# Task 3: Scaling and Advanced Implementation

## 1. Even Distribution of Leads Among Sales Reps

To distribute leads evenly among sales reps, a round-robin mechanism is implemented:  
- A list of sales reps is maintained in Google Sheets.  
- Using a 'Zapier Code Step' or 'Storage by Zapier,' the workflow tracks the last assigned rep.  
- Leads are assigned to the next sales rep in the list, updating the 'Assigned Sales Rep' column in Google Sheets.

## 2. Keyword Extraction from Comments Field

The workflow uses 'Formatter by Zapier' to extract keywords from the Comments field:  
- Keywords like 'budget,' 'timeline,' and 'features' are extracted to categorize leads.  
- The lead category is stored in a new 'Category' column in Google Sheets.  
- This basic text analysis helps in organizing leads based on their interests.

## 3. Lead Follow-Up System Using Google Calendar

To ensure timely follow-ups, the workflow automates scheduling reminders:  
- For each lead, a Google Calendar event is created based on their urgency level.  
- Immediate leads are scheduled for the next day, short-term leads for the next week, and so on.  
- Events are assigned to the appropriate sales rep to ensure personal follow-ups.

## Limitations

1. Even Distribution of Leads:  
- Delays may occur if multiple leads are captured simultaneously.  
- Manual updates to the sales rep list are required as the team grows.  
  
2. Keyword Extraction:  
- Limited to basic text analysis; more advanced NLP requires external tools.  
- Regular updates to keyword lists are necessary to reflect business needs.  
  
3. Google Calendar Integration:  
- Follow-up times may not consider specific sales rep availability.

## Enhanced Workflow Explanation

The updated workflow integrates the following advanced features:  
1. Round-robin assignment of leads to sales reps.  
2. Keyword extraction from the Comments field for lead categorization.  
3. Automated Google Calendar scheduling for follow-ups based on lead urgency.  
These enhancements optimize lead management and streamline sales team activities.