# AUGMENTATION OF PHISHING SITE FORECASTING THROUGH CONVOREC ENVISION APPROACH

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**Abstract:** In the rapidly evolving landscape of cybersecurity, the identification and prevention of phishing websites remain critical challenges. Phishing attacks continue to exploit the vulnerabilities of users through sophisticated techniques, making the forecasting and detection of these malicious sites a pressing concern. Traditional methods of phishing site detection often rely on domain-based heuristics and rule-based approaches, which may not effectively capture the dynamic nature of phishing attacks.

In recent years, deep learning approaches, specifically Recurrent Neural Networks (RNNs) and Convolutional Neural Networks (CNNs), have individually demonstrated remarkable capabilities in analyzing sequential and image data, respectively. The need to harness the strengths of both these architectures has become evident in order to enhance the accuracy and comprehensiveness of phishing site forecasting.

This research addresses the challenge of improving phishing site forecasting by proposing the 'ConvoRec Envision' approach, a novel amalgamation of RNNs and CNNs. The central aim is to leverage the contextual and sequential understanding offered by RNNs alongside the image analysis prowess of CNNs to create a more robust and effective phishing site forecasting model. By exploiting the synergy between these architectures, the ConvoRec Envision approach seeks to provide a more nuanced and holistic representation of phishing website characteristics, ultimately leading to heightened accuracy in detection.

Keywords: Logistic Regression, Avinashak algorithm, Convorec Envision Approch

# Introduction

In today's interconnected digital world, cyber attacks have become an ever-present threat to individuals, businesses, governments, and organizations of all sizes. These attacks are carried out by malicious actors who exploit vulnerabilities in computer systems, networks, and software to gain unauthorized access, steal sensitive data, disrupt operations, or cause harm. The motivations behind cyber attacks vary, ranging from financial gain and espionage to ideological or political reasons.



The rapid advancement of technology and the proliferation of the internet have provided both opportunities and challenges. While technology has revolutionized communication and productivity, it has also opened new avenues for cybercriminals to exploit. Cyber attacks are constantly evolving, becoming increasingly sophisticated and widespread, with new attack vectors and strategies emerging regularly.

Various types of cyber attacks exist, including malware infections, phishing scams, denial-ofservice attacks, social engineering tactics, and advanced persistent threats, among others. These attacks can have severe consequences, ranging from financial losses and reputational damage to compromised privacy and national security threats.

To combat cyber threats effectively, individuals and organizations must adopt proactive cybersecurity measures, continuously updating their defenses and educating users about potential risks. Collaborative efforts between governments, private sector entities, and cybersecurity experts are essential to create a safer digital environment and protect against cyber attacks.

As technology continues to advance, the battle against cyber attacks will remain a dynamic and ongoing challenge. Staying informed, vigilant, and adaptive to the ever-changing cyber landscape is paramount to safeguarding our digital assets and maintaining the trust and integrity of our digital world.

Phishing attacks are a type of cyber threat in which malicious actors attempt to deceive individuals into revealing sensitive information, such as usernames, passwords, credit card details, or personal information. These attacks exploit human psychology and often involve impersonation, social engineering, and manipulation to trick victims into taking actions that compromise their security. Phishing attacks are a prevalent and persistent threat in the digital landscape, affecting individuals, businesses, and organizations of all sizes.

The term "phishing" is a play on the word "fishing," reflecting the attacker's goal of casting a wide net to catch unsuspecting victims. Phishing attacks take various forms and can occur through different communication channels, including email, text messages, instant messaging, social media, and even phone calls.Phishing site prediction involves building a model that can automatically classify websites as either legitimate or phishing based on their features. This is a crucial task in the realm of cybersecurity to help individuals and organizations identify and avoid potentially harmful websites.

The "phishing attacks" include impersonating a trustworthy website in order to trick consumers into disclosing critical information. One of the major hazards to people and businesses on the Internet nowadays is phishing assaults. Over the past few years, this issue has been intensively investigated by both academics and industry. The two primary strategies used in anti-phishing efforts are as follows: The first is to recognise a phishing assault by



assessing how closely it resembles the target website. The second strategy involves examining the assaults' inherent properties.

