MICHIGAN STATE UNIVERSITY Alpha Presentation Leveraging SPAM to Make Bold Societal Predictions The Capstone Experience Team Proofpoint

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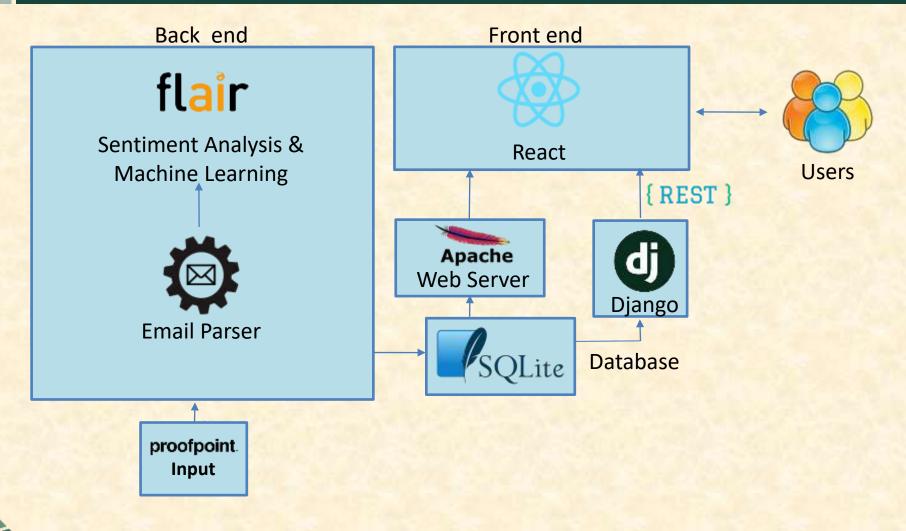


...to Professionals

Project Overview

- Reason for project
 - Proofpoint stores terabytes of SPAM data which is costly
 - Improvements on current SPAM engines
- Goal of our project
 - Show that SPAM has meaning
 - 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
 - Data influx
 - Effectiveness of lures
 - Popular topics being used

System Architecture



Landing Page

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proofpoint.

Leveraging SPAM to Make Bold Societal Predictions

Proofpoint, headquartered in Sunnyvale, California, is a cybersecurity company that provides solutions to top research universities, banks and over half of the Fortune 100 corporations. Proofpoint protects sensitive data across every domain including email, the web, the cloud, social media and mobile messaging.

Proofpoint shields their clients from millions of spam emails per day. By analyzing terabytes of email data, Proofpoint can predict future cyber security attacks and prevent them before they happen, increasing the security and reliability of their system and the web.



Select a topic

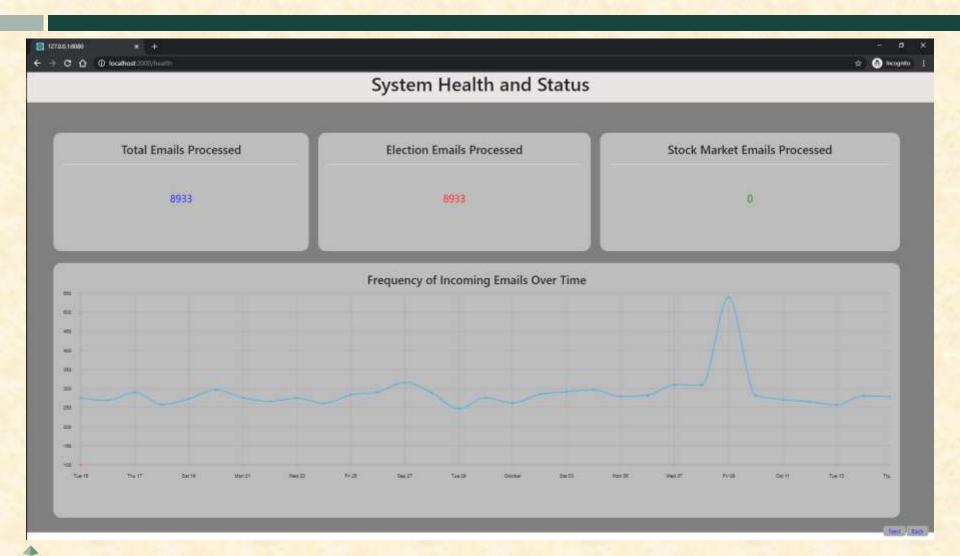
ELECTION 2020

The Capstone Experience

Team Proofpoint Alpha Presentation

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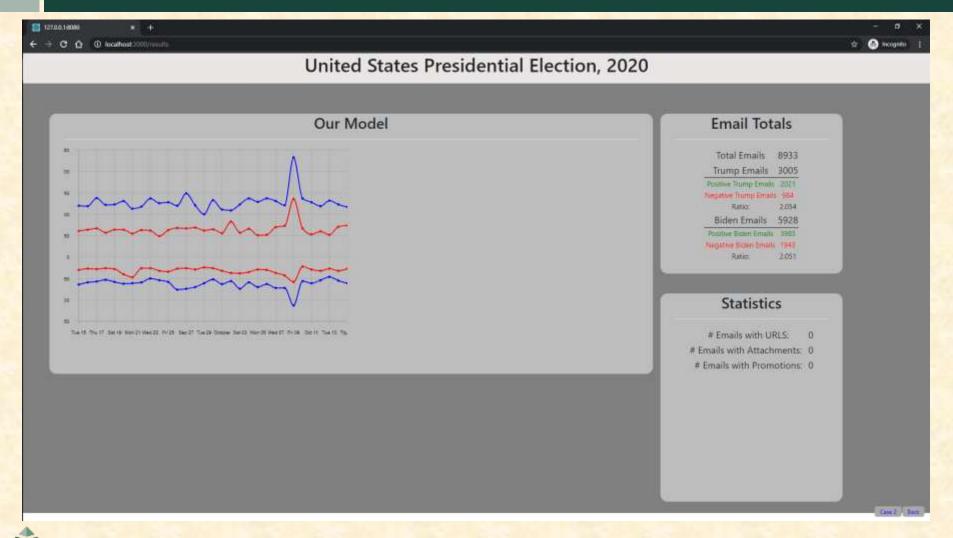
System Health



System Health 2

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System Health and Status						
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# of Positive Sentiment Emails			Norther of Estado per Lord	ment Tables (uniferrate)		
6006	Patho					
# of Neutral Sentiment Emails						
0	No. 10					
# of Negative Sentiment Emails						
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Election Data Visualization



The Capstone Experience

What's left to do?

- Test our code on Proofpoint's data
- Train our model to analyze sentiment regarding two other selected topics
- Continue to improve accuracy of our model
- Develop more front-end features
- Reduce runtime

Questions?

