

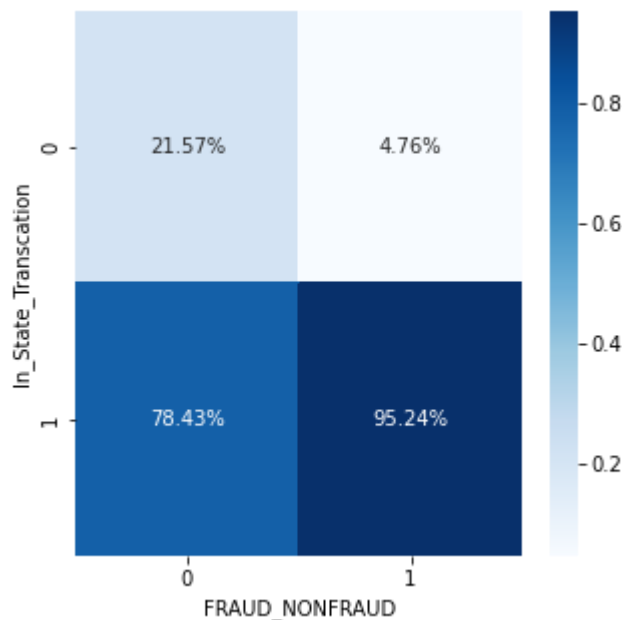


WELLS FARGO ANALYTICS CHALLENGE 2021

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Feature Engineering

The first step in making a model was to understand what all of the data represented. After examining the data, I had a few initial thoughts about what useful features I could create from the data and which pre-existing feature would be important. Here they are:



Is this an in-state transaction?

For this feature, I standardized all the values in both the **STATE_PRVNC_TXT** and **CUST_STATE** columns. I then compared the two to see if they were the same and then converted it to binary 1 for in-state and 0 for out of state. As you can see from the confusion matrix on the left, there is some level of correlation between being an in-state transaction and a fraudulent transaction.

1) Customer Age

Clearly, since this whole competition was based around elder fraud, I knew from the very beginning this was going to be an important feature.

2) Days Between Transaction and Last Account Update

My thoughts with this feature were that people may have had their account updated without them knowing so there could be a link between a recent password or phone number update with the account and a fraudulent transaction. For this, I made two features called **DAYS_SINCE_PWD_UPDT** and **DAYS_SINCE_PH_NUM_UPDT**.

3) Percentage of Account the Transaction is For

Next, I wanted to look at what percentage of the account was being withdrawn. For example, I would think that if the entire account balance was being withdrawn in one transaction that would raise some red flags. In addition to this, I use the **TRAN_AMT** and **ACCT_PRE_TRAN_AVAIL_BAL** to understand how much money this percentage was worth.

4) Device Age Compared to Account Age

Another feature I created was looking at how long the account had been open compared to how long this device had been associated with the account. This allowed me to see if an account had just been opened and that's why the device is new or if this device had just been added to a preexisting old account. A new device on an old account may be represented by a hacker adding a device to someone's account to make a fraudulent transaction.

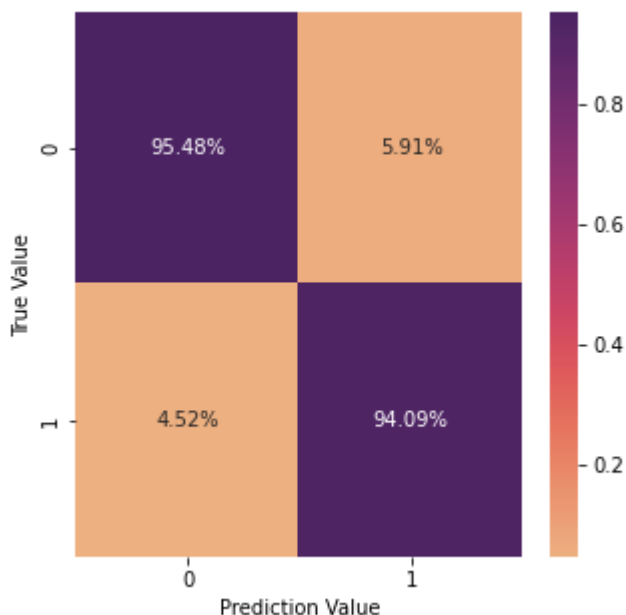
5) One Hot Encoding

The last feature engineering I tried was one hot encoding on several of the categorical columns such as **AUTHC_PRIM_TYPE_CD**, **ALERT_TRGR_CD**, **DVC_TYPE_TXT**, and **AUTHC_SCNDRY_STAT_TXT**. I dropped all of these except for the **ALERT_TRGR_CD** encoding for **MOBL** since they had negligible impacts on the results and led to a more complicated model.

