From Students…
…to Professionals

Alpha Presentation
Dealer Experience Dashboard

The Capstone Experience

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Spring 2024
Project Overview

• Internalize Dealership Data
  ▪ Ford employees will have a way to view data according to their own relevant needs.

• Data Visualization

• Concise and Convenient Display
  ▪ Employees can specify which tables want to be seen and shared.
System Architecture

![System Architecture Diagram]

- Front-end
  - CSS
  - HTML
  - React
  - JavaScript

- Back-end
  - Node.js
  - Express.js

- Database
  - BigQuery

The diagram illustrates the integration of the front-end, back-end, and database components in a system architecture for a Dealer Experience Dashboard Website, leveraging technologies like React, Node.js, and Express.js, hosted on Google Cloud.
View Reports Page

![Image of the Ford Dealership Dashboard showing Manage and View Data and Dealer Performance Dashboard sections. The page includes options for viewing reports, scheduling reports, and managing reports. There are also dropdown menus for report types and date ranges. The interface is designed to display dealership performance metrics and related data.]
Schedule Reports Page
Example Table View

<table>
<thead>
<tr>
<th>Role</th>
<th>Total Set</th>
<th>Showed</th>
<th>No Show</th>
<th>Canceled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appointment Coordinator</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Customer</td>
<td>487</td>
<td>24</td>
<td>348</td>
<td>115</td>
</tr>
<tr>
<td>DMS</td>
<td>451</td>
<td>9</td>
<td>182</td>
<td>260</td>
</tr>
<tr>
<td>Fixed Ops Manager</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Service Advisor</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Service Director</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Service Manager</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>938</td>
<td>33</td>
<td>530</td>
<td>375</td>
</tr>
</tbody>
</table>
Example Graph View
What’s left to do?

- Schedule & Manage Report Function
  - Add data to GCP BigQuery
- Summary Page, Compare Data
- Finalize Data Visualization
- Ability to Add New Data for Testing
Questions?