

MICHIGAN STATE
UNIVERSITY

Beta Presentation

Leveraging SPAM to Make Bold

Societal Predictions

The Capstone Experience

Team Proofpoint

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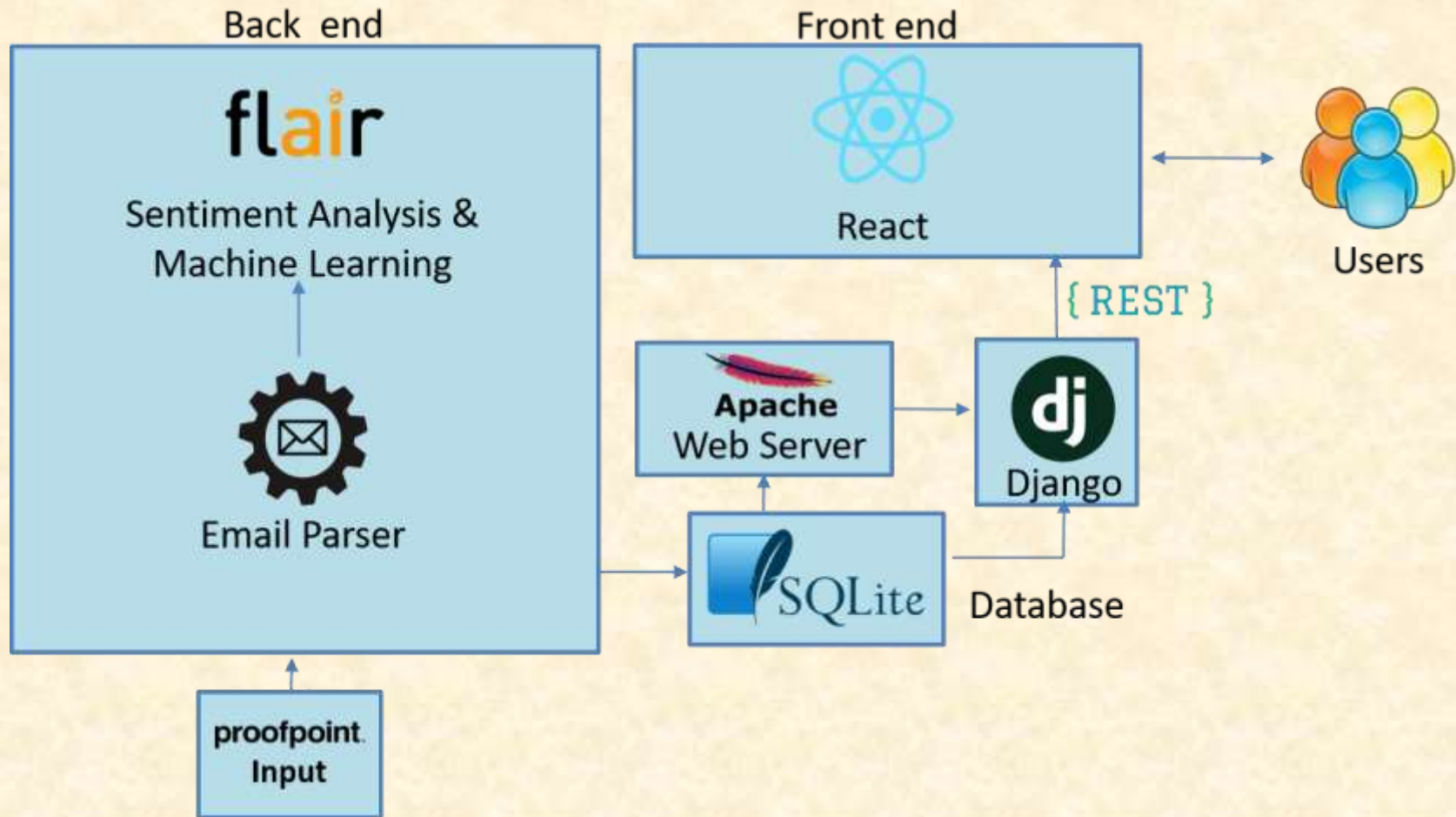
*From Students...
...to Professionals*

Project Overview

- 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
 - Popular topics being used



System Architecture



Landing Page

proofpoint.

