MICHIGAN STATE UNIVERSITY

Beta Presentation

Customer Insights Dashboard

The Capstone Experience

Team Urban Science

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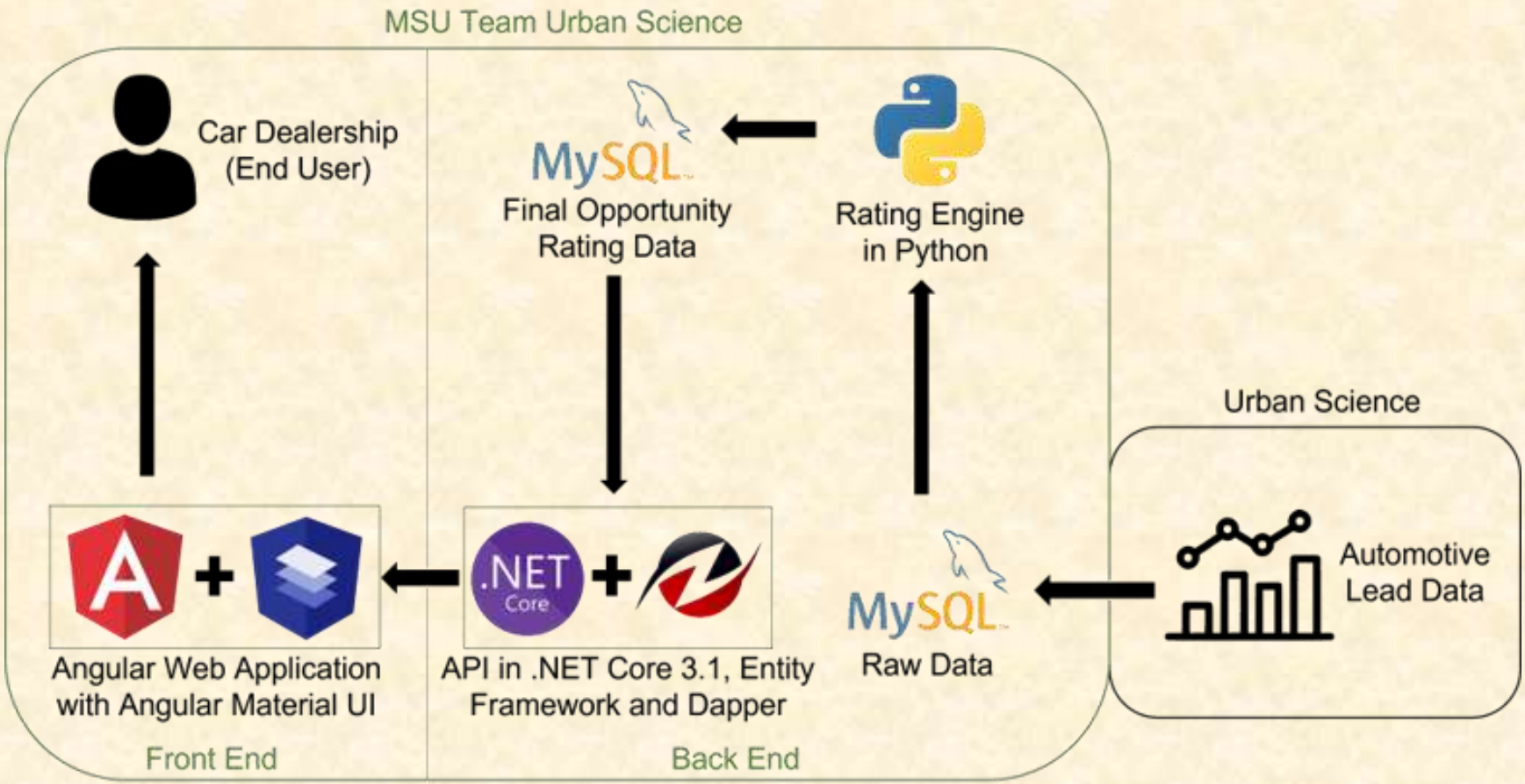
From Students…
…to Professionals

