



Innovation Day 2024

Innovation Day Registration

Only ONE member of the team should register the whole team. Register your team and project for Innovation Day. Begin by adding the team leader, then any additional team members. Finally, tell us about your project.

Team

Project

State Farm Social Marketplace Automotive Risk Engine

Christopher McMurrough

Computer Science and Engineering

Senior Design

Abstract (200 word limit)

This project introduces a computer science and engineering solution tailored for insurance companies. It automates the scanning and analysis of vehicle listings on social media platforms like Craigslist and Facebook Marketplace. By employing various data analysis models, the system evaluates each post to generate a risk score, primarily targeting indicators of potential fraud. Unlike consumer-oriented applications, the final product caters to insurance companies, providing an interface similar to Splunk. This interface enables efficient data search, aggregation, and report generation tailored to user needs. By leveraging this tool, insurers can expedite risk assessment processes and mitigate potential losses due to fraudulent claims. The system's ability to compile and present comprehensive analyses empowers insurers to make informed decisions regarding policy underwriting and claims investigation. Ultimately, this project contributes to enhancing the efficiency and accuracy of insurance operations in navigating the complexities of online vehicle marketplaces, safeguarding against fraudulent

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