

Building a system for analyzing and detecting fake traffic in Digital Marketing based on Machine Learning.

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Abstract: In the context of business increasingly relying on data from Digital Marketing channels, managing and controlling genuine traffic is an important issue. This topic focuses on building a system to analyze and detect fake traffic through the application of Machine Learning algorithms. The project's goal is to create a practical, effective solution to improve accuracy in Digital Marketing analysis. The research methodology includes both theory and experimentation to ensure the system is built on real data and can be widely deployed. The expected outcome of this topic is to provide a powerful tool for marketers and business managers, supporting them in making intelligent business decisions.

Keywords: Analysis system, virtual traffic, Digital Marketing, Machine Learning, algorithm