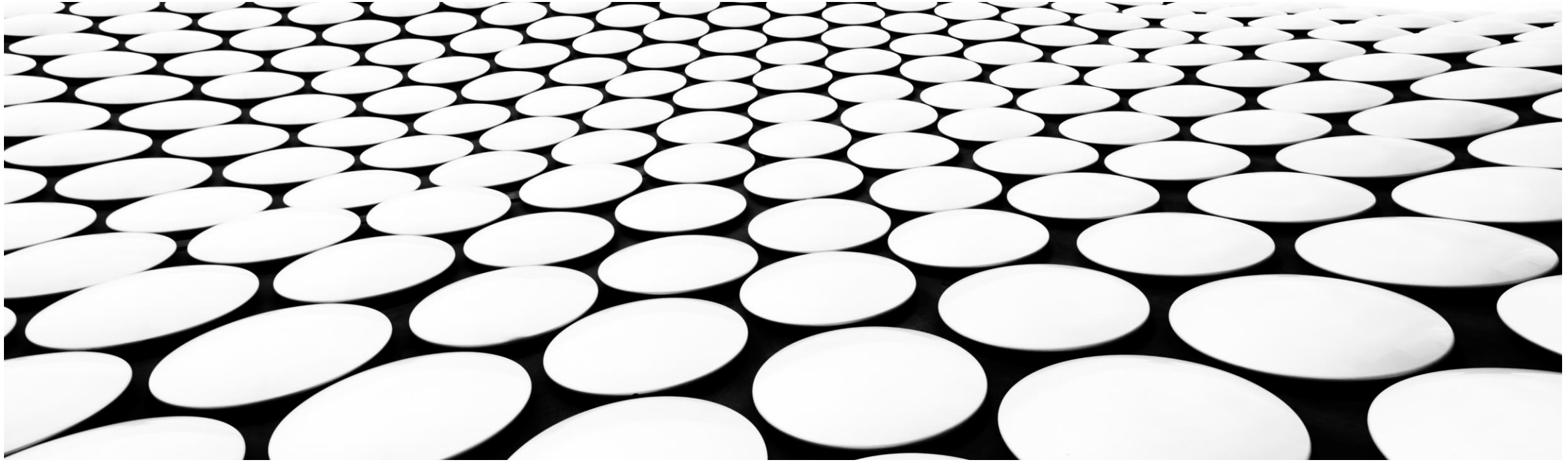
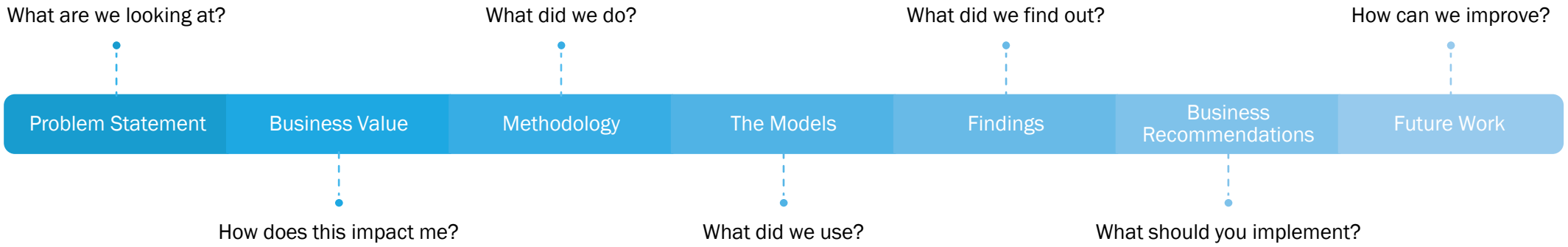
CREDIT CARD FRAUD