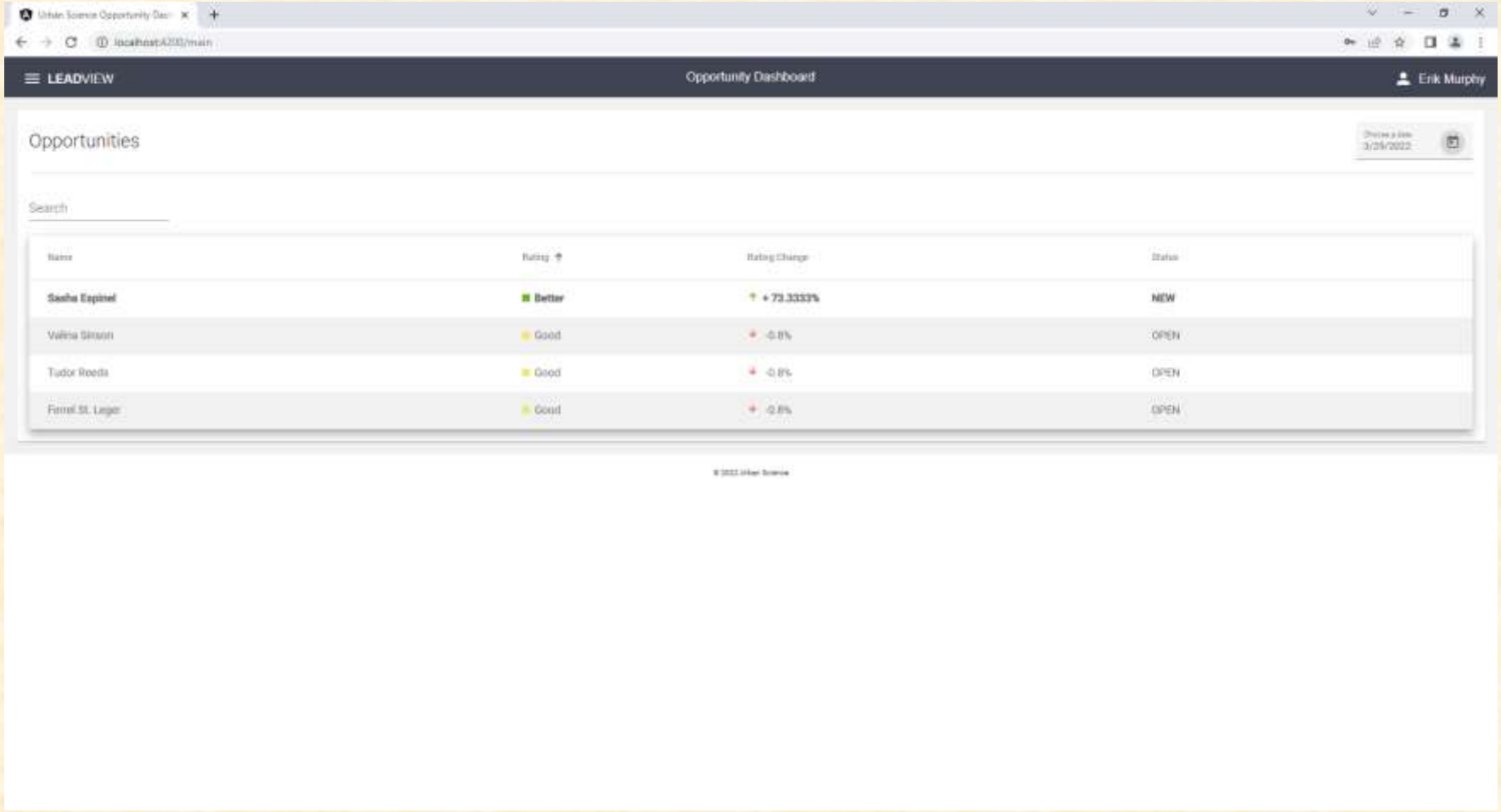
Project Overview

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

