WEB PHISHING DETECTION

IBM - APPLIED DATA SCIENCE

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Collect the relevant data compare it with dataset

Build the Project

When the user submits his/her personal details, the information is transferred to the attacker.

Recognize the fake URLs

What do they
HEAR?
what friends say
what boss say
what influencers say

Attackers used to copy the HTML source code of genuine website to build the fake website.

PHISHING

The phishing website looks very similar to the original websites

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Please stop the silly phishing!

Third party independent

It will lead to information disclosure and property damage.

PAIN
fears
frustrations
obstacles

Large organizations may get trapped in different kinds of scams.

Attacker creates the fake website

GAIN
"wants" / needs
measures of success
obstacles

Increase user alertness to phishing risks

High detection efficiency

User can make online payment securely.