

Caprae Capital Pre-Work Report

Feature Developed: Lead Scoring & Prioritization

Objective: As part of the AI-Readiness Challenge, I enhanced the saasquatchleads.com platform by adding a Lead Scoring feature to help sales teams quickly identify and focus on high-value leads.

Rationale: The current platform treats all leads the same, making it hard to identify high-potential opportunities. Adding a lead scoring system helps sales teams prioritize outreach, turning a basic lead list into a more strategic, actionable tool.

Scoring Methodology: Each lead is assigned a numeric score calculated from the following factors:-

- **Revenue:** Normalized by millions - higher revenue suggests greater deal size and interest.-
- **Industry:** Weighted based on relevance to SaaS sales (e.g., Tech = high weight, Retail = lower weight).-
- **Contact Availability:** Additional points are added if both email and phone contact information are present.

Formula used: $\text{Score} = (\text{Revenue} / 1,000,000) + \text{Industry Weight} + \text{Contact Info Bonus}$

Tools & Technologies

- Python
- Jupyter Notebook
- Pandas
- Numpy

Business Impact: This feature streamlines lead management by improving targeting and reducing time spent on low-quality leads, aligning with Caprae Capital's focus on practical AI solutions.