Beta Presentation
Leveraging SPAM to Make Bold Societal Predictions
The Capstone Experience
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Project Overview

• Goal of Our Project
  ▪ Show that SPAM has meaning
    o Signals
    o Trends

• Why did you do it this way?
  ▪ Proof of concept that SPAM does contain signals and those signals can be meaningful
  ▪ Ultimately, this is only one of the measurements we are exploring
    o Data Influx
    o Popular topics being used
System Architecture

Back end

flair

Sentiment Analysis & Machine Learning

Email Parser

proofpoint. Input

Front end

React

Apache Web Server

Django

SQLite

Database

REST

Users
Leveraging SPAM to Make Bold Societal Predictions

This program analyzes terabytes of SPAM emails to detect signals and trends contained in those emails. Through the modeling of these trends and signals we can make various predictions on a variety of topics. With these predictions the program will be able to predict future lures and popular topics to be used in future SPAM attacks, thereby improving the detection of SPAM emails by the Proofpoint SPAM detection engines.

Proofpoint shields their clients from millions of spam emails per day. Using this application, Proofpoint can predict future cyber security attacks and prevent them before they happen, increasing the security and reliability of their system.
Election Page
Stock Page 1
Stock Page 2

Individual Stocks

Amazon

Email Statistics
Total Stock Emails: 2620
Positive Stock Emails: 1331
Negative Stock Emails: 1289
Ratio: 1.03

Total AMZN Emails: 910
Positive AMZN Emails: 665
Negative AMZN Emails: 245
Ratio: 2.72
What’s left to do?

• Refactor stylesheets
• Document code
• Speed up code
• Widen use cases to allow for more general predictions before handing over code to client
• Fix any bugs
Questions?