Beta 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

Front-end

User

HTTP requests and responses

Web Server

React

node

HTML

CSS

JS

Visual Studio Code

Back-end

Database

express

Microsoft SQL Server

Lead Scoring APIs

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Dashboard
Dealer Settings Page
Import Leads Page
Leads/Create a Report Page
Reports Page

MM Company Detailed Report
This report was created based off of the leads filtered and presents metrics intended to improve lead sales.

Zipcode

Origination Date
What’s left to do?

• UI/Quality of life improvements
  ▪ Example: Loading bar for uploading bulk leads
• Finishing the sign in/up page capabilities for users
• Bug fixes and polish error checking functionality
Questions?