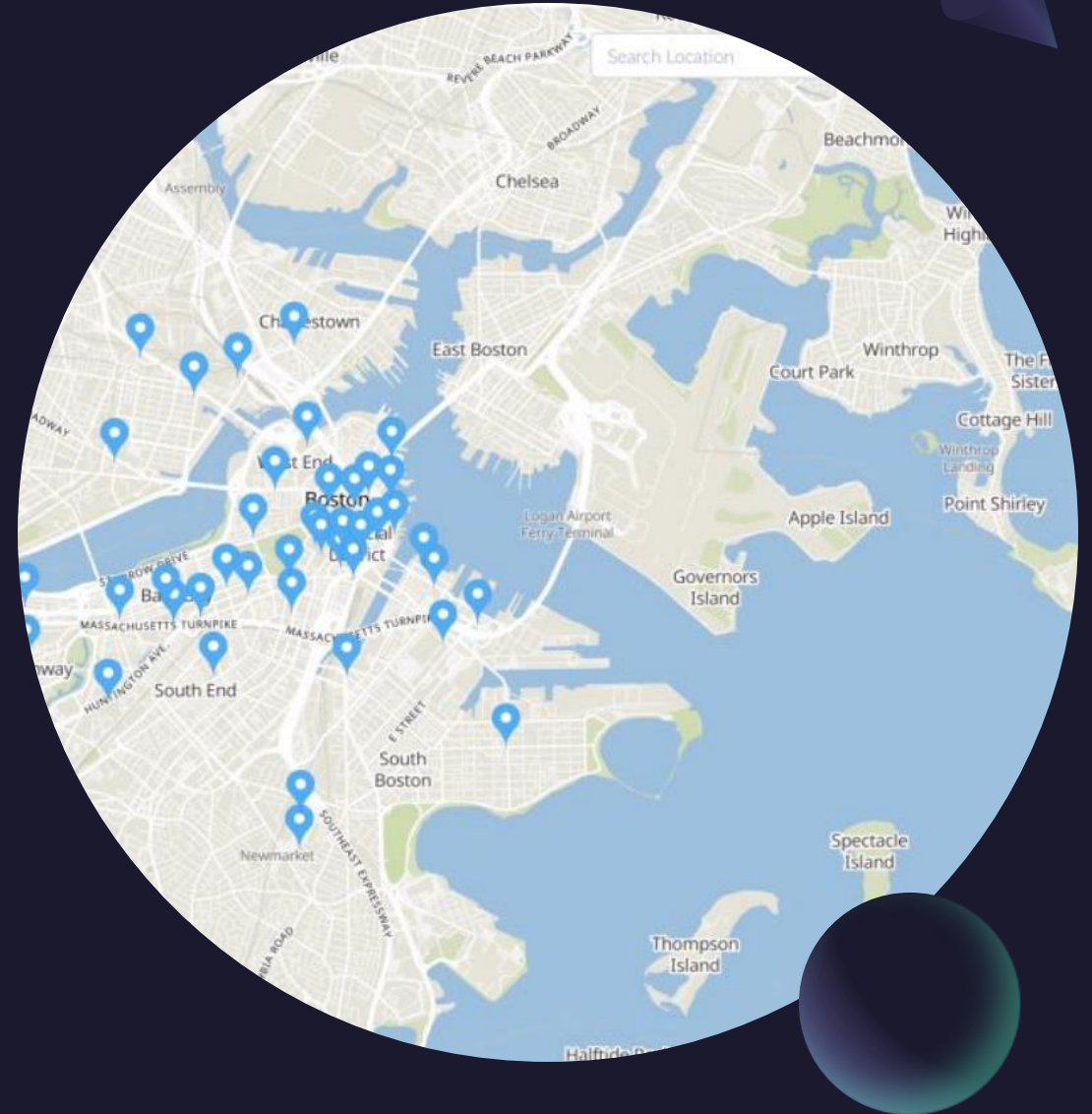
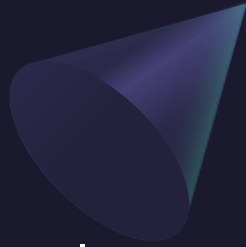


# Lead Finder Application

Team 3:  
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Mamta Jadhav,  
Sakshi Bankar,  
Shivam Sinha,  
Vedant Pandey





