How the Scoring System Works
Real-time ML pipeline with Salesforce integration

END-TO-END PIPELINE

SALESFORCE
New leads detected

→

ENRICHMENT
Census + Property

→

ML MODEL
Trained on your data

→

SCORE + WHY
Posted to Salesforce

🏠 Property Data
Home equity, square footage, property age, estimated value

📈 Census Data
Income levels, household size, demographics by ZIP

📍 Sales History
Brava wins in ZIP code (last 2 years)

REAL-TIME SCORING

📝 Lead Submitted — Form on website — **0s**

🔍 Detected & Enriched — 30-sec polling interval — **~30s**

🧠 Scored by ML Model — With top contributing factors — **~32s**

☁️ Posted to Salesforce — Score visible to rep — **~45s**

WHAT YOU GET

⚙️ Production ML Pipeline
AWS-hosted, auto-scaling

☁️ Salesforce Integration
Score + "why" on every lead

📊 Monitoring Dashboard
Tableau with real-time KPIs

📅 Full Documentation
Maintenance & operations guide

FEATURE IMPORTANCE (WHAT ACTUALLY PREDICTS CONVERSION)

1. **Home Equity** — Property enrichment — **+1.12**
2. **Project Timeline** — Lead form — **+0.98**
3. **Brava Sales in ZIP** — Sales history (2yr) — **+0.39**
4. **Square Footage** — Property enrichment — **+0.28**
5. **Estimated Home Value** — Property enrichment — **+0.04**
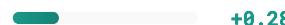
TECHNOLOGIES & SKILLS

`Machine Learning` `Salesforce` `Python` `AWS` `PostgreSQL`
`Predictive Analytics`