

PROJECT TITLE : “Insurance Claim Fraud Detection – AI-Powered Monitoring & Alert System”

Phase 3: Data Modelling & Relationships

1. Standard & Custom Objects

- **Standard Objects we can leverage:**
 - User (Adjuster, Analyst, Manager)
 - Account (could represent Policy Holder or Customer if needed)
- **Custom Objects:**
 - Insurance Claim (tracks claim details)

The screenshot shows the 'Object Manager' interface for the 'Insurance Claim' object. The left sidebar lists various configuration tabs: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Restriction Rules, Scoping Rules, and Object Access. The main 'Details' tab is selected. The right pane displays the following details:

- Description: [empty]
- API Name: Insurance_Claim_c
- Custom: ✓
- Singular Label: Insurance Claim
- Plural Label: Insurance Claims
- Enable Reports: ✓
- Track Activities: ✓
- Track Field History: [empty]
- Deployment Status: Deployed
- Help Settings: Standard salesforce.com Help Window

- Customer Profile (personal & policy details)

The screenshot shows the 'Object Manager' interface for the 'Customer Profile' object. The left sidebar lists various configuration tabs: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Restriction Rules, Scoping Rules, and Object Access. The main 'Details' tab is selected. The right pane displays the following details:

- Description: [empty]
- API Name: Customer_Profile_c
- Custom: ✓
- Singular Label: Customer Profile
- Plural Label: Customer Profiles
- Enable Reports: ✓
- Track Activities: ✓
- Track Field History: [empty]
- Deployment Status: Deployed
- Help Settings: Standard salesforce.com Help Window

- Fraud Investigation (fraud case records)

SETUP > OBJECT MANAGER
Fraud Investigation

Details	Details	Edit Delete
Fields & Relationships	Description	
Page Layouts		
Lightning Record Pages	API Name	Enable Reports
Buttons, Links, and Actions	Fraud_Investigation__c	<input checked="" type="checkbox"/>
Compact Layouts	Custom	<input checked="" type="checkbox"/>
Field Sets	Singular Label	<input checked="" type="checkbox"/>
Object Limits	Fraud Investigation	Track Activities
Record Types	Plural Label	<input checked="" type="checkbox"/>
Related Lookup Filters	Fraud Investigations	Track Field History
Restriction Rules		
Scoping Rules		
Object Access		

2. Fields:

Insurance Claim (Insurance_Claim__c)

- Claim Number → Auto Number (CLM-{0000}) (already set as Record Name)
- Policy Number → Text (20)
- Claim Amount → Currency (16,2)
- Claim Type → Picklist {Accident, Theft, Medical, Other}
- Claim Date → Date
- Status → Picklist {Submitted, In Review, Approved, Rejected, Flagged}
- Risk Score → Number (0–100)

SETUP > OBJECT MANAGER
Insurance Claim

Fields & Relationships		
12 Items, Sorted by Field Label		
	FIELD NAME	DATA TYPE
Page Layouts	Claim Amount	Claim_Amount__c
Lightning Record Pages	Claim Date	Claim_Date__c
Buttons, Links, and Actions	Claim Number	Claim_Number__c
Compact Layouts	Claim Type	Claim_Type__c
Field Sets	Created By	CreatedById
Object Limits	Customer Profile	Customer_Profile__c
Record Types	Insurance Claim Name	Name
Related Lookup Filters	Last Modified By	LastModifiedById
Restriction Rules	Owner	OwnerId
Scoping Rules	Policy Number	Policy_Number__c
Object Access	Risk Score	Risk_Score__c
Triggers	Status	Status__c
Flow Triggers		
Validation Rules		
Conditional Field Formatting		

Customer Profile (Customer_Profile__c)

- Customer Name → Text (Record Name)
- Date of Birth → Date
- Email → Email
- Phone → Phone
- Address → Text Area (255)
- Policy Number → Text (20) (must match Claims Policy Number)
- Occupation → Picklist {Salaried, Self-Employed, Business Owner, Retired, Student, Unemployed}

