# **Insurance fraud analytics**

Knowing me, knowing you: social networks in insurance

Katrien Antonio LRisk - KU Leuven and ASE - University of Amsterdam

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K. Antonio, KU Leuven & UvA

### Fraud in insurance

Verzekeringsfraude: het opzettelijk misleiden van een verzekeraar bij de totstandkoming en/of uitvoering van een verzekeringsovereenkomst met de bedoeling om onrechtmatig verzekeringsdekking, -uitkering, -prestatie of dienstverlening te krijgen.

Source: Centrum Bestrijding Verzekeringscriminaliteit.

#### Some examples:

- staged accidents
- · fake insurance claims
- · Take insurance claim.

- exaggerated claims
- false declarations

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• . .

### Fraud in insurance

The Netherlands

Financial consequences, according to Centrum Bestrijding Verzekeringscriminaliteit:

- in 2017: 11 540 confirmed fraudulent cases (on a total of 28 435 investigated cases) for a total of 101M euro
- in 2018: 12 879 confirmed fraudulent cases (on a total of 44 810 investigated cases) for a total of 82M euro
- in 2019: 22 376 confirmed fraudulent cases (on a total of 51 839 investigated cases) for a total of 96M euro.

Source: CBV factsheet September 2018, CBV factsheet October 2019 and CBV factsheet October 2020.

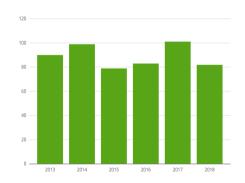
### Fraud in insurance

#### The Netherlands





#### Besparingen in miljoenen euro's door aanpak verzekeringsfraude



Source: Verbond van Verzekeraars, October 24, 2019.



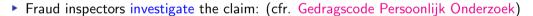
Waarom het moeilijker wordt om de verzekering te tillen



Source: De Volkskrant, January 29, 2019 of hier.

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- Claim is flagged because of suspicion of fraud:
  - via expert knowledge, business rules
  - via analytical models.



- confirm fraud or non-fraud.
- ▶ Insights used to flag new suspicious claims (Warren & Schweitzer, 2018).

Predictive Analytics

Detect Fraud prevented

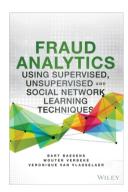
Source illustration: https://www.mikanassociates.com/risk-analytics/.

Challenges

Baesens et al. (2015) and Van Vlasselaer et al. (2017):

developing fraud detection strategies is challenging, because fraud is:

- I. Uncommon
- II. Well considered
- III. Time evolving
- IV. Carefully organised
- V. Imperceptibly concealed.



Challenges

Verzekeringsfraudeurs komen voor in alle soorten en maten. Zij frauderen met alle denkbare verzekeringsproducten. Het kan gaan om een opportunistische debutant op het verkeerde pad maar ook om een doorgewinterde misdadiger die, geregeld in georganiseerd verband, de verzekeraar probeert op te lichten.

Source: Fraudeurs gevangen in facts en figures. CBV.

# (Insurance) Fraud detection

Literature review

- Business rules.
- Model using intrinsic (i.e. local) features (see e.g. Brockett et al., 2002; Artís et al., 2002).
- ► Model using network-based features (see e.g. Šubelj et al., 2011).
- ► Combined model GOTCHA! to detect fraud in social security (see e.g. Van Vlasselaer et al., 2017).
- ▶ Use of unstructured data (e.g. pictures and their meta data, text).

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# Insurance fraud detection EIOPA report

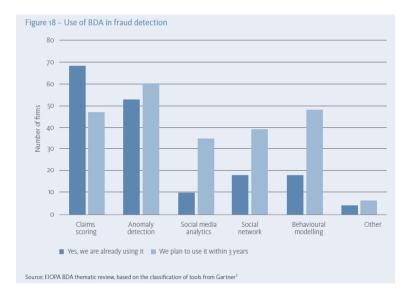




► Thematic review by EIOPA (May, 2019)

Big data analytics in motor and health insurance: a thematic review

is an interesting starting point.



