



Financial Transactions Dataset: Analytics | Kaggle

9M

Total Transactions

13K

Total Fraud Transacti...

0.1%

Fraud Rate (%)

\$382.9M

Total Transaction Am...

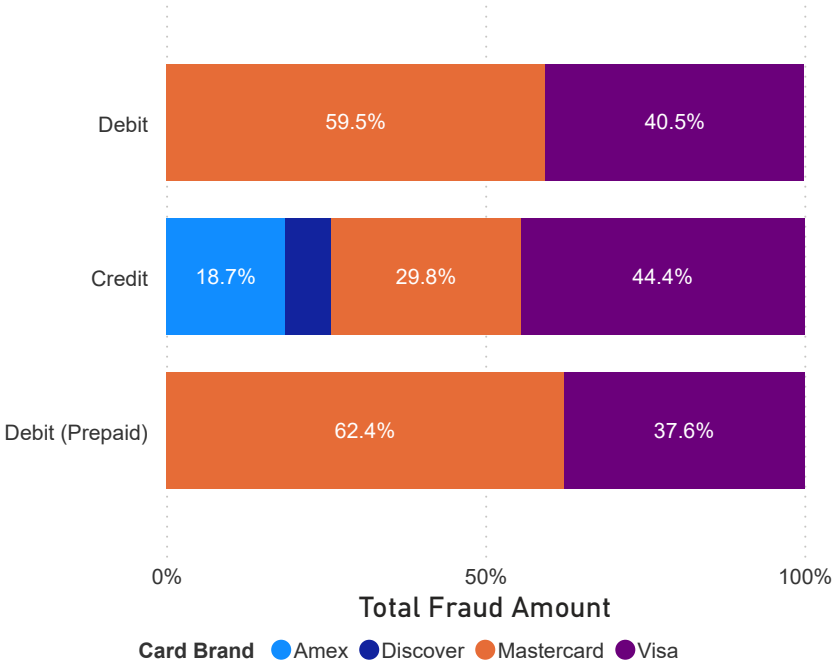
\$1.5M

Total Fraud Amount

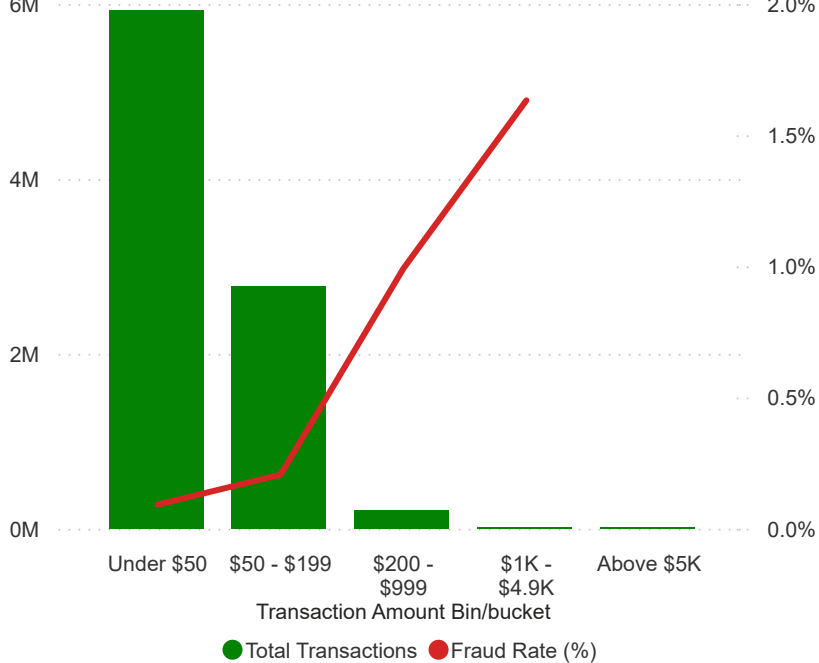
\$110.2

Avg Fraud Amount

Fraud by Transaction Segment



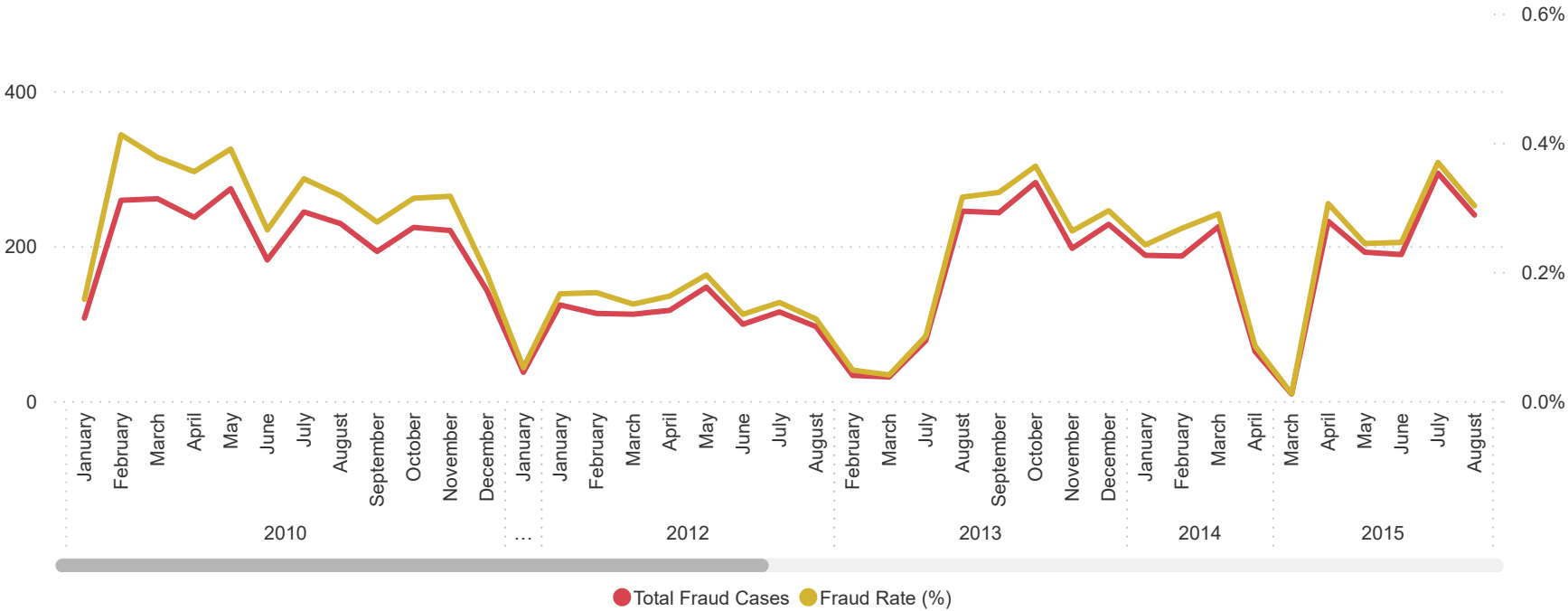
Fraud vs Transaction Amount (Fraud Escalation Curve)



Top 15 Business Types by Fraud Amount



Total Fraud Cases and Fraud Rate (%) by Year and Month





Date

▼

All

▼

Card Type

▼

All

▼

Card Brand

