

STUPID POINTLESS ANNOYING MAIL

Jereme Lamps, Jingxian Zhang, Liang Tao, Sharanya Bathey

Motivation

- Hundreds of spam mails! Who likes them??
But, some useful information might be hidden
Underneath
- We want to find out how and why a persons
spam patterns change over time

Audience

Anyone who wants to understand or analyze their spam patterns to see their interest direction

Questions we intend to Answer

- If the spam has relevance to your interest and spending patterns over time?
- If your browsing/registration/shopping has caused your mail to increase?
- If someone you registered your email with sold your information?

SIGN IN

Email

Password

☐

I'm aware my emails will be accessed and visualized.

Sign in

SIGN IN

junezjx@gmail.com

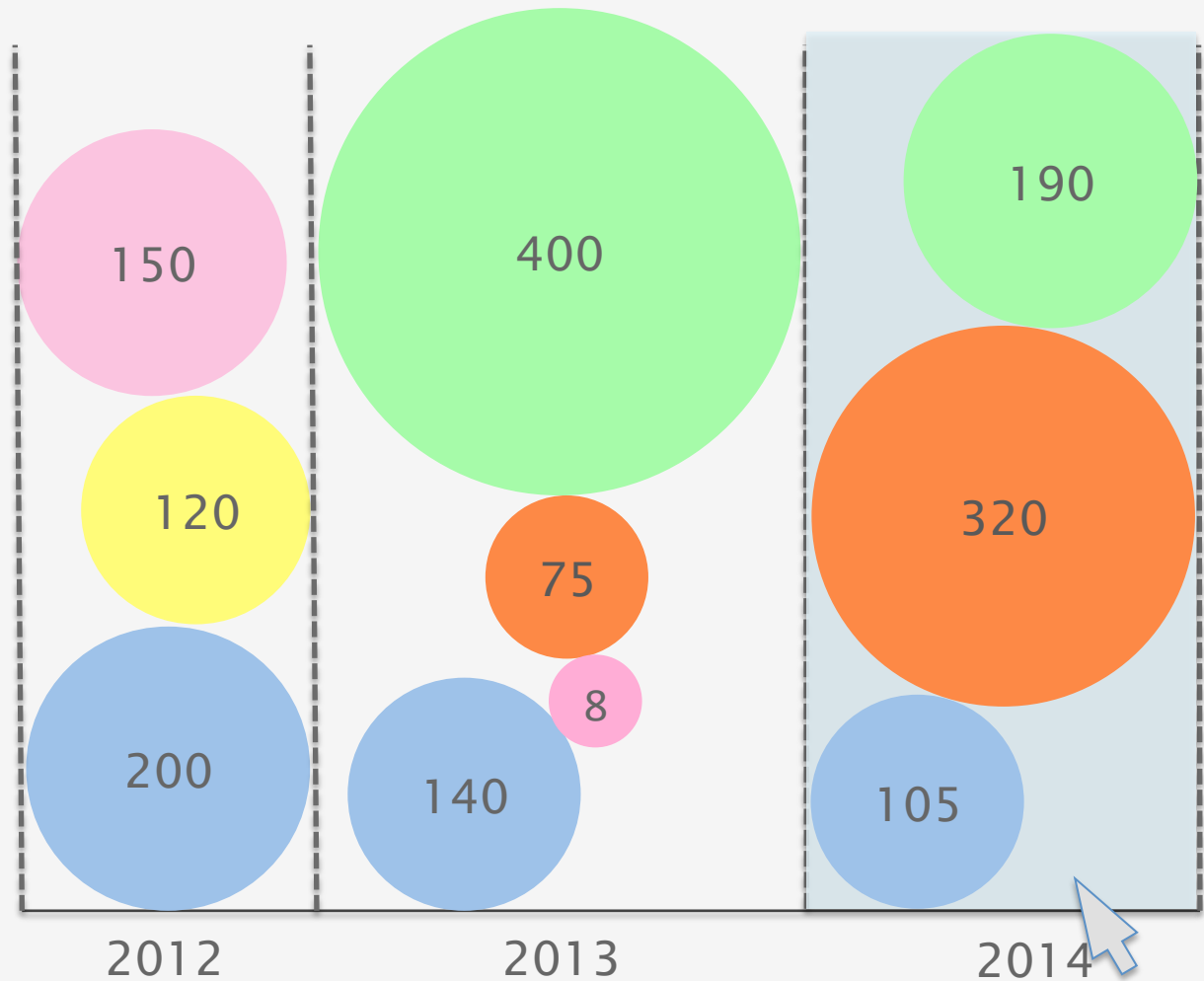


I'm aware my emails will be accessed and visualized.

