

# PROJECT - AILEADGEN

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## Enhancing B2B Lead Generation with AI

### Objective

The objective of this project is to enhance the B2B lead generation process by leveraging AI-driven insights to prioritize high-quality leads. This tool aims to improve decision-making and efficiency in sales outreach by scoring and enriching company data.

### Approach

The tool loads a dataset of companies and applies a rule-based scoring mechanism to identify high-priority leads. It enriches company profiles by scraping meta-descriptions from their websites. A user-friendly Streamlit interface allows filtering leads based on industry, location, and score. Users can export the refined leads to CSV or JSON formats.

### Rationale

- Rule-based scoring highlights companies that align with high-growth sectors (Fintech, SaaS, CRM).
- Use of .ai/.io domains signals AI orientation.
- Meta-descriptions offer quick context for sales teams.
- Export features support direct CRM ingestion or offline processing.

### Model/Logic

The lead scoring logic uses the following heuristic:

- +2 points for companies in USA/UK (target market)
- +2 points for relevant industries
- +2 points if domain contains .ai or .io
- +1 point for brand depth (name length)

Descriptions are enriched via BeautifulSoup parsing of website meta tags.

Overall we can change scoring system based on user requirement which is add-on feature can add but cause of time constraint not added. Overall lead score is use to check compatibility of user based on their requirement and industry many more criteria.

### Impact

This tool enables sales and strategy teams to act faster by surfacing top prospects with AI-aligned signals and actionable web context. The clean UI and filtering options reduce noise, making the outreach process more efficient and focused.