**Objective:** Develop a centralized platform to enhance lead generation processes for IMEX Cargo using Zoho Creator.

**Key Features:**

Customizable search criteria

Real-time updates

Comprehensive data visualization

Seamless integration with Zoho CRM





## Mapping the Solution to Sponsor Needs

### Efficient Lead Generation

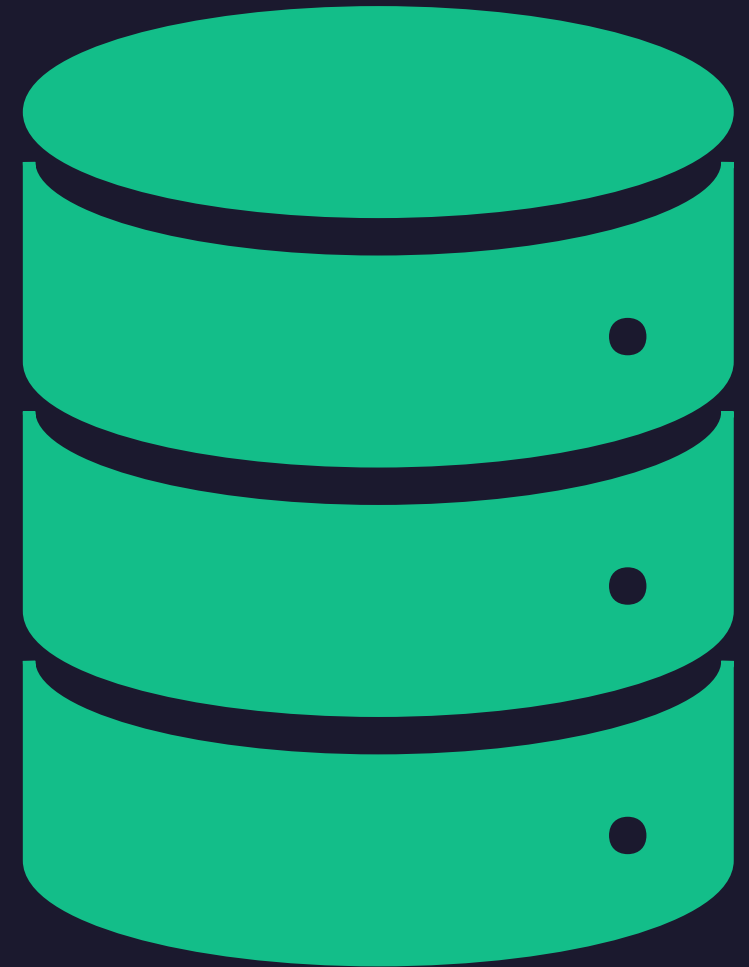

Customizable search engine with detailed criteria  
Real-time updates for actionable data

### Data Management and Visualization

Centralized platform for data management  
Advanced visualization tools for better decision-making

### Integration and Usability

Seamless integration with existing Zoho CRM  
User-friendly interface for easy access and use



## **Solution Highlights:**

### **Zoho Creator Platform**

Low-code environment for rapid deployment  
Built-in services for CRM and map integrations

