**Project Summary: Lead Prioritization and Management App**

**Overview**

This Streamlit-based app helps sales teams identify high-value B2B leads through simulated scraping, enrichment, scoring, and outreach. It streamlines lead management with interactive visualizations and scoring logic.

**Core Modules**

- **Dashboard**: View company and lead datasets

- **Scrape Leads**: Filter by tech stack, industry, and size

- **Enrich Leads**: Fill missing values, clean revenue, and calculate scores

- **Lead Analysis**: Visualize priority distribution and top leads

**Scoring Logic**

- **Revenue Score**: Normalized to max $200M

- **Employee Score**: Capped at 1000

- **Priority Score** = 60% Revenue + 40% Employees → scaled to 1–5 stars

**Data Handling**

- Revenue cleaned from strings like $10M, $1.2M

- Missing values filled via enrichment joins

- Industry inferred from tech stack when absent

**Features & Formatting**

- Sorting: Ascending/Descending

- Table Styling: Priority stars, column pinning

- Priority labeling & conversion

- Auto-scaling charts for responsive layout

- Export: Styled Excel reports with conditional formatting

**Performance Validation**

- **Plotly** visualizations: histograms, scatter plots

- Interactive tables rank leads based on priority