Sign in

CATEGORIES

YEAR

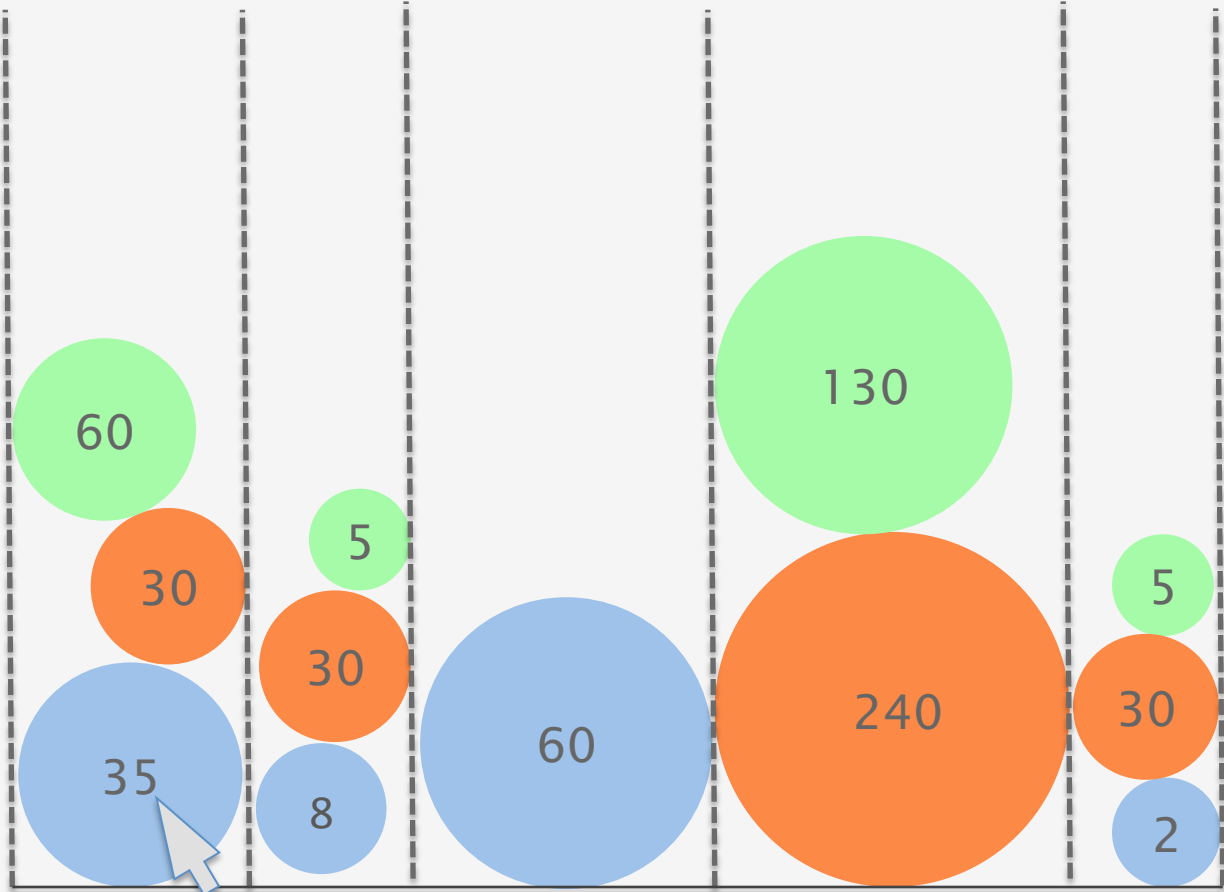


Go to the monthly view.

