**Project Title: Credit Card Fraud**

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**Project Description/ Outline**

The team will analyze credit card fraud data to measure the level of impact across various demographics and parameters. The aim is to identify patterns that can support preventative action planning.

**Research Questions to Answer**

* How does geography affect fraudulent transactions?
  + Transaction location map
  + Victim location map
  + Distance between merchant and victim
  + Rural, urban, suburb
* How does victim demographic impact the frequency of fraudulent transactions?
  + Gender
  + Age – generation breakdown
* How is the frequency of fraudulent transactions impacted by merchant category?
  + Which category has highest amount?
  + Which category has highest frequency?
* How does timing impact frequency of fraudulent transactions?
  + Breakdown by month
  + Breakdown by time of day

**Dataset to be Used**

* <https://www.kaggle.com/datasets/kartik2112/fraud-detection>
* <https://vuvirtdatapt1-gwb5267.slack.com/files/U065F114FM2/F06CZRFCHLJ/credit_card_fraud.csv>
  + Will merge datasets by geographic info (state)

**Rough Breakdown of Tasks**

* Data mining
* Data cleaning
* Data analysis
* Data visualization
* Presentation