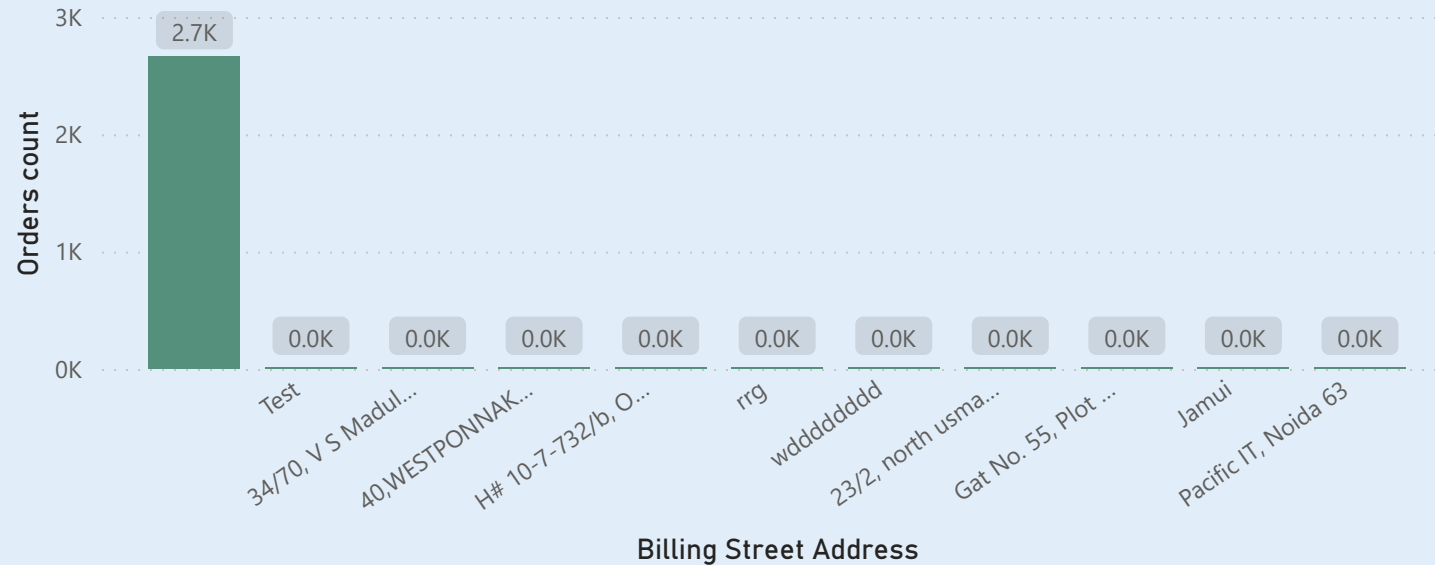


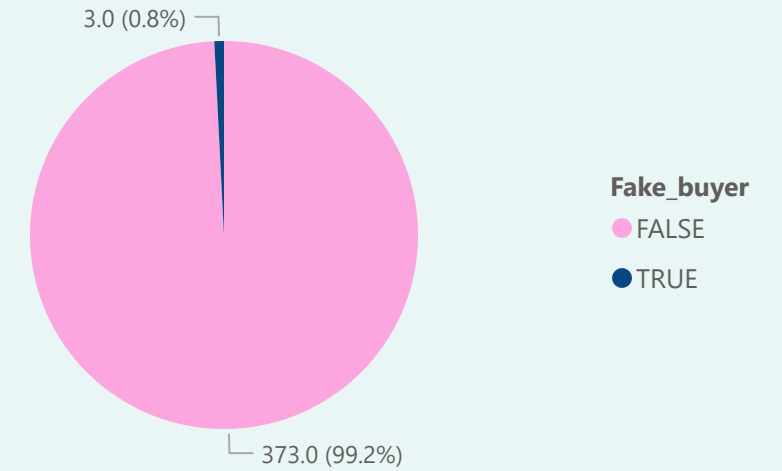
# FAKE BUYER IDENTIFICATION

Condition: Shipping address differs from Billing address

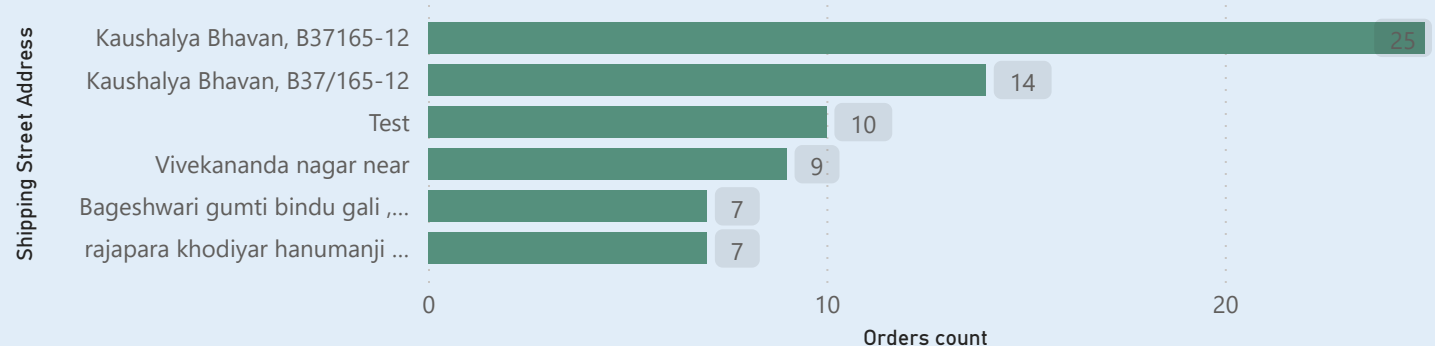
## Orders count by Billing Street Address



