

Lead Factory App

29th November 2023

Devmountain Foundations Capstone

APP DESCRIPTION

I am developing an application named "Lead Factory," designed for efficient lead generation. Users can easily register and log in, selecting their target industries and locations from a curated list. Upon making their selections, users will access the main dashboard featuring two key buttons: YP and Google.

By clicking the YP and Google buttons, users initiate the app's scraping capabilities on Yellow Pages and Google, importing leads directly into their database. The leads are neatly presented in a datatable, offering users the flexibility to add, update, or delete entries as required.

Once leads are in the database, two additional features become available. The "Email Pull" button empowers users to generate email addresses for their leads by utilizing Selenium to explore publicly listed domain pages of the respective companies and extract any available email addresses.

To enhance data integrity, a validation feature is incorporated. Users can verify the authenticity of the pulled email addresses with a simple click, providing insights into the likelihood of their validity. With Lead Factory, we aim to streamline lead generation, offering a comprehensive and user-friendly platform for businesses seeking to boost their outreach efforts.

MVP FEATURES

- ❖ MAIN PAGE
- ❖ LOGIN/REGISTER FEATURE
- ❖ SELECT LEAD INDUSTRIES/LEAD LOCATIONS
- ❖ LEAD SCRAPING FEATURE USING SELENIUM
- ❖ DATATABLE - CREATE, READ, UPDATE AND DELETE
- ❖ EMAIL SCRAPING
- ❖ EMAIL VALIDATION

PLANNING FLOWCHART

