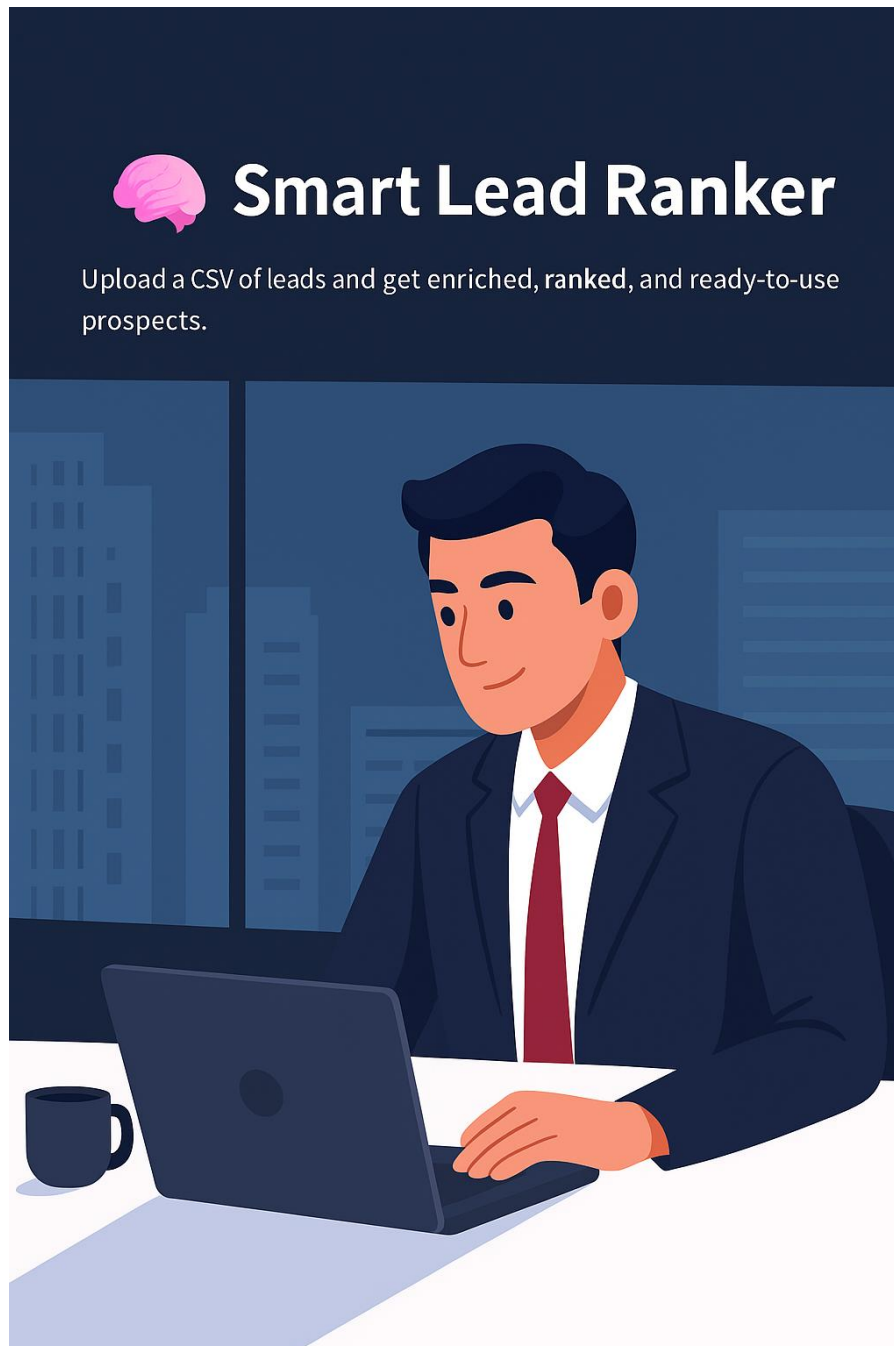


Smart Lead Ranker – Pre-Work Report



Caprae Capital – AI-Readiness Pre-Screening Challenge

Submitted by: Paresh Patil

Project Link:- <https://smart-lead-ranker.streamlit.app/>

Objective

To enhance the lead generation process using intelligent data enrichment and ranking techniques. The goal is to build a lightweight AI-powered tool that can filter, evaluate, and score leads based on website trust, domain authority, email quality, and social presence.

Model Logic & Design

The tool processes a .csv file of raw leads and enriches them using the following criteria:

Feature	Method Used	Importance
Website Check	requests.get(url)	To check if the website is active
Domain Age	whois API	Older domains are more trustworthy
Email Validation	Regex based pattern check	Invalid or dummy emails are eliminated
LinkedIn Presence	URL pattern match	Adds social credibility

These are combined into a **score (0-10)** using a weighted logic:

- Website OK → +2
- LinkedIn OK → +2
- Email OK → +3
- Domain Age > 1 year → +3

Tagging Logic:

- 🔥 High: score ≥ 8
- ⚠️ Medium: score ≥ 5
- ✖ Low: score < 5

Dataset Used

A sample leads.csv was created manually with the following columns:

- Website
- Email
- LinkedIn URL

This dataset mimics real-world SaaS/B2B lead exports.



Technologies Used

- **Python 3.10+**
 - **Streamlit** for UI
 - **Pandas** for data handling
 - **python-whois** for domain analysis
 - **requests** for HTTP status check
 - **Regex** for email validation
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Output Example

Website	Email	Domain Age	LinkedIn	OK	Score	Tag
abc.com	contact@abc.com	6 yrs	<input checked="" type="checkbox"/>		9	High
xyz.in	hello@xyz	0	<input checked="" type="checkbox"/>		3	<input checked="" type="checkbox"/> Low



Deliverables

- ☒ app.py: Main streamlit app logic
 - ☒ utils.py: Enrichment helper functions
 - ☒ leads.csv: Sample input
 - ☒ ranked_leads.csv: Enriched output
 - ☒ Optional Add-on: AI voice assistant using pyttsx3
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Future Scope

- Add auto-scraping from LinkedIn/company sites
 - Integrate OpenAI for summarizing company bios
 - CRM integration (e.g., Hubspot, Zoho)
 - Chrome extension for 1-click enrichment
 - Add AI voice narration for full accessibility
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Conclusion

The Smart Lead Ranker is a business-ready AI tool that saves sales teams hours by intelligently scoring and tagging leads based on real-world trust indicators. It aligns with Caprae Capital's mission of transforming business operations using practical AI innovations.



GitHub Link:

<https://github.com/82PareshPatil/smart-lead-ranker.git>



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