CATEGORIES

MONTH

YEAR : 2014



Go to the category view.

Categories	Financial	General	Clothes	Food	Social
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CATEGORY: Financial

Date: 03/08
Subject: Your Debit Card Transaction
[See details](#)

Date: 03/14
Subject: Chase Debit Card Overdraft Coverage - Service Change Confirmation
[See details](#)

Date: 03/14
Subject: Wei Zhong accepted your \$68.00 payment
[See details](#)

MONTH

Jan Feb Mar

YEAR : 2014

Subject: Chase Debit Card Overdraft Coverage - Service Change Confirmation
Date: Thu, Mar 14, 2014 at 10:36 AM
From: Chase <no-reply@alertsp.chase.com>
To: junezjx@gmail.com

Dear Chase OnlineSM Customer:

Chase Debit Card Overdraft CoverageSM Confirmation Notice

We received your request indicating that you do not want Chase to authorize and pay overdrafts on your everyday debit card transactions at our discretion.

This request applies to the checking account ending in:

7096

If you have made a request on more than one checking account, you will receive a separate service confirmation for each account.

YOUR CHASE DEBIT CARD OVERDRAFT COVERAGE DECISION IS EFFECTIVE AS OF THE DATE OF THIS EMAIL

We want to summarize the potential consequences of not having Chase Debit Card Overdraft Coverage on your account so you can make sure this decision is right for you. Not having this coverage means:

- Everyday debit card purchases will be denied if there's not enough money in your account OR available under Chase Overdraft Protection. Accordingly, you will not be charged an insufficient funds fee for everyday debit card transactions.
- You may need to make sufficient deposits in advance so that everyday debit card purchases will be approved.
- In an emergency, if you don't have sufficient funds in your account, or available under Chase Overdraft Protection, you may not be able to use your debit card.

If you'd prefer to have Chase Debit Card Overdraft Coverage on your account, just call [1-800-243-6727](tel:1-800-243-6727) or stop by any branch and talk to a banker.

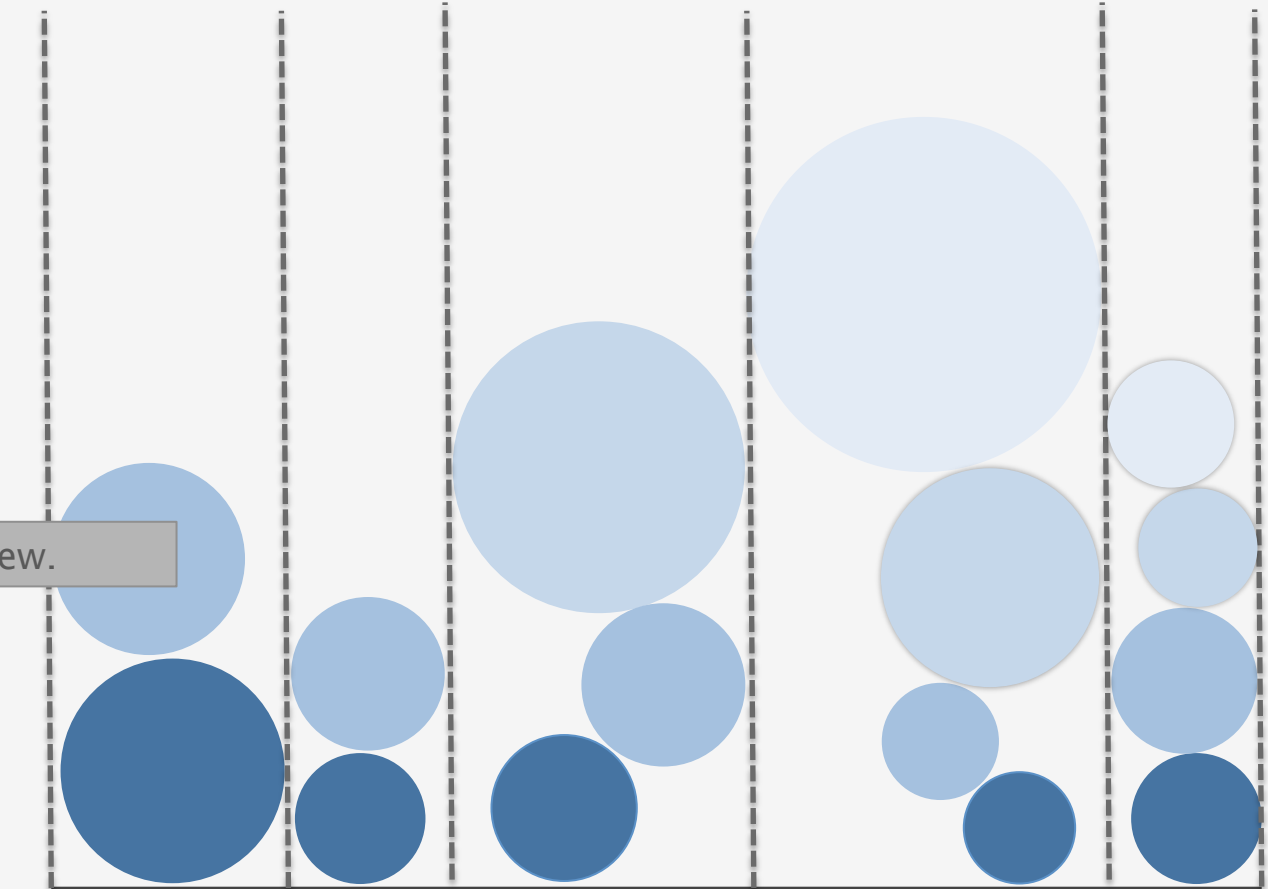
Please don't reply directly to this automatically-generated e-mail message.

