

Report

Submission for Caprae Capital Pre-Screening Challenge

Dhairya Vaghela

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This project aims to improve and extend the capabilities of lead generation tools like [SaaSquatchLeads](#) by building a web module that combines real-time search automation using Selenium with semantic filtering using Sentence Transformers. The user interface accepts two inputs: Industry and Location, and upon submission:

1. Scrapes business listings from Google Maps based on the query.
2. Extracts name, phone, and address details.
3. Uses SentenceTransformer (MiniLM) to rank results by relevance based on the user's industry input.
4. Displays matched leads on a results page.

Problems Identified on [SaaSquatchLeads](#) :

1. Inaccurate matching :

Search for "**Artificial Intelligence**" returned companies related to "**Machinery**" — due to keyword mapping.

2. Output style :

Results are presented in an unstyled text area making them hard to parse or export.

3. UX Flow Issue :

After results are generated, there's no redirection or visible way to return to the Home page.

Tech Stack :

- Frontend : html+Flask+Bootstrap
- Backend : Python + Selenium + SentenceTransformer
- Model : all-miniLM-L6-v2

Conclusion :

This enhanced lead generation tool addresses the biggest pain point of the original platform: relevance. By combining scraping automation with semantic understanding, this solution ensures that the leads shown actually match the user's business intent, not just loose keyword associations.

GitHub : <https://github.com/Dhairya1910/Lead-Analyser.git>

Demo : <https://youtu.be/GDeHhx45jDc>