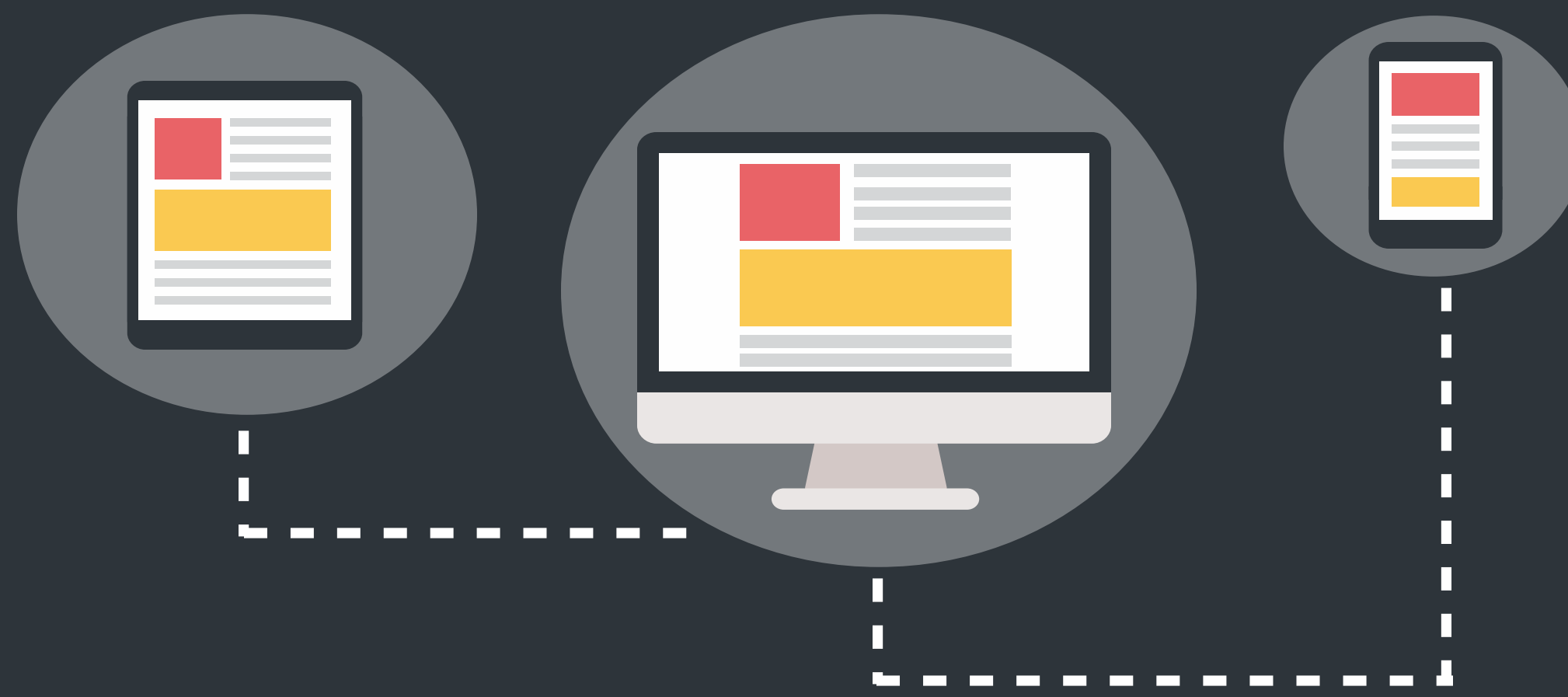


# Phishing or Legit!

By Nick Coffell & Chris Roark



## Project Objectives



- ✓ Determine if online advertisements are phishing or not!
- ✓ Create models to be applied to future potential phishing ads

