

# Lead Intelligence & Data Engineer – Real Estate

**Company:** Amar Realty

**Location:** Fursungi / Hadapsar, Pune

**Employment Type:** Full-time

**Experience:** 1–3 years

**Salary:** ₹18,000 – ₹25,000/month, based on skills and experience

## Job Overview

Amar Realty is looking for a **Lead Intelligence & Data Engineer** to build and manage our **organic real-estate lead-generation engine** for the outbound sales team.

The core responsibility is to **discover new lead sources, collect and scrape publicly available/permitted data, build scalable data pipelines, clean and analyze datasets, identify high-potential prospects, and convert raw data into actionable sales leads.**

This is a hands-on role combining:

**Web Scraping + Python/R + Data Engineering + Data Analysis + Business Intelligence + Lead Generation**

The ideal candidate should be able to turn:

**Raw Data → Clean Data → Intelligent Segments → Qualified Leads → Sales Opportunities**

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## Key Responsibilities

### 1. Organic Lead Generation

- Identify and research new sources of potential real-estate prospects.
- Build fresh prospect databases for the outbound sales team.
- Develop location, customer, and market-specific lead lists.
- Continuously discover innovative and scalable methods of generating organic leads.
- Work with the sales team to understand which prospects are most valuable.
- Reactivate and analyze existing/old lead databases for additional opportunities.

## 2. Web Scraping & Data Extraction

- Collect data from **publicly accessible and permitted sources** using appropriate tools and techniques.
- Build and maintain web-scraping workflows.
- Use technologies such as:
  - **Python**
  - BeautifulSoup
  - Scrapy
  - Selenium
  - Playwright
  - Requests
  - APIs
  - Apify
  - Octoparse
  - ParseHub
  - Web Scraper
- Understand HTML, CSS selectors, XPath, JSON, and structured/unstructured data.
- Select the appropriate extraction method depending on the source and data requirement.

## 3. Data Engineering & ETL Pipelines

Build repeatable and scalable pipelines for:

**Extract → Transform → Validate → Enrich → Store → Analyze**

Responsibilities include:

- Automating data collection.
- Building ETL/ELT workflows.
- Transforming raw data into structured datasets.
- Cleaning and standardizing data.
- Removing duplicates.
- Validating records.
- Maintaining data quality.
- Scheduling recurring data collection and processing.
- Building reusable data workflows instead of relying on manual Excel work.

## 4. Data Analysis & Lead Intelligence

Use data to identify **who the sales team should contact and why**.

- Analyze large datasets using **Python, R, Pandas, SQL, and Excel**.
- Identify patterns and high-potential customer segments.

- Analyze geographic and customer segments.
- Compare lead sources.
- Identify data quality and conversion problems.
- Develop lead segmentation and prioritization methods.
- Create simple **lead-scoring models**.
- Convert analytical findings into actionable sales lists.

## 5. Business Intelligence

Develop reports and dashboards that help management make decisions.

Track:

- Leads generated
- Lead sources
- Lead quality
- Customer segments
- Geographic distribution
- Contact rate
- Qualification rate
- Site visits
- Conversion
- Sales performance
- Lead ageing
- Source-to-sale performance

Use tools such as:

**Power BI, Excel, Google Sheets, Looker Studio**, or similar BI platforms.

## 6. Outbound Sales Intelligence

Work closely with the outbound sales team.

Track feedback such as:

- Which leads were contacted?
- Which leads were relevant?
- Which leads were invalid?
- Which prospects showed interest?
- Which leads generated follow-ups?
- Which leads generated site visits?
- Which segments converted?

Use this feedback to continuously improve the lead-generation and scoring process.

**Lead Data → Sales Feedback → Analysis → Better Data → Better Leads**

## 7. Daily Lead Generation Planning

Take ownership of the daily lead-generation pipeline.

Plan:

- Daily prospect-generation targets
- Data sources to research
- Scraping/extraction activities
- Data-processing requirements
- Lead segmentation
- Priority lead lists
- Sales-team requirements

Provide the outbound sales team with **fresh, structured, and prioritized leads** on a regular basis.

## 8. New Lead-Generation Experiments

Continuously test new organic lead-generation opportunities.

Examples:

- New public/permitted data sources
- Hyperlocal prospect research
- Geographic segmentation
- Customer-segment analysis
- Business ecosystem mapping
- Market intelligence
- Old-lead reactivation
- Referral opportunities
- New data signals
- New automation workflows
- New lead-scoring approaches

Maintain an **experiment → result → learning → improvement** process.

