

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Customer Insights Dashboard

The Capstone Experience

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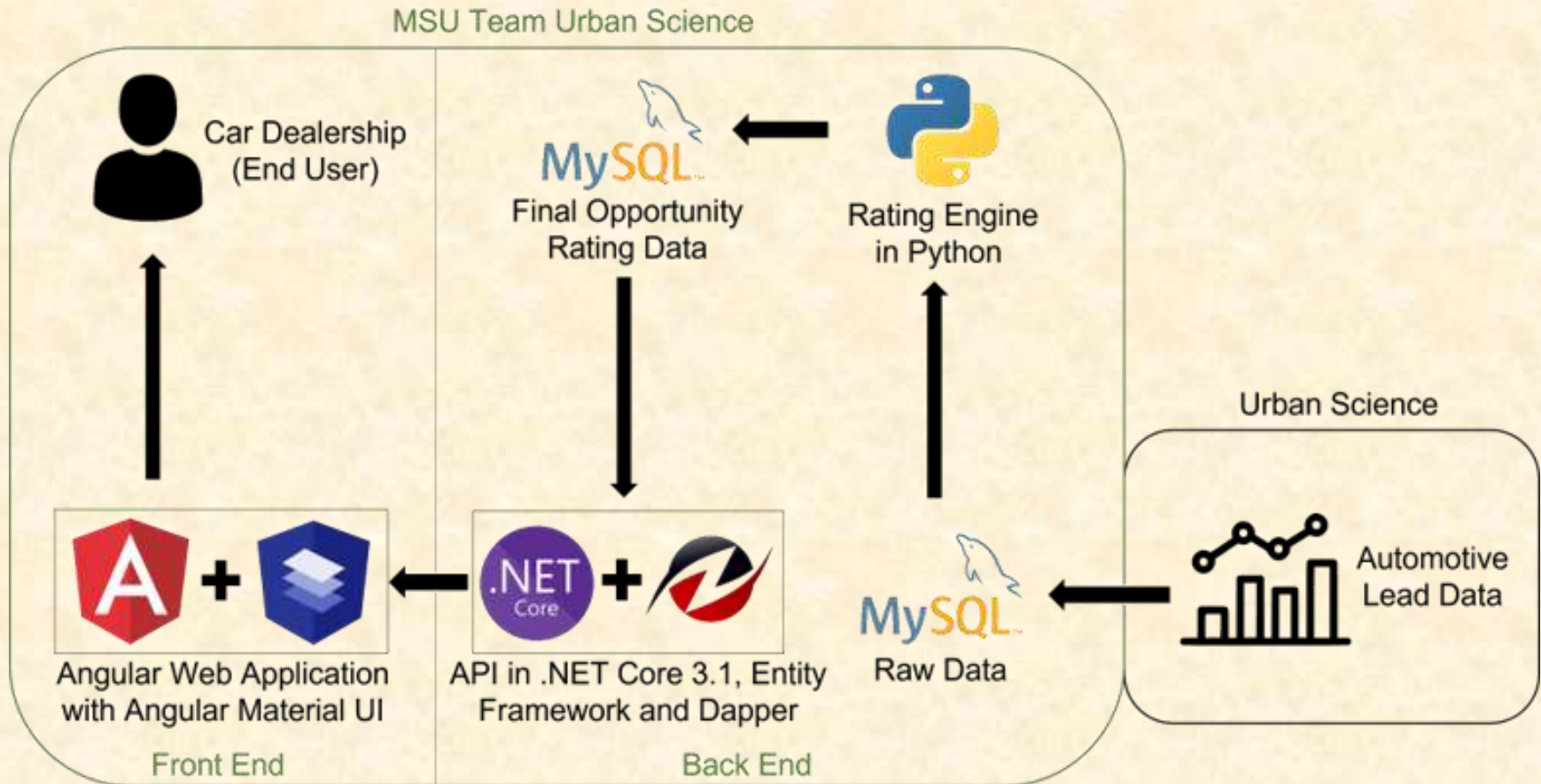
*From Students...
...to Professionals*

