



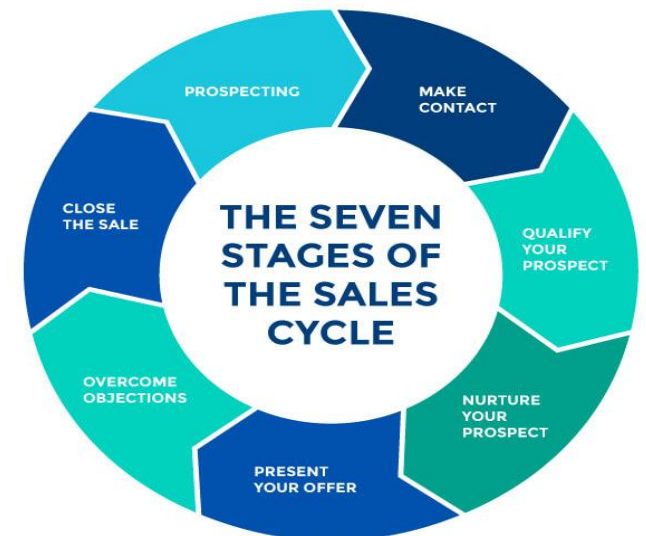
GENERATE SALES LEADS FROM EMAIL CONVERSATION USING AI/ML

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INTRODUCTION

- The project is centered around the Natural language processing, uses sentiment classification on email.
- The sales process, often known as the sales cycle, is the process by which your organization sells its product or service to clients
- The sales team generates sales leads
- The sales team approaches the leads who can become prospect.



PROBLEM STATEMENT

- The sales teams conducts webinar, product session, advertisement etc.
- They receive feedback from the audience in email.
- Sales team manually checks the each mail and classify the leads.
- Its manual work done in excel.

OBJECTIVE OF PROJECT

- Reduce the time and effort of sales people
- Allow sales team to make business decision quickly

PROPOSED SOLUTION

- Machine learning model trained on sales dataset to classify leads
- Rest API to make inference via remote call.
- UI app for configuration, analytics and representation of leads