## Count of Payment Method by Fake\_buyer



## Orders count by Shipping Street Address



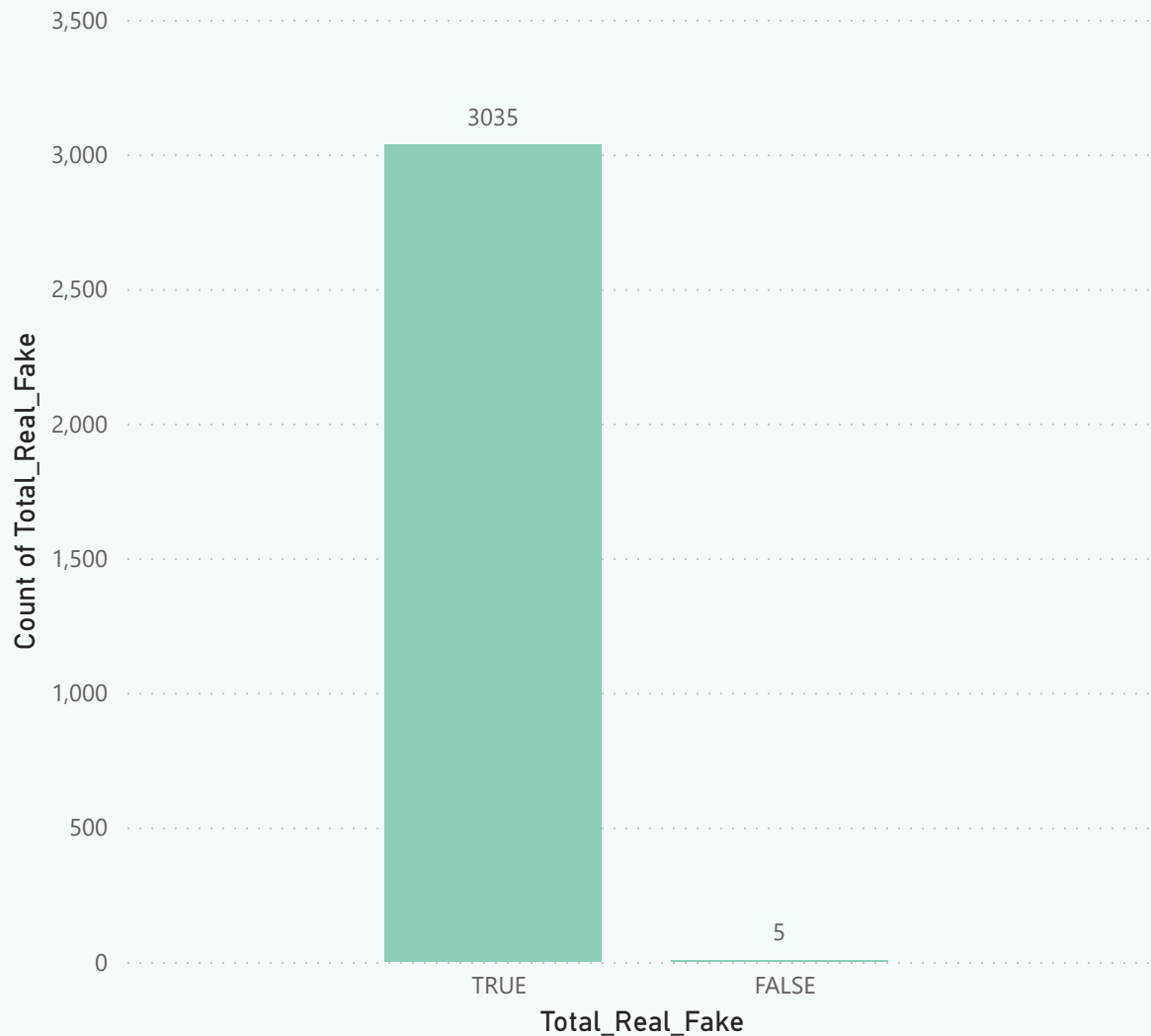
## Insights:

- 1] Here, from above Pie chart we have got counts of True buyers as 3035 among the total count, and the Fake buyer count is only 5.
- 2] Billing street address and shipping street address both are having blank values , so this criteria doesn't gives a perfect answer about Fake and Real buyers.

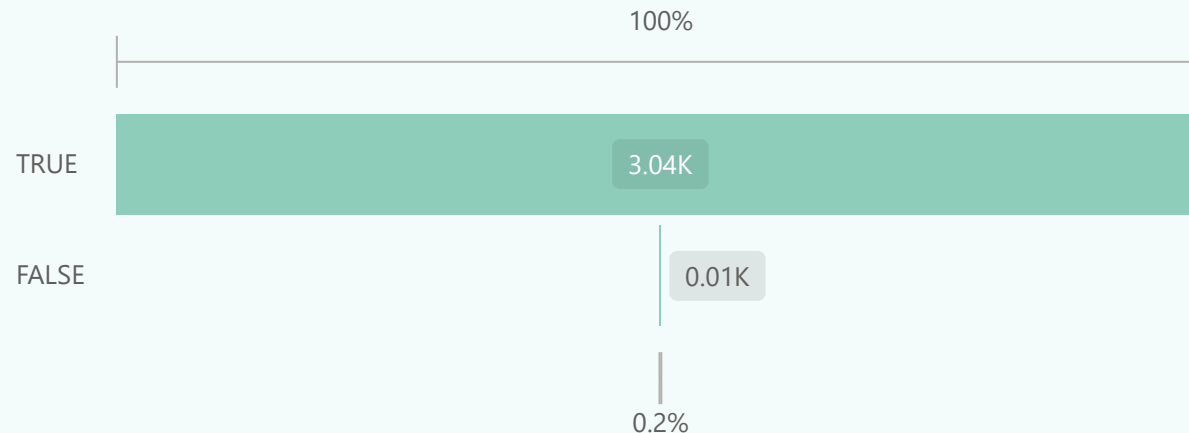
# FAKE BUYER IDENTIFICATION

Condition: Price is greater than 50,000

## Count of Orders by real or fake



## Count of Tax by orders



## Insights:

From above Column and Funnel chart we can conclude following things:

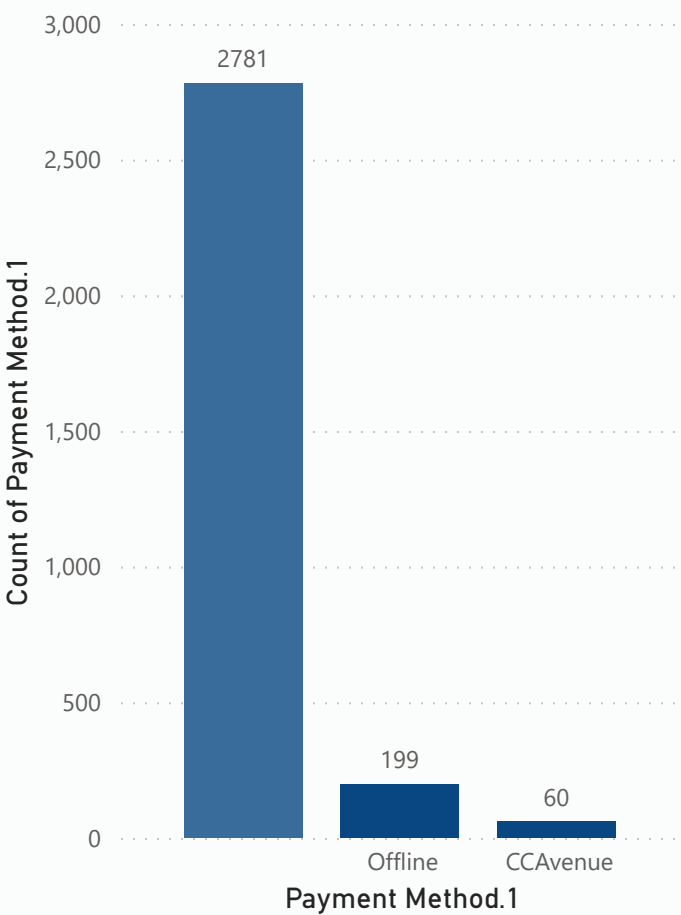
- 1] Count of TRUE i.e. Real order is (3,035) which is much higher than FALSE (5) i.e. Fake order.
- 2] Hence based on the given condition we have got TRUE about 99.84% per toatal.
- 3] The count of Tax by orders is same as above which also indicates that the real buyers are more than fake buyers.