XG Boost Classification Model

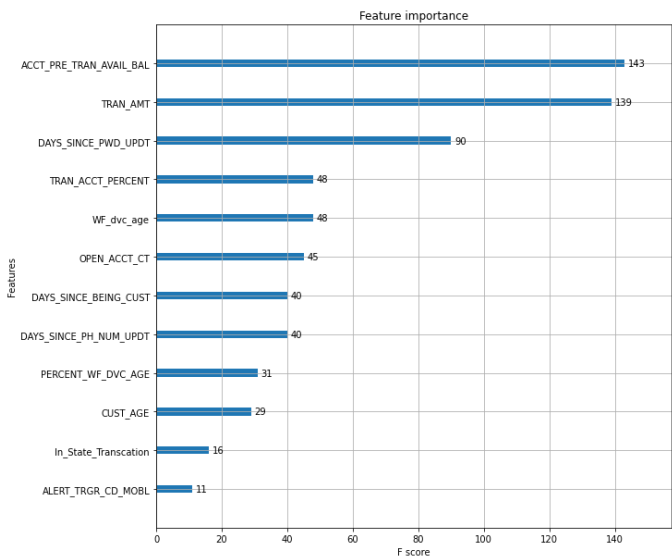
Scores

Once the data was formatted and ready to be used, I started training an XG boost classification model. The data was split into 67% for training and 33% for testing. With the data split in this way, my model achieved an **accuracy rate of 95.09%**.

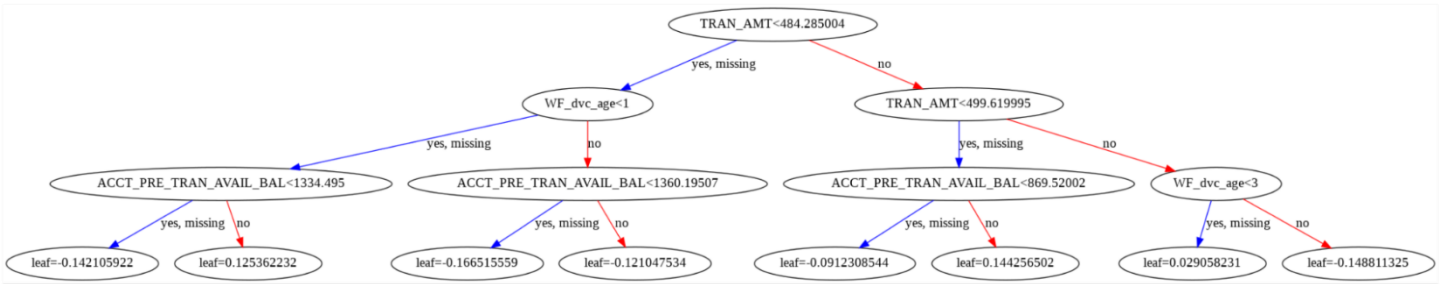


As you can see from the confusion matrix relative to data size, **False positives happened 1.39% more than False Negatives**. This is ideal because we would rather accidentally think a case is fraudulent and then follow up and find out that it is not fraud than have a truly fraudulent case go completely unnoticed. The **F1 score was 0.9152035861038477** with binary averaging since the problem had us classify the data into 0 (NonFraud) or 1 (Fraud).

Feature Importance



Here is the importance of all the features.



Above is what the first **tree plot** looked like once the XG boost classification model was trained.

Example Prediction

TRAN_AMT	54.250000	y=0 (probability 0.999 , score -6.668) top features
ACCT_PRE_TRAN_AVAIL_BAL	0.000000	
CUST_AGE	23.000000	
OPEN_ACCT_CT	4.000000	
WF_dvc_age	634.000000	
In_State_Transcation	1.000000	
DAYS_SINCE_PWD_UPDT	112.000000	
DAYS_SINCE_PH_NUM_UPDT	915.000000	
TRAN_ACCT_PERCENT	0.002297	
DAYS_SINCE_BEING_CUST	3611.000000	
PERCENT_WF_DVC_AGE	0.175575	
ALERT_TRGR_CD_MOBL	1.000000	
TRAN_AMT	54.250000	
ACCT_PRE_TRAN_AVAIL_BAL	0.000000	

Contribution?	Feature
+2.924	ACCT_PRE_TRAN_AVAIL_BAL
+1.255	TRAN_AMT
+1.247	<BIAS>
+0.742	TRAN_ACCT_PERCENT
+0.187	DAYS_SINCE_PH_NUM_UPDT
+0.169	ALERT_TRGR_CD_MOBL
+0.068	OPEN_ACCT_CT
+0.060	PERCENT_WF_DVC_AGE
+0.053	DAYS_SINCE_PWD_UPDT
+0.045	WF_dvc_age
+0.026	DAYS_SINCE_BEING_CUST
-0.050	CUST_AGE
-0.057	In_State_Transcation

Lastly, here is an example of a test prediction. The top table shows the data that was inputted

into the model and the bottom table shows the score given to this data and the reasoning behind the score. It scored a **-6.688**, which means that the model was **99.9% sure that this was not a fraudulent transaction**.

Flow Chart