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.

Our System

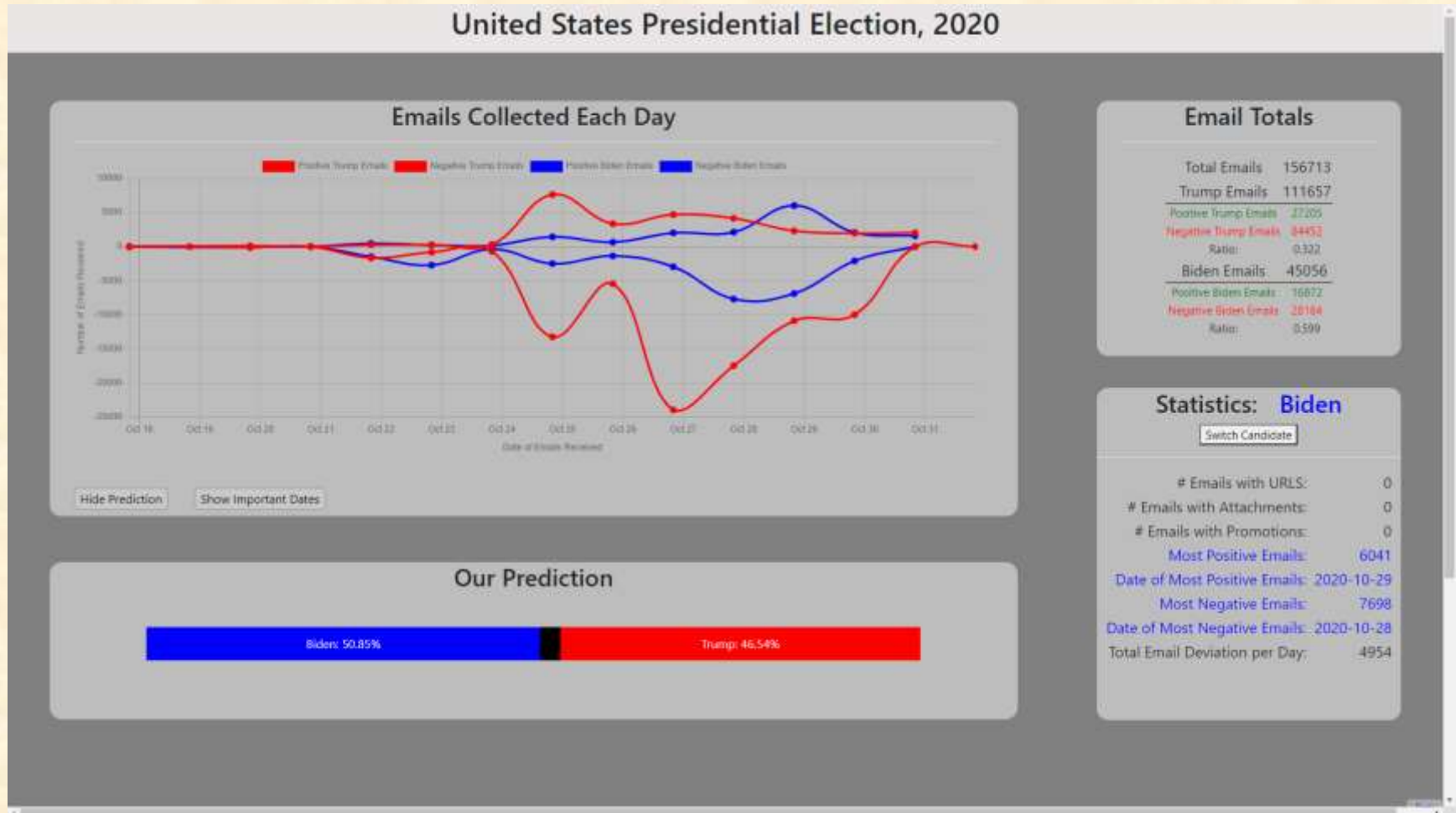


Select a topic

ELECTION 2020 



Election Page



Stock Page 1

Stock Market

Index Fund Statistics



Email Statistics

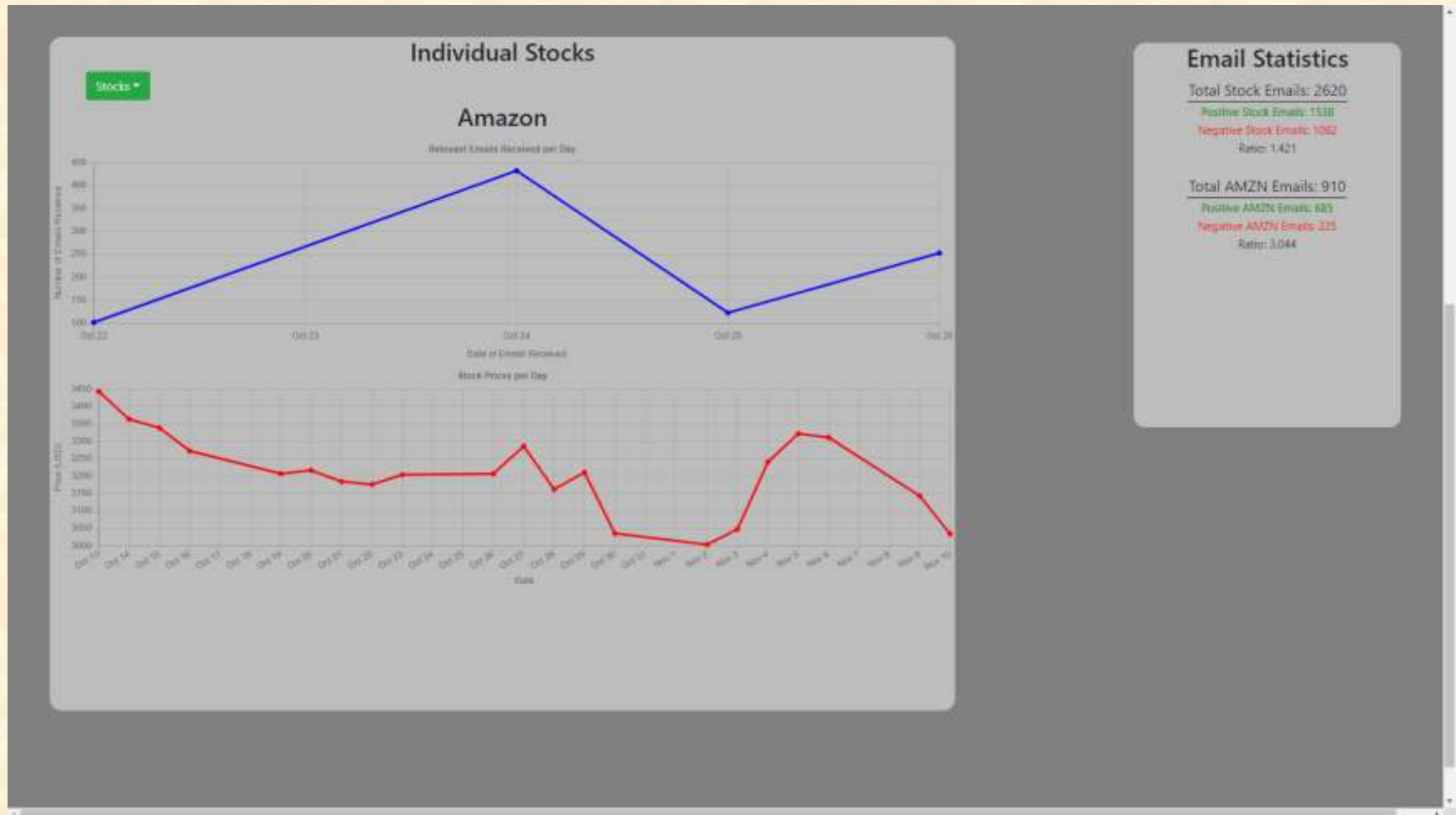
Total Stock Emails: 2620
Positive Stock Emails: 1338
Negative Stock Emails: 1082
Ratio: 1.421

Individual Stocks

Stocks ▾



Stock Page 2



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?

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