Project Design Phase-I
Proposed Solution Template

Date	28 September 2022
Team ID	PNT2022TMID28431
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

Proposed Solution Template:

The proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Malicious links will lead to a website that often steals login credentials or financial information like credit card numbers. Attachments from phishing emails can contain malware that once opened can leave the door open to the attacker to perform malicious behavior from the user's computer.
2.	Idea / Solution description	This study explores data science and machine learning models that use datasets obtained from open-source platforms to analyze website links and distinguish between phishing and legitimate URL links..
3.	Novelty / Uniqueness	The model will be integrated into a web application, allowing a user to predict if a URL link is legitimate or phishing. This online application is compatible with a variety of browsers enhance better results in the identification and prevention of phishing attacks.
4.	Social Impact / Customer Satisfaction	By using our phishing detection, both the organisation and their customers can be safe and can avoid identity theft, data stealing etc..
5.	Business Model (Revenue Model)	Phishing could often gain a foothold in corporate or governmental networks as a part of larger attacks, such Threats lead to severe financial losses in addition to declining market share,reputation and consumer trust.

6.	Scalability of the Solution	The proposed model focuses on identifying the phishing attack based on checking phishing websites features, Blacklist and WHOIS database. A few selected features can be used to differentiate between legitimate and spoofed web pages. These selected features are many such as URLs, domain identity, security & encryption, source code, page style and contents, web address bar and social human factor.This paper presents a proposal for scalable detection and isolation of phishing and deployment of the machine learning algorithms.