Project Overview

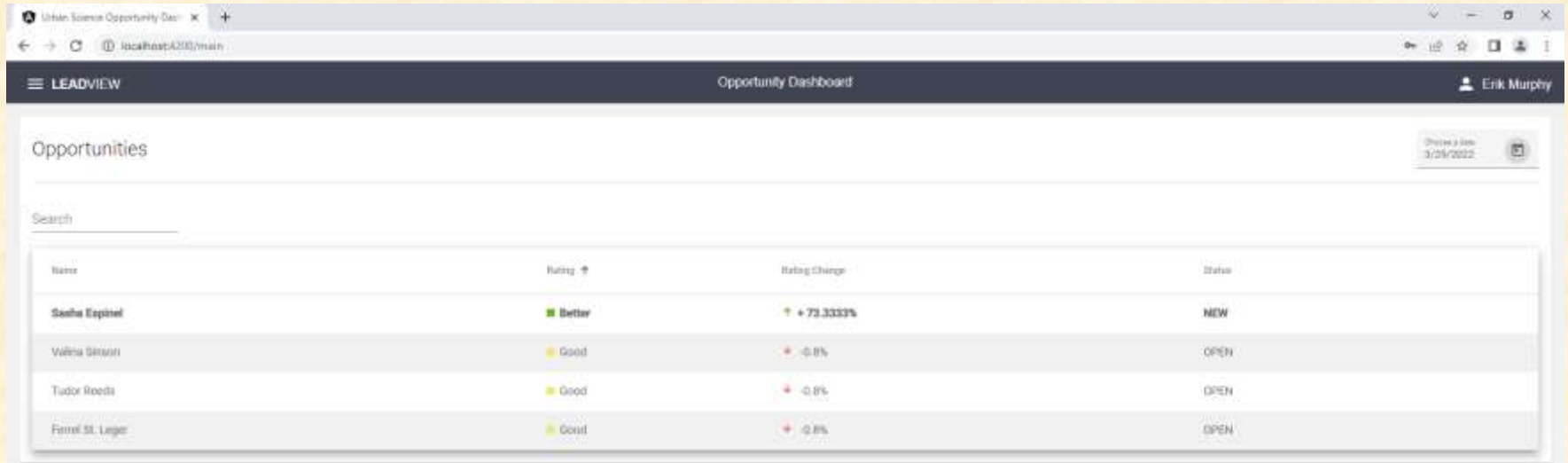
- Concept of an Opportunity Dashboard
- Take input data from Urban Science
- Process data and determine the value of opportunities
- Display palatable household-dealership relationship information through the dashboard
- Dealerships use this data to assist in sales



System Architecture



Opportunities Table



The screenshot shows a web browser window displaying an 'Opportunity Dashboard'. The page title is 'Opportunities' and the user is logged in as 'Erik Murphy'. The dashboard includes a search bar and a table with the following data:

Name	Rating	Rating Change	Status
Sasha Espinel	Better	+ 73.3333%	NEW
Valeria Gonzalez	Good	+ 0.0%	OPEN
Tudor Roedts	Good	+ 0.0%	OPEN
Franz St. Leger	Good	+ 0.0%	OPEN



Opportunities Table Date Change

Opportunities

Search

Name	Rating ↑	Rating Change	Status
Sasha Espinel	Better	-2.9%	OPEN
Valeria Gironi	Good	-0.8%	OPEN
Tudor Roedel	Good	-0.9%	OPEN
Fanni St. Leger	Good	-0.8%	OPEN

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Opportunity

Urban Science Opportunity Dashboard

Opportunity Dashboard Erik Murphy

Sasha Espinel
70994 Fair Oaks Plaza, College Station, TX 77844
(214) 748-3647
sespintelcz@smugmug.com

Model 105
2022-03-29

Initial Customer Response Time
You contacted Sasha efficiently when the opportunity was first opened.

Vehicle in Stock
You have the car Sasha would like to purchase in stock.

Low Number of Leads
Sasha has not interacted very much with your dealership.