PROPOSED SOLUTION

< **SAP** Sales Leads Overview ▼ 🔍 DU

contact@zorbasofted.com × 5 More

Configure Email

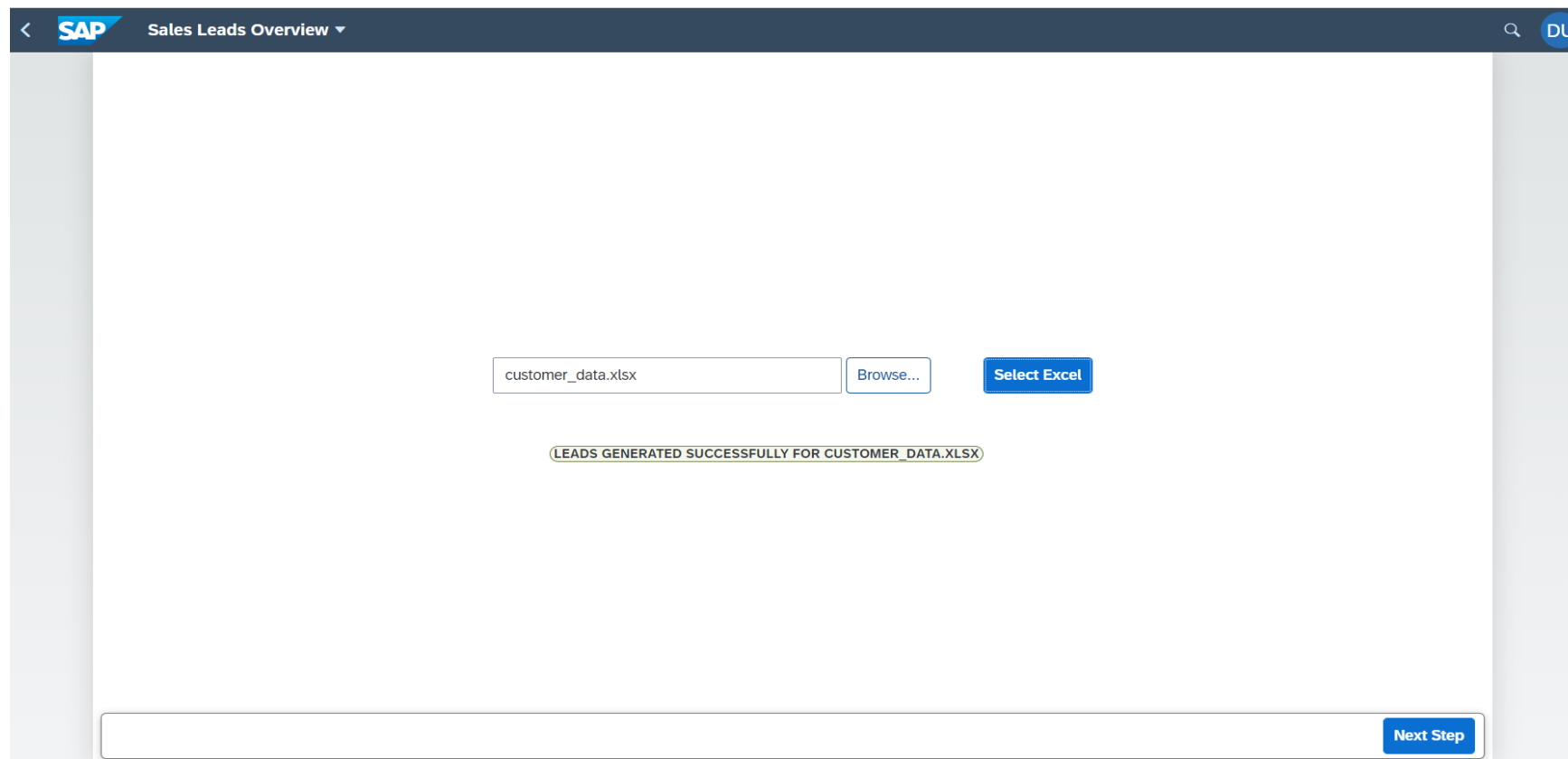
Email List

INFO@GREENOLIVEMEDIA.COM	HELLO@GROUP6INTERACTIVE.COM	CONTACT@ZORBASOFTED.COM
INFO@GREENOLIVEMEDIA.COM	HELLO@GROUP6INTERACTIVE.COM	CONTACT@ZORBASOFTED.COM

Next Step

Figure : Email
Configuration page

PROPOSED SOLUTION



The screenshot displays the SAP Sales Leads Overview interface. At the top, there is a dark blue header bar with the SAP logo, the text "Sales Leads Overview", a search icon, and a user profile icon labeled "DU". The main content area is white and contains an Excel uploader section. This section includes a text input field with the value "customer_data.xlsx", a "Browse..." button, and a blue "Select Excel" button. Below these elements, a green message box states "LEADS GENERATED SUCCESSFULLY FOR CUSTOMER_DATA.XLSX". At the bottom of the page, there is a white bar with a "Next Step" button on the right.