# Insurance fraud detection EIOPA report

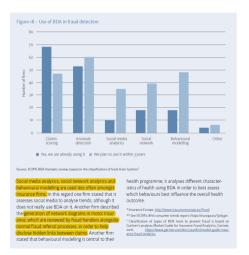
#### LISE OF RDA TO PREVENT FRAUD

As shown in Figure 17, in claims management BDA is most offer used to prevent fraud. Insurance fraud, i.e. intentionally bringing about an insurance event or causing the misconception of the occurrence of an insured event with the intention to receive insurance event or insured event with the intention to receive insurance devent with the insurance firm, is crime typified by the national law of the different Member States, According to insurance Europe, the European insurance rade association, it is estimated to account for according to insurance Europe, the European insurance rade association, it is estimated to account of all consumer claims.

The expenses incurred by insurance firms in investigaring and processing claims are known as loss adjustment expenses. Some insurance firms have special dedicated anni fraud investigation units, often composed by personnel with a legil background as well as former police officers. In case of signs of consumer fraud, enhanced assessments are performed, which can include the use of private detectives. Insurance firms also commonly collaborate, everalle galams and fraud databases within their respective national trade associations or in collaboration with public authorities.

Traditionally, there are two key stages in fraud-prevention: the first stage is prior to the conclusion of the contract; during the quotation process where insurance firms review the information provided by the consumer and cross-check it with internal and external sources of information such as fraud and claims databases or credit references. During the second phase when processing claims, insurance firms' due indigence includes reviewing the documentation and evidence provided by the consumer to proof the loss and ensure the damages claimed by the consumer accounter.\*\*

BDA can support the detection of fraudulent claims in different ways. Most insurance firms have claims scoring tools, using ML algorithms in models trained to look for fraud patterns based on hundreds of different attributes (e.g. incident location, contract premium, number of previous claims by the policyholder etc.) and provide a fraud score for each claim. Often in combination with claims scoring techniques, insurance firms also use rule-based algorithms to assess claims for instance by scanning invoices or images to automatically evaluate if the prices and damages are within the range of predefined/historical values or if they present anomalies. By flagging potentially fraudulent claims, investigators can focus on claims that are likely to be fraudulent and reduce the number of false positives and false negatives.



Social network analytics for supervised fraud detection in insurance

Óskarsdóttir, Ahmed, Antonio, Baesens, Dendievel, Donas & Reynkens, 2021 (Risk Analysis: an international journal).



# Research goals

- Build an insurance fraud detection model
  - use 'classic' (or: intrinsic, local) features
  - use network data and extract useful features from network (new!)
  - use information from multiple claim types or LoBs: car, liability, fire, etc. (holistic view)
  - apply supervised learning (for now).
- ▶ Flag suspicious claims for further investigation.
- Find the paper here.

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- A data set with over two million claims, over a period of six years.
- Each claim has a 'target variable': fraud, non-fraud or unknown.
- ▶ Focus in supervised learning on motor insurance cover, with:
  - intrinsic (or local) features of claim and policyholder
  - claimed amount, was police called?, at fault?, claim history of policyholder, ...

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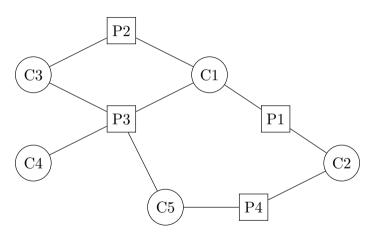
- Resources are limited and fraud inspectors have limited time.
- ▶ Only a small fraction of all claims investigated.

- ► Take a holistic view:
  - use claims across all available LoBs
  - use parties involved in a claim: policyholders, brokers, experts and garages.
- ▶ Go beyond traditional (flat, rectangular) data with target + set of intrinsic features.

The data 17 / 70

Network data

Simplified network data



A sample network (also called: social network) with five claims and four parties.

#### Simplified network data

- $G = (C \cup P, E)$  a bipartite network of nodes  $C \cup P$  and edges E.
- ▶ Each edge in *E* connects one node in *C* to one node in *P*.
- ▶ The network's edges carry weights to indicate the strength of the connection:

$$W = (w_{ij}), \text{ where } i \in \{1, ..., n_C\}, j \in \{1, ..., n_P\},$$

with  $n_C$  rows and  $n_P$  columns, the nodes in C and P.

▶ The network is undirected, with  $w_{ii} = w_{ii}, \forall i, j \in n_C \cup n_P$ .