SETUP > OBJECT MANAGER
Customer Profile

Fields & Relationships		
FIELD LABEL	FIELD NAME	DATA TYPE
Address	Address__c	Text Area(255)
Created By	CreatedById	Lookup(User)
Customer Name	Customer_Name__c	Text(80)
Customer Profile Name	Name	Text(80)
Date of Birth	Date_of_Birth__c	Date
Email	Email__c	Email
Last Modified By	LastModifiedById	Lookup(User)
Occupation	Occupation__c	Picklist
Owner	OwnerId	Lookup(User,Group)
Phone	Phone__c	Phone
Policy Number	Policy_Number__c	Text(20)

Fraud Investigation (Fraud_Investigation__c)

- Investigation ID → Auto Number (FRA-{0000}) (Record Name)
- Related Claim → Lookup (Insurance Claim)
- Fraud Score → Number (0–100)
- Analyst Notes → Long Text Area (32768, 5 visible lines)
- Investigation Status → Picklist {Open, In Progress, Closed}

SETUP > OBJECT MANAGER
Fraud Investigation

Fields & Relationships			CO
FIELD LABEL	FIELD NAME	DATA TYPE	CO
Analyst Notes	Analyst_Notes__c	Long Text Area(32768)	
Created By	CreatedById	Lookup(User)	
Fraud Investigation Name	Name	Text(80)	
Fraud Score	Fraud_Score__c	Number(3, 0)	
Insurance Claim	Insurance_Claim__c	Lookup(Insurance Claim)	
Investigation ID	Investigation_ID__c	Auto Number	
Investigation Status	Investigation_Status__c	Picklist	
Last Modified By	LastModifiedById	Lookup(User)	
Owner	OwnerId	Lookup(User,Group)	
Related Claim	Related_Claim__c	Lookup(Insurance Claim)	

3. Record Types:

Insurance Claim — Record Types

Multiple record types based on claim nature:

- Accident Claim
- Theft Claim
- Medical Claim
- Other Claim

Record Types					
RECORD TYPE LABEL	DESCRIPTION	ACTIVE	MODIFIED BY	Quick Find	New
Accident Claim	Used for accident-related insurance claims.	✓	Sanjivani Deshmukh, 9/17/2025, 9:36 AM	<input type="button" value="▼"/>	<input type="button" value="▼"/>
Medical Claim	Used for health/medical-related insurance claims.	✓	Sanjivani Deshmukh, 9/17/2025, 9:43 AM	<input type="button" value="▼"/>	<input type="button" value="▼"/>
Other Claim	Used for miscellaneous claim types.	✓	Sanjivani Deshmukh, 9/17/2025, 9:44 AM	<input type="button" value="▼"/>	<input type="button" value="▼"/>
Theft Claim	Used for theft-related insurance claims.	✓	Sanjivani Deshmukh, 9/17/2025, 9:42 AM	<input type="button" value="▼"/>	<input type="button" value="▼"/>

4. Page Layouts:

- **Insurance Claim Layouts**

Accident Claim Layout

- Sections:
 - General Claim Info: Claim Number, Claim Type, Policy Number, Claim Amount, Status
 - Accident Information: Claim Date, Accident Details (custom field), Risk Score
 - System Info: Created By, Last Modified By, Owner

Medical Claim Layout

- Sections:
 - General Claim Info: Claim Number, Claim Type, Policy Number, Claim Amount, Status, Claim Date
 - Medical Information: Hospital Name (custom), Treatment Cost (custom), Medical Notes (custom)
 - Risk Assessment: Risk Score
 - System Info: Created By, Last Modified By, Owner

Theft Claim Layout

- Sections:
 - General Claim Info: Claim Number, Claim Type, Policy Number, Claim Amount, Status, Claim Date
 - Theft Information: Police Report Number (custom), Stolen Item Details (custom)
 - Risk Assessment: Risk Score
 - System Info: Created By, Last Modified By, Owner

Other Claim Layout

- Sections:
 - General Claim Info: Claim Number, Claim Type, Policy Number, Claim Amount, Status, Claim Date
 - Additional Notes: Generic Notes field
 - Risk Assessment: Risk Score
 - System Info: Created By, Last Modified By, Owner