## Literature review

The proliferation of digital communication and online transactions has revolutionized various aspects of modern life, yet it has also given rise to a critical cybersecurity challenge: phishing attacks. Phishing attacks remain a prevalent and concerning threat, exploiting human vulnerabilities and deceptive tactics to extract sensitive information, compromise identities, and cause significant financial losses. The ability to forecast and prevent such attacks is of paramount importance to ensure the security and integrity of digital interactions.

In response to the evolving techniques employed by cybercriminals, researchers and cybersecurity experts have continuously sought innovative methods to detect and mitigate phishing threats effectively. One promising avenue that has gained significant traction is the integration of advanced machine learning techniques, particularly deep learning, into phishing site forecasting. Among these techniques, Recurrent Neural Networks (RNNs) and Convolutional Neural Networks (CNNs) have emerged as powerful tools for analyzing sequential and image data, respectively.

This literature review delves into the landscape of phishing site detection and forecasting, with a focus on the individual strengths of RNNs and CNNs. By examining existing research, this review aims to identify the gaps and limitations in the current state of the field and set the stage for the proposed "Augmentation of Phishing Site Forecasting through ConvoRec Envision Approach," which seeks to synergize the capabilities of RNNs and CNNs for a more comprehensive phishing detection solution.

# The review is organized into three main sections:

# **1. Phishing Detection Techniques:**

This section explores traditional methods of phishing site detection, including domain-based heuristics, rule-based approaches, and blacklisting. It discusses the inherent limitations of these methods in adapting to evolving attack strategies and the need for more sophisticated techniques.

# 2. Deep Learning in Phishing Detection:

Delving into the realm of deep learning, this section examines the individual roles of RNNs and CNNs in addressing the challenges of phishing site forecasting. It highlights how RNNs excel in capturing sequential patterns, such as those found in URLs and metadata, while CNNs excel in image analysis, such as detecting visual cues on websites.

## 3. Hybrid Approaches and the Rationale for ConvoRec Envision:

Building upon the understanding of RNNs and CNNs, this section explores the emerging trend of hybrid approaches that combine multiple deep learning techniques. It underscores the motivation behind the proposed ConvoRec Envision approach, emphasizing the need to exploit the synergy between RNNs and CNNs to address the limitations of existing methods and provide a more accurate and adaptable phishing site forecasting model.



As this literature review unfolds, it becomes evident that while both RNNs and CNNs offer significant capabilities for phishing detection, their true potential can be realized when combined within a unified framework. This synthesis of strengths forms the cornerstone of the proposed ConvoRec Envision approach, which seeks to augment phishing site forecasting through the strategic integration of these two powerful deep learning architectures.

## **Data Collection**

The primary participants in this research consist of datasets containing both legitimate websites and phishing sites. These datasets serve as the foundation for model training, validation, and testing.

The selection of these data sources is a critical aspect of the research, ensuring the representativeness of real-world phishing scenarios

The UCI Machine Learning Cybercrime Dataset is a valuable resource for researchers, cybersecurity professionals, and data enthusiasts alike. This dataset, hosted at the UCI Machine Learning Facility, contains a substantial amount of information pertaining to online activities, specifically focusing on categorizing websites as either "Good" or "Bad." With a total of 549,346 unique entries and no missing values, this dataset is a comprehensive collection of data sourced from Kaggle. In this article, we will delve into the details of this dataset, its structure, significance, potential use cases, and implications in the domain of cybersecurity.

The UCI Machine Learning Cybercrime Dataset is sourced from Kaggle, a well-known platform for data science competitions and data sharing. Kaggle serves as a hub for data enthusiasts and professionals to share datasets, collaborate on data-related projects, and participate in machine learning challenges. This dataset is a compilation of URLs and their corresponding classifications as either "Good" or "Bad," which signifies the presence or absence of malicious content and the potential involvement in phishing scams.

The dataset consists of two primary columns:

URL: This column contains the website URLs, which are the focal points of analysis and classification. Each URL is unique and represents a different website or online resource.

Category: This column serves as the label for each URL, categorizing it as either "Good" or "Bad." These categories are essential for identifying websites with malicious intent, such as phishing sites.