Figure : Excel uploader page

PROPOSED SOLUTION

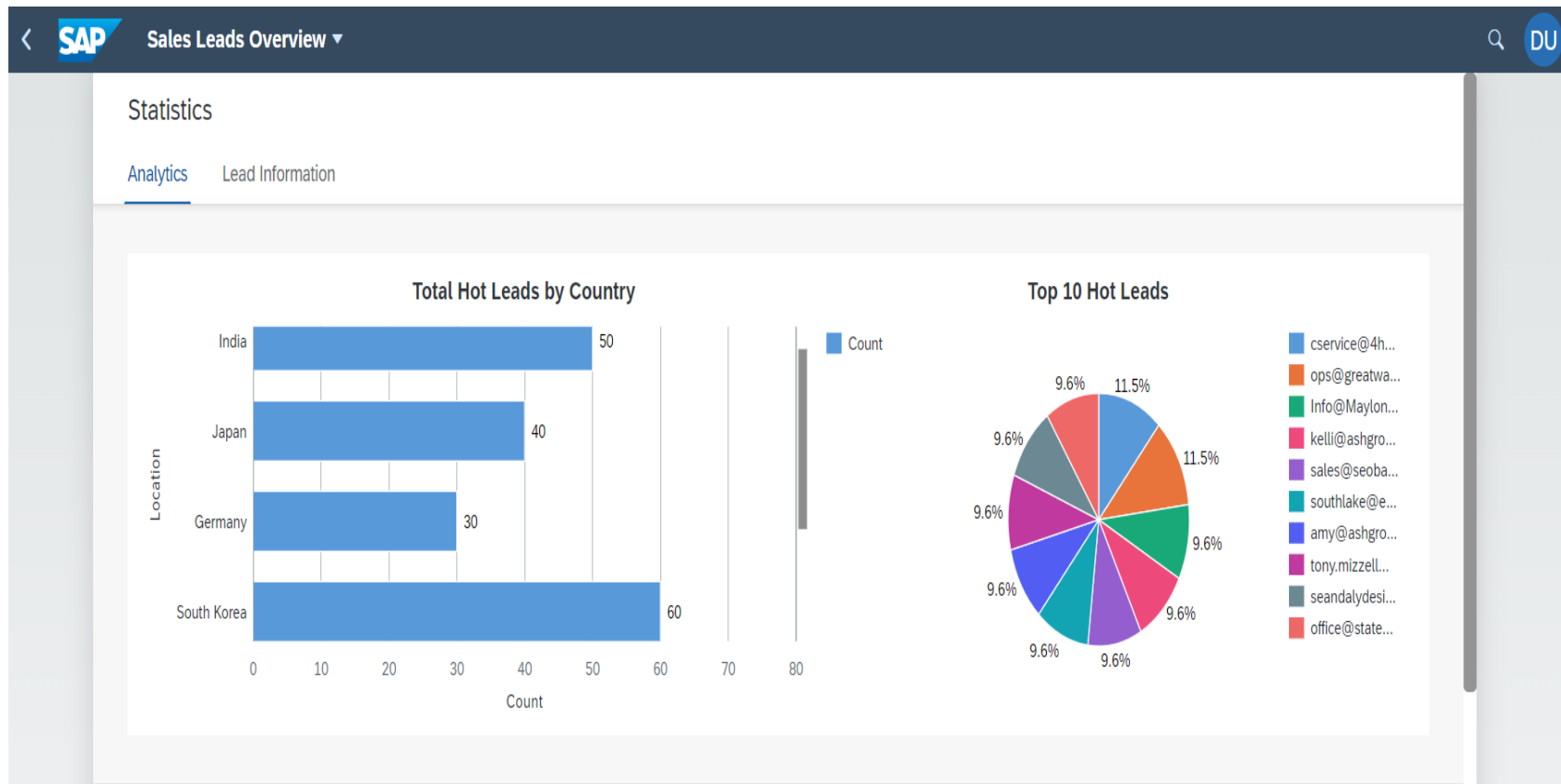


Figure :Analytics tab with charts

PROPOSED SOLUTION

The screenshot displays the SAP Sales Leads Overview interface. The top navigation bar includes the SAP logo, the title 'Sales Leads Overview', a search icon, and a user profile icon labeled 'DU'. Below the navigation bar, there are tabs for 'Statistics' and 'Lead Information', with 'Lead Information' being the active tab. The main content area is titled 'Lead Information' and contains a table with the following columns: Email, Title, Content, Named Entity, Score, and an Email button. The table is organized into four sections: 'Cold Lead - 1', 'Hot Lead - 3', and 'Warm Lead - 2'. Each section contains one or more rows of lead data.

Email	Title	Content	Named Entity	Score	Email
Cold Lead - 1					
contact@zorbasofted.com	WW Web Design St...	I hate your product.	Entity	-80%	Email
Hot Lead - 3					
cservice@4hatteras.com	Web Design, Graph...	I have all sales firstclass versions from 2006 until today. On ...	Entity	10%	Email
ops@greatway-trans.com	The HTML5 Herald	I loved our product webinar, intrested in knowing more.	Entity	60%	Email
hello@group6interact ive.com	Impact Social Medi...	I am from Mercedes benz, I love your product	Entity	50%	Email
Warm Lead - 2					
info@greatwebmaker s.com	Local Internet Mark...	Hi, I am Roshan, CEO of facebook from india, i want to buy ...	Entity	0%	Email
info@greenolivemedi a.com	Social Media Marke...	Hi, I am Nick jack, CEO of microsoft from california, i want t...	Entity	0%	Email

