



# DIGITAL FRAUD AD DETECTION USING ARTIFICIAL INTELIGENCE (AI)

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**Abstract:** The project is entitled as “**Digital Fraud Ad Detection Using Artificial Intelligence (AI)**” created by using Python as front end and MySql as backend. Nowadays fake ads are posted in all websites. So the buyer can unexpectedly view the ads and purchase the products based on the fraud ads and lose their money. It is a difficult process for the buyer to identify the fake ads. For overcome this problem we are going to develop this web application. Digital fraud ads detection is a web application that allows user to get complete original ads information through this web application. The intention of this project is to find the fraud ads and without making them to provide too much of false information regarding ads. The buyer and seller can login at anytime from anywhere. Seller can register/login in this application they can post and upload any number ads such as Ad name, Price Information, Date, Content, Contact Details, Ads image, etc. This proposed application analyzes user upload ads real or fake using Patten matching technique. This application automatically classifies the ads fake ads and real ads separately. User can able to view original ads effectively. Based on user interest they can buy using website. This system has been developed with an intention to make the system user-friendly thus reducing the manual work. The system has been developed with advanced features.

**Keywords:** Image processing, yolo algorithm, image classification, Artificial intelligence, Fake Ads.

**Introduction:** Real-time transactions in the open platforms of online digital advertising make these systems vulnerable to various threats and fraud attacks. We find the ad fraud in this application. Fraud detection and prevention is only as good as its implementation. Convolutional neural network commonly applied to analyzing Image Reorganization .This algorithm will check whether user upload image related or unrelated. This modules helps to analyze user upload ads real or fake using Patten matching technique. In this module, automatically

classify the ads fake ads and real ads separately. Advances in web application have found online fraud advertising as the ideal choice for small and large businesses to effectively target the appropriate marketing segments on the fly. Digital fraud ads detection is a web application that allows user to get complete original ads information through this web application. The intention of this project is to find the fraud ads and without making them to provide too much of false information regarding ads. With the help of this application buyer

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can easily find the fraud ads in all websites. This website completely provide security. Suppose any one try to upload the ads mean initially this goes to ads agency admin. Admin will verify whether ads are true or fake. Once ads not fraud means then only they will allow to post. So we can easily eliminate the fake ads effectively.

**Working:** Here is a detailed usage of the components and features in this AI detection of Web application.

### 1. User Registration /Authentication

This module helps users (buyer and seller) to register them with the application. Registration is mandatory since it is required for them to post any ads. The user needs to select a username and password at the time of registration and the username will be Unique. There will be a username and password to login into the system to manage the functionalities. Based on login page will navigate.

### 2. Post Ads Information

This module allows users to post ads in this website. Post ads information may be contain complete ads related information such as ads image, model, vehicle type, Number plate number, postal code, owner name etc.

### 3. Image Reorganization using Cnn

Convolutional neural network commonly applied to analyzing Image Reorganization. This algorithm will check whether user upload image related or unrelated.

### 5. Fraud Post analysis using AI

This modules helps to analyze user upload ads real or fake using Pattern matching technique.

### 6. Ads Classification

In this module, automatically classify the ads fake ads and real ads separately.

### 7. View ads information

User can able to view original ads effectively

### 8. Buying Process

Based on user interest they can buy using website.

**Proposed Method:** Methods on objects are functions attached to the object's class; the syntax instance. Method (argument) is, for normal methods and functions, syntactic sugar for Class. Method (instance, argument). Python methods have an explicit self parameter to access instance data, in contrast to the implicit self (or this) in some other object-oriented programming languages (e.g., C++, Java, Objective-C, or Ruby).

