MICHIGAN STATE UNIVERSITY

Beta Presentation

Smart Little Hunter of Fakes

The Capstone Experience

Team Scout

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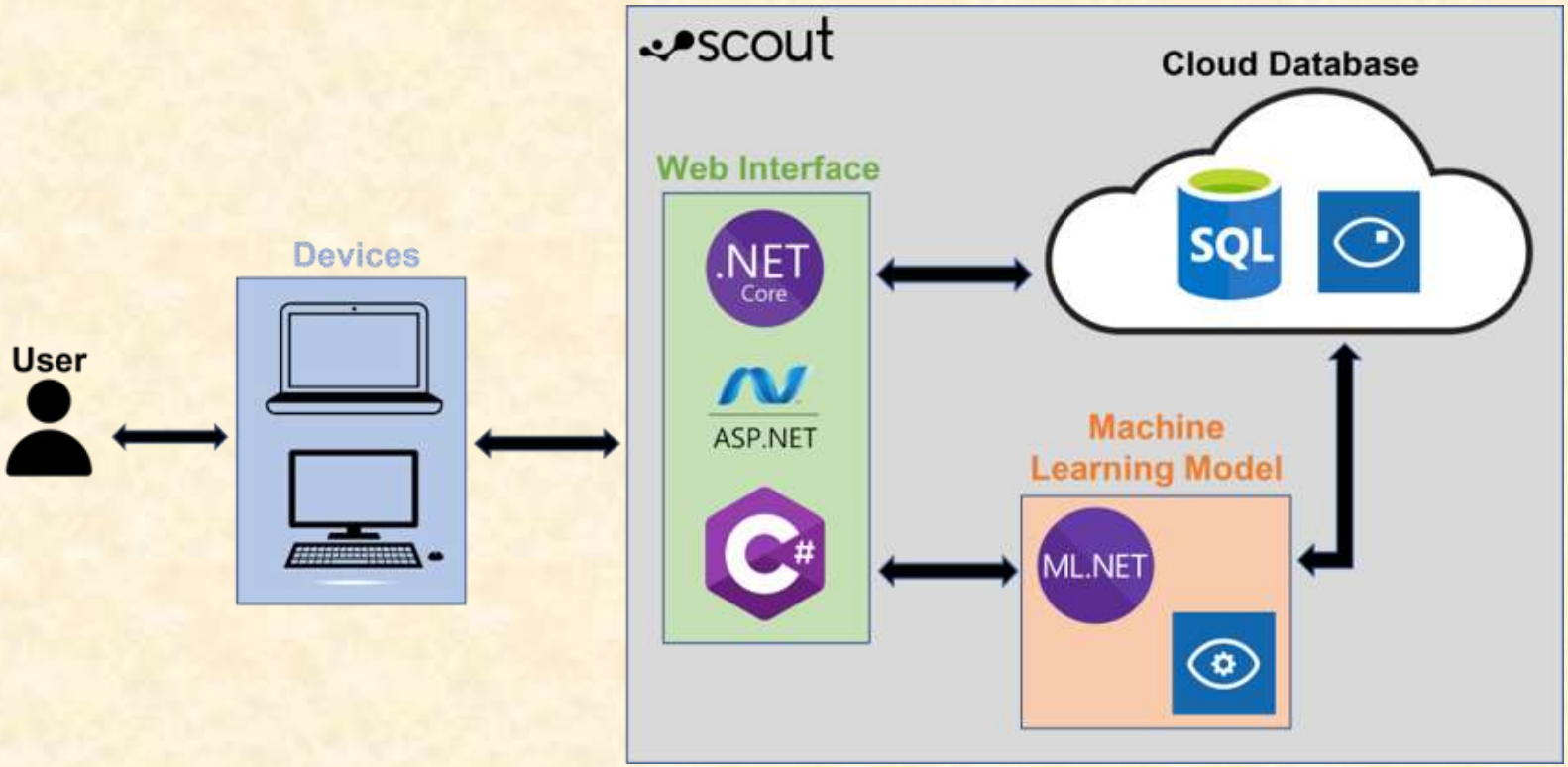
From Students…
…to Professionals

