

**9M**

Total Transactions

**13K**

Total Fraud Transaction

**0.1%**

Fraud Rate (%)

**\$382.9M**

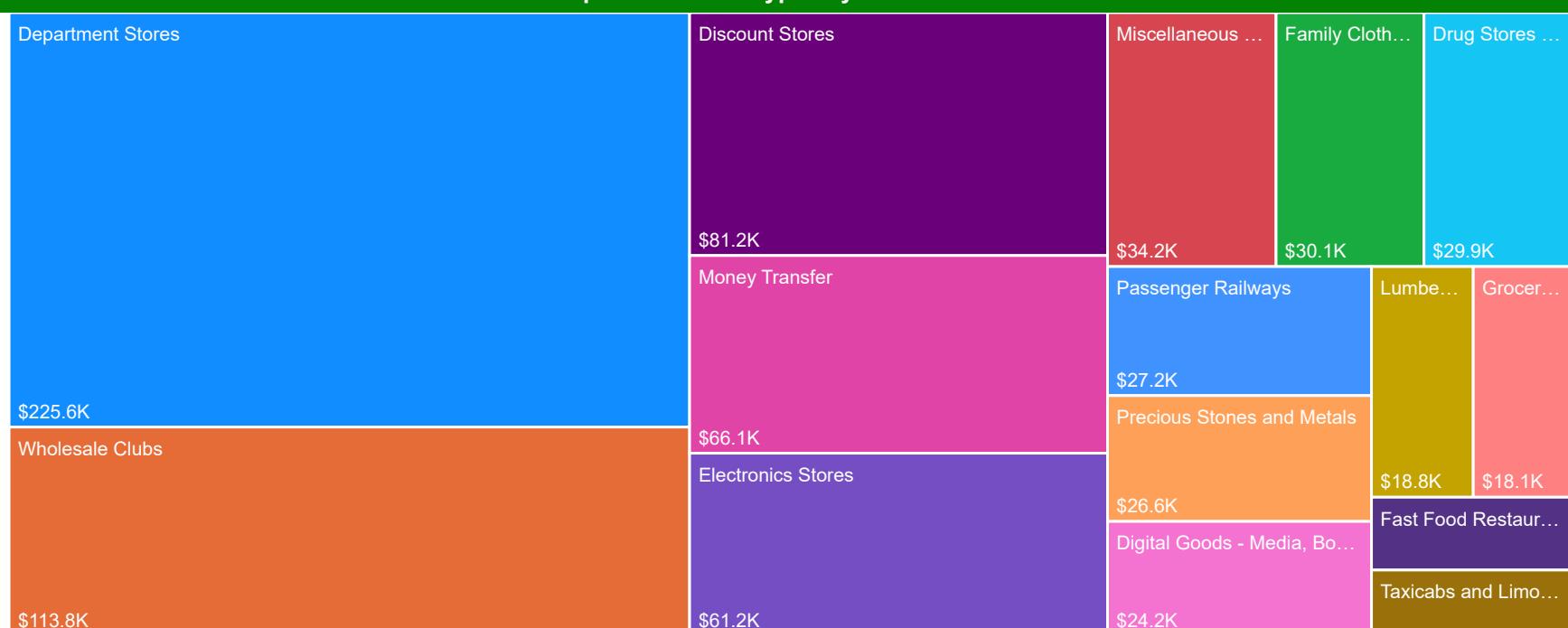
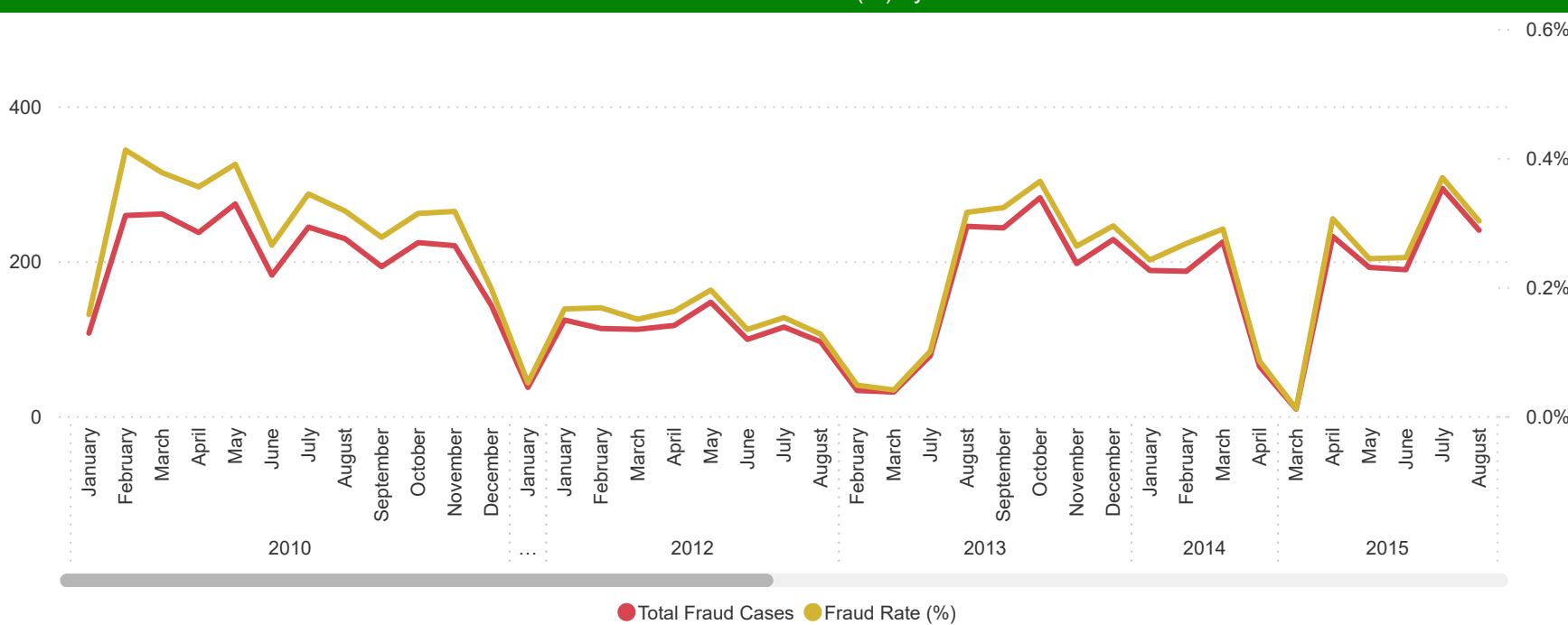
Total Transaction Amount

