

Phase 5 – Apex Programming

(Not required)

In this project, Apex was not required because:

- All business logic (Lead Scoring, Engagement Calculation, Interest Updates) was implemented using Formula Fields and Flows.
- No external API or AI model was integrated, so HTTP Callouts via Apex were unnecessary.
- Scheduled Flows handled nightly batch processing without requiring Batch Apex.

Future Scope

If the project is extended in the future, Apex could be used for:

- Integrating AI Models (via REST API) to calculate lead scores dynamically.
- Batch Apex to process millions of leads efficiently.
- Custom Triggers for complex business rules not possible with Flows.
- Apex with LWC for dynamic, interactive UI components.

“In this project, no Apex classes or triggers were required. Flows were sufficient to implement all automation.”