Alpha Presentation
Customer Insights Dashboard

The Capstone Experience

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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

MSU Team Urban Science

Car Dealership (End User)

Final Opportunity Rating Data

Rating Engine in Python

Angular Web Application with Angular Material UI

API in .NET Core 3.1, Entity Framework and Dapper

Raw Data

Urban Science

Automotive Lead Data
Opportunities Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
<th>Score</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blake Selcraig</td>
<td>BETTER</td>
<td>6</td>
<td>CLOSED</td>
</tr>
<tr>
<td>Colleen Grimme</td>
<td>BETTER</td>
<td>4.4</td>
<td>OPEN</td>
</tr>
<tr>
<td>Margot Tarbet</td>
<td>GOOD</td>
<td>0.8</td>
<td>OPEN</td>
</tr>
</tbody>
</table>
## Opportunities Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
<th>Score</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Francyne Inge</td>
<td>BEST</td>
<td>7.2</td>
<td>OPEN</td>
</tr>
<tr>
<td>Blake Selcraig</td>
<td>BETTER</td>
<td>6</td>
<td>CLOSED</td>
</tr>
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<td>GOOD</td>
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<td>OPEN</td>
</tr>
</tbody>
</table>
Opportunity

Francyne Inge
058 Pine View Plaza, Atlanta, GA 30336
2147483647
fingelj@wiley.com

Model 1
2/1/2022
Trim: 1

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.

Leads
Model 1 2/1/2022

Ownership History
Model 1 6/23/2005

Service History
3/13/2019
Opportunity Details

### Leads

<table>
<thead>
<tr>
<th>Model</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>2/1/2022</td>
</tr>
<tr>
<td>Model 2</td>
<td>2/1/2022</td>
</tr>
<tr>
<td>Model 1</td>
<td>2/1/2022</td>
</tr>
</tbody>
</table>

- **Status:** OPEN
- **Rating Change:** 9.17%
- **Rating:** BEST

### Ownership History

<table>
<thead>
<tr>
<th>Model</th>
<th>Date</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>6/23/2005</td>
<td>In brand VIN: SCBFR7ZCA5CC072256</td>
</tr>
<tr>
<td>Model 2</td>
<td>2/17/2017</td>
<td>Not in brand VIN: 5TFUM5F18AX006026</td>
</tr>
</tbody>
</table>

### Service History

<table>
<thead>
<tr>
<th>Date</th>
<th>Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/13/2019</td>
<td></td>
</tr>
<tr>
<td>6/24/2021</td>
<td>Service Center: Service Center 10</td>
</tr>
<tr>
<td>1/7/2022</td>
<td></td>
</tr>
</tbody>
</table>
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?