

# **eGain Take Home Assignment**

**Prototype web dashboard for sales reps**

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# Problem Statement

- Problem: Sales reps lack visibility into who is visiting eGain.com and what they're interested in
- Goal: Build a prototype dashboard that extracts meaningful company-level insights from weblogs to prioritize sales outreach
- Challenge: Weblogs provide raw data (IPs, URLs, timestamps) but no business context
- Solution: API enrichment of raw weblog data

# Tech Stack

- Raw data: csv file generated from ChatGPT
- Frontend: Streamlit (open-source)
- Backend: Python + Pandas for data filtering
- Deployment: Streamlit Cloud
- Enrichment APIs: IPinfo for company info from IP

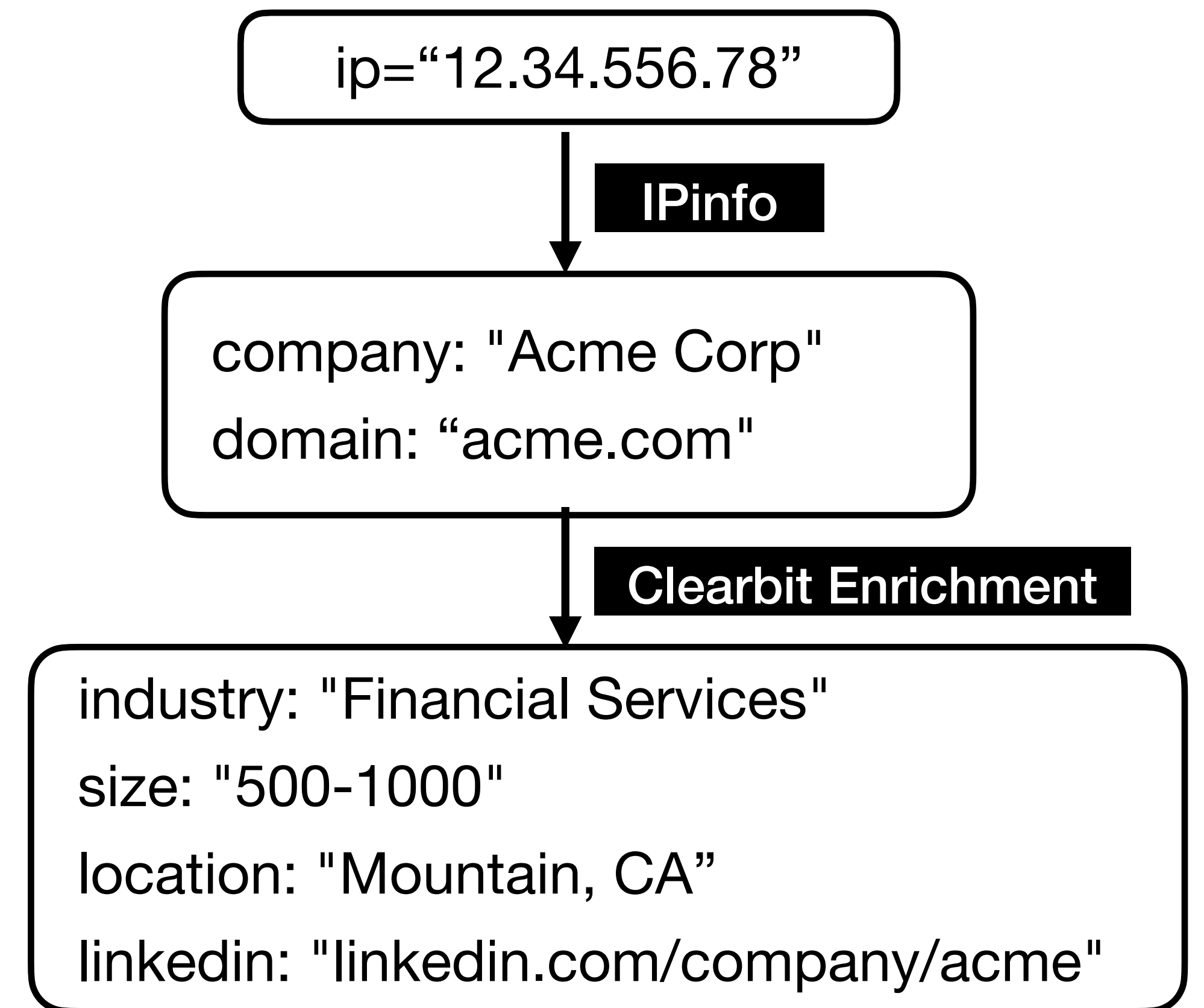
# API-Powered Enrichment

## From IP Address to Company Profile

- Parse raw IPs from weblogs
- Use APIs to enrich corporate IPs with company name, industry, size, location, and LinkedIn
- Displayed enriched company profiles to help sales reps prioritize outreach
- Non-corporate visitors are filtered out

