Alpha Presentation
Purchase Score Application

The Capstone Experience
Team Urban Science

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Project Overview

• Leads are potential buyers
• Sales lead ranking platform
• Direct way of adding leads
• Generates reports based off dealer preferences
• Provides metrics on lead quality
• Improve sales with information
System Architecture
Input Leads Page

Input Leads Manually

New Lead 1

*First Name: Hugh
*Last Name: Simms
*Address Line 1: 4385 Grant Street
Address Line 2: 
*City: Pasadena
*State: Texas
*Postal Code: 75801
Email: hsims34@gmail.com
Phone Number: 903-922-3604

- Car Brand
  - Honda
- Car Model
  - Civic

+ Input Leads

Import Leads Automatically

Choose File: No file chosen
Input Leads
## Create A Report Page

[Table]

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Street Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Origination Date</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nelly</td>
<td>Janota</td>
<td>90862 Hollow Ridge Lane</td>
<td>Kalamazoo</td>
<td>Michigan</td>
<td>49006</td>
<td>5/8/2019</td>
<td>27.48</td>
</tr>
<tr>
<td>Raddie</td>
<td>Griefer</td>
<td>2 Raven Parkway</td>
<td>Detroit</td>
<td>Michigan</td>
<td>48211</td>
<td>3/21/2019</td>
<td>12.66</td>
</tr>
<tr>
<td>Rolando</td>
<td>Tolworth</td>
<td>3855 Raven Terrace</td>
<td>Grand Rapids</td>
<td>Michigan</td>
<td>43505</td>
<td>11/21/2019</td>
<td>25.91</td>
</tr>
<tr>
<td>Aprilette</td>
<td>Bayer</td>
<td>2309 Arrowood Road</td>
<td>Lansing</td>
<td>Michigan</td>
<td>48912</td>
<td>5/31/2020</td>
<td>18.81</td>
</tr>
</tbody>
</table>
Report Page (Example 1)

Urban Science Lead Report

This report was created based on the leads selected and presents metrics intended to improve lead sales.

Top 3 Leads

- Lead: Rabi Godley, Score: 99.82, Address: 96422 Schurz Plaza, Franklin Michigan 48025
- Lead: Martyn Priestner, Score: 99.76, Address: 46 Jenifer Crossing, Ada Michigan 49301
- Lead: Jermaine Ablewhite, Score: 99.61, Phone: 313-982-7072, Email: tablewhite7a@marketwatch.com

Average Score based on Postal Code

Average Score based on Model

Average Score based on Origination Date
Urban Science Lead Report

This report was created based off of the leads selected and presents metrics intended to improve lead sales.

Top 3 Leads

- Lead: Lynna Point, Score: 53.56, Address: 61 New Castle Trail, Saginaw Michigan 48604
- Lead: Jeannine Hasswell, Score: 52.34, Phone: 989-794-8270, Email: jhasswell4c@facebook.com
- Lead: Nev MacAllan, Score: 51.09, Address: 6 South Avenue, Saginaw Michigan 48609

Average Score based on Postal Code

Average Score based on Model

Average Score based on Origination Date
What’s left to do?

• Add more filters to the Create a Report Page
• Add the ability to export the report
  ▪ Print
  ▪ Excel
• Authentication functionality
• Dealer specific lead fields
• Expand on metrics
• Overall UI overhaul
Questions?