

Project title: Fraud Detection System using Salesforce

- ❖ **Industry:** Banking, Insurance, and E-commerce
 - ❖ **Project Type:** Fraud Detection & Risk Management using Salesforce CRM
 - ❖ **Target Users:** Fraud Analysts, Compliance Officers, Salesforce Admins, Business Managers, and Customers (indirectly)
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Problem Statement:

Banks, insurance providers, and e-commerce companies face increasing risks from fraud, including unauthorised transactions, identity theft, and false claims. Existing detection methods are manual or rule-based, leading to delays in identifying fraud, financial losses, and reduced customer trust.

To solve this, the project will implement a Salesforce-powered Fraud-Detection System to:

- Detect suspicious activities in real-time using AI/ML (Einstein Discovery)
- Automate fraud case creation and assignment within Salesforce
- Provide dashboards and investigation tools for fraud analysts
- Ensure compliance with KYC, AML, and PCI-DSS regulations
- Deliver proactive fraud alerts to protect business and customers

◆ **Requirement Gathering**

- Transaction Data → Transaction ID, amount, date/time, payment method
- User Data → Customer ID, location, device details, login history
- Account Data → Bank/insurance account info, linked cards, policies
- Suspicious Indicators → Multiple failed payments, mismatched addresses, unusual login time (e.g., midnight login from another country)
- Fraud Case Data → Case type, case status, assigned analyst, resolution notes

◆ **Objectives**

- Real-time fraud alerts
- Auto case creation
- AI-based anomaly detection
- Compliance reports (KYC, AML)
- Dashboards for analysts

◆ **Stakeholder Analysis**

- Fraud Analysts → Investigate cases
- Compliance Officers → Check regulations
- IT/Admins → Manage security & setup
- Business Managers → Track fraud & losses
- Customers → Stay protected

◆ **Business Process Mapping**

1. Data enters Salesforce
2. AI checks patterns
3. If fraud → case auto-created
4. Alerts go to team
5. Analyst investigates & closes case

◆ **Industry Use Cases**

- Banking → Suspicious transfers
- Insurance → False claims
- E-commerce → Failed/mismatched orders

◆ **AppExchange Exploration**

- Salesforce Shield → Data security
- Einstein Discovery → Fraud prediction
- Identity Apps → Extra verification