



Alpha Presentation

Generating Mapping Insights Using AI

The Capstone Experience

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

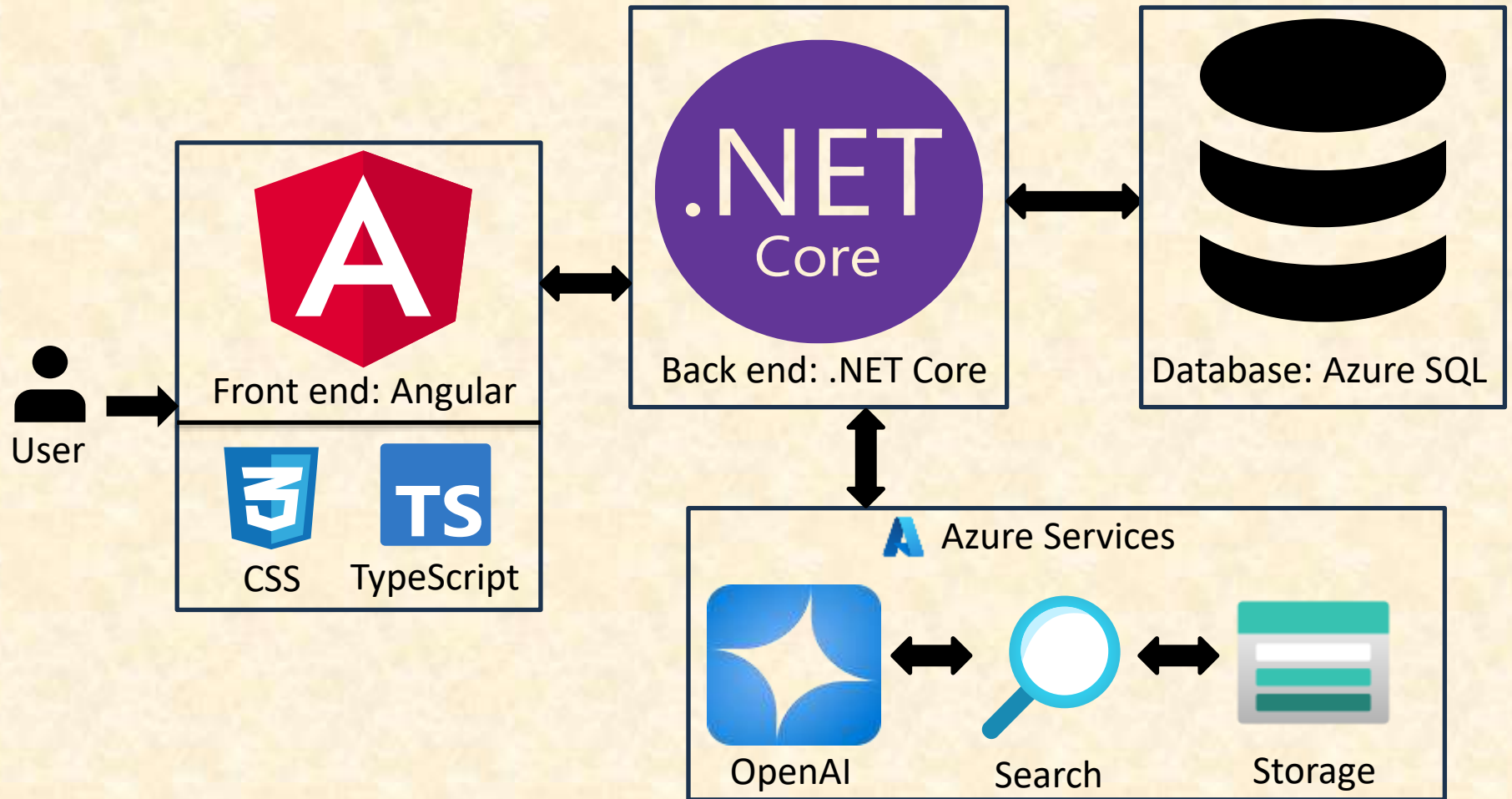
Fall 2025

Project Overview

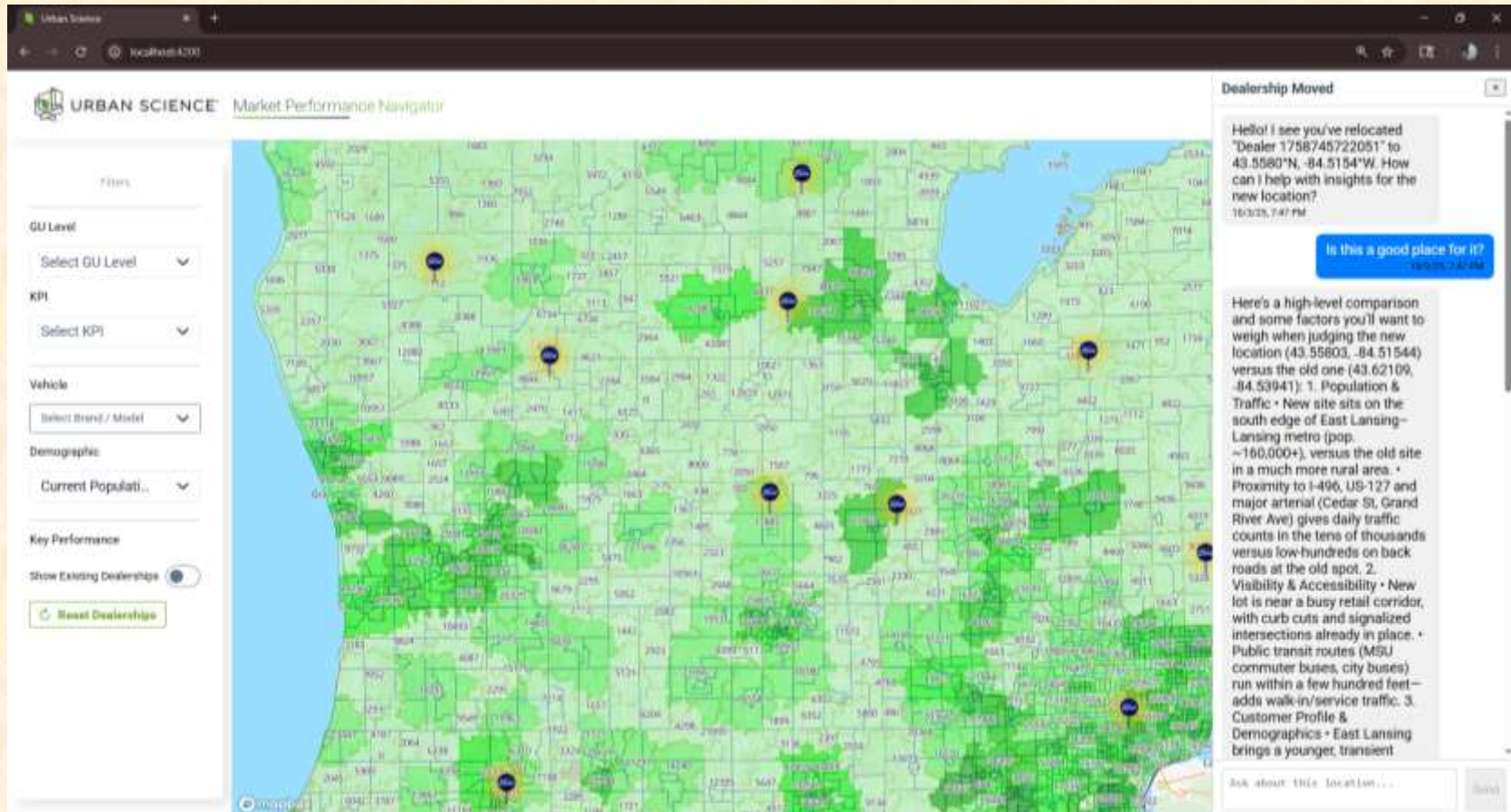
- Visualize and test new dealership locations on an interactive map while viewing key performance metrics
- Instant AI guidance on legal risks and market impact
- Allows users to plan dealerships with confidence



