🚀 Scaler AI APM – Lead Conversion Funnel

A smart AI-powered funnel that converts blog readers * Add admin dashboard for lead monitoring

- Train AI chatbot using Scaler's blog/Q&A datato engaged leads for Scaler using chatbot conversations, email automation, and instant call booking.

🔗 Live Links

- 🌐 **Frontend**: https://scaler-apm.vercel.app
- 🖥️ **Backend API**: https://scaler-apm.onrender.com
- 🗂️ **GitHub Repository**: https://github.com/shibbu04/Scaler-APM

🎯 Objective

Design and prototype a lead acquisition + conversion funnel for an EdTech product (Scaler) using AI and automation tools to:

- Attract cold leads (e.g., blog readers)
- Personalize their journey via AI chatbot
- Automate email nurturing
- Drive booking for free consultation or live classes

🔍 Selected Use Case

☑ **Convert blog readers into booked consultation calls** and push them into a nurturing email funnel.

🔄 Funnel Flow

1. **Cold Lead**: User visits the landing page (e.g., via a blog)
2. **Chatbot Interaction**: Learns user goals and suggests programs
3. **Data Capture**: Captures name, email, intent
4. **Call Booking**: Offers Calendly scheduling
5. **Automation**: Adds lead to Mailchimp via Zapier
6. **Conversion**: Confirmation sent + potential follow-up

⚙️ Tech & Tools

Layer	Tools/Tech Used
Frontend	HTML, CSS, JavaScript (Vercel)
Backend	Node.js, Express (Render)

Layer	Tools/Tech Used
Database	MongoDB Atlas
AI Layer	OpenAI API
Chatbot	Landbot.io
Emails	Mailchimp API + Zapier
Booking	Calendly API
Analytics	Google Analytics

🔐 Environment Variables

```
MONGODB_URI=your_mongo_uri

OPENAI_API_KEY=your_openai_key

MAILCHIMP_API_KEY=your_mailchimp_key

MAILCHIMP_LIST_ID=your_list_id

CALENDLY_API_TOKEN=your_calendly_token

CALENDLY_EVENT_TYPE=

LANDBOT_TOKEN=your_landbot_token

LANDBOT_BOT_ID=

ZAPIER_WEBHOOK_URL=your_zapier_url

FRONTEND_URL=https://scaler-apm.vercel.app
```

📷 Screenshots

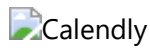> Replace below links with actual screenshots in /assets or use image URLs.

🖼 Landing Page

![Landing Page]Landing Page

💬 Chatbot Flow

![Chatbot]Chatbot

📅 Booking Flow

Calendly

✉ Email Automation

Mailchimp

🥴 "If I had 2 more weeks…"

- Add AI-powered WhatsApp follow-up via Twilio
- Integrate Stripe payment & post-booking enrollment
- Add admin dashboard for lead monitoring
- Train AI chatbot using Scaler's blog/Q&A data

🧑‍💻 Developer

- 💼 **LinkedIn**: https://linkedin.com/in/shivamsingh57680
- 🌐 **Portfolio**: https://shivam04.tech
- 🖥 **GitHub**: https://github.com/shibbu04

☑ Submission Checklist

- ☑ Functional frontend and backend
- ☑ AI chatbot integration (Landbot)
- ☑ Calendly booking integration
- ☑ Mailchimp email automation
- ☑ Zapier workflow setup
- ☑ Screenshots attached
- ☑ This README serves as project documentation