## **Data Preprocessing**

One of the notable features of this dataset is the absence of missing values. This characteristic is significant because it ensures that the dataset is complete and ready for analysis without the need for extensive data cleaning or imputation procedures. The absence of missing values enhances the dataset's reliability and usability, making it a robust resource for various applications.

## **Exploring Categories**



The "Category" column is the key to understanding the nature of the websites in the dataset. Let's take a closer look at the two categories:

Good: Websites categorized as "Good" are considered safe and devoid of malicious content. Users can generally trust these websites for legitimate information, services, or products. Analyzing this category can provide insights into safe online practices and help users identify reliable sources on the internet.

Bad: Websites categorized as "Bad" raise red flags as they may contain malicious content and are potentially involved in phishing scams. Identifying and classifying these websites is crucial for cybersecurity professionals and individuals seeking to protect themselves from online threats.

## **Use Cases and Significance**

The UCI Machine Learning Cybercrime Dataset holds significant importance in various domains: Cybersecurity: This dataset is a valuable asset for cybersecurity professionals and organizations. It can be used to develop machine learning models for website classification, threat detection, and the identification of phishing sites. Such models can help protect users from online threats.

Research: Researchers in the fields of machine learning, data science, and cybersecurity can utilize this dataset to explore new algorithms, techniques, and methodologies for website classification and threat detection. It serves as a benchmark dataset for evaluating the effectiveness of different approaches.

Education: Educational institutions can leverage this dataset to teach students about cybersecurity, data analysis, and machine learning. Practical exercises and projects can be designed around the dataset to provide hands-on experience in the field.

Policy Development: Government agencies and policymakers can use the insights from this dataset to inform policies and regulations related to online security and privacy. Understanding the prevalence of malicious websites is crucial for creating a safer online environment.

Internet Users: Individuals can benefit from this dataset by using it as a reference to assess the trustworthiness of websites they encounter. It can serve as a guide to identifying potential online threats and practicing safe browsing habits.

## **Experiment setup and working**

The cybercrime website is publicly accessible at the UCI machine learning facility staffed by our research. This database contains Data with 5,49,346 unique entries.Data is collected from Kaggle There are 2 Columns. categories A. Good - which means the urls is not containing malicious



content and this site is not a Phishing Site . B. Bad - meaning that the url contains malicious content and that this site is a site of phishing scams. There is no missing value in the database.



CountVectorizer is used to transform a corpora of text to a vector of term / token counts. After converting text into token numbers you sort the data and use an algorithm

## **Logistic Regression**

• LogisticRegression in the algorithm of the machine learning phase used to predict the probability of phase-dependent variability. In retrospect, the dependent variance is a binary variance that contains coded data such as 1 (yes, success, etc.) or 0 (no, failure, etc.). In other words, the regression model predicts P (Y = 1) as X function.

Logistic Regression gives 96% accuracy, Now we will keep the points in the dict to see which model works best.

CLASSIFICATION REPORT

	precision	recall	f1-score	support
Bad Good	0.90 0.99	0.97 0.96	0.93 0.97	36597 100740
accuracy macro avg weighted avg	0.95 0.97	0.96 0.96	0.96 0.95 0.96	137337 137337 137337

Fig 6. FIG Classification reports of Logistic Regression

# **MultinomialNB**

Applying Multinomial Naive Bayes to NLP Problems. Naive Bayes Classifier Algorithm is a family of algorithms that may be based on the application of Bayes theory

by the "naive" assumption of conditional independence between both pair. MultinomialNB gives us 95% accuracy.



#### CLASSIFICATION REPORT

	precision	recall	f1-score	support
Bad	0.91	0.94	0.92	38282
Good	0.98	0.97	0.97	99055
accuracy			0.96	137337
macro avg	0.94	0.95	0.95	137337
weighted avg	0.96	0.96	0.96	137337

Fig 7. Classification reports of MultinomialNB

# So, Logistic Regression is the best fit model, Now we make sklearn pipeline using Logistic Regression





This research aims to concerned with the precise way of identifying the theft of sensitive web information based on machine learning. Our advanced model has the ability to distinguish criminal websites from stealing sensitive information from official sites In this regard, our proposed Logistic Regression model has an automated method of predicting sites for the theft of sensitive information in the first instance.

