MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
Leveraging SPAM to Make
Bold Societal Predictions

The Capstone Experience

Team Proofpoint

Matthew Xu
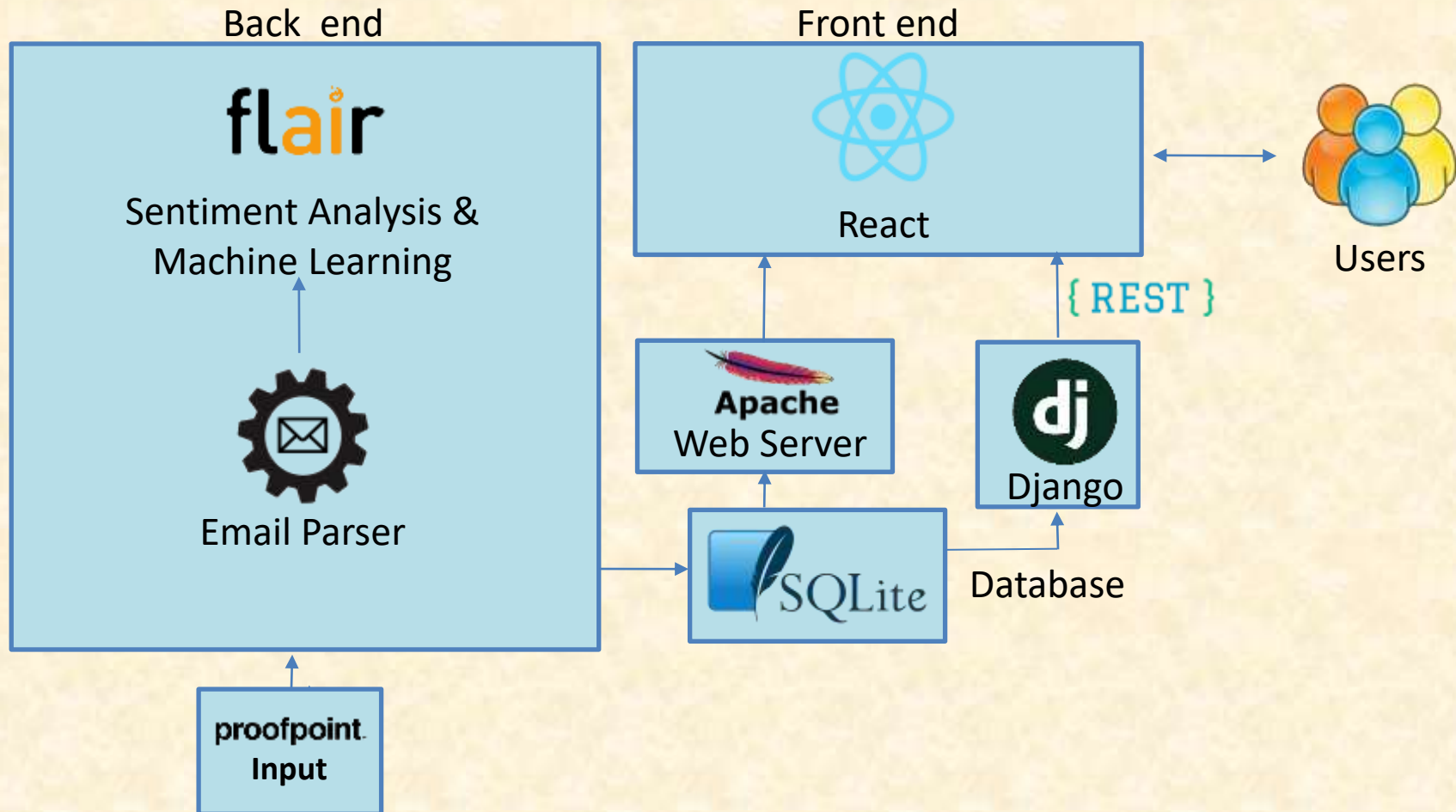Ben Kandel
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From Students…
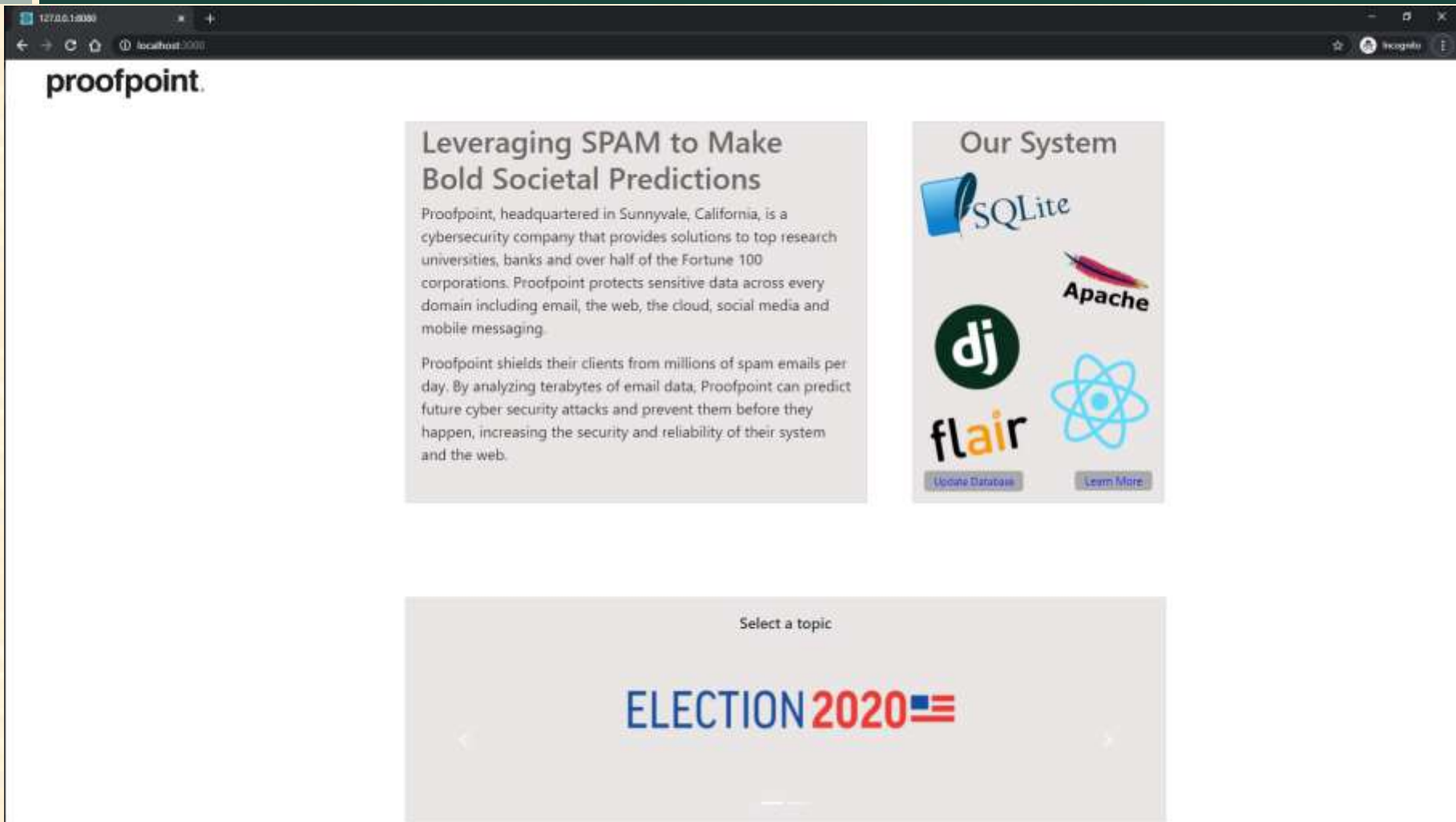*…to Professionals*

