# BukaToko

The startup name is BukaToko and they are one of largest marketplace. Their main vision is to help small businesses to get wider market and buyers can buy product safely. This company also creates trusted payment ecosystem for both seller and buyer. Even though they have a complex security to protect transaction of sellers and buyers, several frauds have inflicted loss to all parties, especially BukaToko themselves. Cashback fraud, Fake “Cheap” Product, Transaction outside platform, Fake shipping receipt, and so forth are the problems that harmful and need to be solved soon. You, as the one who dedicated to stop these problems, need to make your own team to cooperate and solve these.

## 1. Which problem you prioritize the most? And Why? (Choose one and focus on that topic)

Cashback Fraud. If not handled right away, the loss caused by the fraud will grow in exponential term, caused by more people getting away with the fraud with the same method. This type of fraud also hurts the largest in the portfolio.

## 2. Which business components that will be your team to solve the problem? Why?

Research and Development Team: IT Infrastructure and Security Team, to create new algorithm to prevent and detect such fraud.

Marketing Team: create immediate action to reduce the loss causes by the fraudsters.

## 3. How you define and identify the problem?

## 4. What is your synthesized solution?

Create new Network Model for fraud Detection while reduce the amount of cashback given until the algorithm is ready to be deployed.