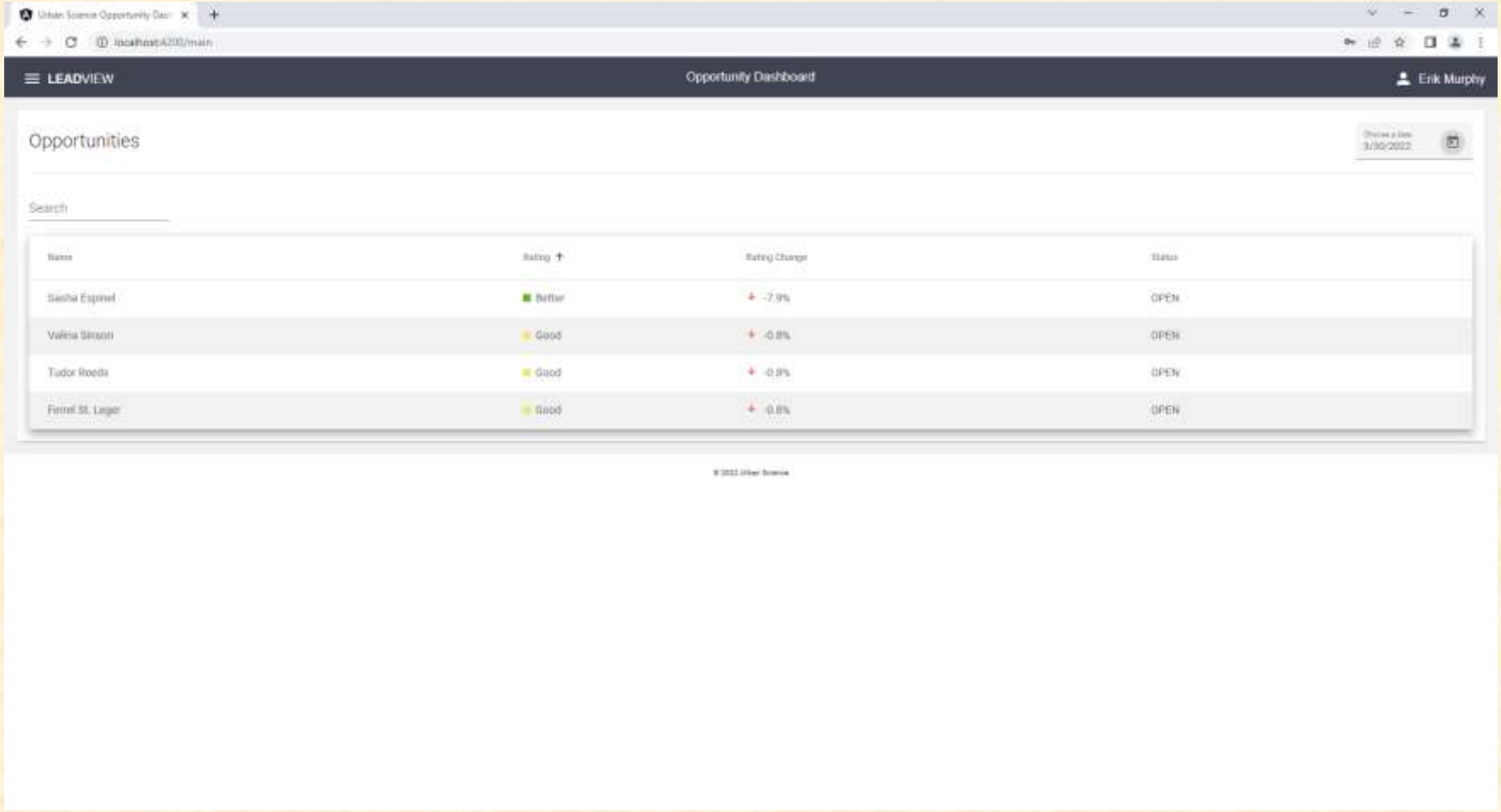
System Architecture



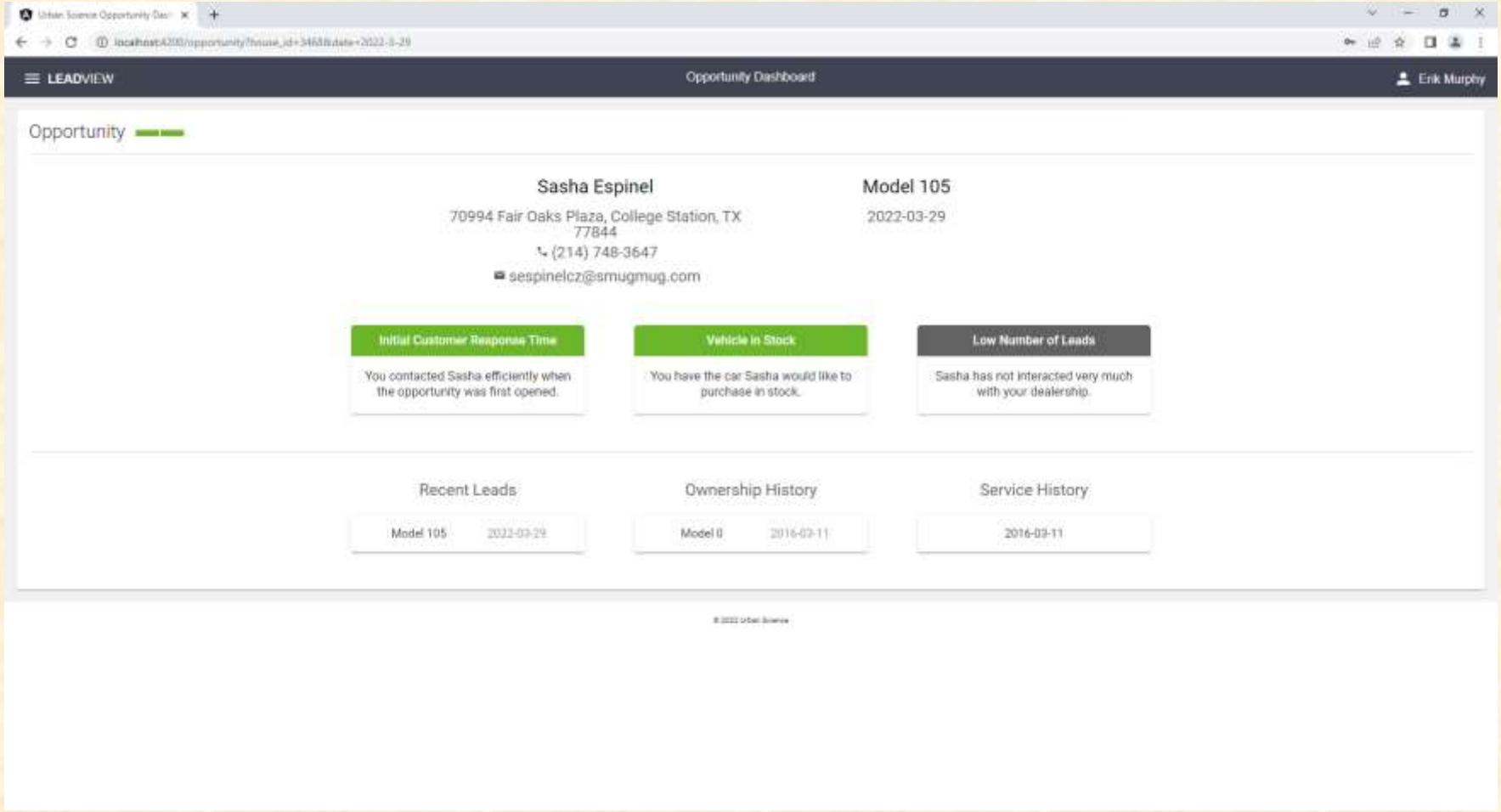
Opportunities Table