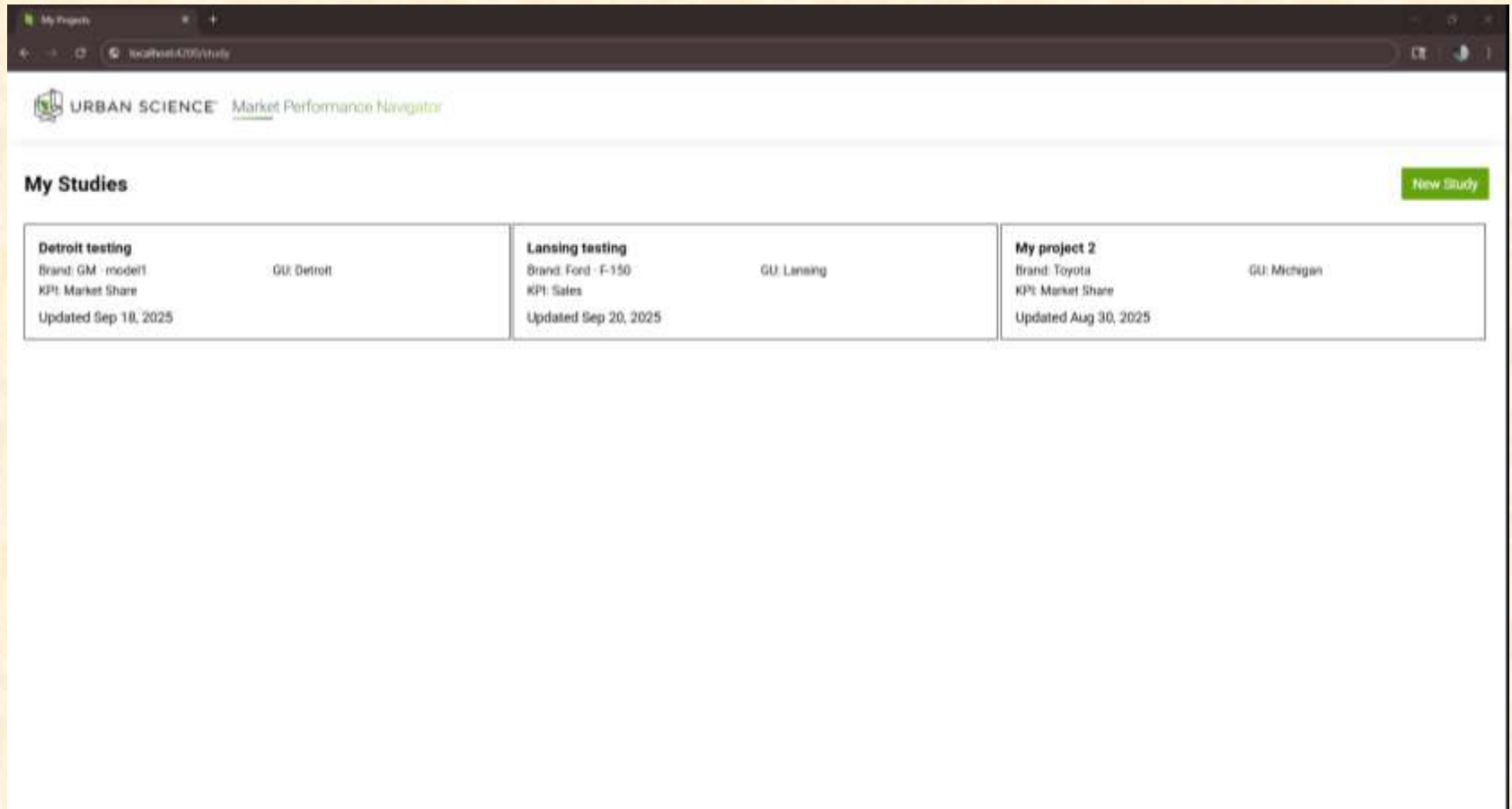
System Architecture



Main Screen



Study Page

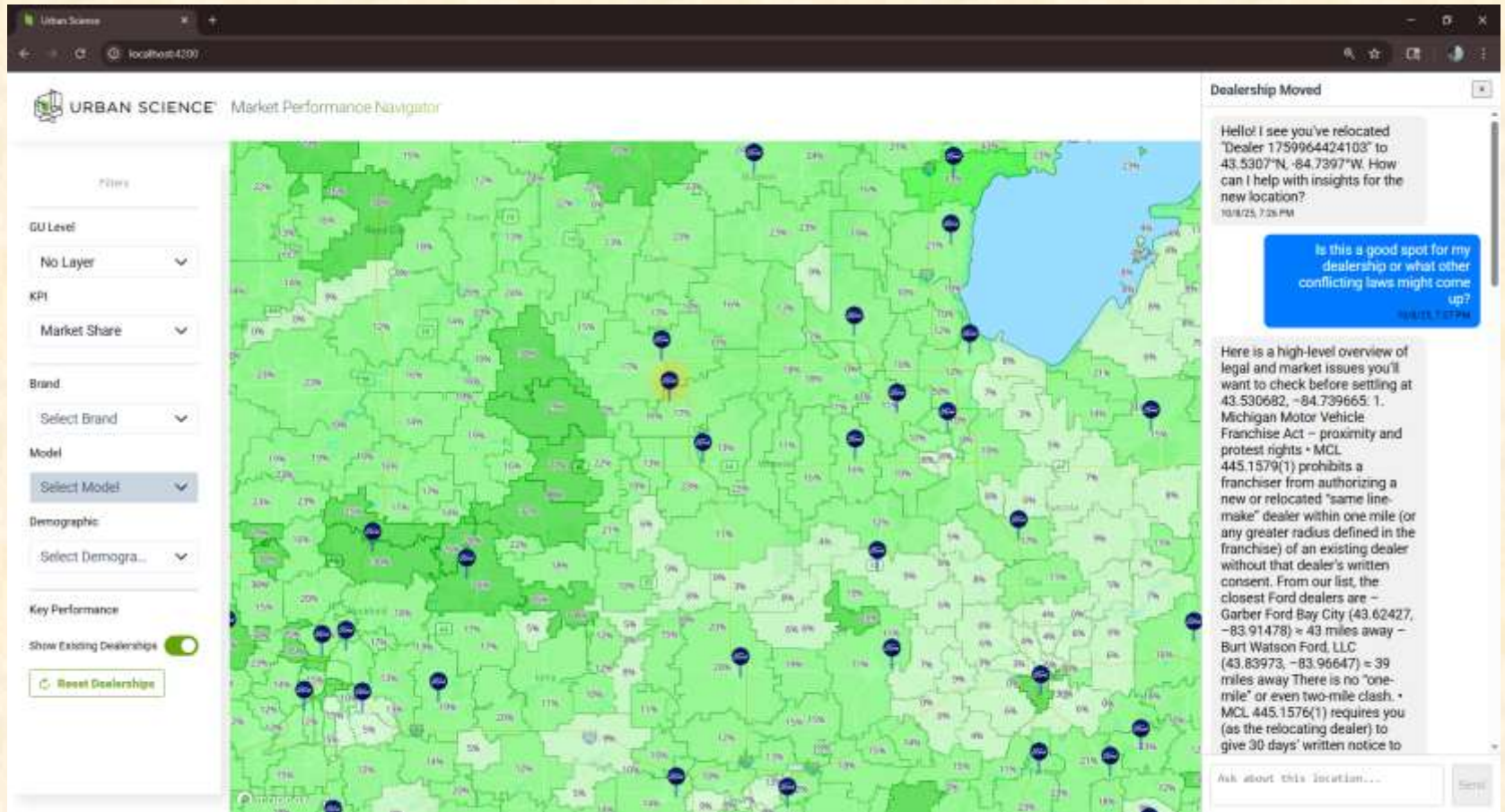


The screenshot shows a web browser window with the address bar displaying 'localhost:4209/whisky'. The page header includes the 'URBAN SCIENCE' logo and the text 'Market Performance Navigator'. Below the header, the section 'My Studies' is displayed, accompanied by a green 'New Study' button. The main content area contains three study cards, each with a title, brand, model, KPI, and update date.