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
    - 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
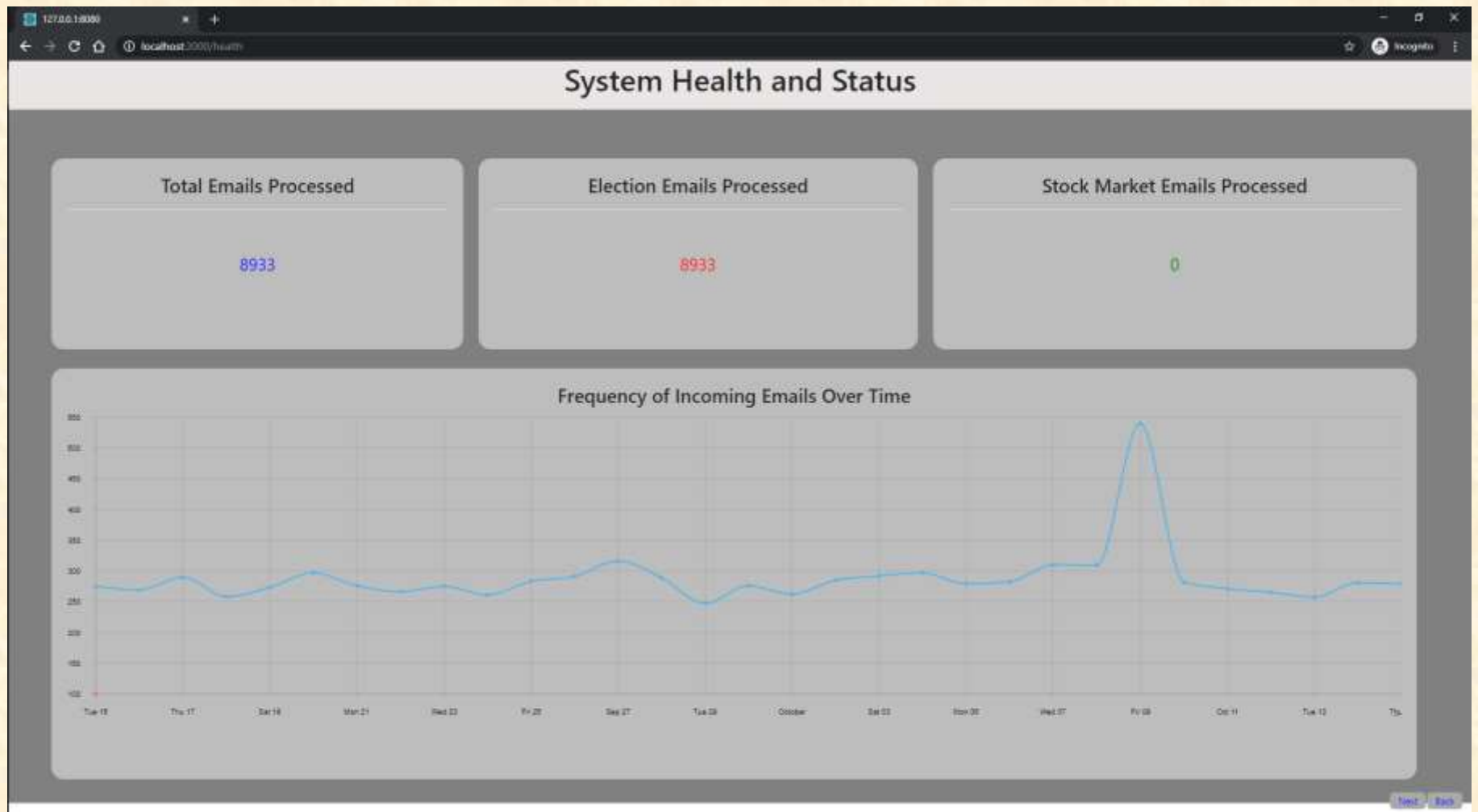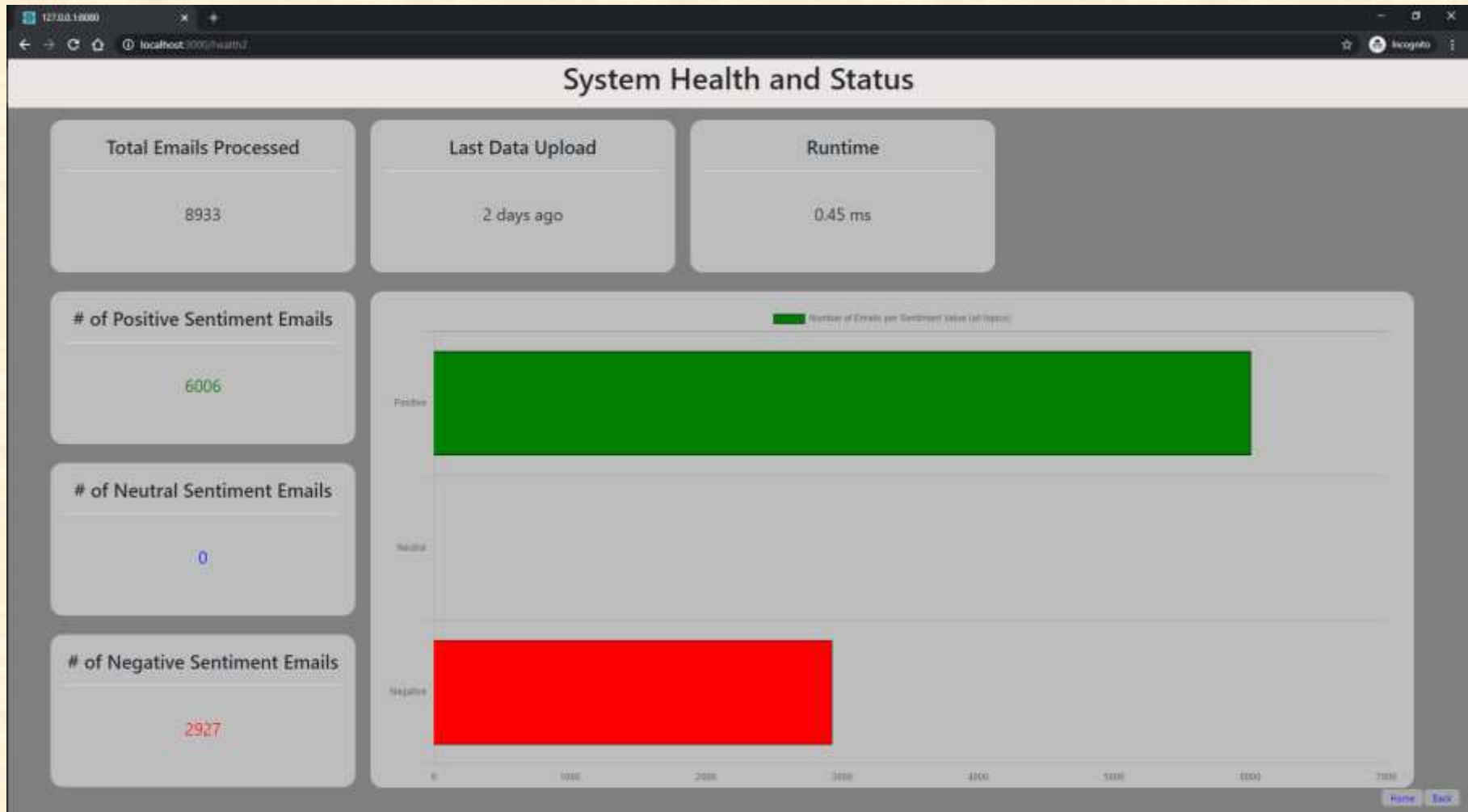   - Popular topics being used

