1. List at least 5 (five) data points that are required for the analysis and detection of a credit card fraud. (3 marks)

Ans: Card Holder Id, Network Ip, Shipping Address / Location, Product Id, Order Quantity, Transaction Value, Transaction Date and Time

1. Identify 3 (three) errors/issues that could impact the accuracy of your findings, based on a data table provided. (3 marks)

Ans: Missing IP addresses, inconsistent date format and missing transaction value

Table

Description automatically generated

1. Identify 2 (two) anomalies, or unexpected behaviors, that would lead you to believe the transaction may be suspect, based on a data table provided. (2 marks)

Ans: Change in shipping address for John and Ellen leads to drastic increase in transaction value. John has bought significantly higher quantity of Electronics from In-Store than the quantity shipped to his most-commonly used shipping address.

1. Briefly explain your key take-away from the provided data visualization chart. (1 mark)

Ans: As per the visualization, Transaction values of Ellen and John, based on the transaction history, have increased drastically which can be a deviation leading to fraud detection.

1. Identify the type of analysis that you are performing when you are analyzing historical credit card data to understand what a fraudulent transaction looks like. [Hint: The four types of Analytics include: Descriptive, Diagnostic, Predictive, Prescriptive] (1 mark)

Ans: Descriptive Analytics