Smart Lead Prioritizer – Caprae Capital Internship Challenge

This project was developed as part of the AI-Readiness Pre Work Challenge by **Caprae Capital Partners**. It is designed to demonstrate how AI-driven tools can streamline lead generation and prioritization for acquisition and outreach teams.

Project Objective

To replicate and enhance aspects of [SaaSquatchLeads](https://www.saasquatchleads.com/) within a strict 5-hour build window — showcasing practical AI/ML/heuristic tools for prioritizing B2B leads.

What It Does

Upload a CSV of raw leads and instantly receive a scored, ranked list that highlights the most promising leads. Each lead is scored based on:

Feature	Score
Email	+2
LinkedIn	+3
Company	+2
Website	+1

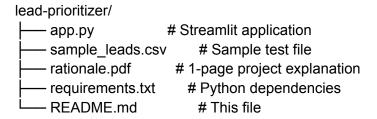Final output is downloadable and ranked by score.

Features

- CSV Upload (Streamlit file uploader)
- Automatic scoring based on completeness
- Top 3 leads preview
- Downloadable CSV of scored leads
- No ML required – heuristic-based, fast, reliable

How to Run

```bash
git clone https://github.com/yourusername/lead-prioritizer.git
cd lead-prioritizer
pip install -r requirements.txt
streamlit run app.py
```

Project Folder Structure

```
lead-prioritizer/
├── app.py               # Streamlit application
├── sample_leads.csv     # Sample test file
├── rationale.pdf        # 1-page project explanation
├── requirements.txt     # Python dependencies
└── README.md            # This file
```

Tech Stack

- Python

- Pandas

- Streamlit

Why This Matters

Caprae Capital is redefining private equity by embedding AI into every phase of value creation. This project is a microcosm of that mission — simple tools, real business impact.

Demo Video

A 1–2 minute walkthrough video explaining the rationale, functionality, and impact of this project is submitted separately.

Author

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