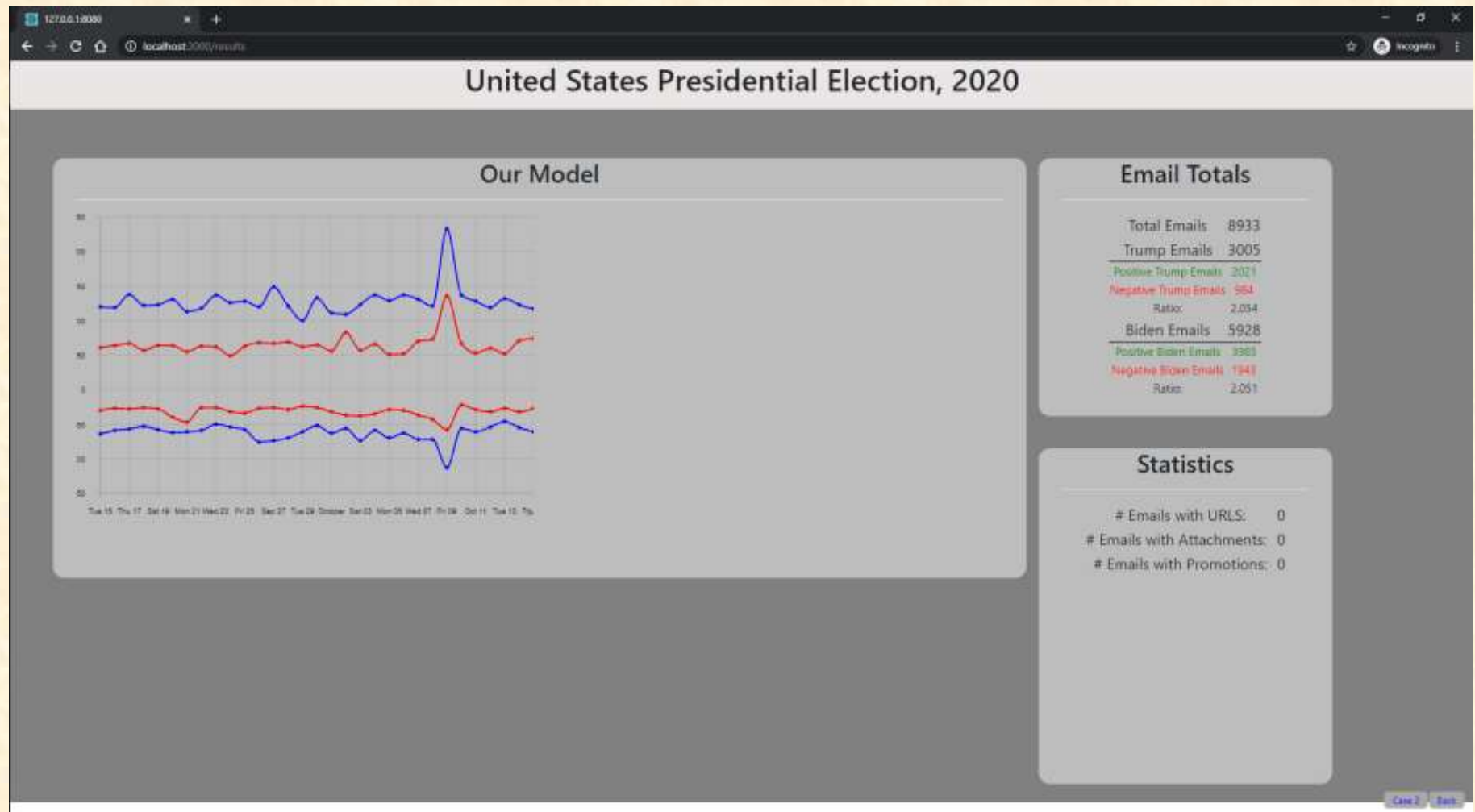# System Architecture

Back end

Front end

Landing Page

System Health

System Health 2

Election Data Visualization

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?

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