Recent Leads
Model 105 2022-03-29

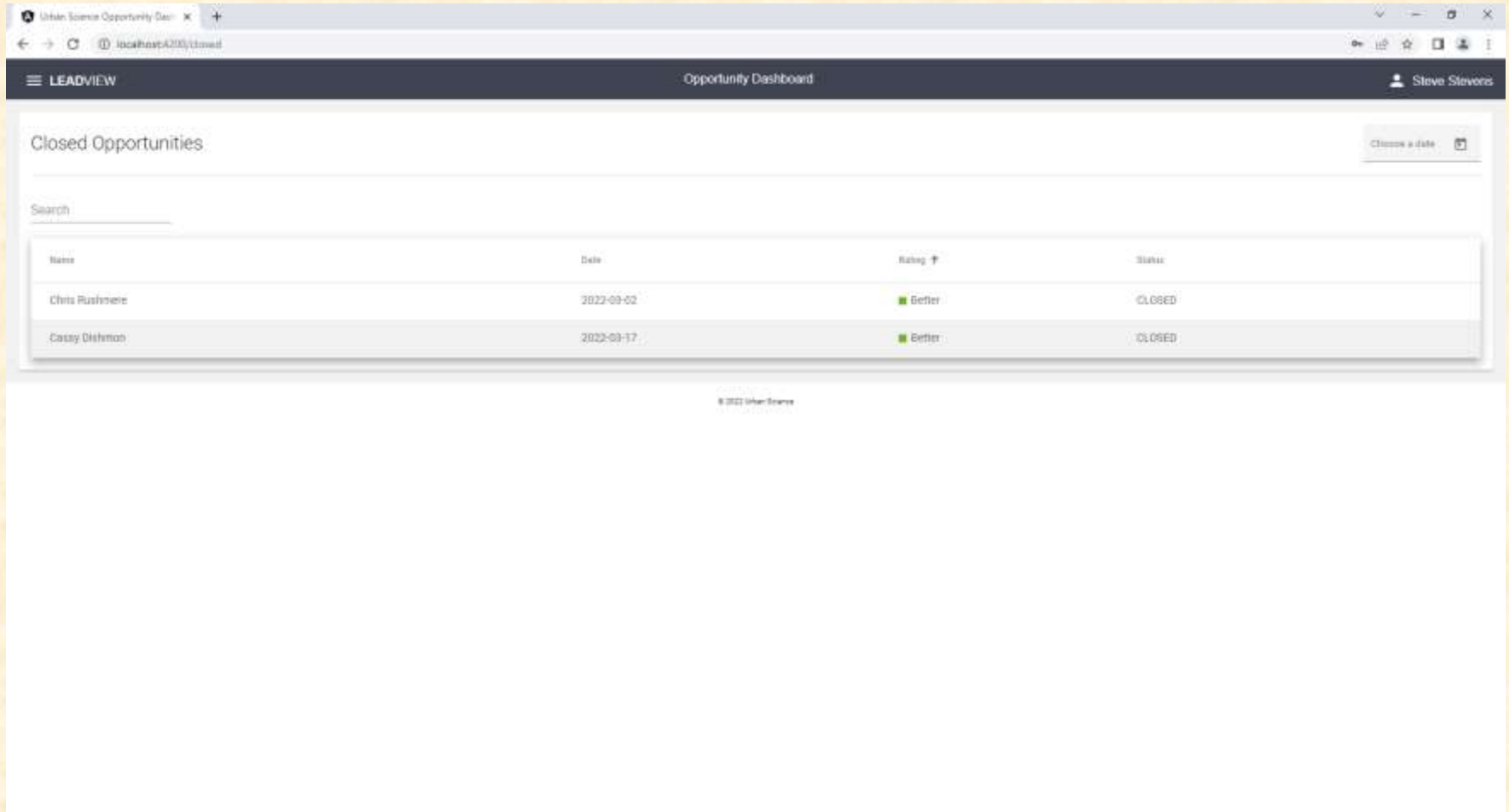
Ownership History
Model 0 2016-02-11

Service History
2016-03-11

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Closed Opportunities



The screenshot shows a web browser window displaying a dashboard for 'Urban Science Opportunity Dashboard'. The user is logged in as 'Steve Stevens'. The main section is titled 'Closed Opportunities' and includes a search bar and a date filter. Below this is a table with two rows of data. The table has columns for Name, Date, Rating, and Status. The first row shows 'Chris Rushmore' with a date of '2022-09-02', a rating of 'Better', and a status of 'CLOSED'. The second row shows 'Cassy Oshman' with a date of '2022-09-17', a rating of 'Better', and a status of 'CLOSED'. At the bottom of the page, there is a footer that reads '© 2022 Urban Science'.

Name	Date	Rating ↑	Status
Chris Rushmore	2022-09-02	Better	CLOSED
Cassy Oshman	2022-09-17	Better	CLOSED



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?

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