

PROJECT DESIGN PHASE-1

PROPOSED SOLUTION

Team ID	PNT2022TMID16684
Project Name	Web Phishing Detection
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S.NO.	PARAMETER	DESCRIPTION
1.	Problem Statement (problem to be solved)	A particular challenge in this domain is that notorious hackers are constantly making new strategies to break into our defence measures. The drawback of the existing systems is detecting some minor false positive and false negative results. These disadvantages can be abolished by introducing a much-enhanced feature to feed to the machine learning algorithm that would result in much higher accuracy.
2.	Idea/ Solution Description	In order to detect and predict phishing website, we proposed an intelligent, flexible and effective system that is based on using classification Data mining algorithm. We implemented classification algorithm and techniques to extract the phishing data sets criteria (URL and Domain Identity, security and encryption) to classify their legitimacy. Then detect whether the website is a phishing site or not.
3.	Novelty/ Uniqueness	1. Using Machine Learning we developed the Web application as Web Phishing Detection 2. It checks the URL and no of users visited in that particular webpage or website and creates an alert to the user if the website is dangerous or not .
4.	Social Impact/ Customer Satisfaction	1. Since Data mining algorithm used in this system, it provides better performance as compared to other traditional classifications algorithms. 2. With the help of this system user can also purchase products online without any hesitation. The accuracy of phishing site identification is around 89%.
5.	Business Model (Financial Benefit)	1. This model helps Banking and Financial sectors from data loss and data attack which leads to zero financial loss externally. 2. In Business Organization they can use this tool to get rid from cyber attack and can implement how to improve the security when this attack occur next time.

6.	Scalability of Solution	<ol style="list-style-type: none"> 1. Additional features such as reporting the phishing website can be made. 2. Also this web application can be made as a chrome extension so that users can securely surf through websites without any hesitation.
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