Figure :Tab for lead information

SOLUTION ARCHITECTURE

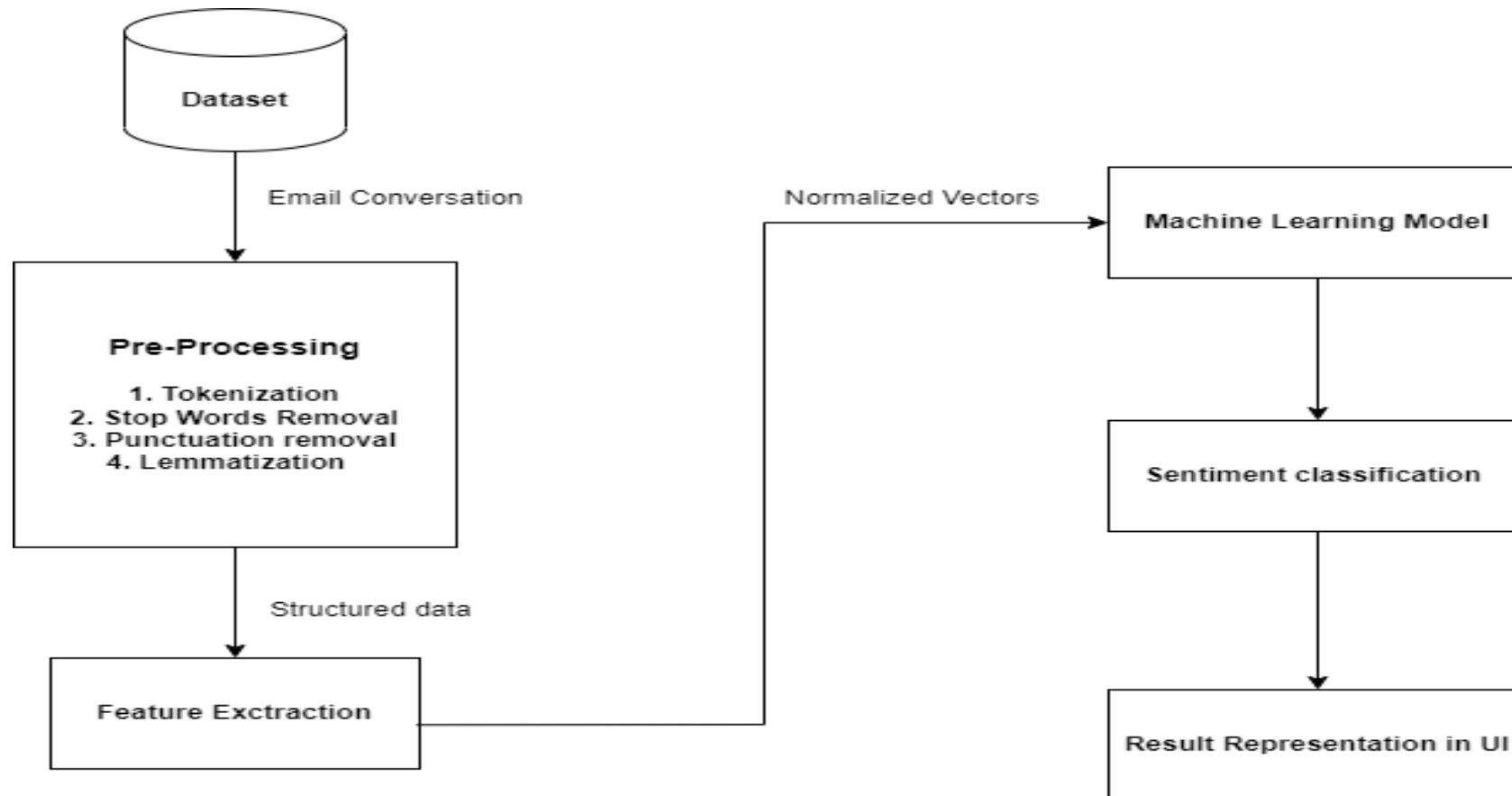


Figure : Solution Architecture of ML model

BENEFIT TO ORGANIZATION

- Reduce the time and effort for salesperson.
- ML model to assist sales team.
- Generate named entity recognition from emails
- UI dashboard to display the model results and leads information.
- Generate a template for user which can be used for sending a mail.

CONCLUSION

- The tech stack of this project includes python, anaconda package and UI5, An R&D and brainstorming was carried out on ML algorithms and analytical UI.
- This app can be used by sales to classify leads more quickly, give them vital information from mail, decision making can be faster and reduce the manual work done by them using excel.



THANK YOU