## **SaaSquatch Lead Evaluator – Project Overview**

## **Project Objective**

The goal of this project is to build an intelligent web application that streamlines the process of identifying and evaluating potential B2B sales leads using the SaaSquatch platform. The application enables users to log in securely, specify the type of business and location they are targeting, and extract leads based on those criteria. Each lead is then analyzed using an AI model to assess its potential for sales engagement.

### **What I Built**

* **Login Automation with Selenium:** I used headless Selenium to simulate logging into the SaaSquatch website using the user’s credentials. Once logged in, the session cookie is extracted and used to authenticate further requests to the lead scraping API.
* **User Input Collection (Streamlit):** I created a Streamlit interface that allows users to input their desired *industry* and *location*. This input is passed to the SaaSquatch API to fetch business leads.
* **Lead Categorization:** Retrieved leads are classified into:  
  + **High Potential**: Has a valid website and a BBB rating.
  + **Medium Potential**: Has a website but lacks a rating.
  + **Low Potential**: Lacks both or provides invalid data.
* **AI-Powered Lead Evaluation:** For each lead, users can click on a natural-language button like “Why might this be a good lead?” which triggers the **Gemini AI model** (Gemma-3-27B-IT) to analyze and summarize the opportunity. The response includes:  
  + A brief profile of the company.
  + Potential challenges they might face.
  + Whether they’re a strong lead.
  + Suggestions on how to approach them.
* **Interactive UI & Download Option:** Leads are displayed using expandable panels, and the final dataset can be downloaded as a CSV file for sales or CRM use.

### **Model Used**

**Gemini (Gemma-3-27B-IT)** – A powerful generative language model from Google. It is used here for analyzing company metadata and generating intelligent, human-readable summaries of each lead.

### **Evaluation & Results**

The tool offers a fluid and intuitive user experience. It dramatically cuts down the time needed to evaluate a lead by giving AI-generated reasoning. This is especially helpful for sales teams who need quick context on prospects without manual research.

### **Technologies Used**

* Python
* Selenium (headless browser automation)
* Streamlit (web application interface)
* Requests (API interaction)
* Pandas (data structuring and export)
* Gemini Generative AI SDK
* SaaSquatch Leads API

### **Impact**

This project demonstrates how automation and generative AI can be combined to enhance lead qualification in a sales pipeline. It empowers sales teams to focus their efforts on high-quality leads and improves their outreach strategy with tailored, AI-backed insights.