# FAKE BUYER IDENTIFICATION

Condition: Multiple orders to the same address with different payment methods

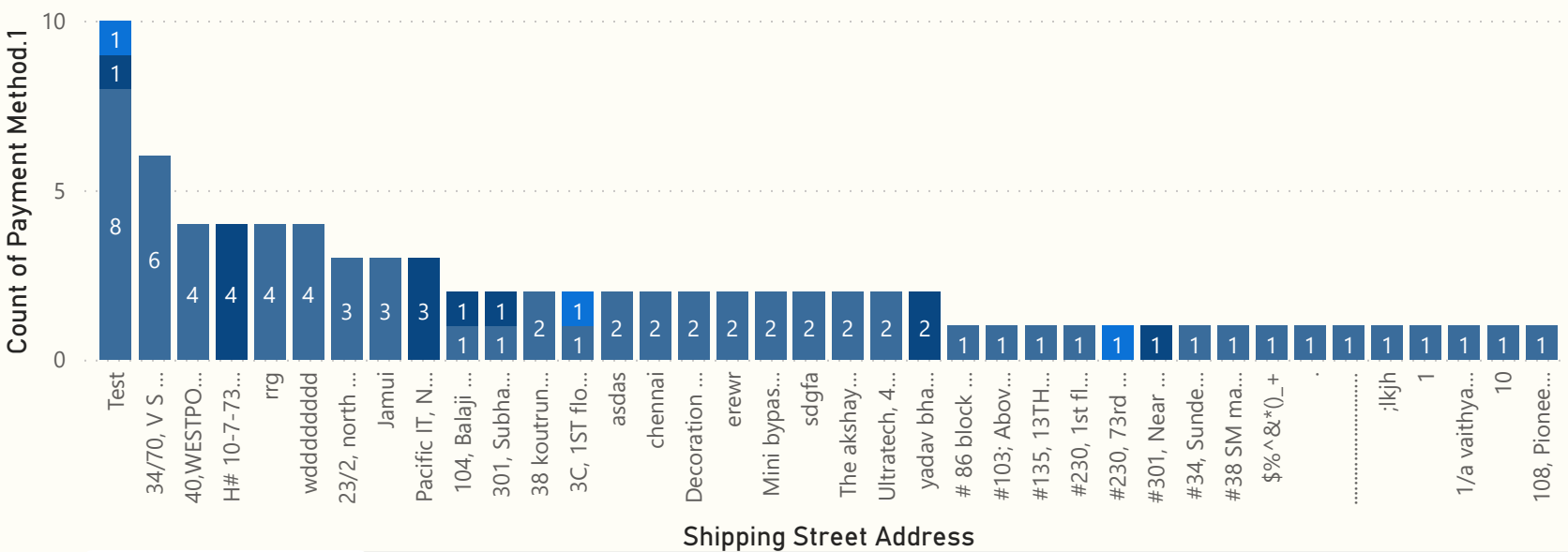
## Distribution of Payment