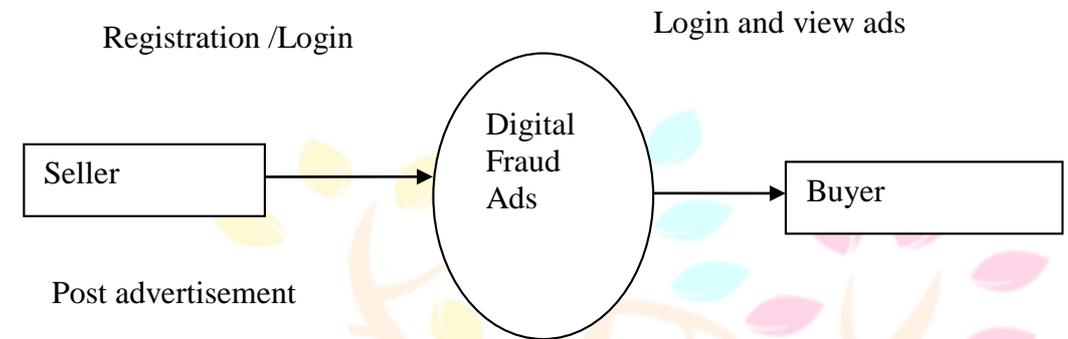
**Segmentation** - The processes of partitioning an image or text into parts to make them useful for the image processing functionalities such as feature extraction, recognition, etc., is termed to be known as segmentation.

**Feature extraction** - The process of extraction of the features that act as essential as well as required characteristics such as symbols, text, etc., is termed to be known as feature extraction.