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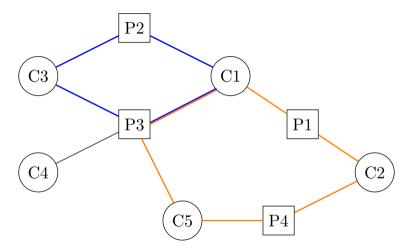
#### Simplified network data

▶ The k-th order neighborhood of a node  $c_i$  or  $p_i$ ,

$$\mathcal{N}_{c_i}^k$$
 or  $\mathcal{N}_{p_j}^k$ ,

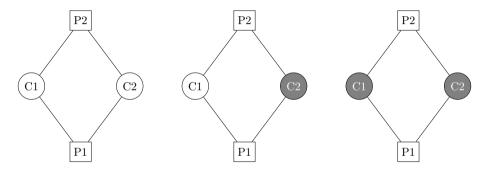
the set of all nodes that are connected to  $c_i$ , via a path of exactly k edges.

- ▶ The degree of a node, denoted with  $d_i$  for claim  $c_i$  or  $d_i$  for party  $p_i$ , is
  - the number of nodes in the first order neighborhood for an un-weighted network
  - the sum of weights on the edges between the node and the nodes in the first order neighborhood for a weighted network.



A diamond (in blue, 4-cycle) and a triangle (in orange, 6-cycle).

Diamonds

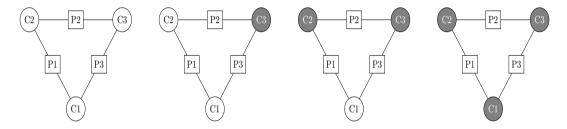


Diamonds (4-cycles) with zero (left), one (middle) or two (right) fraudulent claims.

Fraudulent claims are colored dark gray and non-fraudulent claims are white.

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#### **Triangles**



Triangles (6-cycles) with zero, one, two and three fraudulent claims (from left to right).

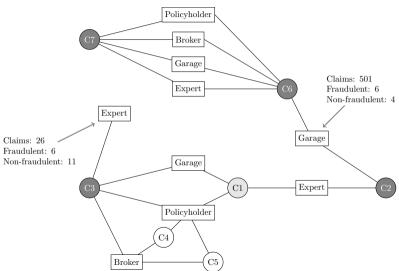
Fraudulent claims are colored dark gray and non-fraudulent claims are white.

#### **Empirical findings**

- ▶ As an analyst you can try to find empirical evidence of structural similarities in the network (homophily): (Challenge IV)
  - among fraudulent claims
  - among non-fraudulent claims.
- ▶ Neo4i offers a nice visual exploration of (parts of) the network.
- ▶ However, the network is too complex for manual inspection and detection (Challenge V).

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#### Complexity of the network



# A supervised learning model for fraud detection

We develop an analytical model for flagging suspicious claims:

- rank the claims with respect to their exposure to known fraudulent claims (cfr. homophily)
   (BiRank, a personalized PageRank for bipartite networks)
- extract features from the network and combine with intrinsic features (network featurization)
- use both in a predictive, supervised model to flag the most suspicious claims.
   (Random Forests and logistic regression)

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# A supervised learning model for fraud detection

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#### PageRank

- ▶ This algo assigns a PageRank (score, or a measure of importance) to a webpage, invented by Larry Page and Sergei Brin (in 1999), founders of Google.
- A webpage is part of a large network where the nodes (webpages) of the network are linked together by hyperlinks.
- PageRank pictures a random surfer moving through the web:
  - (i) visit a linking webpage at random (with probability d)
  - (ii) pick a next, not necessarily linked, website at random (with probability 1 d).
- ▶ The PageRank is the long-run fraction of time spent at a webpage.

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PageRank

The algorithm assigns the score to each webpage i, based on: (circular first idea)

- linking webpages (j to i)
- · do not just count, but weight

webpages that link to i and have high PageRank scores themselves get more weight

webpages that link to i but also to many other webpages should be given less weight.

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▶ The PageRank (Page & Brin, 1999) of website x, PR(x):

$$PR(x) = \frac{1-d}{N} + d \cdot \sum_{y \to x} \frac{PR(y)}{L(y)},$$

where d is the damping factor ( $\sim 0.85$ ), the probability a surfer's random walk visits x from a connecting webpage y

- PR(y) the PageRank of website y, and
- $\frac{1}{L(y)}$  the probability he opens the link from y to x, with L(y) the number of outgoing links of webpage y.