Note: Due to time constraints, the API integration is conceptual and not implemented in this prototype. The data used was generated with ChatGPT and assumes preprocessing and enrichment (e.g., company, industry, country) have already been performed via API or data pipeline.

Workflow: (makeup info)



# Prototype Dashboard Overview

- Web-based dashboard using Streamlit for rapid deployment.
- CSV-based backend for demonstration; designed to scale with API integration.
- Data enriched visits using IP → Company APIs to identify businesses.

	ip_address	timestamp	page_visited	referrer	location	company	industry	page_views
0	192.168.1.9	2025-05-02 00	/home	direct	CA	Umbrella	Healthcare	3
1	192.168.1.10	2025-05-04 20	/blog	google.co	DC	Globex	E-commerce	5
2	192.168.1.16	2025-05-09 00	/blog	google.co	DC	Wayne Enter	Finance	4
3	192.168.1.16	2025-05-21 12	/contact	direct	WA	Stark Industr	Defense	3
4	192.168.1.14	2025-05-03 11	/about	direct	DC	Umbrella	Healthcare	2
5	192.168.1.9	2025-05-10 08	/blog	direct	CA	Acme Corp	SaaS	2

Filter Options

Select date range

2025/05/02 – 2025/05/22

Company name

location

industry

page\_visited

Minimum page views

1

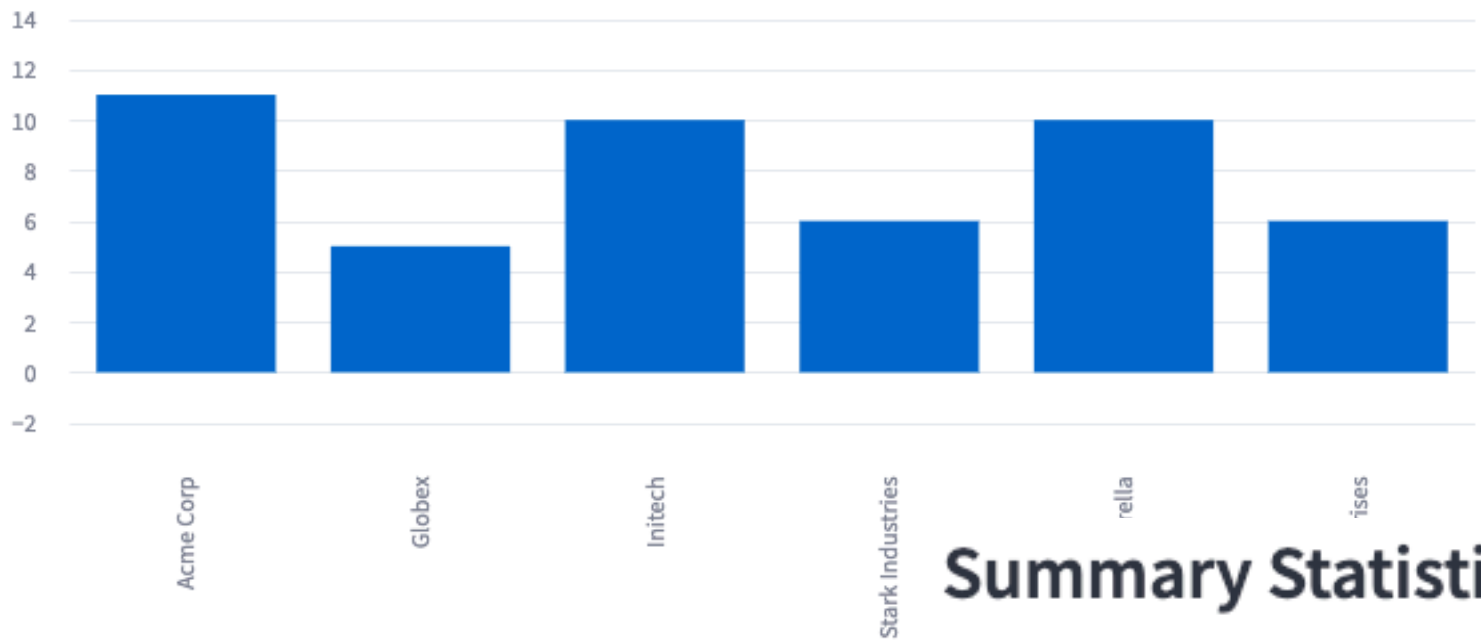
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- Searchable by:
- Date range
  - company name
  - location
  - industry
  - page interest
  - page view count

