

9M

Total Transactions

13K

Total Fraud Transaction

0.1%

Fraud Rate (%)

\$382.9M

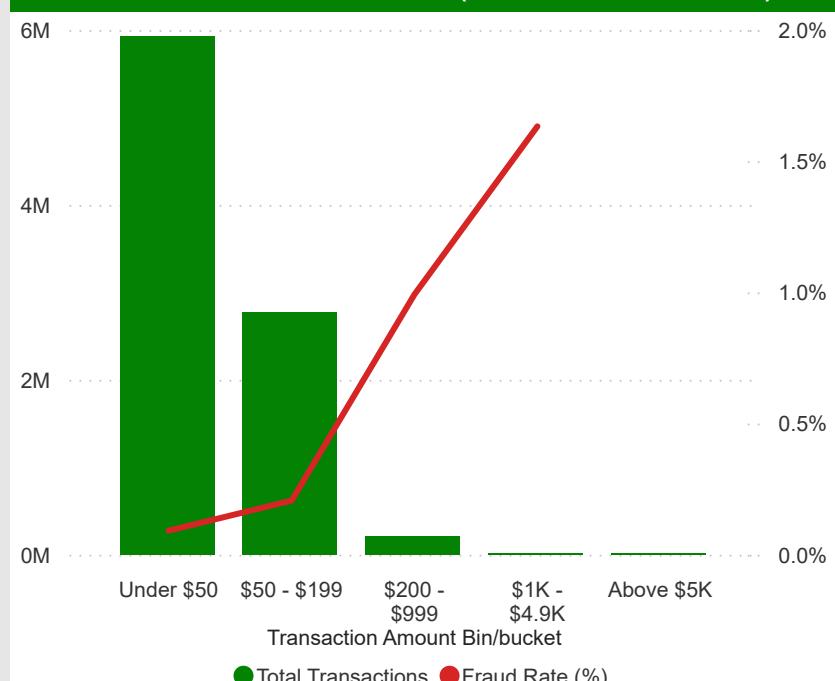
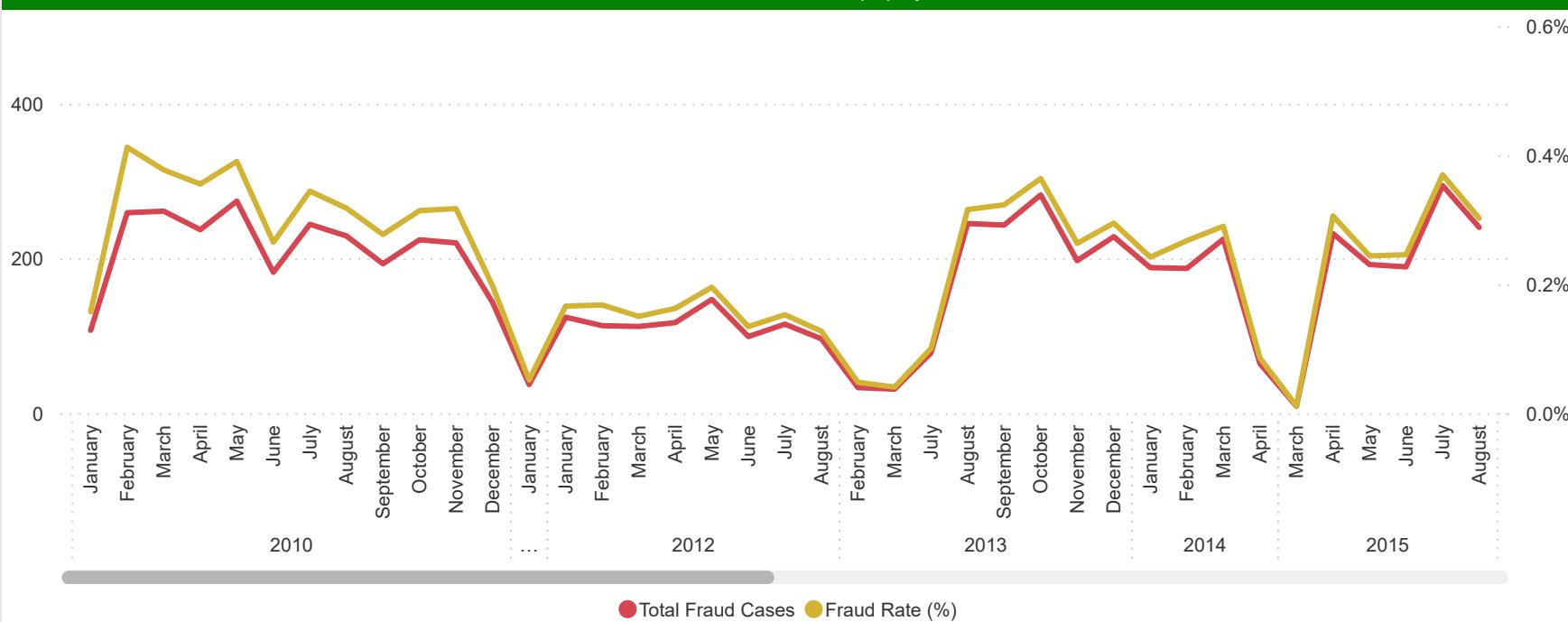
Total Transaction Amount