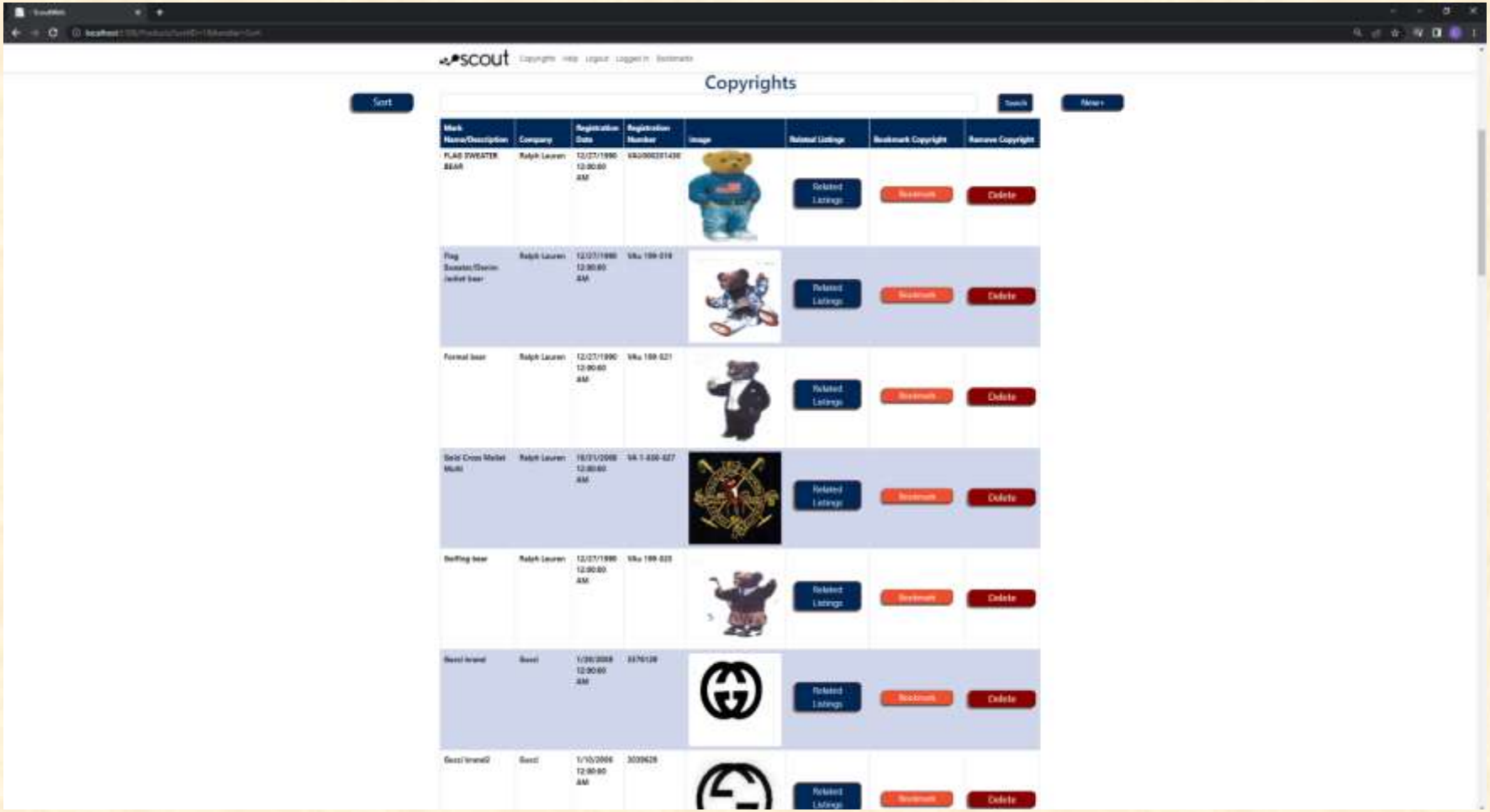
Project Overview

- The international trade in counterfeit and pirated products amounts to more than $500 billion, which is 3.3% of world trade
- Our system provides an easy way of collecting and identifying fake product listings
- We use brand specific information to crawl the web for similar product listings
- Our users review data and provide a response of "Real", "Fake" or "Unknown"
- Our system provides a prediction based on user responses

