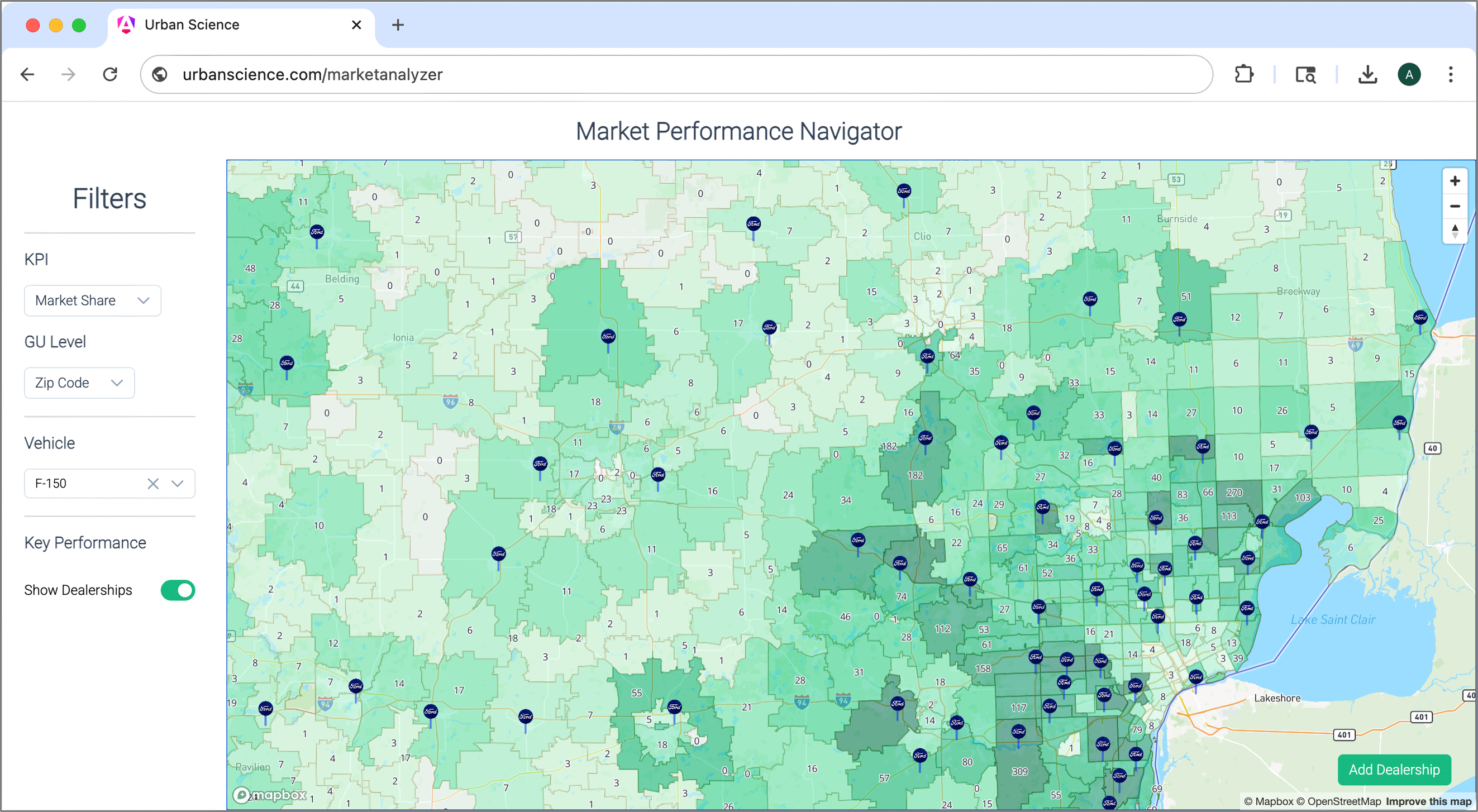
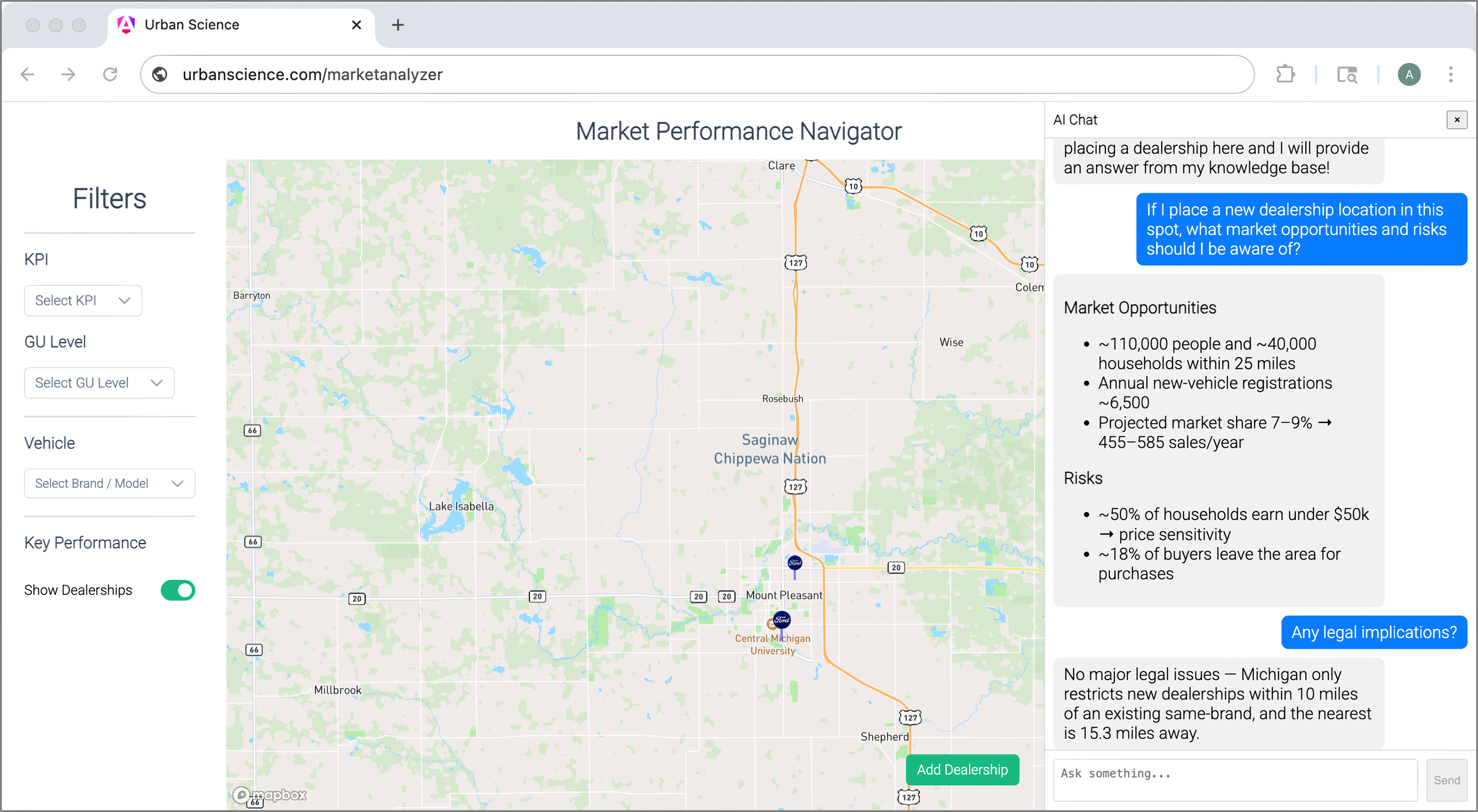
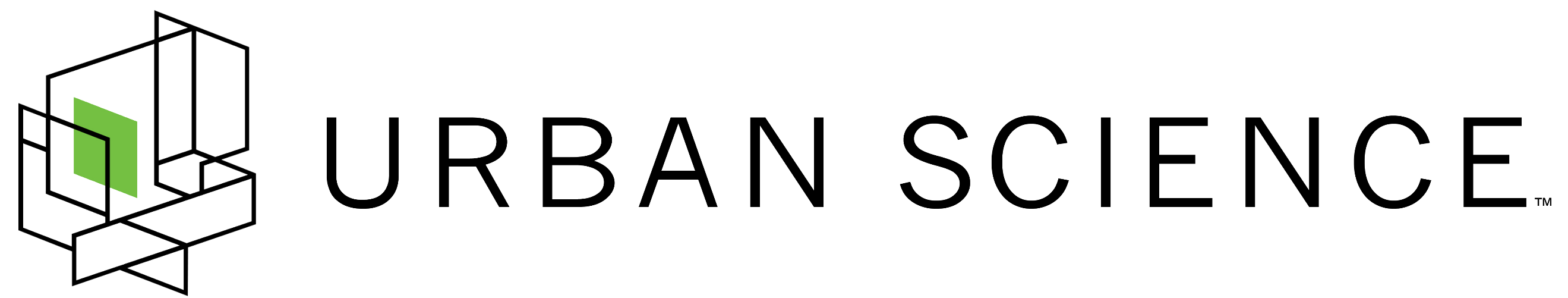
Design Day Booklet Team Page





