

Fraud Detection Platform Project Eventgroove.com

Blind Faith Analytics, LLC

75% staffed, 100% committed™

What are the needs of eventgroove.com?

1

A machine learning algorithm that accurately predicts potential fraud

2

A cloud-based web application that can score new records

3

The ability to score records in real-time and send them to a review team



How does fraud impact Eventgroove?

**9% of all
transactions
are
fraudulent**

**Fraud is
twice as
prevalent in
online vs.
paper
tickets***

**Fraudsters
use a short
window of
opportunity***

**Triaging
potential
fraud will save
revenue and
decrease
churn**

Source: 'CNP Fraud in the Ticketing Industry', Riskified, 2015



Where does fraud exist at Eventgroove?

What does a fraudster look like?



1. Has a small number of transactions with Eventgroove
2. Lives in a country and uses an email domain where fraud is prevalent
3. Sells a small number of tickets
4. Created an account just recently

Blind Faith's Fraud Detection Model

Gradient Boosted Model

50/50 train/test split

Precision: 94.3%

Efficiency for review team

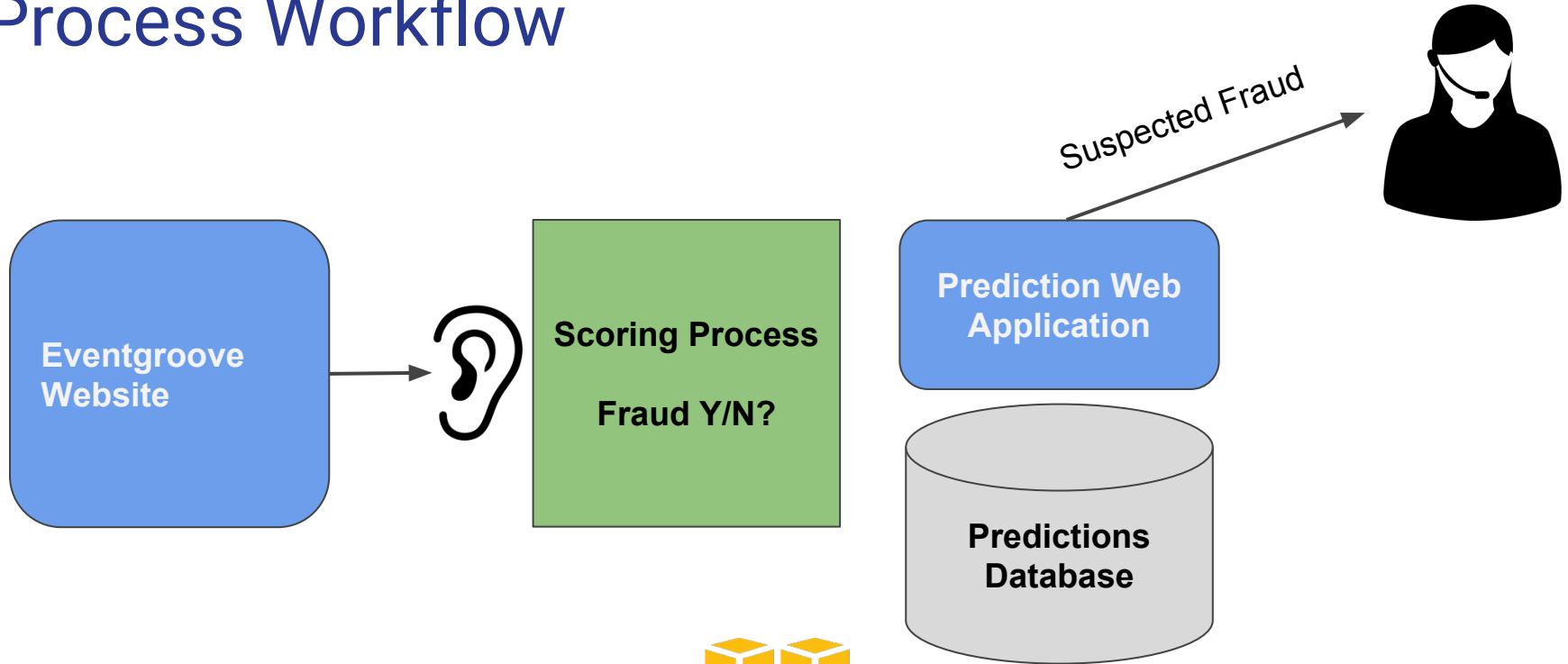
Recall: 95.9%

Completeness of fraud detection

AUC: 0.976



Process Workflow



Future work and next steps

1

Verify model inputs and refine models to avoid potential leakage

2

Scale Amazon Web Services hosting based on business needs

3

Create API for use in future platform integration



Let's review the web application

Demo by Eddie Deane