Sincerely,

Online Banking Team

CATEGORY: Financial

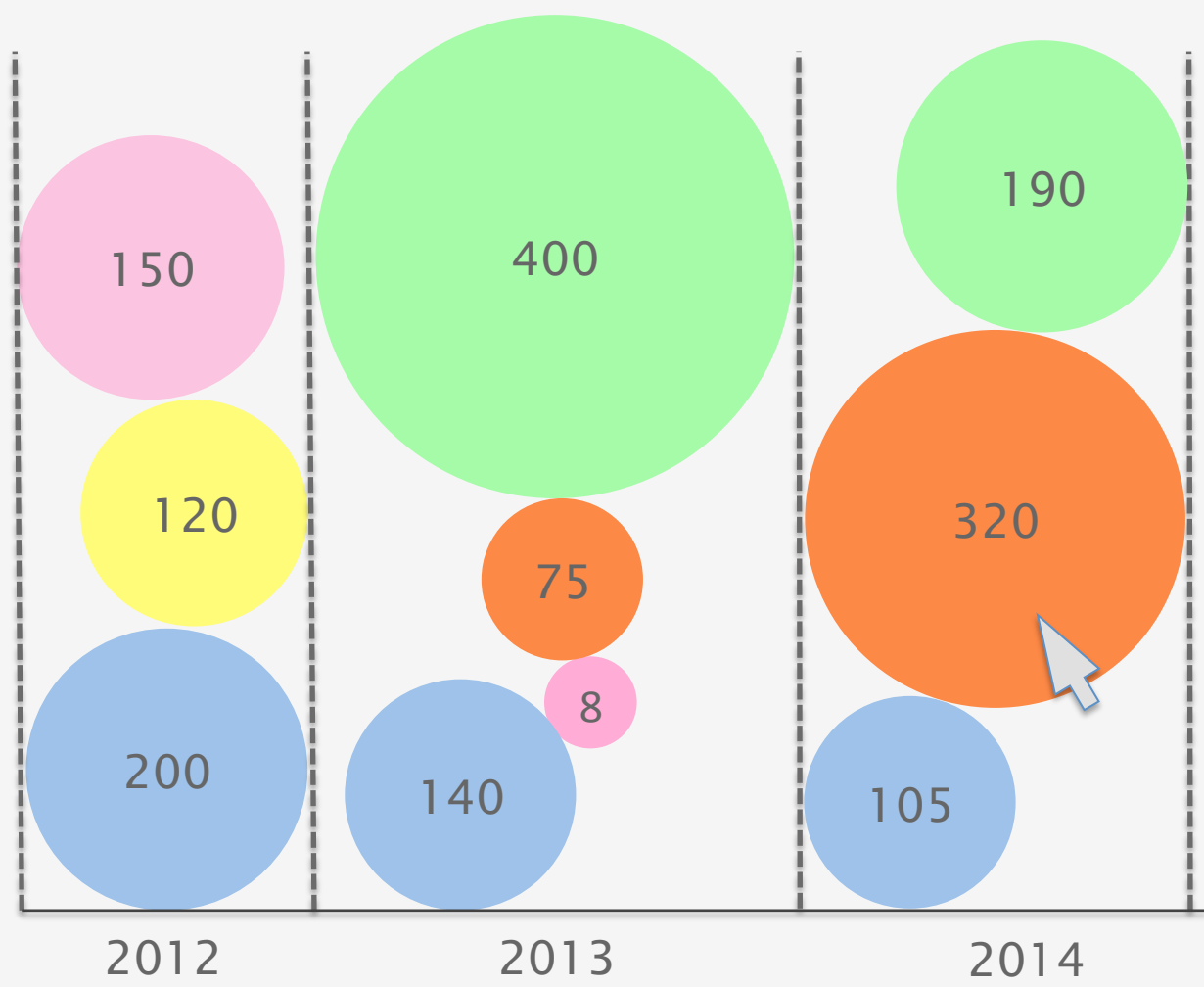
MONTH



YEAR : 2014