methods

Blank , Offline and CCAvenue



## Count of Order by Shipping Street Address

Payment Method.1 ● CCAvenue ● Offline



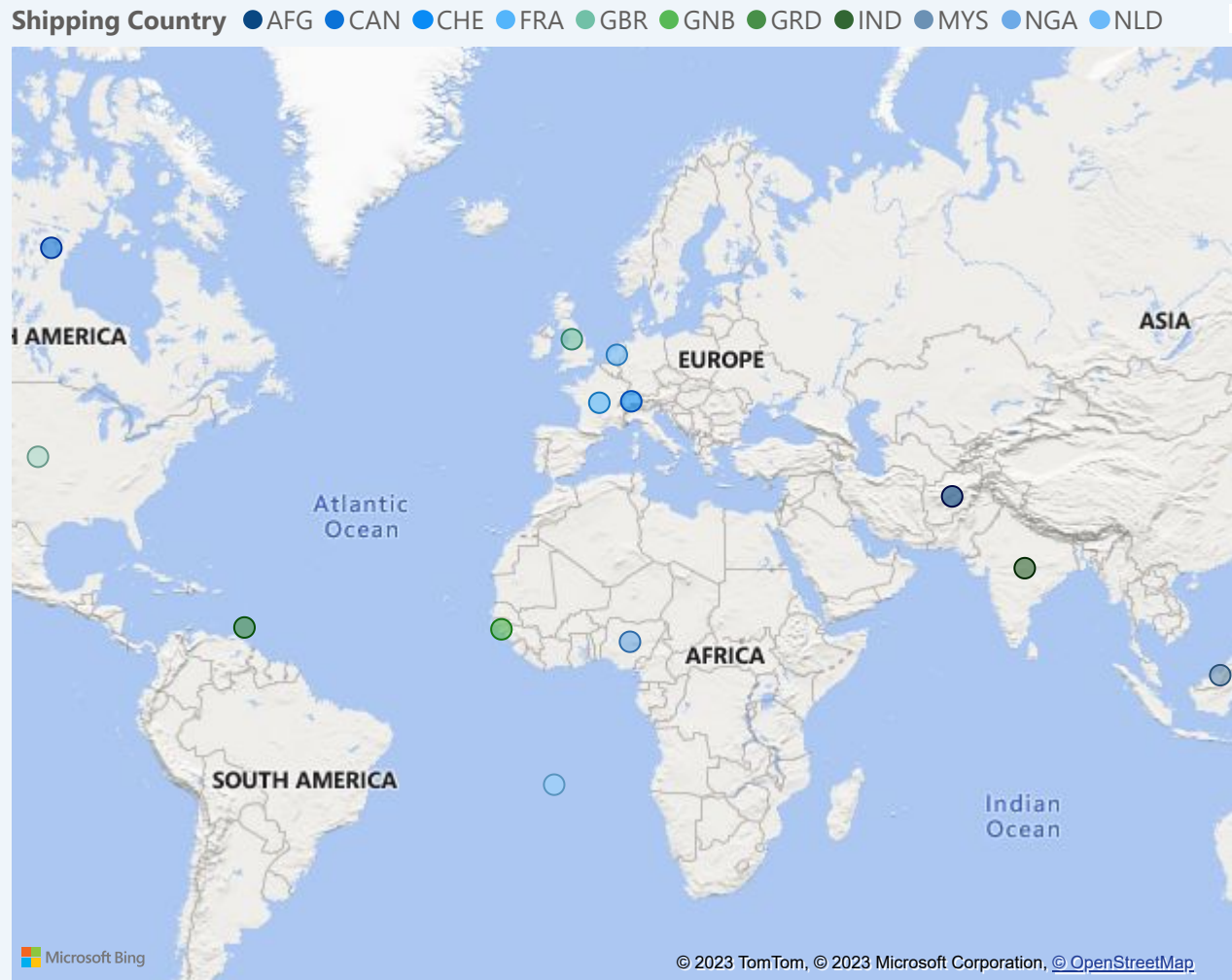
## Insights:

- From above column chart we can conclude that:
- 1] Count of Orders was highest for Kaushalya Bhavan, B37165.12 as it accounted 25 times. Followed by this Kaushalya Bhavan, B37/165.12 is accounted about 18 times.
  - 2] Across all 2656 Shipping Street Address, Count of Orders is ranges between 1 to 25 only.

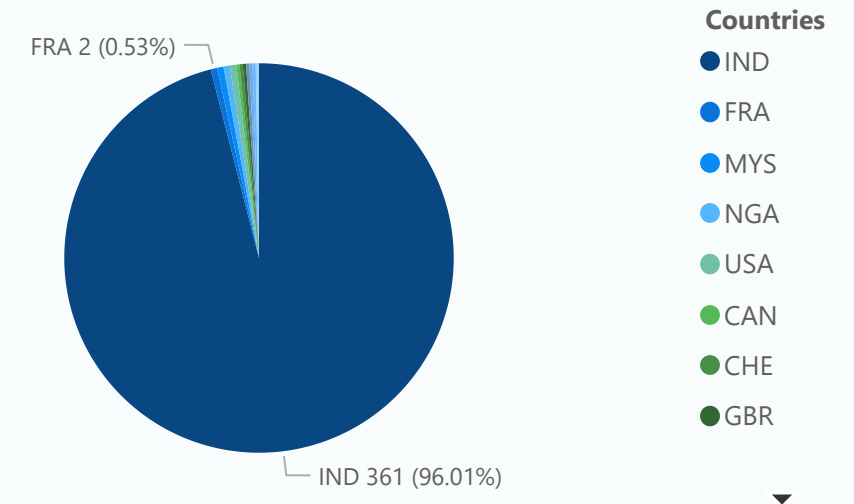
# FAKE BUYER IDENTIFICATION

## Condition: Unexpected International Orders

### Order countries



### Count of Countries by orders



### Insights:

From above pie chart we can conclude that:

- 1] From India we have highest orders and also got bills on orders. The order count is 96% among the total orders.
- 2] There are few orders from other countries as well which suggest that the orders from different countries will be fake orders.