## 9. Database Management

Build and maintain structured lead databases using:

- SQL
- PostgreSQL

- MySQL
- SQL Server
- SQLite
- Excel/Google Sheets where appropriate

Maintain:

- Lead IDs
- Source
- Location
- Segment
- Lead status
- Priority
- Data quality
- Collection date
- Sales status
- Follow-up status

## **10. Technical & Automation Support**

Provide limited technical support related to the data-generation environment, including:

- Python/data-processing environment
- Software and tool configuration
- Automation workflows
- CRM/data integrations
- Basic computer/software troubleshooting
- Coordination with external technical vendors when required

**Technical administration is secondary to lead generation, data engineering, and analytics.**

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# **Required Skills**

## **Must Have**

- **Python**
- **SQL**
- **Pandas**
- Data cleaning & analysis
- Web scraping/data extraction

- Excel / Google Sheets
- Internet research
- Data interpretation
- Problem-solving

## Strong Advantage

- R
  - BeautifulSoup
  - Scrapy
  - Selenium
  - Playwright
  - Apify
  - Octoparse
  - ParseHub
  - APIs
  - ETL/ELT
  - PostgreSQL/MySQL
  - Power BI
  - Looker Studio
  - Google Apps Script
  - Automation
  - Scikit-learn
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# What We Expect From You

You should be able to take a business requirement such as:

**"We need 500 relevant prospects from Pune for our outbound real-estate sales team."**

and independently work through:

**Where can we find them?**

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**How can we collect the data?**

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**How do we clean and validate it?**

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**How do we identify the best prospects?**

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**How do we score and segment them?**

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**How do we deliver them to sales?**

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**How do we measure the result?**

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**How do we improve the process?**

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## **Ideal Candidate**

We are looking for a **data-driven problem solver**, not simply an MIS executive or data-entry operator.

The ideal candidate:

- Enjoys finding new data sources.
- Has practical web-scraping experience.
- Can write Python scripts.
- Understands data pipelines.
- Can work with SQL databases.
- Can analyze large datasets.
- Can create useful dashboards.
- Thinks creatively about lead generation.
- Understands how sales teams use data.
- Can work independently.
- Is comfortable experimenting and learning new tools.
- Takes ownership of measurable outcomes.

**A strong candidate should be able to say:**

**"I can find the data, build the pipeline, clean it, analyze it, identify the best prospects, and deliver a sales-ready lead list."**

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## Qualification

Preferred backgrounds:

- Computer Science
- Information Technology
- Data Science
- Data Analytics
- Engineering
- Statistics
- Mathematics
- Business Analytics
- Computer Applications

Strong practical candidates with relevant projects may also be considered.

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## Experience

**1–3 years preferred.**

Freshers with strong practical projects in **Python, web scraping, SQL, data analysis, or data engineering** may also be considered.

Candidates with **GitHub projects, portfolios, dashboards, or demonstrated scraping/data-engineering projects** are encouraged to apply.

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## Performance Metrics

The role will be measured by **business impact**, not simply the number of records scraped.

**Data**

- Fresh prospects generated
- Valid records
- Clean records
- Duplicate rate
- Data quality

## **Lead Quality**

- Sales acceptance rate
- Qualified-lead rate
- Follow-up rate
- Site-visit rate
- Conversion rate

## **Business Intelligence**

- Quality of analysis
- Dashboard accuracy
- Lead-source insights
- Segmentation quality

## **Innovation**

- New lead sources discovered
- New scraping/data pipelines
- New lead-generation experiments
- Successful experiments converted into repeatable processes

## **Ultimate KPI**

**Qualified Leads → Site Visits → Bookings → Sales**

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# **7-Day Paid Practical Evaluation**

Because this is a highly practical position, the selection process may include a **7-day paid practical evaluation**.

During the evaluation, candidates may be asked to work on a real-world business assignment involving:

- Lead-source research

- Data collection
- Web scraping
- Data cleaning
- Python/data analysis
- Lead segmentation
- Lead scoring
- Business intelligence
- Sales-ready lead generation

The evaluation is intended to assess **actual practical capability rather than interview performance alone**.

Successful candidates may be offered a regular full-time position based on performance and mutual fit.

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## Compensation

**₹18,000 – ₹25,000 per month**

Compensation will depend on demonstrated capability in:

- Python
- Web scraping
- SQL
- Data engineering
- Data analysis
- BI
- Lead-generation strategy
- Automation

Candidates who can independently build and maintain a scalable **lead-intelligence/data pipeline** will be considered toward the higher end of the range.

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## The Mission

**Build Amar Realty's Organic Lead Intelligence Engine.**

**Discover → Scrape → Engineer → Analyze → Score → Generate Leads → Support Sales → Measure → Improve**

If you enjoy combining **technology, data, and sales intelligence** to create measurable business opportunities, this role is for you.