**\$1.5M**

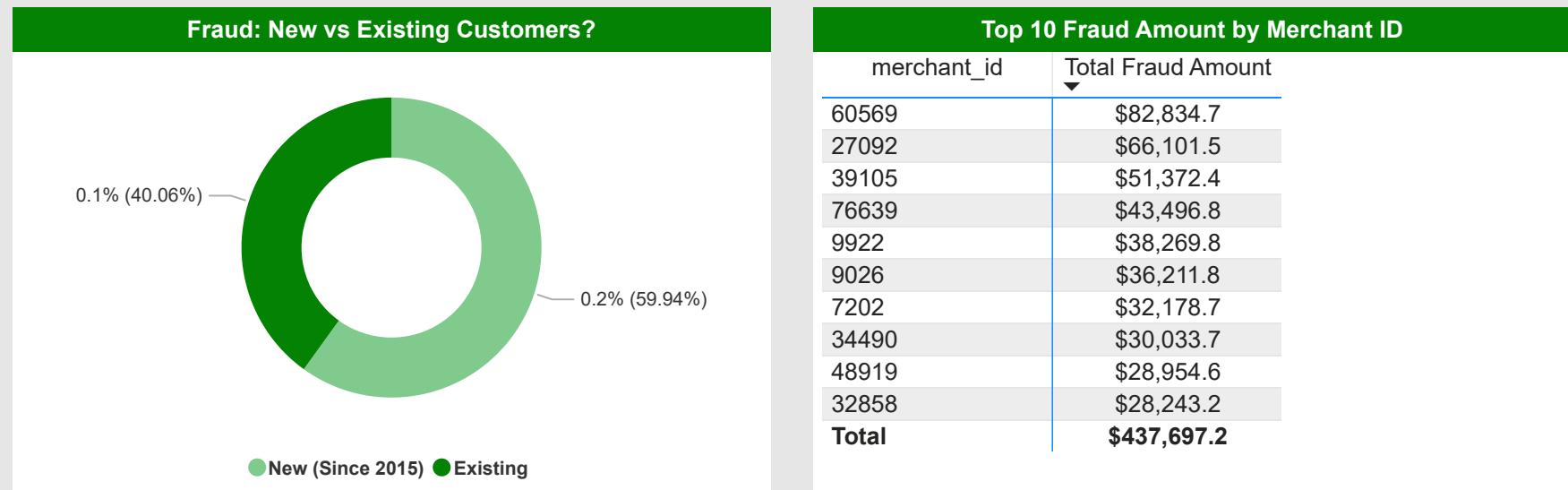
Total Fraud Amount

**\$110.2**

Avg Fraud Amount

**Fraud by Transaction Segment****Fraud vs Transaction Amount (Fraud Escalation Curve)****Top 15 Business Types by Fraud Amount****Total Fraud Cases and Fraud Rate (%) by Year and Month**

Date	Card Type	Card Brand	Has Chip
All	All	All	All



### Which customer segments are riskiest?

Segment	# of People	Fraud Rate (%)	Avg Fraud Amount
Others	2	0.2%	\$138.4
Loyal - Low Spend	75	0.1%	\$122.8
Big Spenders - Infrequent	74	0.1%	\$122.8
Champions	89	0.1%	\$113.5
Lost Customers	5	0.5%	\$111.4
Good Customers	1755	0.2%	\$108.0
<b>Total</b>	<b>2000</b>	<b>0.1%</b>	<b>\$110.2</b>

### Which Potential customers are riskiest?

Potential Customers	# of People	Fraud Rate (%)	Avg Fraud Amount	Total Amount	Total Fraud Amount
Potential loyalists	1829	0.2%	\$108.9	\$285,980,348.9	\$1,228,678.7
Champions (best customers)	164	0.1%	\$117.4	\$96,136,069.2	\$232,713.1
Lost	5	0.5%	\$111.4	\$495,584.2	\$5,903.5
Others	2	0.2%	\$138.4	\$280,195.3	\$2,353.5
<b>Total</b>	<b>2000</b>	<b>0.1%</b>	<b>\$110.2</b>	<b>\$382,892,197.5</b>	<b>\$1,469,648.8</b>

### Geographic / Location risk?

