Beta Presentation
Customer Insights Dashboard

The Capstone Experience

Team Urban Science

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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

<table>
<thead>
<tr>
<th>Name</th>
<th>Rating</th>
<th>Rating Change</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sasha Espinel</td>
<td>Better</td>
<td>+73.3333%</td>
<td>NEW</td>
</tr>
<tr>
<td>Valina Simon</td>
<td>Good</td>
<td>-0.8%</td>
<td>OPEN</td>
</tr>
<tr>
<td>Tudor Reets</td>
<td>Good</td>
<td>-0.8%</td>
<td>OPEN</td>
</tr>
<tr>
<td>Ferral St. Leger</td>
<td>Good</td>
<td>-0.8%</td>
<td>OPEN</td>
</tr>
</tbody>
</table>
Opportunities Table Date Change
Opportunity

Sasha Espinel
70994 Fair Oaks Plaza, College Station, TX 77844
(214) 748-3647
sespinelcz@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  2016-03-11

Service History
2016-03-11
Closed Opportunities

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Rating</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Rusthime</td>
<td>2022-09-02</td>
<td>Better</td>
<td>CLOSED</td>
</tr>
<tr>
<td>Casey Dohrmann</td>
<td>2022-09-17</td>
<td>Better</td>
<td>CLOSED</td>
</tr>
</tbody>
</table>
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?