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#### PageRank

▶ The PageRank (Page & Brin, 1999) of website x, PR(x):

$$PR(x) = \frac{1-d}{N} + d \cdot \sum_{y \to x} \frac{PR(y)}{L(y)},$$

where with probability 1 - d the surfer's random walk picks x at random, from the N available pages, then

$$(1-d)\sum_{y}\frac{\mathsf{PR}(y)}{N}=\frac{1-d}{N},$$

because the PR(y) over all webpages y define a probability distribution.

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#### PageRank

$$R = \frac{1-d}{N} \begin{bmatrix} 1\\1\\\vdots\\1 \end{bmatrix} + d \cdot \begin{bmatrix} m(x_1, x_1) & \dots & m(x_1, x_N)\\\vdots & \ddots & \\m(x_N, x_1) & \dots & m(x_N, x_N) \end{bmatrix} \cdot R$$
$$= \frac{1-d}{N} \cdot 1 + d \cdot M \cdot R$$

where (mind modification for dangling nodes!)

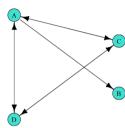
$$m(x_i, x_j) = \begin{cases} \frac{1}{L(x_j)} & \text{if there exists a link from } x_j \text{ to } x_i \\ 0 & \text{a link from } x_j \text{ to another } x_k \text{ but not to } x_i \\ \frac{1}{N} & \text{no link from } x_j. \end{cases}$$

and R the vector of PageRank scores.

PageRank - example, see tutorial in the R Markdown on the workshop homepage

### Let's put matrix *M* together:

• node A has three outgoing links, hence, L(A)=3  $m(.,A)=\frac{1}{3}$  if a link exists from A to .



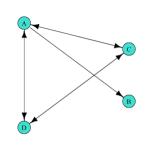
- node C has two outgoing links, L(C) = 2 and  $m(.,C) = \frac{1}{2}$  if a link exists from C to .
- same for node D
- node B has no outgoing links (dangling node), then  $m(.,B) = \frac{1}{4}$ .

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PageRank - example

Let's put matrix *M* together:

$$M = \begin{pmatrix} 0 & 0.25 & 0.5 & 0.5 \\ 1/3 & 0.25 & 0 & 0 \\ 1/3 & 0.25 & 0 & 0.5 \\ 1/3 & 0.25 & 0.5 & 0 \end{pmatrix}.$$



Node *B* has only one incoming link (not so important).

Nodes A, C and D have two incoming links, but the links going from A are spread among 3 nodes (B, C and D) (thus?).

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#### PageRank as a Markov chain

Then,

$$R = \frac{1-d}{N} \cdot 1 + d \cdot M \cdot R$$
$$= G \cdot R,$$

where  $G = (\frac{1-d}{N} \cdot E + d \cdot M) \cdot R$ , and E the matrix of 1s.

- ▶ The entries of R, the PageRanks, define a probability distribution.
- G is the (Google) transition matrix of a Markov chain.
- ▶ Find R, the unique stationary distribution, called PageRank, to which the chain converges.

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PageRank algebraic

For time step  $k \to \infty$  we could say that

$$R \approx (I - d \cdot M)^{-1} \cdot \frac{1 - d}{N} \cdot 1,$$

where I is the  $N \times N$  identity matrix.

#### With an iterative strategy:

- at time k = 0 initialize a probability distribution,  $PR(x) = \frac{1}{N}$ ,
- iterate

$$R_k = \frac{1-d}{M} \cdot 1 + d \cdot M \cdot R_{k-1}.$$

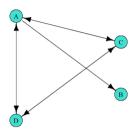
• the iteration ends when for a sufficiently small  $\varepsilon$  and a large k it holds that  $|R_k - R_{k-1}| < \varepsilon$ .

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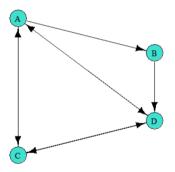
PageRank - example revisited

#### Calculating the PageRank scores for this example:

- PR(A) = 0.3012950
- PR(B) = 0.1560215
- PR(C) = 0.2713417
- PR(D) = 0.2713417



PageRank - Your Turn!