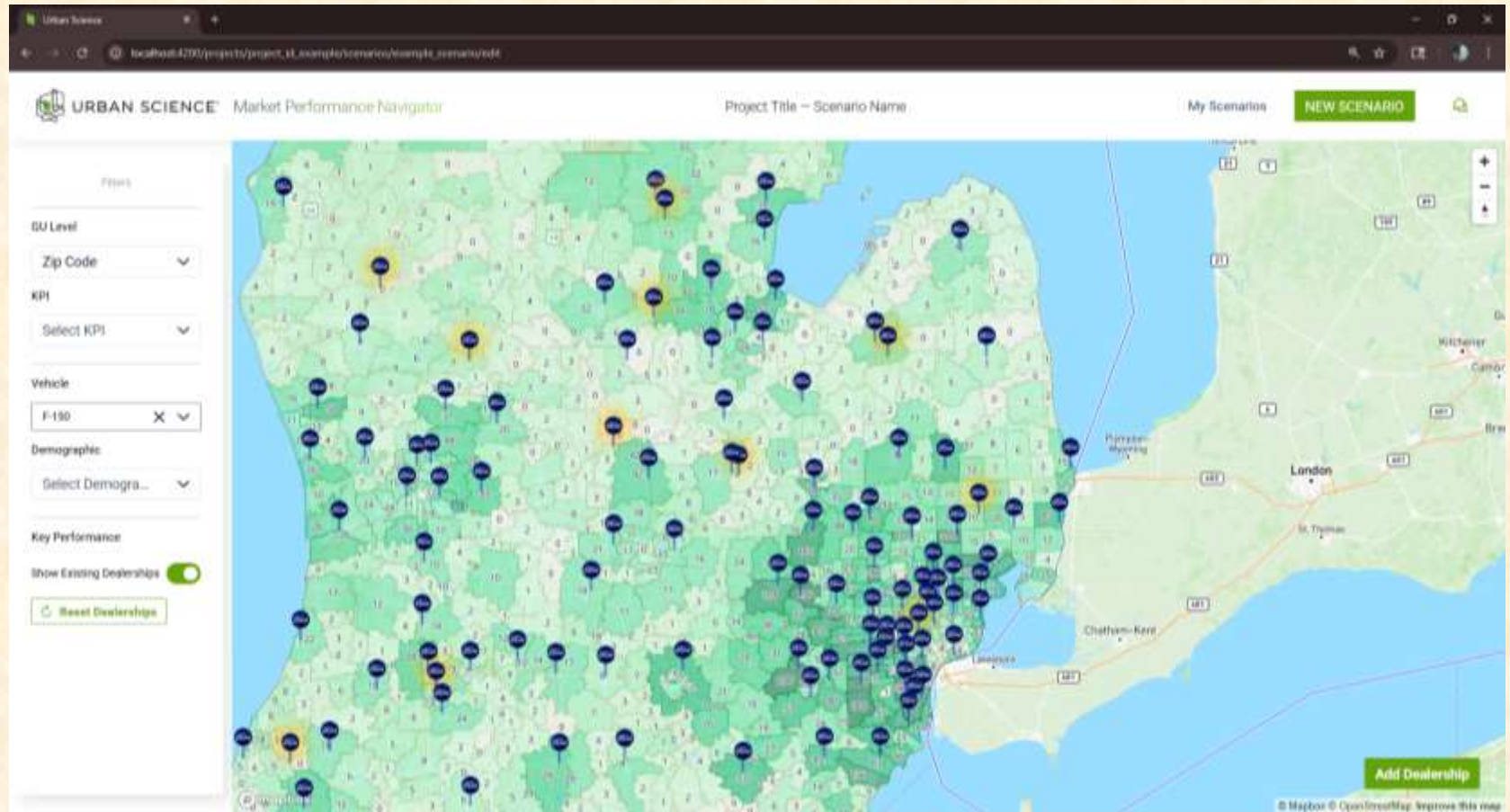
Study Title	Brand	Model	KPI	Update Date
Detroit testing	GM	model1	Market Share	Sep 18, 2025
Lansing testing	Ford	F-150	Sales	Sep 20, 2025
My project 2	Toyota		Market Share	Aug 30, 2025



Market Share



Heatmap Visualization



What's left to do?

- Create the study dashboard and scenarios system
- Improve accuracy of LLM and add more relevant legal documents
- Data Visualizations
- New KPIs

Questions?

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