



Amazon Fraud Detector

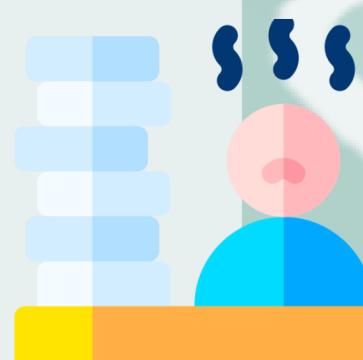
Real time fraud detection using ML models

Current technology Challenges

Underperforming One size fits all model



Need lots of data



Added Complexity due to Fraud Imbalance

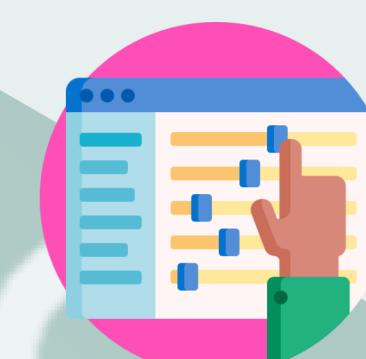


Sophisticated Architecture required

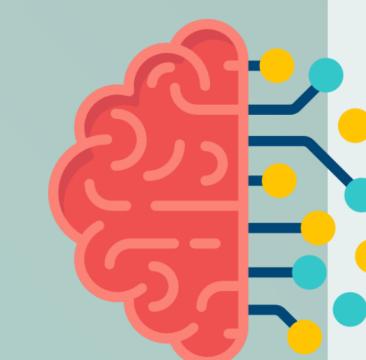


Amazon Fraud Detector is better

Can Build custom models



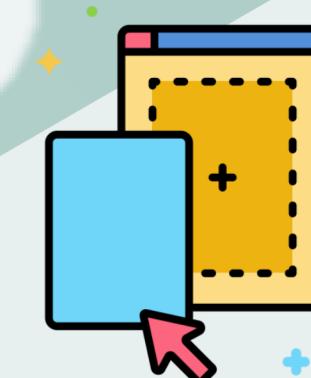
Utilize Amazon's Intelligence



Pre-built templates can handle Fraud Imbalance



No coding/Architecture required



Use Cases of Fraud Detection

- New Account
- Account Takeover
- Online Payment
- Product Abuse/
- Gaming Fraud

Impact on business

- One-stop solution
- Can help relieve legacy database systems.

Proven Success



427% increase in Identifying Fraudulent cases

90% Drop in False Positive Rate

Drop in Fraud reports by 63%

Why should Fraud detection be a priority?



32% experienced cybercrime



41% experienced cybercrime

\$5.8 B to Fraud

by consumers in 2021 as per US FTC, up by 70% from 2020



100\$



Can my business afford this?

For 100\$, your Business would get

3,333 Online Fraud Insights

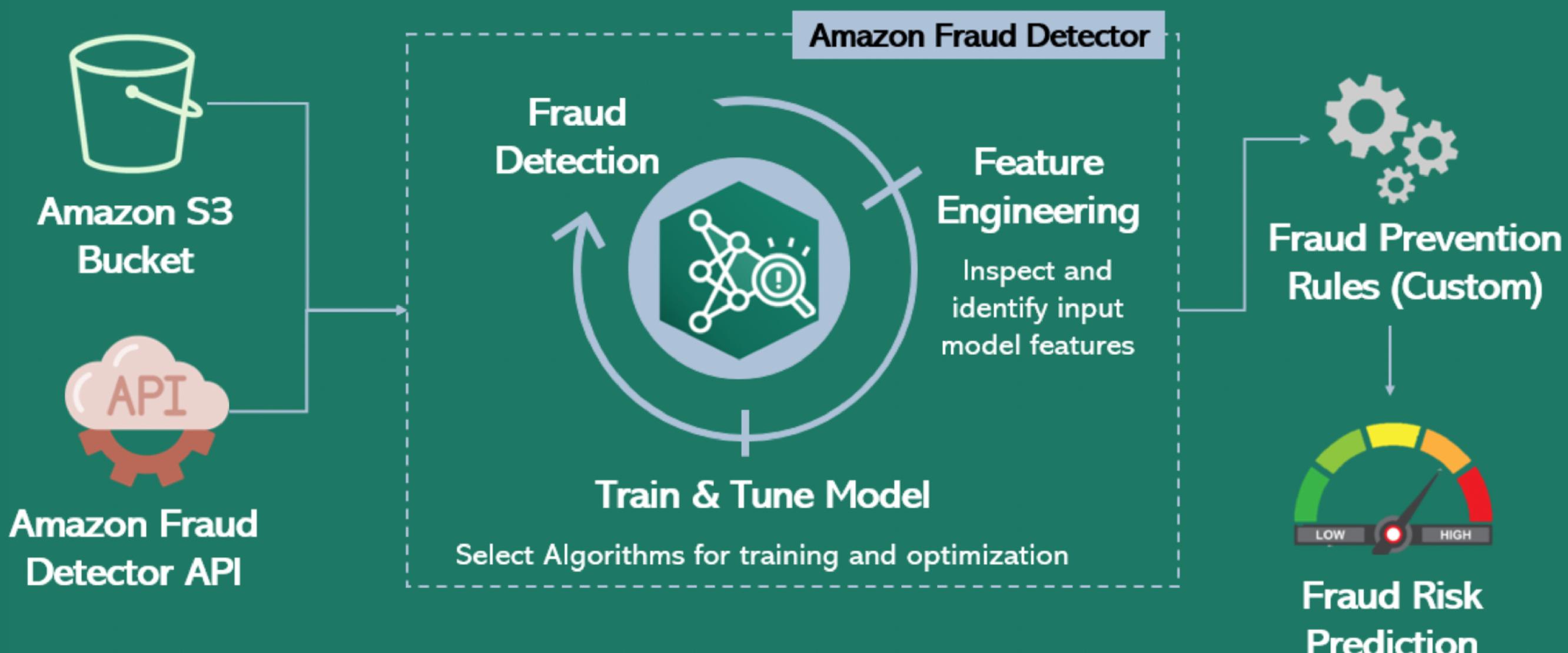
3,333 Transactional Fraud Insights.



20,000 Rule-based Fraud Predictions

100,000 Account Takeover Insights

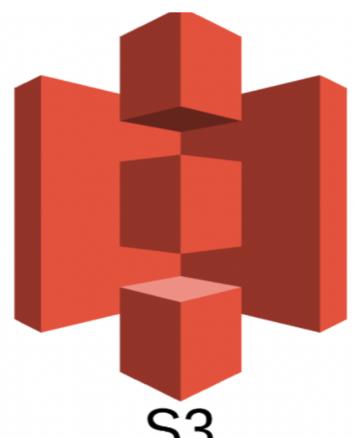
How can you implement it for your business?



Amazon Services Deployed



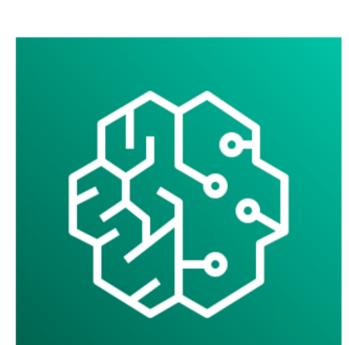
Amazon RDS



S3



amazon
KINESIS



Amazon SageMaker



Aakriti

aneja006@umn.edu



Addit

anwar054@umn.edu



Hao

chen7824@umn.edu



Lakshit

bajaj043@umn.edu



Niharika

agnih 019@umn.edu