Decision Maker Extractor – Project Report

Objective

This project enhances the lead generation process by automatically extracting decision-makers (e.g., CEOs, Founders) from a list of companies using public search data. It is built as a lightweight Streamlit application that generates actionable B2B leads efficiently.

Technology Stack

- Language: Python
- Framework: Streamlit (for UI)
- APIs Used: SerpAPI (Google Search results)
- Libraries: pandas, requests, re, urllib

Key Features

- CSV upload for company names
- Customizable target roles (e.g., CEO, CTO, Founder)
- Public profile scraping via Google
- LinkedIn and Crunchbase profile extraction
- Work email guessing using standard patterns
- Confidence scoring for lead quality
- Clean CSV output with sorted leads

Model & Heuristics

No ML model was used due to time constraints. Instead, a **rule-based scoring system** was applied:

- +40 points: If title contains senior role keywords
- +30 points: If a valid email is guessed
- +30 points: If snippet has informative content

Input Format (Example CSV)

Company
Google
Microsoft
OpenAI
Infosys
Zoho Corporation

Output Sample (Ranked)

Name	Role	Email	Confidence	LinkedIn
Sundar Pichai	CEO at Google	sundar.pichai@google.com	100	linkedin.com/in/sundarpichai

Why This Matters

The tool allows sales and recruiting teams to prioritize outreach to high-impact individuals without spending hours on manual research. It accelerates the lead generation process and improves targeting precision.

Limitations

- Relies on Google-indexed public data
- Email generation is based on patterns, not validation
- Input quality (company names) affects accuracy

Conclusion

This tool addresses real-world sales workflow needs by extracting high-value leads quickly. It's accurate enough for outreach and flexible enough to extend into other domains.