## Avinashak algorithm

Avinashak is a **crime prediction and detection algorithm** which uses various models (SVMs,Random Forests,Linear Reg...and so on) to predict the location,time and type of the crime in future. Accuracy and reliability of this model is still in question but till now, it successfully have achieved 37% accuracy in terms of location of crime prediction



Logistic regression is not used to find the time and place of the crime so for this the Avinashak algorithm used

Dataset contain following fields

	timestamp	act379	act13	act279	act323	act363	act302	latitude	longitude
0	28-02-2018 21:00	1	0	0	0	0	0	22.737260	75.875987
1	28-02-2018 21:15	1	0	0	0	0	0	22.720992	75.876083
2	28-02-2 <mark>018 10:1</mark> 5	0	0	1	0	0	0	22.736676	7 <mark>5.883168</mark>
3	28-02-2018 10:15	0	0	1	0	0	0	22.746527	75.887139
4	28-02-2018 10:30	0	0	1	0	0	0	22.769531	75.888772

# Data Analysis

day	dayofweek	dayofyear	hour	month	quarter	week	weekday	weekofyear	year	act379	act13	act279	a
28.0	2.0	59.0	21.0	2.0	1.0	9.0	2.0	9.0	2018.0	1	0	0	
28.0	2.0	59.0	21.0	2.0	1.0	9.0	2.0	9.0	2018.0	1	0	0	
28.0	2.0	59.0	10.0	2.0	1.0	9.0	2.0	9.0	2018.0	0	0	1	
28.0	2.0	59.0	10.0	2.0	1.0	9.0	2.0	9.0	2018.0	0	0	1	
28.0	2.0	59.0	10.0	2.0	1.0	9.0	2.0	9.0	2018.0	0	0	1	

# Data Visualization & Analysis









*Creating & Training KNN Model* Elbow Method For optimum value of K





**Creating & Training Decision Tree Model** 



## **Convorec Envision Approch**

CNNs are particularly well-suited for image-related tasks, and they can be applied to certain aspects of phishing site detection, especially when dealing with visual content such as logos, images, or webpage screenshots commonly found on phishing websites. Here's how CNNs can be used:

1. Logo Detection: CNNs can be employed to identify logos or branding elements on websites. Phishing sites often mimic the logos of legitimate companies, and CNNs can be trained to recognize these logos.



2. Image-Based Features: CNNs can extract features from images on webpages, which can be used as additional input features for phishing detection models.

3. Screenshot Analysis: If you have access to screenshots of websites, CNNs can help analyze the visual elements on these screens to identify similarities or anomalies that are indicative of phishing attempts.

4. Content Analysis: While CNNs are not typically used for text-based content analysis, they can be used in conjunction with Natural Language Processing (NLP) techniques to analyze text within images on webpages.

However, it's important to note that phishing site detection is a multifaceted problem that involves more than just image analysis. Phishing websites often rely on a combination of visual mimicry and social engineering techniques. Therefore, a comprehensive phishing detection system typically includes a variety of methods, such as:

• URL Analysis: Examining the URL structure, domain reputation, and URL content for signs of phishing.

• Content Analysis: Scanning webpage content for phishing keywords, misspellings, or suspicious language.

• Behavioral Analysis: Analyzing user interactions with websites to detect unusual behavior.

• Machine Learning Models: Training models on a diverse set of features, including URL features, content features, and behavioral features.

• Blacklists: Checking URLs against known phishing site blacklists.

Detecting phishing websites primarily relies on analyzing various textual and structural features associated with URLs, webpage content, and user interactions. While Recurrent Neural Networks (RNNs) are more commonly associated with sequence data like natural language text, they can still play a role in phishing detection, especially for tasks related to text and sequence analysis. Here's how RNNs can be applied in phishing site detection:

1. Textual Content Analysis: RNNs can be used to analyze and model the textual content of webpages. Phishing sites often use specific keywords, patterns, or language that may be indicative of malicious intent. An RNN can learn to recognize such patterns and flag suspicious content.

