Project Title:

"Fraud Detection in Financial Transactions – AI-Powered Monitoring & Alert System"

Industry:

Finance / Banking

Target Users:

Banking Customers, Fraud Analysts, Compliance Officers, Risk Management Teams

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Problem Statement

Banks and financial institutions process **millions of transactions daily** through credit cards, online banking, and mobile wallets. However, detecting fraudulent transactions in real-time remains a major challenge:

- **Manual monitoring** is slow, inconsistent, and prone to errors.

- Fraudsters use **sophisticated patterns** (small, rapid transactions, location mismatches, unusual purchase behavior) that are hard to catch without automation.

- Customers often report **fraudulent transactions too late**, leading to financial losses and reputational damage.

To address this, the organization wants to implement a **Salesforce-based fraud detection system** that can:

- Capture and analyze transaction data in real-time

- Flag suspicious transactions based on configurable rules and risk scores

- Alert both customers and fraud analysts instantly

- Maintain case records for investigations and compliance reporting

- Provide dashboards for management to monitor fraud trends

Use Cases

Transaction Monitoring

- Record all customer transactions with amount, merchant, location, and time

- Detect anomalies such as unusual frequency, high-value purchases, or overseas activity

Fraud Alerts & Notifications

- Trigger real-time alerts for suspicious transactions

- Notify customers via SMS/Email for transaction verification

- Escalate unverified transactions to fraud analysts

Case Management

- Create fraud investigation cases automatically when a suspicious transaction is detected

- Assign cases to analysts for review

- Track resolution status (verified, false positive, confirmed fraud)

Risk Scoring & Rules

- Apply configurable business rules (e.g., daily spend limits, geo-location mismatches)

- Assign a fraud risk score to each transaction

- Prioritize cases based on risk severity

Reporting & Dashboards

- Dashboard for transaction volume vs. fraud cases

- Trend analysis of fraud attempts over time

- Analyst performance and case resolution statistics