How would you rank the nodes in this graph (from small to large) using the PageRank philosophy?

#### Personalized PageRank

- Simple PageRank algorithm gives each node an equal probability to be chosen by the random surfer.
- Personalized PageRank brings out nodes in a network that are most central from the perspective of a set of specific source nodes.
- Personalize the ranks of nodes in a network towards these source nodes (e.g. fraudsters).
- ▶ The random surfer jumps to nodes that belong to the set of specific source nodes, with probabilities stored in a teleportation vector.

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Personalized PageRank

In matrix notation:

$$R = (1-d) \cdot \begin{bmatrix} v_1 \\ v_2 \\ \vdots \\ v_N \end{bmatrix} + d \cdot \begin{bmatrix} m(x_1, x_1) & \dots & m(x_1, x_N) \\ \vdots & \ddots & \\ m(x_N, x_1) & \dots & m(x_N, x_N) \end{bmatrix} \cdot R$$
$$= (1-d) \cdot V + d \cdot M \cdot R,$$

where V is the teleportation vector.

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Personalized PageRank

With the matrix M defined as

$$m(x_i, x_j) = \begin{cases} \frac{1}{L(x_j)} & \text{if link from } x_j \text{ to } x_i \\ 0 & \text{if link from } x_j \text{ to another } x_k \text{ but not to } x_i \\ v_i & \text{if no link from } x_j. \end{cases}$$

In a network of N claims with F known fraudulent claims, the elements of the teleportation vector V are (e.g.)

$$v_i = \begin{cases} \frac{1}{F} & \text{if } x_i \text{ is fraudulent} \\ 0 & \text{if } x_i \text{ is not fraudulent.} \end{cases}$$

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- Many variants of (personalized) PageRank exist.
- ▶ BiRank (He et al., 2017) is a personalized PageRank algorithm specifically designed for biparite networks, where nodes of the same type cannot be connected.
- Now return to this bipartite network  $G = C \cup P$ , with edges E and corresponding weights in W.

#### Time weighting on edges and nodes

- We investigate time weighting in the BiRank: (Challenge III)
  - on edges

$$w_{i,j} = \begin{cases} \exp(-\gamma h_i) & \text{if relationship between claim } i \text{ and party } j \\ 0 & \text{otherwise.} \end{cases}$$

with  $h_i$  the time since claim and  $\gamma$  the decay constant,

on fraud restart vector

$$v_i = \begin{cases} \exp(-\beta h_i) & \text{if node } i \text{ is a claim and fraudulent} \\ 0 & \text{otherwise,} \end{cases}$$

with  $\beta$  the decay constant.

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# A supervised learning model for fraud detection

We develop an analytical model for flagging suspicious claims:

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#### Network featurization

#### Score-based

Name	Order	Description
score	0	The node's fraud score
n1.q1	1	The first quartile of emp. distr. of fraud scores in the node's first order neighborhood
n1.med	1	The median
n1.max	1	The maximum
n2.q1	2	The first quartile of emp. distr. of fraud scores in the node's second order neighborhood
n2.med	2	The median
n2.max	2	The maximum

Mind multicollinearity issues!

#### Network featurization

#### Neighborhood-based

Name	Order	Description		
n1.size n2.size	1 2	The number of nodes in node's first order neighborhood The number of nodes in node's second order neighborhood		
n2.RatioFraud 2 n2.RatioNonFraud 2		The number of known fraudulent claims in node's second order neighborhood divided by n2.size The number of known non-fraudulent claims in node's second order neighborhood divided by n2.size		
n2.BinFraud	2	1 if there is a known fraudulent claim in node's second order neighborhood		

#### Mind multicollinearity issues!

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  - (Random Forests and logistic regression)

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Available features:

$$x^{\text{intr}}$$
,  $x^{\text{score}}$  and  $x^{\text{nbh}}$ .

