

# AI in Social Engineering and Phishing Campaigns: Spam Detector

## Contributors

This project and research paper were completed solely by:

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## Abstract

This research introduces an AI-driven spam and phishing detection system leveraging Machine Learning and Deep Learning methods.

It compares multiple models (Naive Bayes, SVM, Random Forest, LSTM) for accuracy and integrates the best-performing one into a user-friendly GUI.

## Problem Statement & Objectives

Phishing attacks are growing more sophisticated, bypassing traditional filters. This project aims to:

1. Understand limitations in existing systems.
2. Apply AI techniques for email classification.
3. Evaluate multiple models based on accuracy and speed.
4. Create a functional spam/phishing detection tool with real-world application.

## Research Methodology

- Dataset Sources: Enron, SpamAssassin, PhishTank.
- Preprocessing: Text cleaning, tokenization, vectorization.
- Features: URL patterns, headers, body text characteristics.
- Algorithms: Naive Bayes, SVM, Random Forest, LSTM.
- Validation: Accuracy, Precision, Recall, F1-score, ROC-AUC.

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## Implementation & Files

Tool Components:

1. GUI built using Python.
2. Core logic in `694fada1.py` and `c35c52b2.py`.
3. Trained model stored as `3ee62cf1.pkl`.

The tool allows users to input email text and choose between trained AI models to get predictions with confidence scores.

## Performance Results

- LSTM: 97.3% accuracy (best performance)
- Random Forest: 95%
- SVM: 93.5%
- Naive Bayes: 91.2%

LSTM is most accurate, especially for complex phishing messages.

## Ethics & Future Scope

The system uses anonymized public datasets ensuring ethical usage.

Future enhancements include multilingual detection, adaptive learning, and integration into enterprise email clients.

## System Architecture Diagram

### ABSTRACT

The increasing frequency of attacks through phishing emails crafting intelligence adaptable security systems. A Preparation of integrity, adaptable false information that impersonates in mitigating such attacks.

immersing in the system maintenance and attack with making of the system and its effectiveness by traditional mechanisms impacting its effectiveness.

### INTRODUCTION

Prevalence, of phishing assaults and social engineering strategies in strengthening human vulnerabilities threaten technical weaknesses.

### METHODOLOGY

- Objectives.
- 1. Study the impact of phishing and social engineering attacks on developing an AI technologies, bold consistent action.
- 2. Explore the main components and the role of for detecting and mitigating attacks.
- 3. Evaluate an advanced AI Model for detecting phishing attempts on spam emails as follows.

### IMPLEMENTATION

Development of the system

634fada1-1b8c-46bf-64d6-09u5t5446;1b-py handles email processing and detection logic.

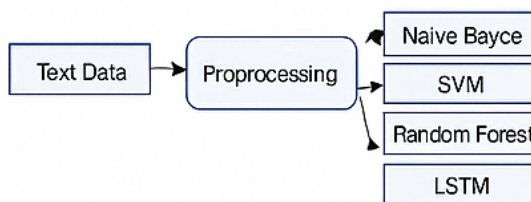
c3652b2 a6ce-491-3b50-fs6834647612.py implements the Graphical User Interface.

### IMETODELSATION

- Objectives: to study the impact of phishing and social engineering attacks on developing an AI
- Evaluates the effectiveness of the system especially Machine Learning for spam email
- Design an AI-based spam Detector system



System Architecture



Model Pipeline

### RESULTS

Prediction: Spam  
print ("Prediction: ", prediction)

The results outcomes demonstrate accuracy, effectiveness. The system was tested and assessed models for phishing and spam email detection.

### CONCLUSION

The research effort highlights AI in detecting phishing attempts, and spam emails, combining ML and DL methods into a hybrid model for better detection.