Caprae Lead Prioritizer – Rationale

Objective:
The Smart Lead Prioritizer is built to enhance B2B lead qualification by analyzing uploaded lead lists and assigning each entry a prioritization score based on available data. It's designed for early-stage PE/VC or acquisition teams who need to quickly filter high-quality leads from large CSV datasets.

Feature Focus:
I chose a *"Quality First"* approach — building a lightweight but high-impact prioritization engine that calculates a score based on key lead attributes such as presence of email, LinkedIn, company name, and website.

Scoring Logic:

- Email present = +2 points

- LinkedIn present = +3 points

- Company name present = +2 points

- Website present = +1 point

This scoring reflects real-world signals used in lead evaluation. The more complete a lead profile, the more likely it is to be actionable and valuable.

Business Value:
This tool reduces the noise in outreach by allowing sales or investor relations teams to instantly prioritize leads without manually sifting through incomplete or low-potential data. It also provides downloadable filtered lists for CRM import or follow-ups.

Why It Aligns with Caprae's Mission:
Caprae emphasizes strategic transformation and practical AI adoption. This tool exemplifies a plug-and-play AI use case: using rule-based heuristics to improve decision quality and efficiency. It's simple, scalable, and aligns with the firm's SaaS/MaaS post-acquisition enablement goals.

Built with:
Python, Pandas, Streamlit — all open-source tools supporting agile deployment and rapid customization.