### **Real-Time Data Updates**

Ensures current and actionable leads

### **Customizable Reports**

Export options in CSV and Excel formats for further analysis



# Artifacts



# Lead Search

Lead Finder

Dashboard

Search Lead

Add Lead

Sales Leads

Lead Map

Sakshi Bankar

Search Lead

Section

Term \*

Location \*

Section

Radius

#####

Meters up to 40,000

New Search \*

Yes

No

Submit

Reset

# Add New Lead

Lead Finder

Dashboard

Search Lead

Add Lead

Sales Leads

Lead Map

Sakshi Bankar

Add Lead

Lead Information

Company

Website

Industry

-Select-

Phone

+1

201-555-0123

Latitude

Status

Review Count

Rating

Price

Longitude

Address Information

Address

Street

Address Line 2

City

State

Postal Code

Country

-Select-

Submit

Reset

# Sales Leads

Lead Finder

Dashboard

Search Lead

Add Lead

Sales Leads

Lead Map

Sakshi Bankar

Sales Leads

	<div>Company</div>	<div>Address</div>	<div>Industry</div>	<div>Phone</div>	<div>Review C...</div>	<div>Rating</div>	<div>Price</div>
	Starbucks	874 Commonwealth Ave, Boston, MA, 02215, US	Coffee & Tea	+16177343691	25	3.3	\$
	Starbucks	749 E Broadway, South Boston, MA, 02127, US	Coffee & Tea	+18573375110	20	2.4	\$\$
	Starbucks	14 McGrath Hwy, Somerville, MA, 02143, US	Coffee & Tea	+16176254070	4	2.3	
	Starbucks	775 Commonwealth Ave, Campus Dining Services, Boston, MA, 02215, US	Coffee & Tea	+16173532991	9	3.2	\$
	Starbucks	1 Thompson St, Charlestown, MA, 02129, US	Coffee & Tea	+18572894125	27	3.2	\$
	Starbucks	300 Longwood Ave, Boston, MA, 02115, US	Coffee & Tea	+16173555539	5	4.4	\$\$
	Starbucks	364 Brookline Ave, Boston, MA, 02215, US	Coffee & Tea	+16172772350	28	3.2	
	Starbucks	283 Longwood Ave, Boston, MA, 02115, US	Coffee & Tea	+16172775202	61	2.4	\$\$
	Starbucks	450 Water St, Cambridge, MA, 02141, US	Coffee & Tea		3	3.7	
	STARBUCKS COFFEE	700 Commonwealth Ave, Boston, MA, 02215, US	Coffee & Tea	+16173585450	20	1.8	\$
	Starbucks	606 Congress St, Boston, MA, 02210, US	Coffee & Tea	+16173384111	16	2.8	\$
	Starbucks	36 District Ave, Dorchester, MA, 02125, US	Coffee & Tea	+16174362408	34	2.2	
	Starbucks	11 First St, Cambridge, MA, 02141, US	Coffee & Tea	+16179419022	6	3.5	
	Starbucks	142-148 Brookline Ave, Trilogy, Boston, MA, 02215, US	Coffee & Tea	+16178676545	51	3.5	\$\$

Showing 50 of 50



# Leads Map

Lead Finder

Dashboard

Search Lead

Add Lead

Sales Leads

Lead Map

Sakshi Bankar

Lead Map

Search Location

Basic

Satellite

Street

© OpenStreetMap | Zoho Maps Attributions

A map of the Boston area showing various neighborhoods. Numerous blue pins are clustered in the central part of the map, particularly around the areas of Cambridge, Somerville, and Boston, indicating a high concentration of leads in these regions. The map includes labels for various cities and towns such as Lexington, Arlington, Belmont, Waltham, Watertown, Cambridge, Somerville, Chelsea, Boston, and others. The map is displayed in a light beige color with blue water bodies.