2. URL Analysis: RNNs can be used to process and analyze the textual components of URLs. They can identify characteristics like misspellings, unusual domain names, or non-standard URL structures that are common in phishing URLs.

3. Sequencing of User Interactions: If you have access to data on user interactions with websites, RNNs can be used to model and analyze the sequence of user actions. Unusual or suspicious user behavior patterns may signal phishing attempts.

4. Time-Series Analysis: In some cases, phishing attacks may occur over time, with attackers gradually changing website content or behavior patterns. RNNs can be used for time-series analysis to detect such changes.



However, it's important to note that while RNNs can be part of a phishing detection system, they are not typically used in isolation. Phishing detection is a multifaceted problem, and a comprehensive solution usually involves a combination of techniques, including:

- Feature Engineering: Extracting relevant features from URLs, webpage content, and user interactions.
- Machine Learning Models: Training models (not necessarily RNNs) on diverse sets of features, including textual, structural, and behavioral features.
- Blacklists: Checking URLs against known phishing site blacklists.
- Behavioral Analysis: Analyzing user interactions with websites to detect unusual behavior.

• Ensemble Methods: Combining the outputs of multiple models to improve accuracy and reduce false positives.

# Steps of Convorec Envision approach

1. Prepare your textual data (URLs, HTML content) and convert it into numerical representations like word embeddings or TF-IDF vectors.

• Process your image data by resizing, normalizing, and augmenting the images as needed.

2. CNN Component:

• Build a CNN to process the image data. The CNN will extract features from the images.

• The output of the CNN will be a set of high-level features that capture visual patterns in the images.

3. RNN Component:

• Build an RNN (LSTM or GRU) to process the sequential textual data. This can be the textual content of the website or other relevant features.

• The RNN will capture contextual information and sequential patterns in the text.

4. Feature Fusion:

• You'll have two sets of features from the CNN and RNN components. These features are learned representations that capture different aspects of the input data.

• Concatenate or combine these features in a meaningful way. You could stack them, concatenate them, or use element-wise operations like addition or multiplication.

5. Joint Layer(s):

• Add one or more fully connected layers on top of the combined features. These layers will help in learning the relationships between the features and making a final prediction.

6. Output Layer:

• Finally, add an output layer with a suitable activation function for binary classification (e.g., sigmoid for predicting phishing or not).

7. Training and Optimization:

• Train the combined model using both the textual and image data. You can use a weighted loss function to account for the different modalities.

• Backpropagate the gradients to update the model's parameters using an optimization algorithm like Adam or SGD.

8. Evaluation and Testing:



• Evaluate the model's performance on a validation set and fine-tune hyperparameters as needed.

• Test the model on a separate testing set to assess its generalization ability.



**Confusion Matrix** 

	PRECISION	RECALL	F1-SCORE	SUPPORT
BAD	0.91	O.94	O.92	38282
GOOD	0.92	0.93	O.94	99055
ACCURACY			0.96	1377666
MACRO AVG	0.94	0.95	0.95	1377666
WEIGHTED	O.96	0.96	0.96	1377666
AVG				

# Classification Report of Logistic Regression

	PRECISION	RECALL	F1-SCORE	SUPPORT
BAD	0.70	O.97	O.92	38282
GOOD	0.40	0.93	O.97	99055
ACCURACY			0.98	1377666
MACRO AVG	0.96	0.97	0.98	1377666
WEIGHTED	O.96	0.96	0.96	1377666
AVG				

# Classification Report of Covorec Envision Approch

MODELS	Train Accura	Test Accu		F1-Score
LOGISTIC REGRESSION	0.96%	0.96%	0	0.96%



AVINASHAK	0.37%	0.32%	0.30%
ALGORITHM			
CONVOREC	0.98%	0.97%	0.97%
ENVISION			
APPROCH			

Model Performance Comparision

## **Research Limitation**

Every journey through the realm of research carries with it a set of limitations, akin to the terrain one encounters while exploring new frontiers. In this research endeavor focused on phishing site detection and prediction using a deep learning approach, several limitations have come to light. Acknowledging these constraints is vital as they provide insights into the boundaries of this study and suggest avenues for future research. Here, we delve into these limitations:

# Data Availability and Quality:

A fundamental limitation in this research is the availability and quality of datasets. Phishing attack data, especially real-world examples, can be scarce and often incomplete. This limitation affects the robustness and generalizability of the models developed, as they heavily rely on the data they are trained on. The 37% accuracy achieved by the Avinashak algorithm for predicting the location of cybercrime is indicative of the challenges posed by limited and noisy data.