## Background

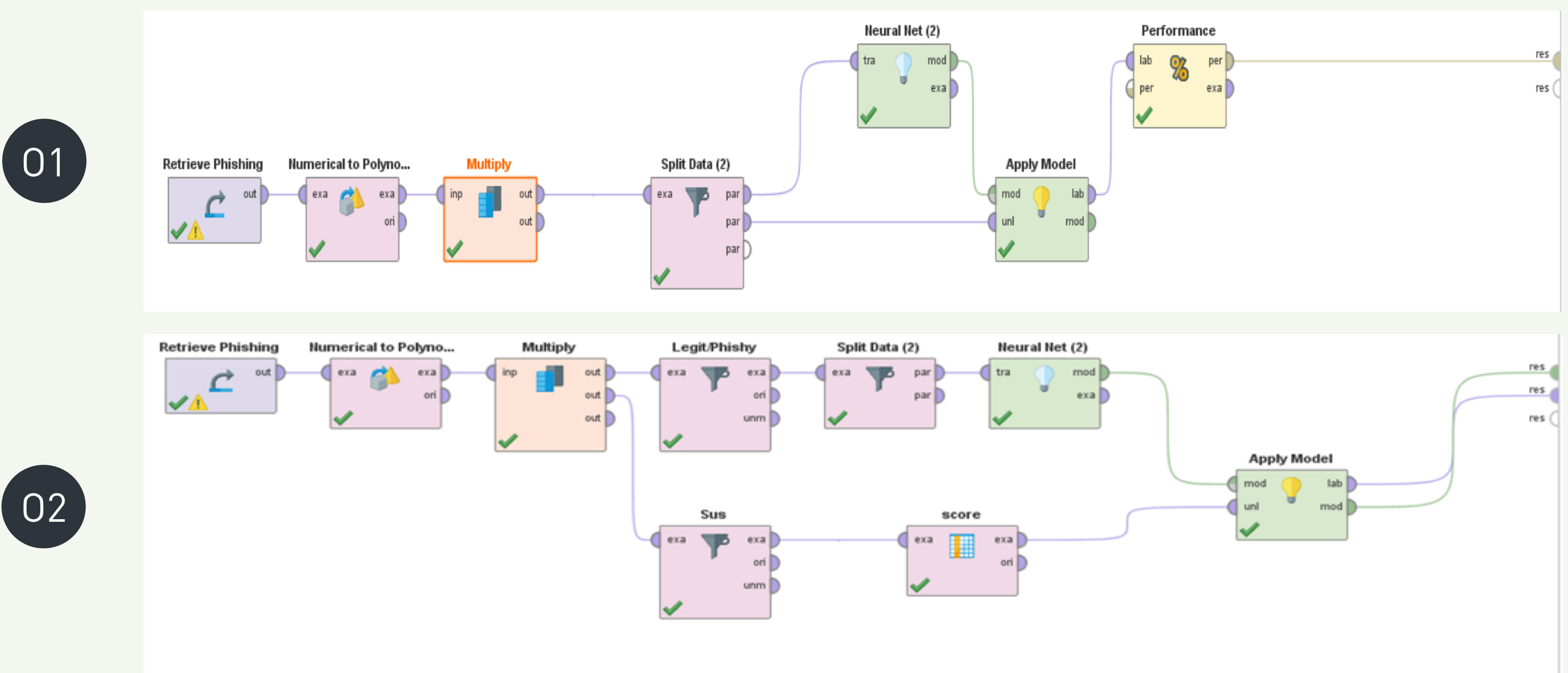


- ✓ People assume most ads on major websites are legitimate
- ✓ Some advertisements are malicious
- ✓ This dataset compiles samples of ads and decides if they are phishy or not

