API Dashboard](image-url)

- **Maximum Latency (in Seconds)**

- 2019-10-13 15:40:00
  - Column1: 45

- Time To Serve Request

- 08:00, 10:00, 12:00, 14:00, 16:00, 18:00

- Ford API Dashboard - Grafana
Pixel Tracker

![Graph showing page hits over time for different Ford models between Sep 14 and Oct 12, 2019.]
WebEx Teams Chatbot
What’s left to do?

• Create an Admin portal for the dashboard
• WebExTeams Chatbot
  ▪ Add More Commands
  ▪ Reports Dispatcher
  ▪ Add Alerts
• Create Slack bot using the same engine