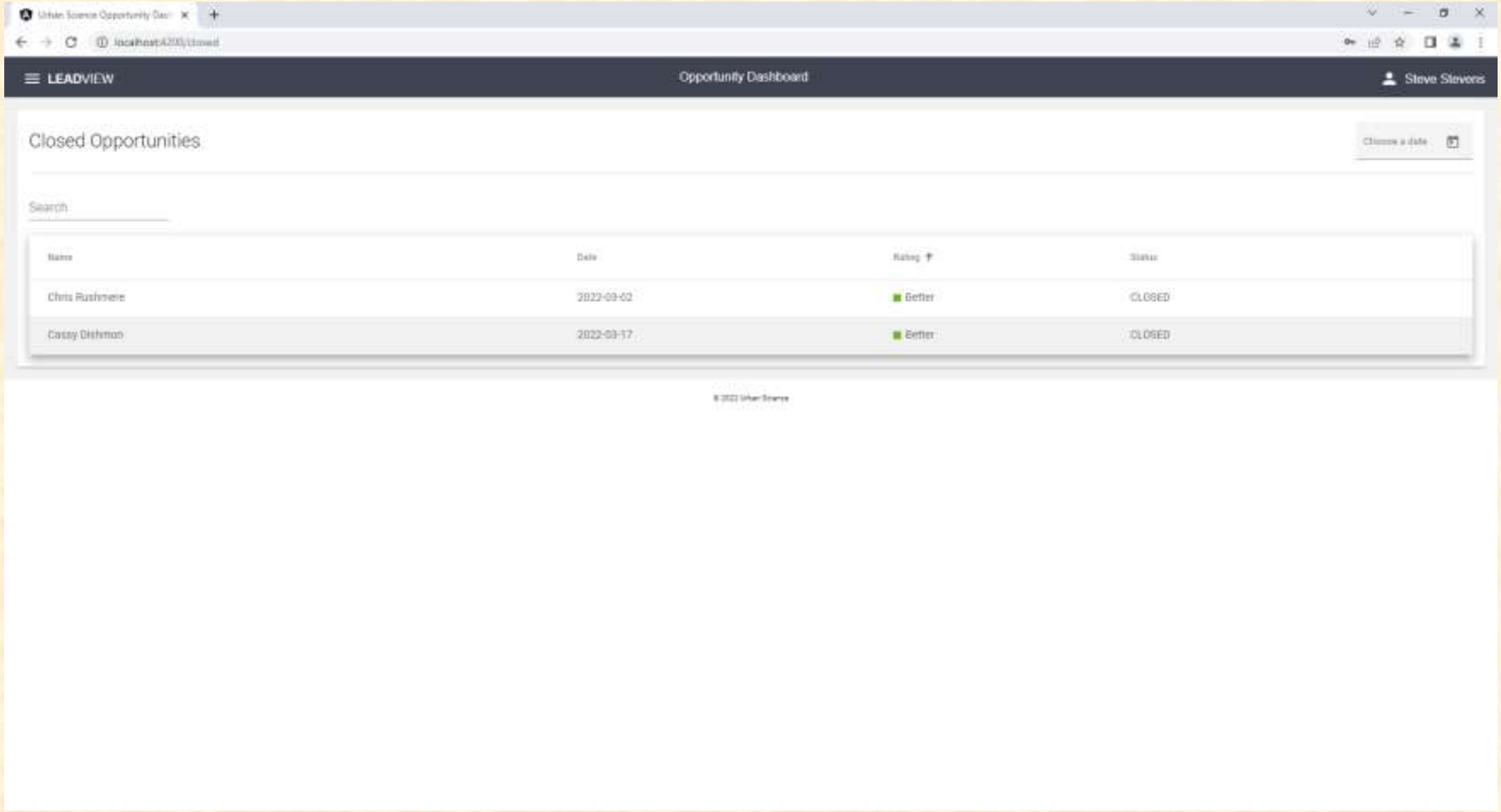
Opportunities Table Date Change



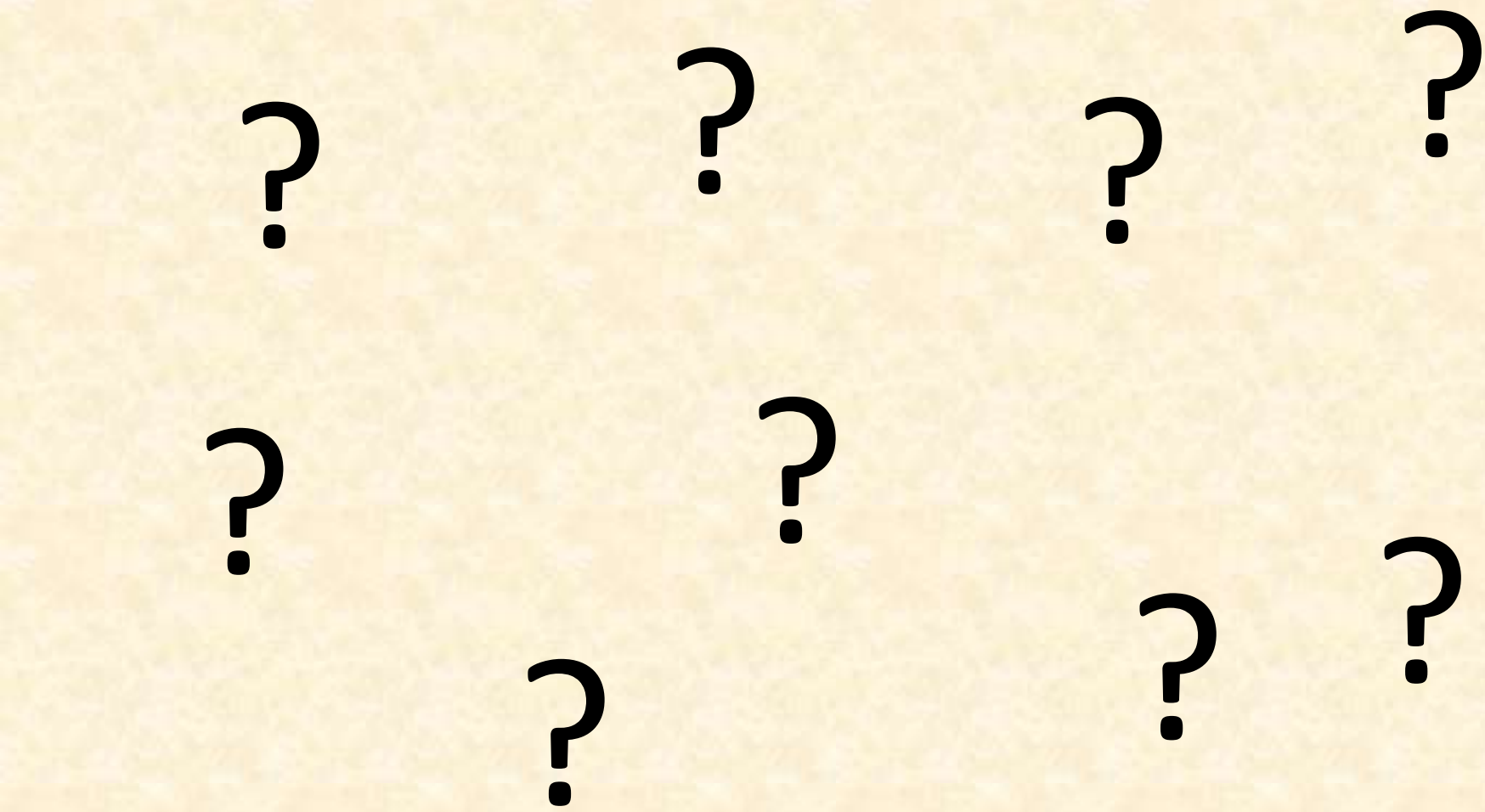
Opportunity



Closed Opportunities



What's left to do?

- Stretch Goals
  - Machine learning model
  - Opportunity summary data page
- Other Tasks
  - Improve runtime of scoring system
  - Process more data

Questions?