Financial:	Chase	TCF	Capital One	Discover
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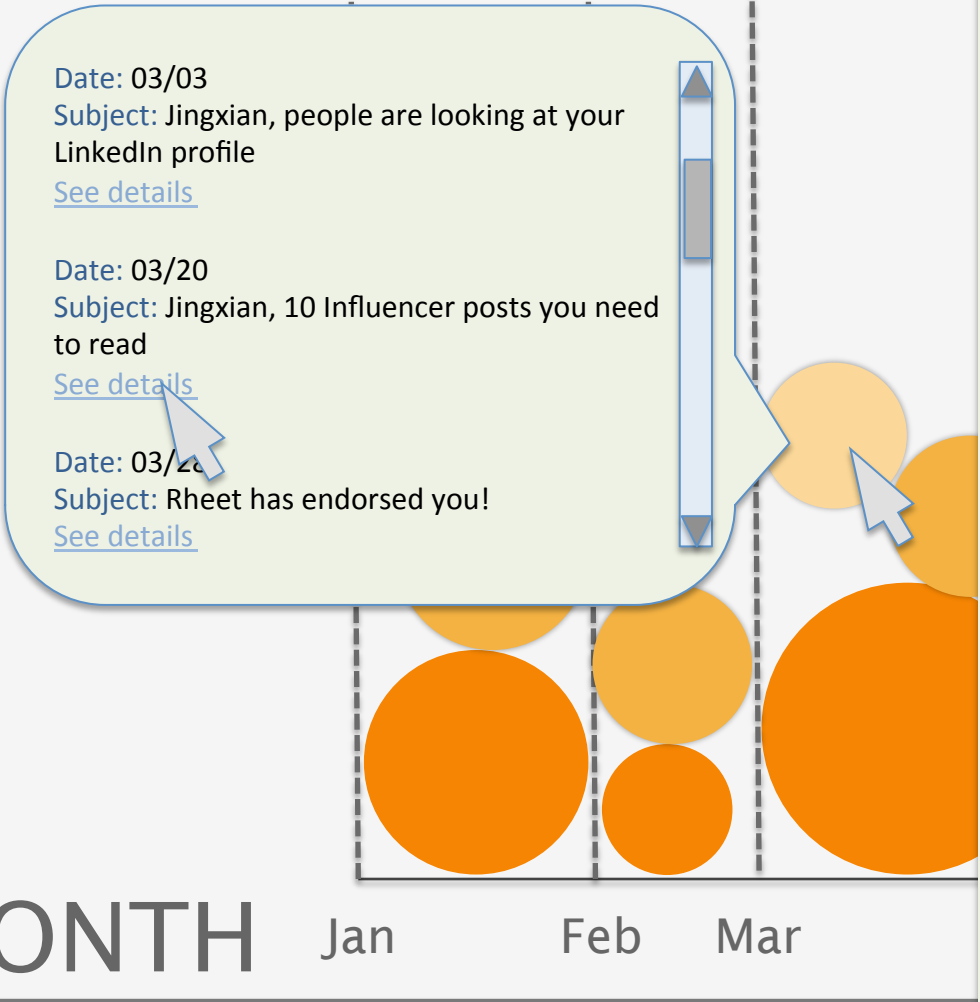
CATEGORIES