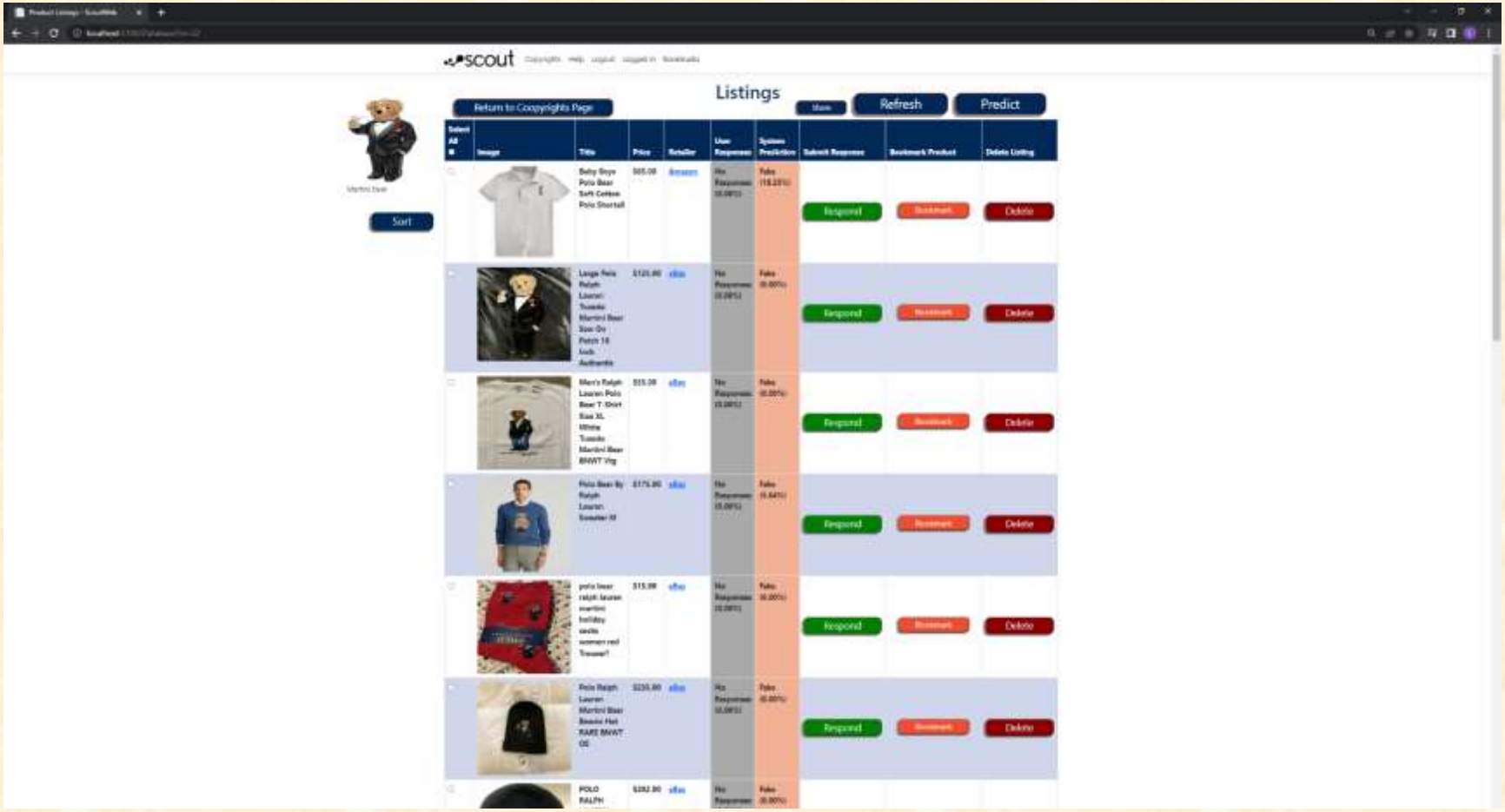
System Architecture



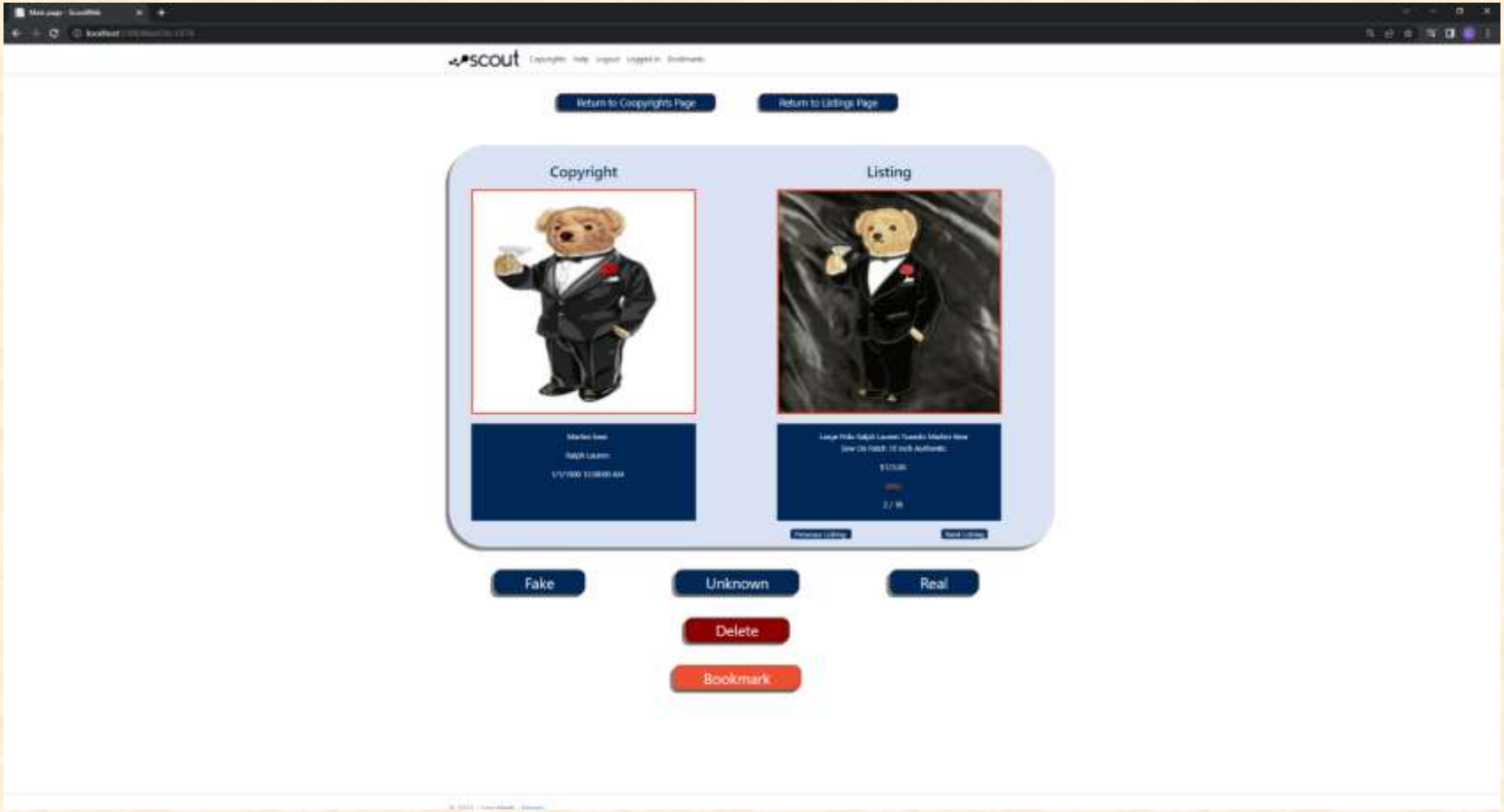
Copyrights Page



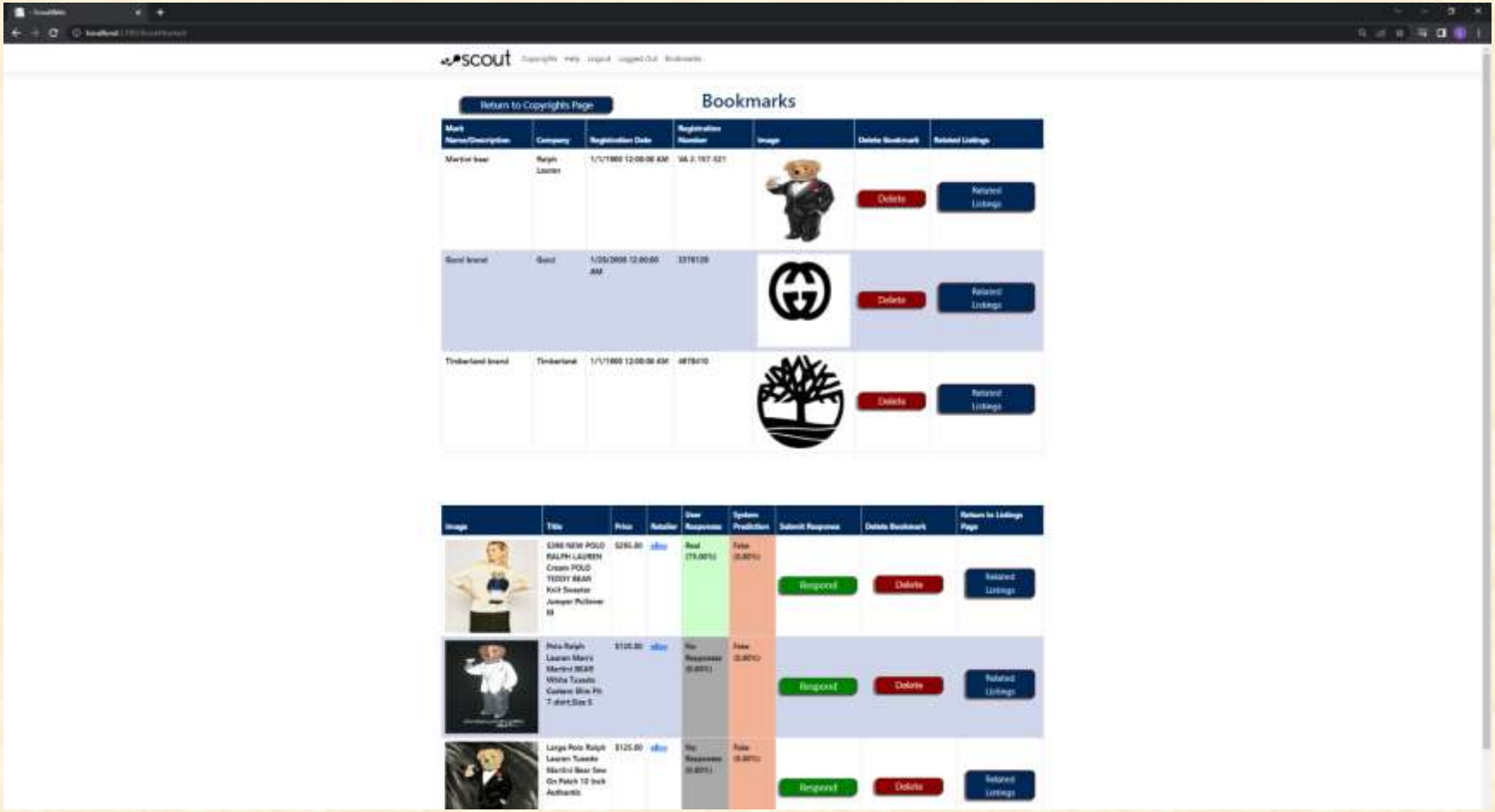