MODULE 3 FINAL PROJECT: NON-TECHNICAL PRESENTATION



PRESENTATION ROADMAP



PROBLEM STATEMENT

- 41 Billion transactions per year
- Personal Data Breaches

BUSINESS VALUE

- Credit Fraud Liabilities = Overhead
- Impact on Consumer Confidence

METHODOLOGY – THE DATA

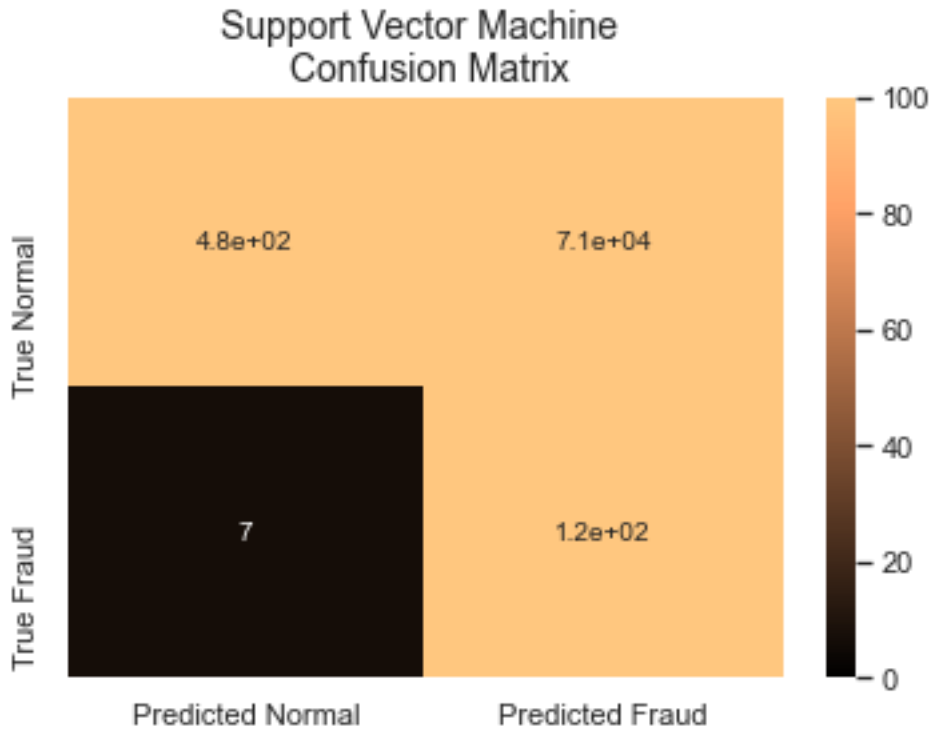
- Credit Fraud Data Set from Kaggle
  - 285,000 transactions, 492 fraudulent
  - Transformed via PCA
  - Trained on 75% of set, tested on 25%

METHODOLOGY - THE MODELS

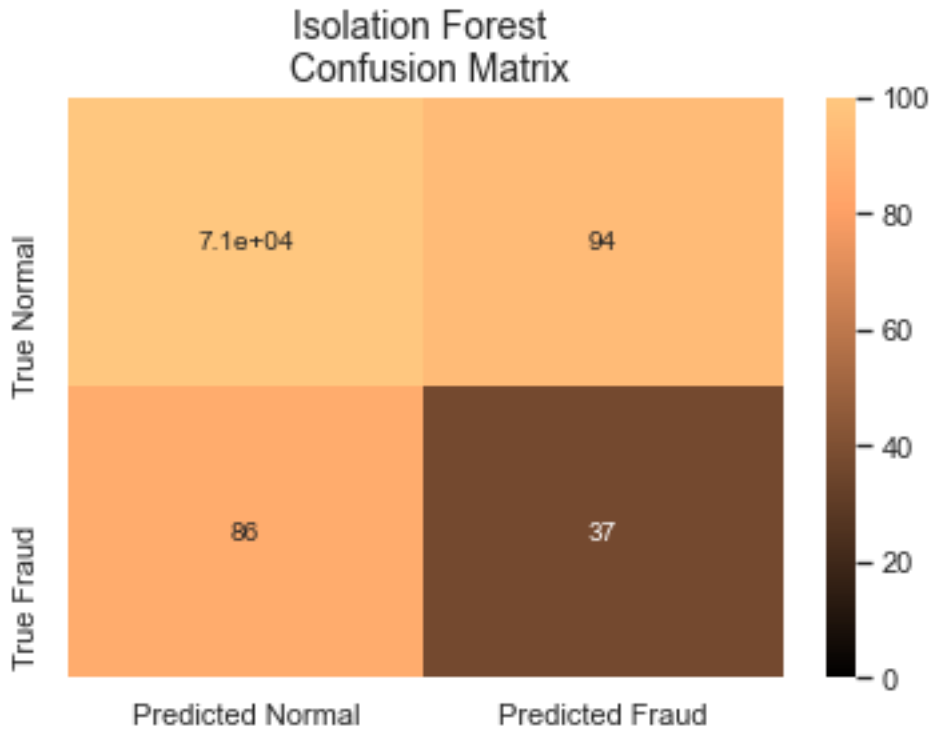
- Logistic Regression
- Support-Vector Machine (SVM)
- Isolation Forest

FINDINGS – LOGISTIC REGRESSION

FINDINGS – SUPPORT VECTOR MACHINE



FINDINGS – ISOLATION FOREST



BUSINESS RECOMMENDATIONS

- Implement a Linear Regression model
- Build a data Pipeline

FUTURE WORK

- Optimized Feature Selection
- More Data
- More Compute

THANK YOU!