Problem sizing

1 Problem
Which problem or pain did you discover?

Credit Card Fraud Detection

5 Evolution: Boosters

New research suggests that the

Credit card industry is expected to grow by 50% as more and more people are

Brought under the system.
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2 User segment (# users)

> Of all the industries risking fraud and infosec threats, the financial services industry is the most vulnerable.
> In India, where only 1% of the population has access to credit cards.

We attempt to benchmark the performace of difference ML methods on real world data to determine the efficacy of the various models and eventually arrive at a conclusion regarding which ML models suits the use-case best.

X

3 Frequency (# times/user)

> According to the user segment people who face this problem are quite a lot.
> In FY20, more than 50,000 cases — 52,006 to be precise — of fraudulent usage of debit cards, credit cards and internet banking were reported in India
> Worldwide, In 2018, $24.26 Billion was lost due to payment card fraud worldwide

X

4 Severity ($/time)

Cash leakage hurts both companies and individuals.

6 Evolution: Setbacks

> Key Challenge would be scale of operations and data
>
>

= Annual problem size

About this tool
The "Problem sizing" template is designed to help you make a quick guesstimate regarding the value of a specific user problem. No complicated excel spreadsheets that are tweaked until they show a billion dollar opportunity but a simple tool that forces you to agree on a couple of key assumptions.

Keep adjusting the template after you (in)validated those assumptions. If there is a validated problem size we can start thinking of solutions to solve these problems.