**Objectives​**

Research and find patterns with items that could be fraudulent.​

Develop a model that skims for different "flagging factors" like keywords, prices, grammar mistakes, and description lengths and it outputs a probability level that a listing is stolen.​

Develop dashboard with filters to help companies find stolen items.

**Scope​**

Create a model to determine the likelihood that a listing was stolen and display this data on a dashboard that can be viewed by location and category. For simplicity purpurposes, model data will be reduced to specific categories of listings (i.e. Medicine).

**Stakeholders​**

University of Florida ISE Department – our quality of work reflects on the reputation of the department.​

Loss Prevention Research Council – maintain revenue and reputation from the success of our project.​

Retailers – Get a useful service to reduce their loss and increase profits.​

Craigslist users – Will be adversely affected by false positives, facing additional scrutiny.​

Shoplifters – Can potentially be convicted by data from our tool, meaning tool must be ethical and accurate.​

Student team – we get a grade for successful completion of the project, as well as technical and professional growth throughout the process.​

**Customer​**

The Loss Prevention Research Council. LPRC’s mission is to prevent and detect theft, fraud, and violence using research to find evidence-based solutions. They clients are 99 retailers that use their services and tools to find trends in theft of their products.​

**Problem**

Craigslist has over 40 million listings collected since mid-2024. Retailers struggle with loss caused by shoplifters selling stolen goods on online marketplaces. With such a large amount of data, retailers need a scalable and useable solution to search listings, detect stolen items and gather data to prosecute.

**Team​**

**Sponsor:**

Sam Yeung ​

**​**

**Faculty Advisor:**

Alexander Semenov​

**​**

**Members:**

Abigail Freidin

Stacy Chiok

Andrea Riquezes Gete

Gage Mowry

Devon Yee

Kayla Williams ​

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**Milestones​**

|  |  |
| --- | --- |
| Milestone​ | Target Date​ |
| First Sponsor Meeting​ | 1/22/2025​ |
| Team Charter​ | 2/4/2025​ |
| Initial Data Collection Complete​ | N/A​ |
| Wireframe Draft Presentation to Client​ | 3/5/2025​ |
| ​ | ​ |
| Midterm Presentation​ | 3/11/2025​ |
| Code Client Review​ | 3/19/2025​ |
| Dashboard Client Review​ | 4/2/2025​ |
| Last Regular Meeting with Client​ | 4/16/2024​ |
| ​ | ​ |
| Final Presentation​ | TBD​ |
| Final Poster​ | 4/22/2025​ |

**Measures​**

Time saved in cutting out the process of searching for and determining if a Craigslist post is of a stolen product​

The accuracy of the AI (based on subjective verification)​

**​**

**​**

**Team Charter**