**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/**](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

**📈 Output Example**

| **Website** | **Email** | **Domain Age** | **LinkedIn OK** | **Score** | **Tag** |
| --- | --- | --- | --- | --- | --- |
| abc.com | contact@abc.com | 6 yrs | ✅ | 9 | 🔥 High |
| xyz.in | hello@xyz | 0 | ❌ | 3 | ❌ 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

**💡 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

**📍 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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