## **Class Imbalance:**

Imbalanced datasets are common in the field of phishing detection. The prevalence of nonphishing websites compared to actual phishing sites can lead to biased models. While attempts were made to address class imbalance, the effectiveness of these techniques remains limited, impacting the overall performance and reliability of the algorithms.

## **Model Interpretability:**

Deep learning models, especially convolutional neural networks (CNNs) and recurrent neural networks (RNNs), are often regarded as "black boxes" due to their complexity. Interpreting the decisions made by these models can be challenging, leading to difficulties in understanding why a particular prediction was made. This lack of interpretability can hinder the practical application of the models.

## **Generalization and Adaptability:**

The Convorec Envision approach, while achieving a remarkable 98% accuracy, primarily focuses on the combination of CNN and RNN architectures. The extent to which this model can generalize across diverse phishing scenarios and adapt to new threats remains a question. It may excel in specific contexts but struggle when faced with novel phishing tactics.



## **Ethical Considerations:**

Ethical considerations in cybersecurity research are paramount. The Avinashak and Convorec Envision models, while promising in their objectives, raise ethical concerns regarding privacy and surveillance. The research does not delve deeply into these ethical implications, a limitation that requires attention in future studies.

## **External Factors:**

The evolving landscape of cyber threats is influenced by external factors, such as advancements in attacker techniques and the adoption of security measures by organizations. The research does not account for these external dynamics, which can impact the efficacy of phishing site detection models over time.

## **Benchmarking and Comparative Analysis:**

Comparative analysis with existing state-of-the-art phishing detection systems is limited. While Convorec Envision demonstrates impressive accuracy, a comprehensive benchmarking against other deep learning and traditional methods is essential to assess its true effectiveness.

## **Human-Centric Factors:**

The human element in phishing attacks, including user behavior and psychology, is complex and not deeply explored in this research. Future studies should consider the human-centric aspects of phishing detection and prevention.

## **Real-Time Detection:**

The research primarily focuses on predictive models but does not extensively address real-time detection, which is crucial in mitigating phishing threats as they occur.

## **External Validity:**

The research, while valuable in its contributions, may not directly translate to all real-world scenarios and contexts. The applicability of the proposed models to different environments should be further examined.

In conclusion, these research limitations serve as guideposts for future explorations in the realm of phishing site detection and prediction. They underscore the need for ongoing efforts to address data challenges, enhance model interpretability, consider ethical implications, and ensure adaptability to the ever-evolving landscape of cyber threats. Despite these constraints, the research opens doors to new possibilities in enhancing online security through deep learning approaches.

## **Future Work**

As we traverse the ever-evolving landscape of cybersecurity, the journey often leads us to explore novel avenues and emerging technologies. In the context of our research, which centers on phishing site detection and prediction using deep learning approaches, the future unfolds with the



integration of blockchain technology. This endeavor promises to bring about transformative changes in the way we identify and combat cybercrime.

## **Defining the Future Work: Blockchain Integration**

The path forward involves incorporating blockchain technology into the existing framework of cybersecurity, specifically for the identification and prevention of cybercrime. But what does this integration entail?

## **Blockchain Fundamentals:**

The future work commences with a deep dive into blockchain technology. Blockchain, at its core, is a decentralized and immutable ledger that records transactions across a network. It offers transparency, security, and trust in a trustless environment. Understanding the fundamentals of blockchain, including its data structure, consensus mechanisms, and cryptographic principles, is pivotal.

## **Cybercrime Detection on the Blockchain:**

Building upon the foundation of blockchain knowledge, the research will explore how this technology can be harnessed to enhance cybercrime detection. Blockchain's immutability can be leveraged to create a tamper-proof record of online activities, making it exceedingly difficult for cybercriminals to conceal their actions.

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