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Project Sponsors

Pratap Chennamoulu

Detroit, Michigan

Pierre Gilbert

Long Beach, California

Majd Nashwati

Detroit, Michigan

Michigan State University

Team Members (left to right)

Steven Spencer

Bridgeport, Michigan

Anas Shaaban

Mansoura, Egypt

Harjap Khabra

Canton, Michigan

Julia Mawi

Grand Rapids, Michigan

Gabe McGuire

Midland, Michigan

Abdulrahman Almazrouei

Abu Dhabi, United Arab Emirates



Headquartered in Detroit, Michigan, Urban Science is a global automotive consultancy and technology provider that delivers data-driven solutions for original equipment manufacturers and dealerships. Since its founding in 1977, the company has utilized and leveraged data science, analytics and software to help automotive brands optimize performance and make smarter market decisions.

As the automotive industry continues to expand and evolve, both dealerships and manufacturers face growing challenges in understanding market performance at a detailed level. Interpreting key metrics, such as sales and market share, can be especially complex when comparing results across different regions.

These challenges highlight the need for a tool that simplifies market insights and provides clear information on managing dealership territories.

Our Generating Mapping Insights Using AI software addresses this need by providing interactive heat maps that display changes in key performance metrics and demographics. This application allows users to easily identify optimal locations for opening new dealerships or relocating existing ones.

After relocating or adding a dealership, our system generates a tailored AI response that interprets regional performance allowing users to understand shifts in key metrics. It also highlights potential legal risks, such as dealer protests and state regulations.

Our software takes the guesswork out of dealership planning, enabling users to spot opportunities, avoid risks, and make smarter decisions in a competitive market.

The application uses Angular for the front end. The back end is implemented in C# with .NET and our suite of technologies are hosted on Microsoft Azure. The data storage and LLM queries are handled through Azure OpenAI and Azure SQL.

CSE498 | 8:00 a.m. – Noon Computer Science and Engineering, Third Floor | 3200/3300 Hallway

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Generating Mapping Insights Using AI