▼

All

▼

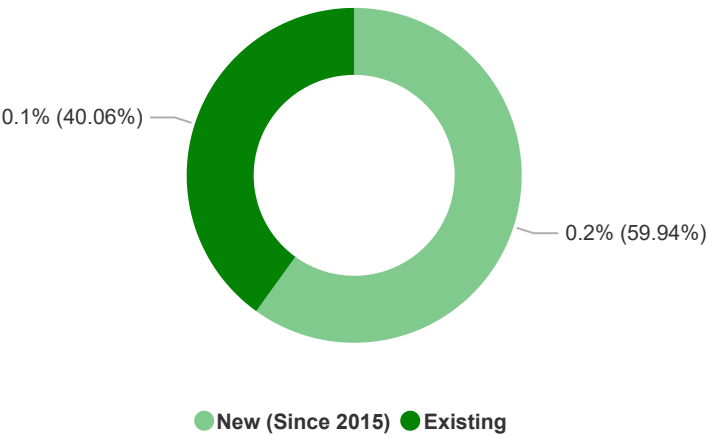
Has Chip

▼

All

▼

Fraud: New vs Existing Customers?



Top 10 Fraud Amount by Merchant ID

merchant_id	Total Fraud Amount
60569	\$82,834.7
27092	\$66,101.5
39105	\$51,372.4
76639	\$43,496.8
9922	\$38,269.8
9026	\$36,211.8
7202	\$32,178.7
34490	\$30,033.7
48919	\$28,954.6
32858	\$28,243.2
Total	\$437,697.2

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
Total	2000	0.1%	\$110.2

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
Total	2000	0.1%	\$110.2	\$382,892,197.5	\$1,469,648.8

Geographic / Location risk?