Search

×

☒ Company

Contains

▼

Is

Is Not

Is Empty

Is Not Empty

Starts With

Ends With

☐ Price

Search

Search

×

☒ Company

Contains

▼

☐ Address

☐ Industry

☐ Phone

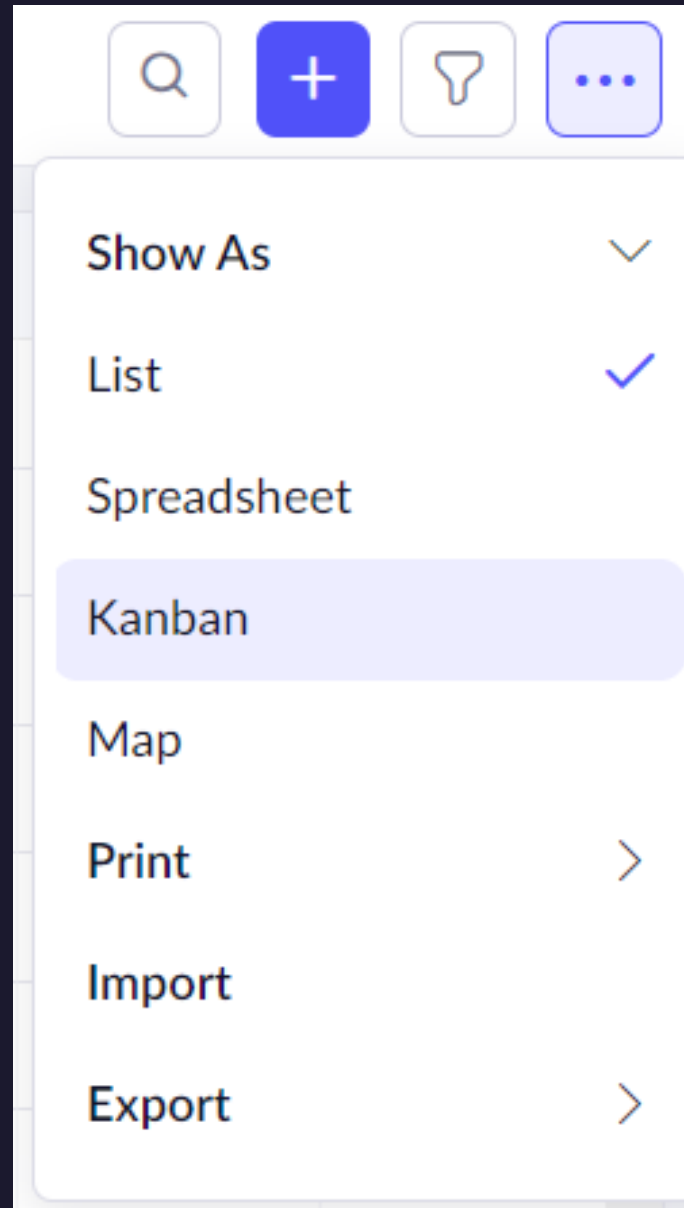
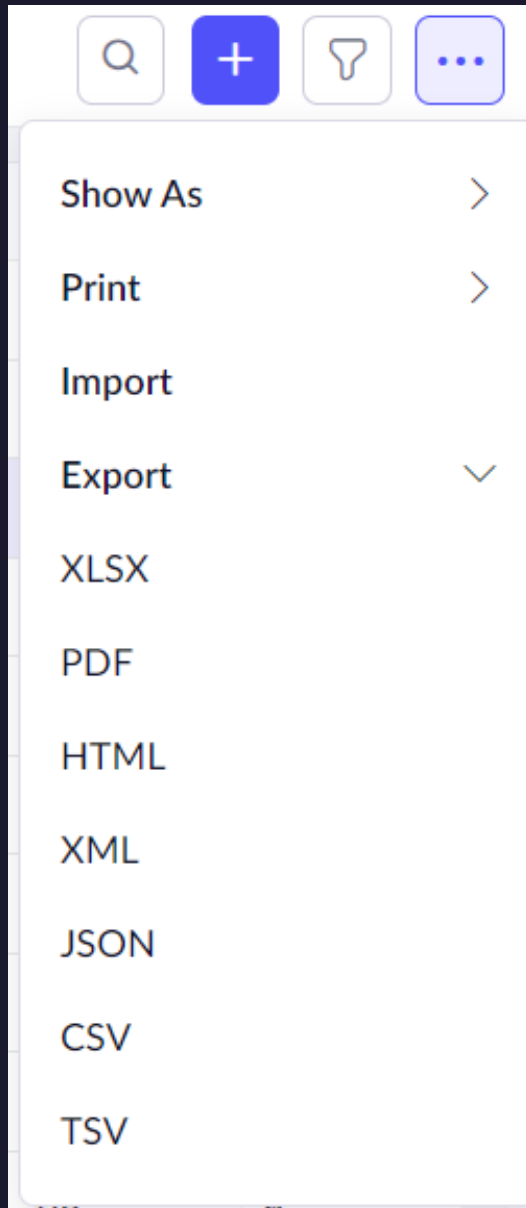
☐ Review Count

☒ Rating

☐ Price

Search

**Search filter  
with different  
categories and  
keywords  
conditions covering  
all complex  
search filters**



**Multiple  
Viewing options,  
Print, Import  
and Export in  
different file  
formats**

# Recommendations



Create detailed user manuals and video tutorials for all application features.



Organize training sessions and webinars to ensure users are fully equipped to utilize the application.



Develop a plan to ensure the application can accommodate growing data and user demands.



Explore and integrate APIs from LinkedIn, Google Places or industry-specific databases.



Integrate advanced analytics tools for deeper insights into lead behavior.