



Shiny in a Data Science app lifecycle

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Who we are?

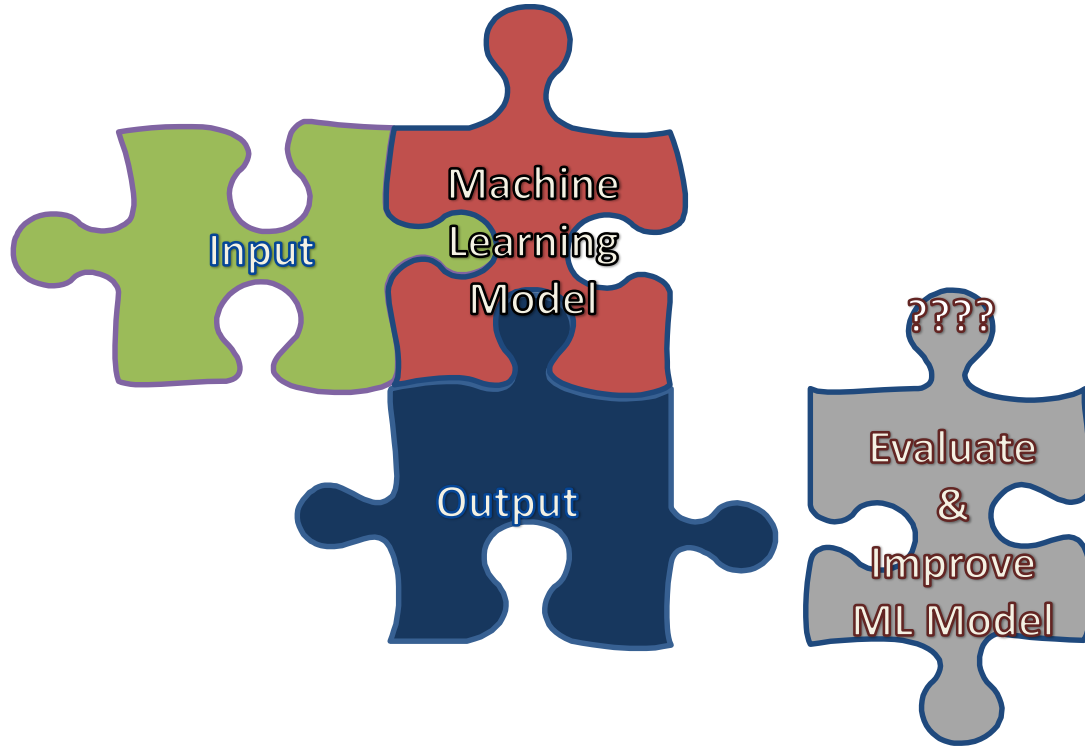
MailUp is an ESP (Email Service Provider), with more than 10.000 customers and 60 millions of email sent daily.

My Team Goals:

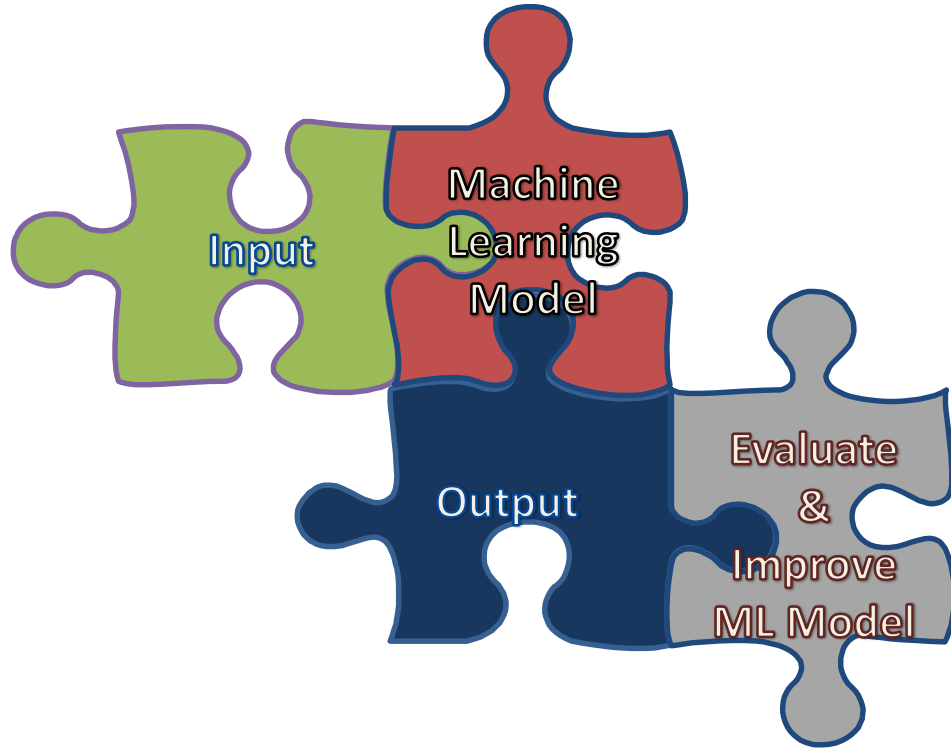
- Customer behavior Monitoring
- Abuse prevention and mitigation

in a timely manner.