► Target variable:

$$y_i^{\text{known}} = \begin{cases} 1 & \Leftrightarrow l_i \in \{\text{fraud, non-fraud}\} \\ 0 & \Leftrightarrow l_i \in \{\text{unknown}\}, \end{cases}$$

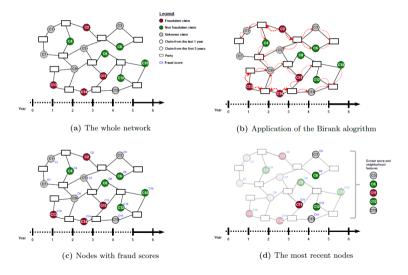
or

$$y_i^{\text{fraud}} = \begin{cases} 1 & \Leftrightarrow l_i \in \{\text{fraud}\} \\ 0 & \Leftrightarrow l_i \in \{\text{non-fraud, unknown}\}. \end{cases}$$

where  $l_i$  is the original label (or target) of claim i.

- ▶ We use logistic regression to predict fraud (simple, to get started).
- ▶ BUT: features used are pre-selected via random forests and variable importance plots.
- ▶ We evaluate model performance <u>out-of-time</u> via:
  - AUROC
  - precision-recall
  - top-decile lift: how does incidence in the 10% claims with the highest model predictions compare to the overall incidence?

#### Model evaluation

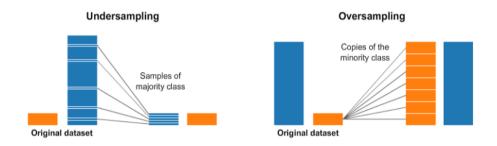


# Supervised learning model for fraud Model building

- Our focus is on the claims filed in the last observed historical year.
- Split these into
  - training (70%) set
  - test (30%) set.
- ▶ Both have a high class imbalance (Challenge I), with 4.9% and 1.8% minority class rate in composed training and test sets  $\mathcal{D}^{known}$  and  $\mathcal{D}^{fraud}$  (see paper).

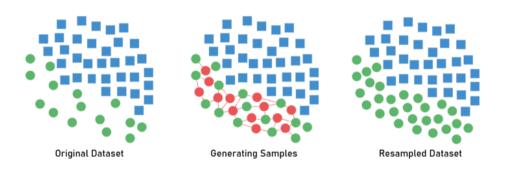
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Resampling methods for imbalanced data



Picture taken from What to do you when your data set is imbalanced?

# Synthetic Minority Oversampling Technique

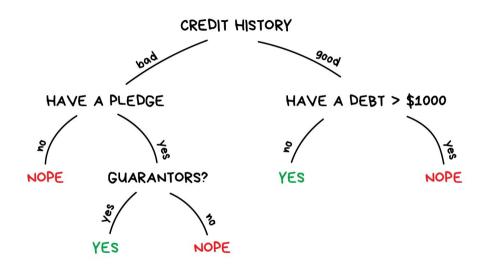


Picture taken from Resampling to Properly Handle Imbalanced Datasets in Machine Learning

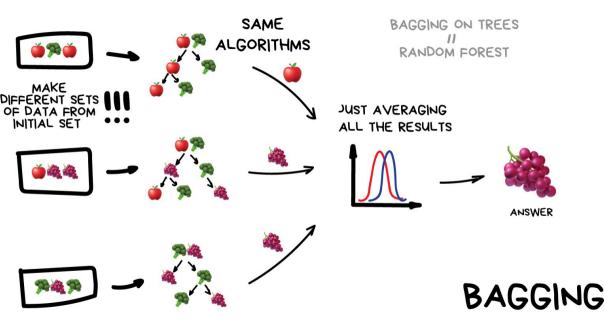
# Supervised learning model for fraud Model building

- ▶ Use SMOTE (Chawla et al., 2002) on the training data to create a better balanced training set ⇒ increase to 15% of minority class.
- Use this newly sampled training dataset to evaluate the feature importance using random forests.
- Use ten-fold cross-validation to tune hyperparameters.
- Find per group of features the most important ones, separately for  $\mathcal{D}^{known}$  and  $\mathcal{D}^{fraud}$ .

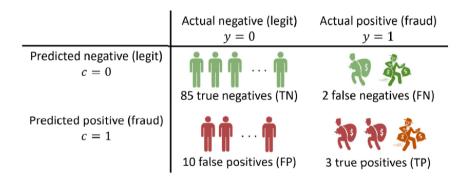
# GIVE A LOAN?