# Prototype Dashboard Overview

- Surfaced insights such as:
  - Visiting count breakdown by company and page visited
  - Summary statistic: total visits, unique IP counts
  - Most visited company and industry

Visitors by Company

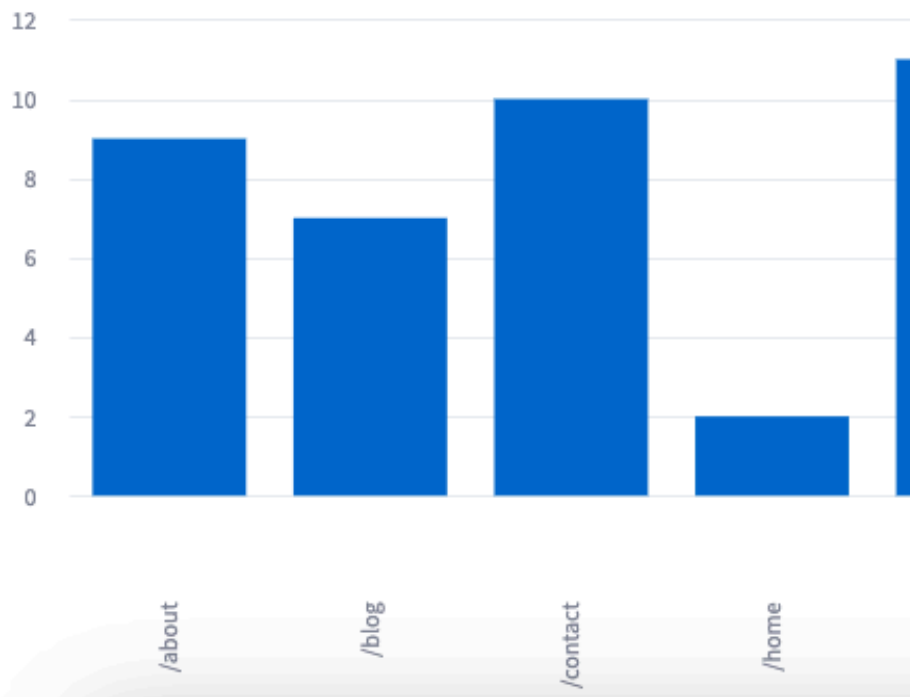


Summary Statistics

Total Visits: 48

Unique IPs: 18

Top Pages Visited



Top Companies:

company	count
Acme Corp	11
Umbrella	10
Initech	10
Wayne Enterprises	6
Stark Industries	6

Top Industries:

industry	count
SaaS	11
Healthcare	10
IT Services	10

# Next Steps & Future Improvements

## Technical Perspective

- Real API Integration
  - Connect to actual weblog data sources (internal analytics APIs)
  - Use enrichment APIs (IPinfo, Clearbit) for firmographic data in real time
- Visualizations & Analytics
  - Add traffic heatmaps, session duration, funnel drop-offs
  - Embed company-specific dashboards for account-based insights
- Security & Auth
  - Implement access control (SSO, OAuth)
  - Protect sensitive user data and logs per compliance best practices

## Product Perspective

- Workflow Integration
  - Sync insights directly into CRM (Salesforce, HubSpot)
  - Create engagement score rules based on visit behavior and frequency
- Alerts & Notifications
  - Trigger Slack/email alerts for target account activity
  - Weekly digests for dormant accounts showing re-engagement
- Commercial Impact
  - Track sales conversion uplift for accounts engaging with high-value content
  - Test and iterate on outreach timing based on visit intent signals