Why?



Why?

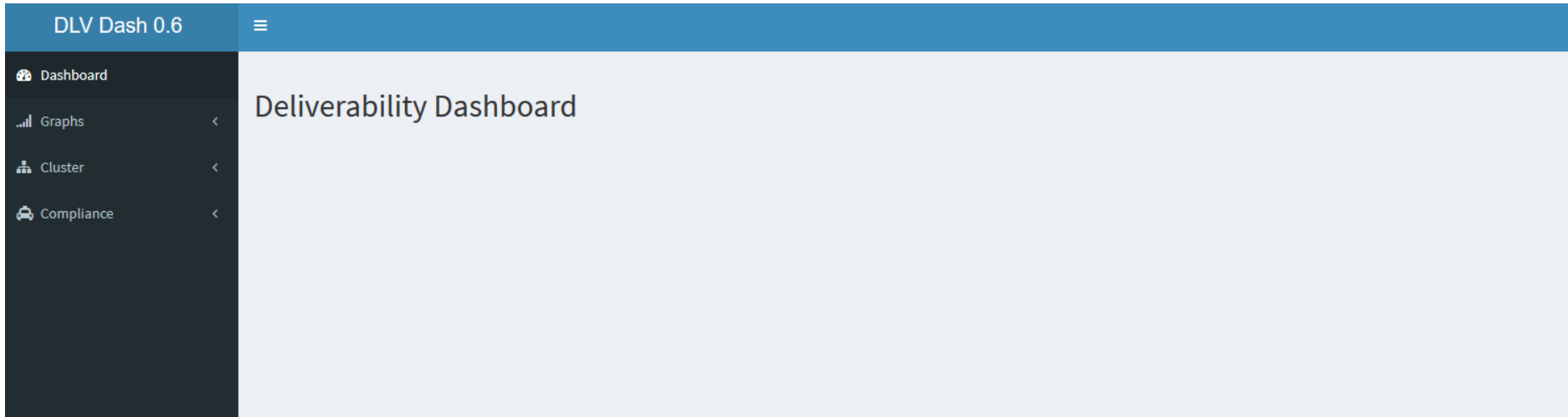


How?

Shiny <https://shiny.rstudio.com>

Shiny Dashboard <https://rstudio.github.io/shinydashboard/>

GoogleVis <https://cran.r-project.org/web/packages/googleVis/index.html>



Example – Phishing Detector

Dashboard interface for a Phishing Detector, showing various metrics and data tables.

Last Warning | **Top Domains** | **Last phishing**

Phish Trend

Model Accuracy

label	value
True Negative	750.741
False Negative	1
False Positive	8.141
True Positive	37
Accuracy	98,93
Sensitivity	97,37
Specificity	98,93

Search Urls +

platformId	UrlR	score	view
109380	http://p0ste-it.eu/access/loading/asstbid/log/secu	1	
109213	http://p0ste-it.it/asstbid/log/secure/0f70c5656d80	1	
109213	http://p0ste-it.it/asstbid/log/secure/61efbe527d68	1	
109213	http://p0ste-it.it/asstbid/log/secure/21832ad34b3b	1	
107945	http://postebancaonline.it/areareservata/php/login	1	

platformid data urlDef eCrimeX isphish score confirmPhish

109213	10-11 09:53	http://p0ste-it.it/asstbid/log/secure/61efbe527d682483c168fd613eea5878/	0	<input checked="" type="checkbox"/>	1	<input type="checkbox"/>
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Confirma URL phishing

http://p0ste-it.it/asstbid/log/secure/61efbe527d682483c168fd613eea5878/

Confirma phishing

Close

score view

secu	1	
6d80	1	
7d68	1	
4b3b	1	
login	1	

eCrimeX isphish score confirmPhish

re/61efbe527d682483c168fd613eea5878/	0	<input checked="" type="checkbox"/>	1	<input type="checkbox"/>
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Example – Import Check

Last Blocks Last Warnings

Id	platformId	label
55103	[REDACTED]	[REDACTED]

Import Trend

Global Stats Block Type Errors

Import Details

id	d	platformId	idList	groupNames
45823	06-13 13:08	20205	23	HugeList01

Compliance issue (DEL-6321)

Agent

Riccardi

Action

No action

Ignore further similar warnings

Mark as wrong

Save Action

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<https://www.mailup.it/lavora-con-noi/>



Marketing Automation che crea relazioni umane

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