Listings Page



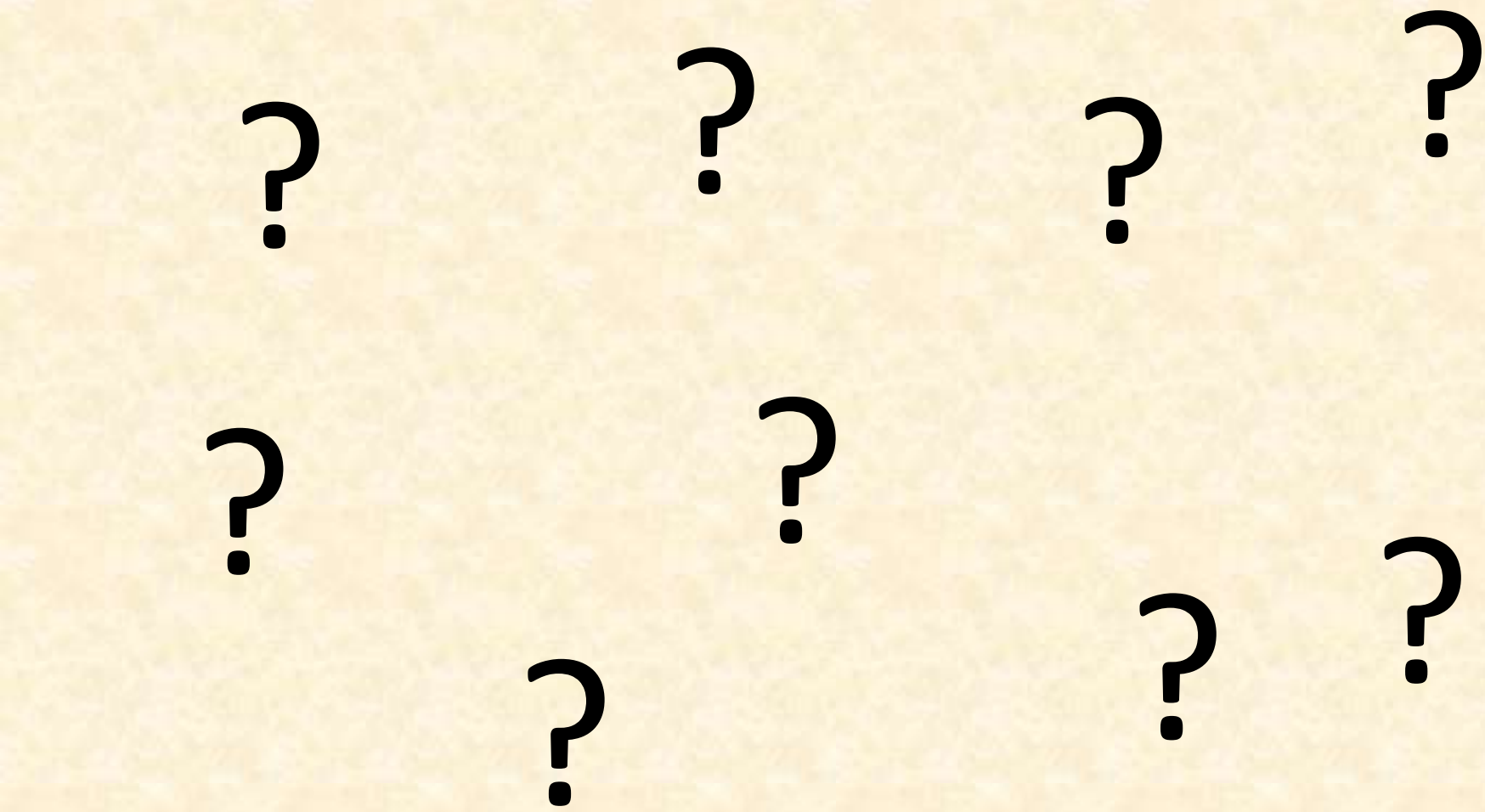
Comparison Page



Bookmark Page



What's left to do?

- Features
- Stretch Goals
  - Filters to enable associated company view
  - Company Page in addition to Copyrights Page
  - Share functionality expanded upon
  - Training feature for machine learning model
- Other Tasks
  - UI overhaul
  - Second machine learning model for prediction
  - Track user interactions to give each user a personalized experience

Questions?