WEB PHISHING DETECTION

Does it Protect Our User Credentials from being Stolen?

How Machine Learning techniques work on Detecting Phishing ?

What do they THINK AND FEEL?
what really counts

major preoccupations

worries & aspirations

How well it can Integrate with the Browser and Email Inbox?

How rigid the detection system will be against future threats?

User-Friendly, Clutter and Lag-Free Interface.

It takes a Load off the Security Team

What do they HEAR?
what friends say

what boss say

what influencers say

DataSet with the Clean Data

What do they SEE?
environment

friends

what the market offers

Interactive System to report Malicious Pages and Links.

Measure the Degrees of Corporate and Employee Vulnerability

It offers a Solution not a Tool

Protect Valuable Corporate and Personal Data

What do they SAY AND DO?
attitude in public

appearance

behavior towards others
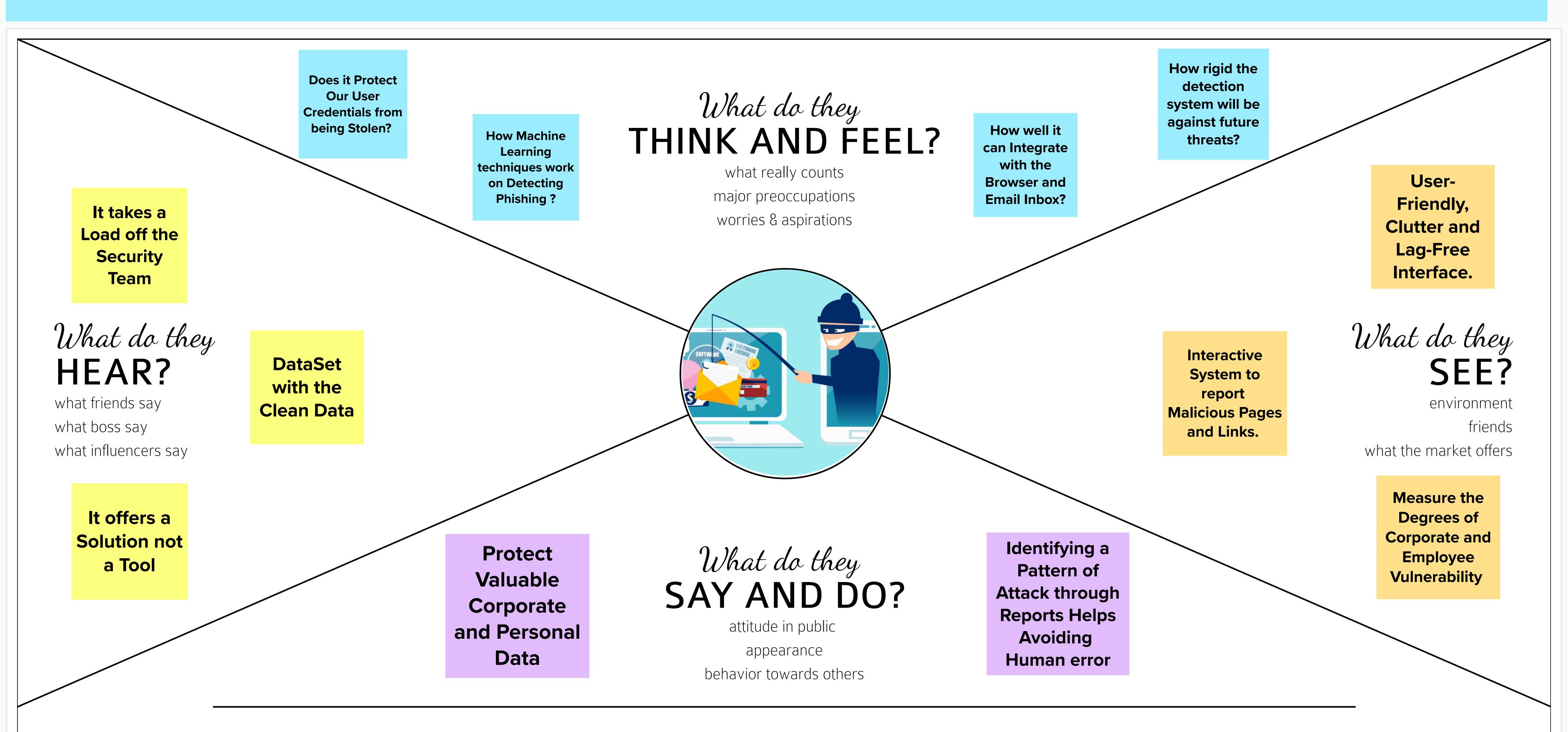
Identifying a Pattern of Attack through Reports Helps Avoiding Human error

Reducing False Negative Rate in Web phishing Detection

PAIN
fears

frustrations

obstacles

Finding the best Compositions of Classifiers that can give a Good Detection Rate of Web Phishing

This Layer of Cyber Protection is Essential as it will help Prevent One of the Most Common types of Hacking Attempts

GAIN
"wants" / needs

measures of success

obstacles

It Aims to avoid Stealing Private Information Such as Username , Passwords and Credit Card Details by way of Impersonating a Legitimate Entity