\$1.5M

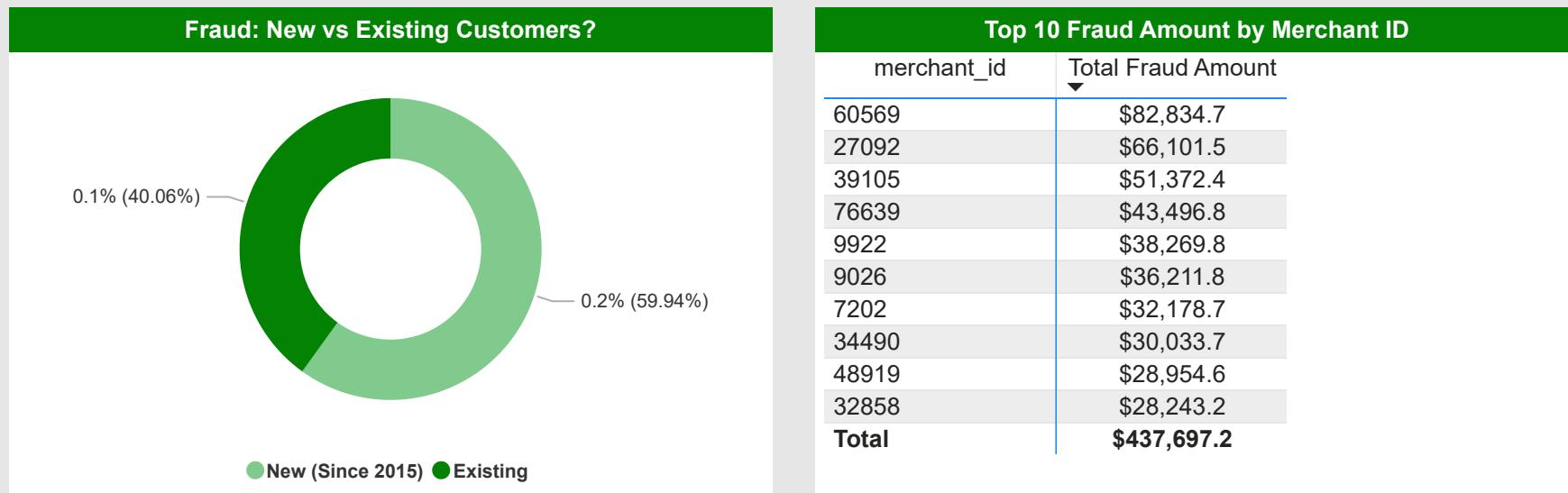
Total Fraud Amount

\$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
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

