

Lead Evaluator Proposal – Swan Industries Ltd.

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Project Overview

Swan Chemical receives many adhesive-related inquiries, but not all are worth the same sales effort. This project will build a simple **Lead Evaluator** that assigns each lead a **priority level** (High/Medium/Low/ Not Suitable/Save for Later) so the team can focus on the most promising opportunities. Each lead will receive a **score (0-100)** plus a short reason summary (e.g., industry fit, verified presence, low demand, missing details).

How It Works (High-Level)

This is a **decision-support tool** to assist sales judgment. Scoring will use early-stage information such as **Business legitimacy** (phone, address, website/online presence), **Business type, industry category, Location & delivery feasibility, Expected order size and repeat frequency** (if available), **Credibility and capacity signals** (where observable), and some other criteria.

Data Sources

Data will be created and collected using **two sources**:

1. **Simulated lead-form inputs** reflecting typical inquiries
2. **Public business signals** (e.g., Google Maps category, location, reviews, contact availability)

Scoring Approach

A practical, explainable model (for example, **logistic regression** or **tree-based scoring** or **boosting-algorithm**) will be used so results are easy to interpret and review. The final deliverable will be a working prototype (spreadsheet-style scoring or a simple interface with graphs & charts) that clearly shows lead scores, categories, and short reasoning.

Business Value

This tool helps Swan screen leads faster and more consistently by:

- Prioritizing higher-fit companies
- Reducing time spent on weak/low-credibility inquiries
- Supporting smarter sales focus and follow-up

Overall, this project provides a practical lead qualification system that improves efficiency and sales prioritization.