The Data Science Pipeline

Data is Generated

VISA

Google

Gather Clean

Explore Analyze

Report Recommend

REPORT
Indicators of FRAUD
INTERNAL
2020-01-01

Predict
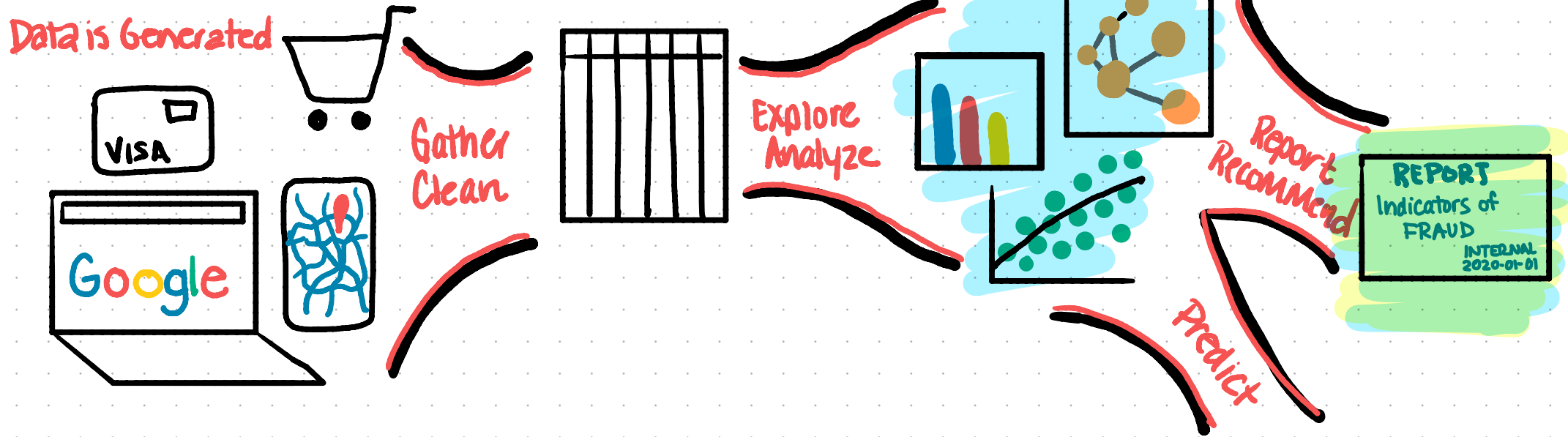
Where Does **Storytelling** Live?

Visualization

Storytelling

ALERT! Account...
11:09

Enable Action

txn005...   txn137...   txn008...

txn0135...

VALID   FRAUD
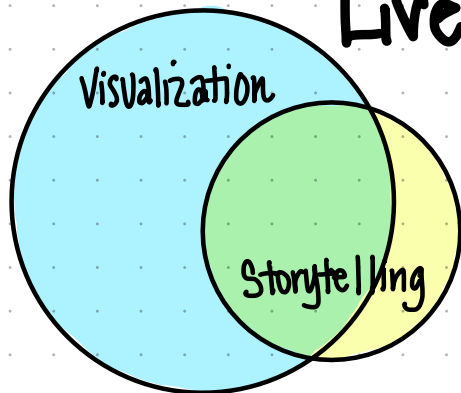
Sample scenerio:
detecting credit card fraud