YEAR

Categories	Financial	General	Clothes	Food	Social
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CATEGORY: Social



Subject: Jingxian, 10 Influencer posts you need to read
Date: Thu, Mar 20, 2014 at 07:59 AM
From: LinkedIn <linkedin@e.linkedin.com>
To: junezjx@gmail.com

LinkedIn

Top 10 trending Influencer posts

Jeff Weiner | 1,779,495 Followers

#1

The Three Qualities of People I Most Enjoy Working With
Several weeks ago, I shared the above Venn diagram in a status update. With 20k+ likes and comments on [LinkedIn...](#)

395,188 12,645

Read more

Liz Ryan | 268,928 Followers

#2

Six Signs They're Planning to Replace You
Theres lot of wildlife in Boulder. I was gobsmacked the first time bear came into our yard, after living in Chicago...

311,117 1,180

Read more

Shane Snow | 98,657 Followers

#3

The Counterintuitive Trait That Will Make You Significantly More Successful
One of my biggest pet peeves is when a pessimist says, I'm not a pessimist. I'm a realist.Truthfully, most...

257,098 3,808

Read more

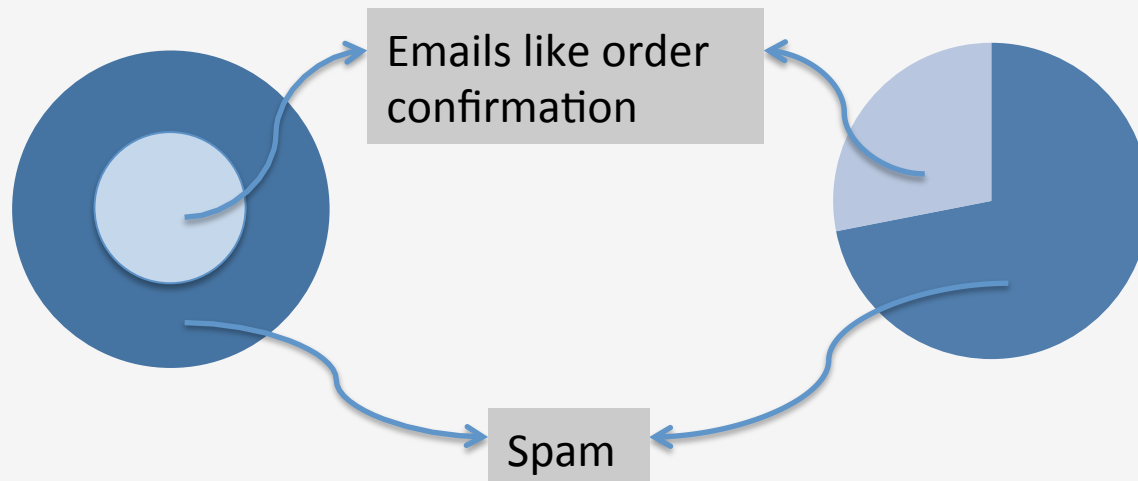
Tools and Analysis

- Categorization is our biggest challenge. How do we tackle this dynamically?
- Large enough dataset
- d3.js
- Analysis of: *From*, *Subject* and *Time* parts of the email

Questions for Users

Example: you place an order on Amazon for a Mobile Charger. Over the coming week you receive a ton of emails from them about different products

Our question is what would be the best way to show order information?



Thank you!

Q & A