## Data Understanding

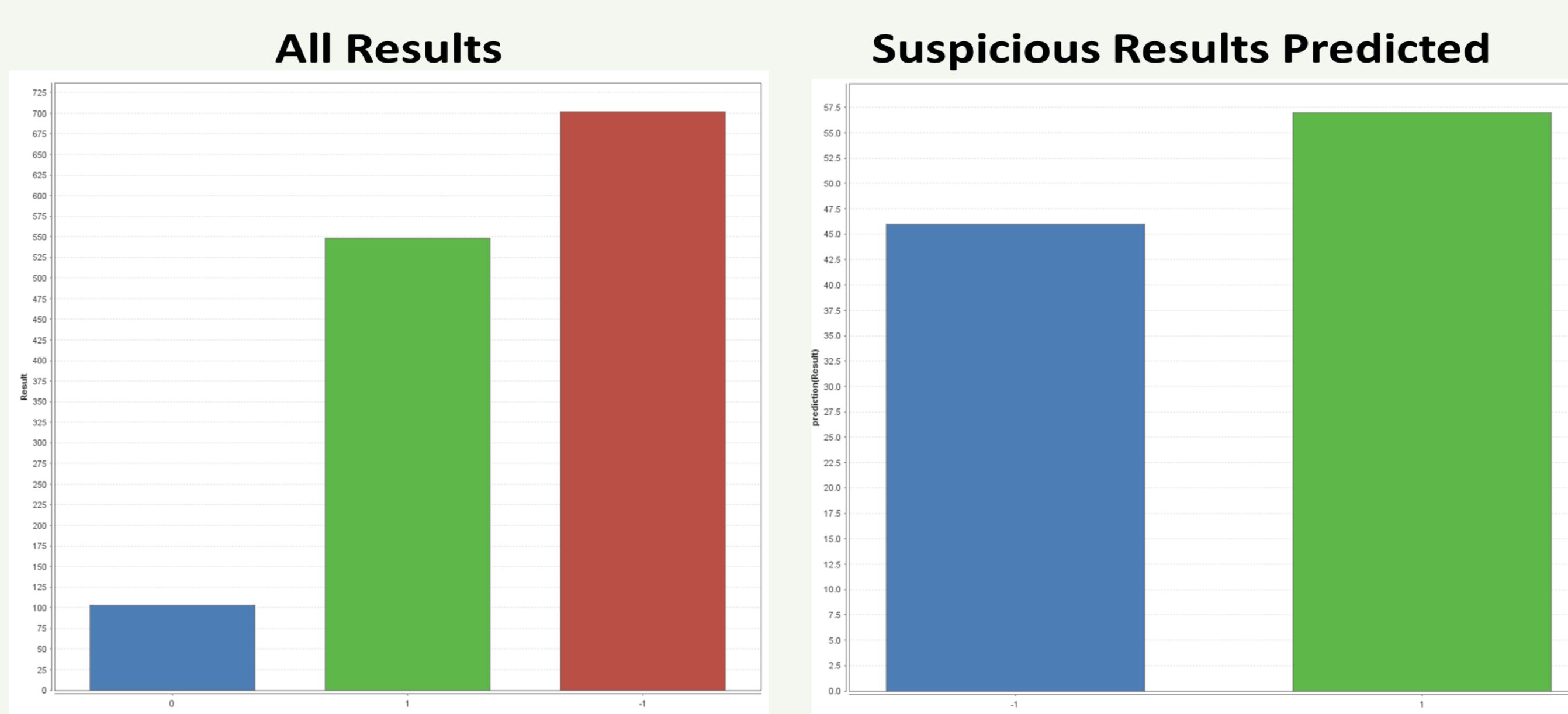
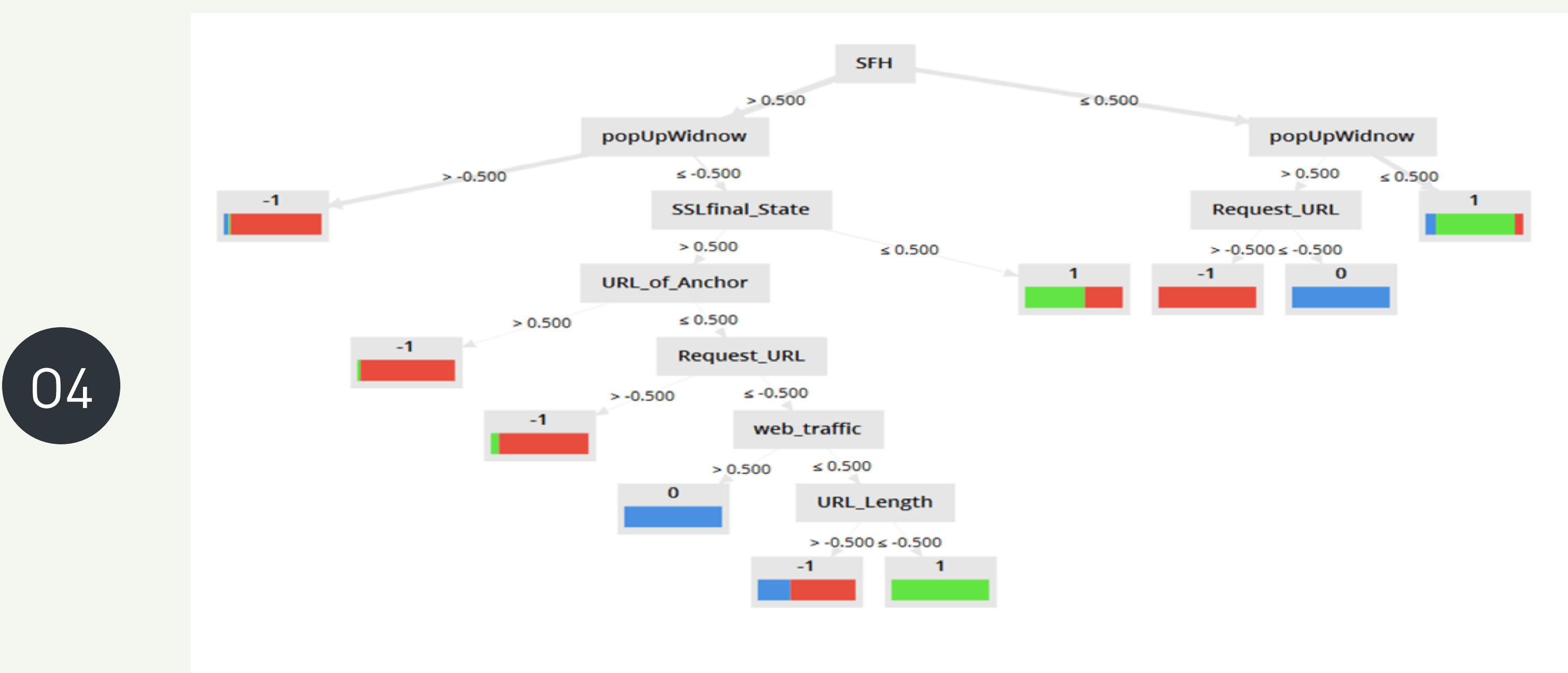
- 01 1354 cases with 10 attributes
- 02 Data Values:  
-1 is phishy  
0 is suspicious  
1 is legitimate

## Modeling & Evaluation



accuracy: 92.27%

	true 0	true 1	true -1	class precision
pred. 0	0	0	0	0.00%
pred. 1	0	156	21	88.14%
pred. -1	0	8	190	95.96%
class recall	0.00%	95.12%	90.05%	



## Conclusion

- ✓ Majority of ads in this sample are seen as malicious
- ✓ The original assumption of most ads being legitimate is proved incorrect for this data
- ✓ Precautions should be taken to judge the validity of ads before trusting them