# DECISION TREE

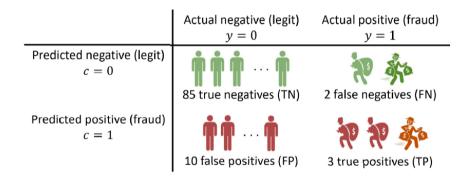


Performance measures - confusion matrix



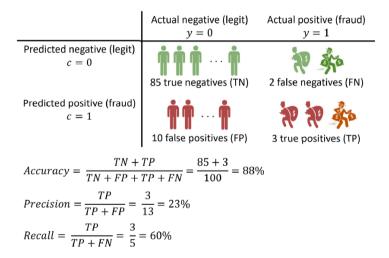
Picture taken from: course notes prof. dr. Tim Verdonck

Performance measures

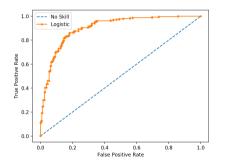


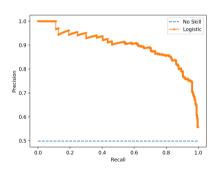
Picture taken from: course notes prof. dr. Tim Verdonck

#### Performance measures



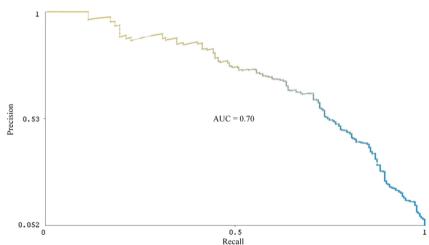
#### Performance curves





#### Performance curves

From: Towards scaling Twitter for digital epidemiology of birth defects



Performance curve measures

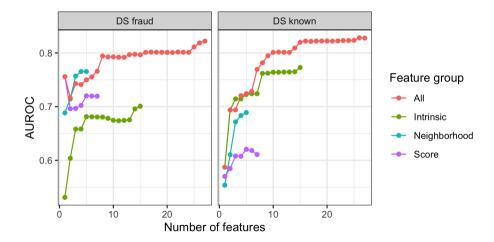
#### ► AUROC:

- between 0.5 (random) and 1 (perfect)
- capability of model to separate 0/1.

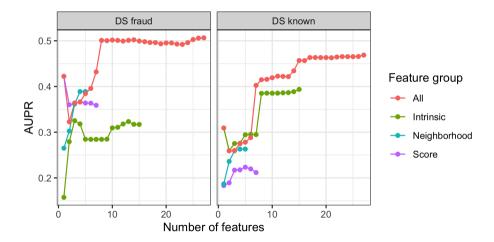
#### ► AUPR:

- between actual incidence rate (random) and 1 (perfect)
- more relevant with class-imbalanced data
- capability of model to predict class 1.

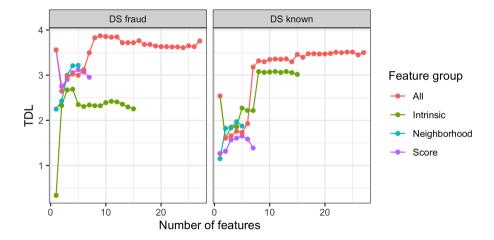
Model building - 10-fold CV, logistic regression



Model building - 10-fold CV, logistic regression



Model building - 10-fold CV, logistic regression



Test set predictions

	D	S known		DS fraud		
Features	AUROC	AUPR	TDL	AUROC	AUPR	TDL
Intrinsic	0.691	0.1214	2.85	0.662	0.0301	2.137
Score	0.634	0.0883	2.25	0.660	0.0402	2.812
Neighborhood	0.681	0.1051	2.65	0.719	0.0481	3.262
All	0.725	0.1312	3.457	0.792	0.0810	3.824

# **Findings**

- We leverage the insurance company's database of claims, policyholders, brokers, experts and garages to build a bipartite network.
- ▶ The classical intrinsic features are good at distinguishing claims with a known label.
- ▶ The combined set of features helps to detect fraudulent claims.
- ▶ No convincing evidence for improved performance with time-weighted edges and fraud.

Findings 69 / 70

#### Want to read more?

Pdf available from my website:

Social network analytics and supervised learning for insurance fraud detection

by María Óskarsdóttir, Waqas Ahmed, Katrien Antonio, Bart Baesens, Rémi Dendievel, Tom Donas & Tom Reynkens, Risk Analysis: An International Journal, 2021.