Opportunity and Significance
- Streamline Urban Science’s current information retrieval method on OEM (Original Equipment Manufacturer i.e. Ford, Nissan) clients
- Build an application that provides interactive audio/visual explanation of automobile dealership performance analysis
- Extension of current S4 Navigate solution performed currently manually by employees

Technical Approach
- An Urban Science consultant or OEM Dealership Manager will enter a query (Voice or Text). The query will be parsed, the parsed information will be to generate a database call and the requested results will be displayed for the user
- If the user enters a voice query, the results will be dictated as well

Technologies
- ASP.NET framework
  - Built on the C# 7.0 programming language
- SQL Server
  - Database used to store the OEM information
- HTML5/CSS
  - Used to build the front-end UI
  - Bootstrap/Bootstrap Material Design used for CSS formatting
- LUIS.AI API
  - Used for Natural Language parsing to return intents/entities
- Bing Speech API
  - Used to transcribe voice query into a text string
  - Used to results back to the user

Next Steps for Development and Test
- The S4 Navigator solution will be productionized from our Proof-of-Concept
- User Authorization/Authentication will need to be implemented to limit access to information depending on the user
- Table/Database maintenance tools will need to be implemented to adapt the database to any necessary changes

Commercialization Plan & Partners
- This project was a Proof-of-Concept for the Urban Science team for their OEM clients
- If Urban Science determines in the future that this project is adaptable to fit their needs, they will continue to expand upon our initial solution

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