**Recognition** - The process of identifying the features after extraction is termed to be known as recognition.

**Flowchart:**

**Level-0**

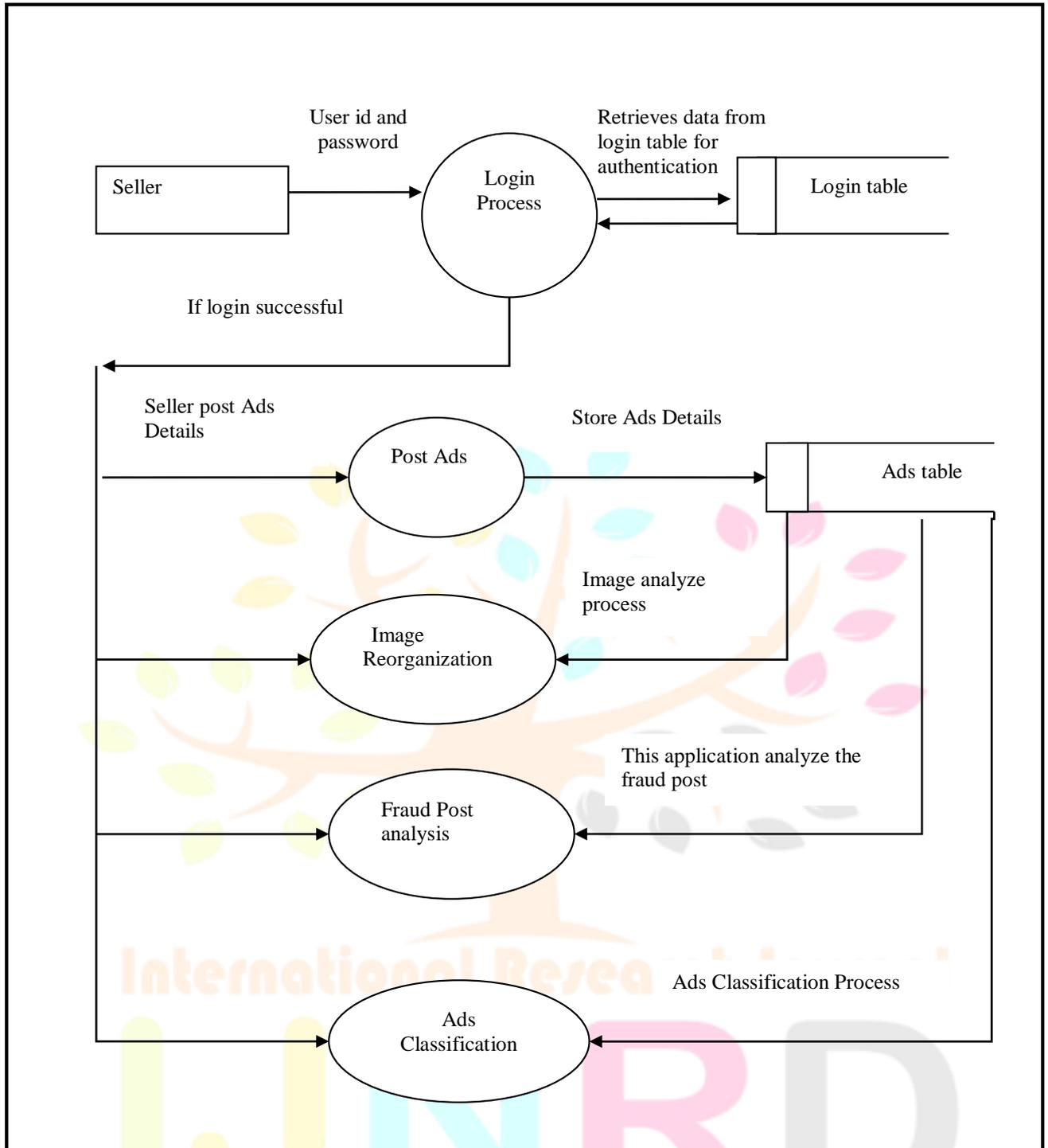


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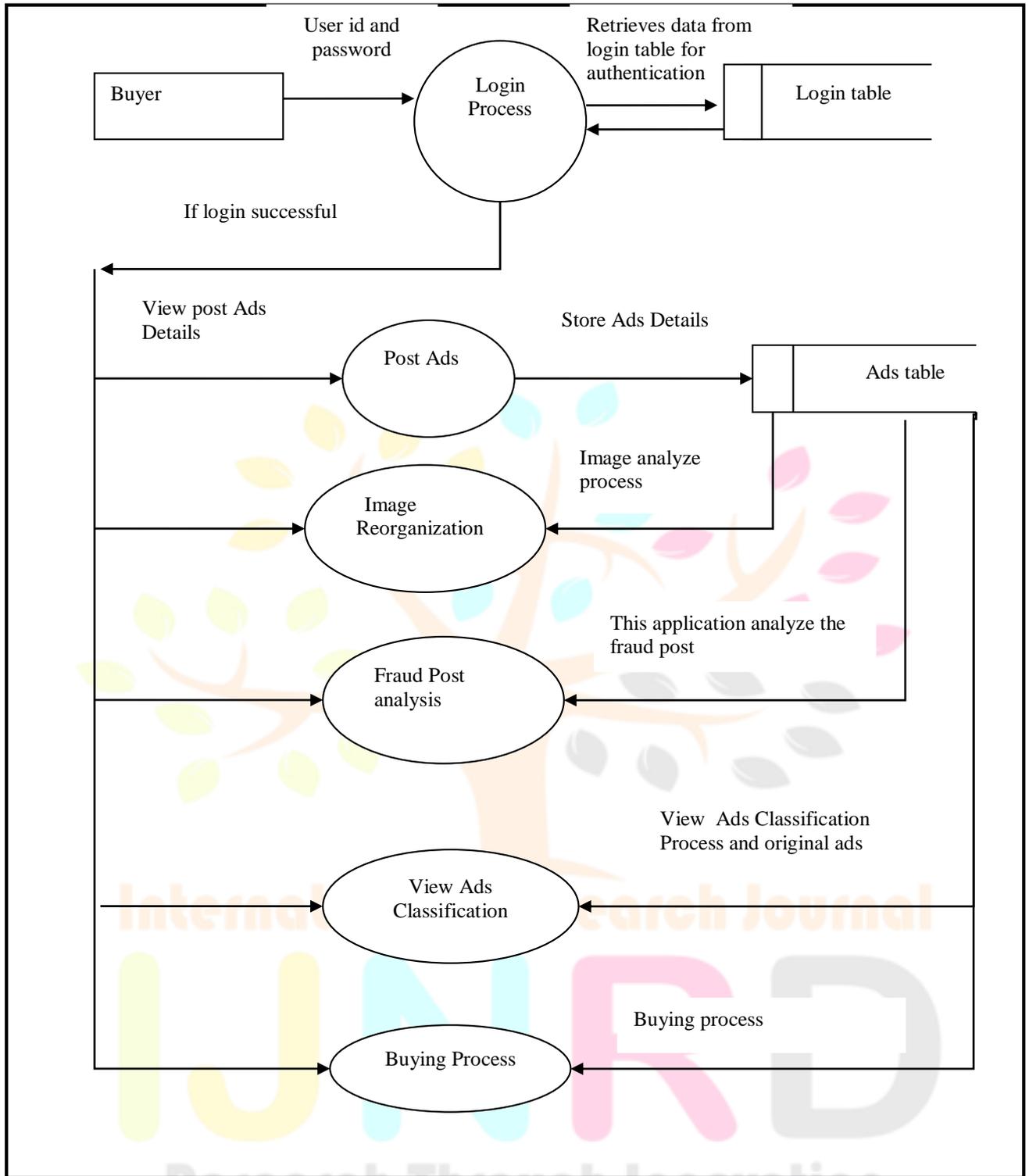
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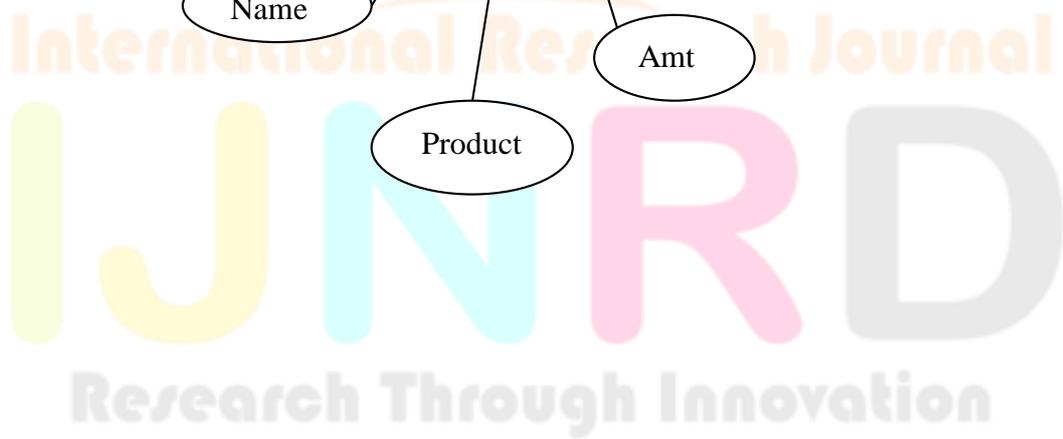
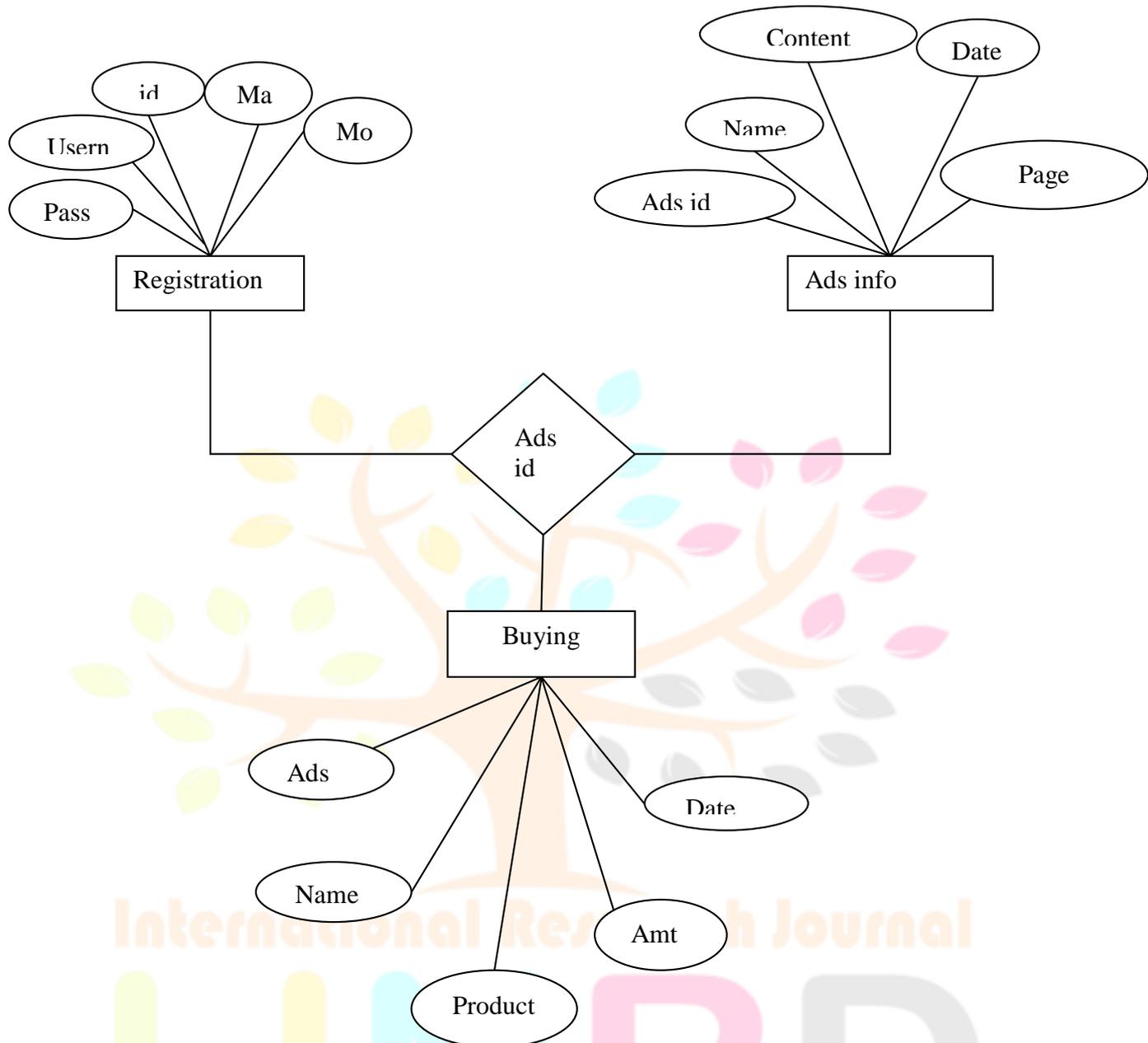
Level-1



Level-2



**ER DIAGRM:**



**Advantages:**

- More security, less time
- No mismatching of advertisements.
- This system provides easy access to the particular information.

**Disadvantages:**

- Long process and time would be taken more.
- The existing system is a manual one so every work is done by manual.
- In the manual system there is no security to all information.
- Risk of mismanagement of data when the project is under development
- In the manual system time can be taken more.
- Maintaining all the information's in records so it is difficult. If they want any record they have to search all the records by manually.

**Conclusion:** It is concluded that the application works well and satisfy the Seller, and buyer. The application is tested very well and errors are properly debugged. The site is simultaneously accessed from more than one system. Simultaneous login from more than one place is tested. The application works according to the restrictions provided in their respective systems. Further enhancements can be made to the application, so that the system functions very attractive and useful manner than the present one. The proposed digital fraud ads provide easy and effective way to manage all details of the seller and buyer details.

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