



Team Number: 6

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Subject: Fraud Detection Strategy for Shopkick, Week 1 Update Memo – Overview and preparation

During the first week of the project, the group members got to know each other initially, set up ground rules for cooperation, and got a preliminary understanding of the company profile and project requirements. In the second week, we will further investigate Trax Retail and determine the focus afterward based on the expected outcomes and kickoff meeting with you.

Week in Review (10/10-10/18)

- Internal Group Meetings (10/10, 10/13, 10/16)
 - Received a problem statement and had an initial overview of the project.
 - Defined the team's unique culture and created a team charter that we adhere to.
 - Conducted research on Trax Retail and its app Shopkick, prepared questions for the first introductory meeting scheduled for the upcoming week with you.

Week Upcoming (10/21-10/25)

- Project Kick-off Meeting (10/22)
 - Have a meeting with you to identify and understand our objectives and work scope of this project.
- Internal Group Meetings (10/22, 10/23, 10/24)
 - Mapping out types of fraudulent activities and the impact on Trax business.
 - Prepare interview questions based on input(s) from research and meeting with you.

Research & Brainstorm

We conducted background checks through databases like Hoover, and had an overview of Trax Retail and Shopkick:

Trax Retail, a leader in computer vision and data analytics for the retail industry, uses shelf monitoring, product recognition, and analytics to optimize store performance. In 2019, Trax acquired Shopkick, a popular shopping rewards app, to enhance consumer engagement both online and offline.

Shopkick allows users to earn rewards, called "kicks," by interacting with retailers—such as walking into stores, scanning product barcodes, browsing products online, and making purchases.

250 Kicks = \$1

Kick Formula = $0.004 \times \text{Number of Kicks}$



Conclusion

Our team will define the project objectives based on the kick-off meeting. Next, we will conduct a detailed study of Trax Retail and Shopkick frauds by interviewing project owners and stakeholders. In the upcoming meeting, we will focus on the workflow and functionality of product scanning and receipt processes, including potential issues like scan limits and handling multiple receipts, while gathering information on the project's scope, timeline, fraud types, and stakeholders involved.