# IDEATION PHASE

# LITERATURE SURVEY ON WEB PHISHING DETECTION

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| Date | 28 September 2022 |
| Team ID | PNT2022TMID07498 |
| Project Name | Project – Web Phishing Detection |
| Maximum Marks | 2 Marks |

## INTRODUCTION:

Phishing is a type of social engineering attack often used to steal user data, including login credentials and credit card numbers. It occurs when an attacker, masquerading as a trusted entity, dupes a victim into opening an email, instant message, or text message. The recipient is then tricked into clicking a malicious link, which can lead to the installation of malware, the freezing of the system as part of a ransomware attack or the revealing of sensitive information.The web phishing detection mechanism helps us to detect the phishing sites and prevent phishing.This technique uses Machine Learning Algorithms.

## LITERATURE SURVEY:


Reference link: https://www.proofpoint.com/us/threat-reference/phishing

In this module ,we will take a look at all the previous projects and solutions,attempts and implementations to the web phishing detection application.

## EXISTING PROJECT:

**BRAND SHIELD** focuses exclusively on protecting your corporate brand and that of your executives. Identifying phishing attacks (through email, social media, or other mediums) which leverage your brand or the names of your executives is just one component of BrandShield's portfolio.

BrandShield also monitors the internet for rogue websites using your brand as well as marketplaces like Amazon where physical counterfeits of your products could pop up for sale.

| S.no. | Paper Title | Author(s) | Year | Method/Implementation techniques | Reference Link |
|---|---|---|---|---|---|
| 1. | Phishing Detection using Machine Learning based URL Analysis | Arathi Krishna V, Anusree A, Blessy Jose, Karthika Anilkumar, Ojus Thomas Lee | 2021 | 1. Phishing Detection<br>2. Phishing Detection Approaches | https://www.researchgate.net/publication/328541785_Phishing_Website_Detection_using_Machine_Learning_Algorithms |

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| 2. | Survey on Phishing Websites Detection using Machine Learning | Mr. B Ravi Raju , S Sai likhitha, N Deepa, S Sushma | 2017 | 1.Regression and classification algorithms.<br><br>2.Training and Testing the model<br><br>3.Making Predictions | A_Survey_of_Machine_Learning-Based_Solutions_for_P.pdf |
| 3. | Phishing Attack Technique | Pratik Patil1 , Prof. P.R. Devale2 | 2016 | 1)Detection<br>2) Phishing email<br>3)Filtering<br>4) Classifiers<br>5)Machine learning<br>6) Authentication | https://www.researchgate.net/publication/271156987_A_Survey_of_Phishing_Attack_Techniques |
| 4. | Machine learning approach for phishing website detection | Keshav rao,Ayush Tiwari,Soham Joshi,Himank Jain. | 2020 | 1)Detecting the Phishing websites<br><br>2)Importing the Dataset<br><br>3)Spliting the data into Training and Testing sets<br><br>4)Evaluation and Improving | https://www.ijert.org/research/phishing-detection-using-machine-learning-based-url-analysis-a-survey-IJERTCONV9IS13033.pdf |