

HOW WHATSAPP DETECTS SPAM MESSAGES

Project Submitted by Team
Fantastic 5



THE PROBLEM

- WhatsApp Spam lowers the brand image.
- It Compromises customer experience
- It Increase in WhatsApp unsubscriptions
- It leads to negative word of mouth
- It Spam results in blocking





THE SILENT INVADERS

Spam messages are everywhere.

Spam messages are more just annoying - they can be a real security risk! From phishing scams to unwanted promotions, they clutter our inboxes and threaten our privacy.



You are receiving unwanted messages • report spam

**SPAM
DETECTED**



WHATSAPP'S SHIELD

So how does WhatsApp fight back ??

They use powerful Artificial Intelligence and Machine Learning algorithms like Text Classification Models , Pattern Recognition, User feedback Loops etc. Think of it as a Super detective analyzing all messages to spot suspicious patterns.



WHATSAPP SPAM DETECTION BY AI

WhatsApp AI Spam Protection



OUR LEARNING'S

- Understood how NLP techniques help in analyzing text patterns in real-world messaging apps.
- Learned how supervised models classify spam vs. genuine messages.
- Explored the importance of feature engineering – keywords, frequency, metadata, and user behavior in detection.
- Realized how feedback loops (user reports & continuous training) keep models updated against evolving spam.
- Gained insights into the balance between accuracy & privacy, as platforms like WhatsApp must protect data while ensuring safety.



THANKYOU

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