The screenshot shows the 'Object Manager' interface for the 'Insurance Claim' object. The left sidebar has a 'Page Layouts' section selected. The main area displays a table titled 'Page Layouts' with the following data:

PAGE LAYOUT NAME	CREATED BY	MODIFIED BY
Accident Claim Layout	Sanjivani Deshmukh, 9/17/2025, 9:53 AM	Sanjivani Deshmukh, 9/17/2025, 10:14 AM
Insurance Claim Layout	Sanjivani Deshmukh, 9/16/2025, 1:34 AM	Sanjivani Deshmukh, 9/17/2025, 10:14 AM
Medical Claim Layout	Sanjivani Deshmukh, 9/17/2025, 10:10 AM	Sanjivani Deshmukh, 9/17/2025, 10:20 AM
Other Claim Layout	Sanjivani Deshmukh, 9/17/2025, 10:34 AM	Sanjivani Deshmukh, 9/17/2025, 10:34 AM
Theft Claim Layout	Sanjivani Deshmukh, 9/17/2025, 10:09 AM	Sanjivani Deshmukh, 9/17/2025, 10:14 AM

Fraud Investigation Layout (Using Default one)

- General Info: Investigation ID, Related Claim, Fraud Score, Analyst Notes, Investigation Status
- System Info: Created By, Last Modified By, Owner

The screenshot shows the 'Object Manager' interface for the 'Fraud Investigation' object. The left sidebar has a 'Page Layouts' section selected. The main area displays a table titled 'Page Layouts' with the following data:

PAGE LAYOUT NAME	CREATED BY	MODIFIED BY
Fraud Investigation Layout	Sanjivani Deshmukh, 9/16/2025, 1:35 AM	Sanjivani Deshmukh, 9/16/2025, 5:01 AM

Customer Profile Layout (Using Default one)

- Customer Details: Customer Name, Date of Birth, Email, Phone, Address, Occupation, Policy Number
- System Info: Created By, Last Modified By, Owner

The screenshot shows the 'Customer Profile' object in the Object Manager. The left sidebar has 'Page Layouts' selected. The main area displays a table titled 'Page Layouts' with one item: 'Customer Profile Layout'. The table includes columns for 'PAGE LAYOUT NAME', 'CREATED BY', and 'MODIFIED BY', both showing 'Sanjivani Deshmukh'. A 'Quick Find' search bar and 'New' and 'Page Layout Assignment' buttons are at the top right.

5. Compact Layouts:

This ensures that users see the most critical record information at a glance in the highlight panel.

- **Insurance Claim Compact Layout**

- Claim Number
- Claim Type
- Claim Amount
- Status
- Risk Score

The screenshot shows the 'Insurance Claim' object in the Object Manager. The left sidebar has 'Compact Layouts' selected. The main area shows the 'Insurance Claim Compact Layout' detail. It includes fields for 'Label' (Insurance Claim Compact Layout), 'API Name' (Insurance_Claim_Compact_Layout), and 'Included Fields' (Claim Number, Claim Date, Claim Type, Claim Amount, Risk Score, Status). Buttons for 'Edit', 'Clone', 'Delete', and 'Compact Layout Assignment' are available. The 'Object Name' is 'Insurance Claim' and it was created by 'Sanjivani Deshmukh' on 9/17/2025, 9:34 PM, last modified by 'Sanjivani Deshmukh' on 9/17/2025, 9:34 PM.

- **Fraud Investigation Compact Layout**

- Investigation ID
- Related Claim
- Fraud Score
- Investigation Status

The screenshot shows the 'Fraud Investigation' object in the Object Manager. The left sidebar has 'Compact Layouts' selected. The main area shows the 'Fraud Investigation Compact Layout' detail. It includes fields for 'Label' (Fraud Investigation Compact Layout), 'API Name' (Fraud_Investigation_Compact_Layout), and 'Included Fields' (Investigation ID, Related Claim, Fraud Score, Investigation Status). Buttons for 'Edit', 'Clone', 'Delete', and 'Compact Layout Assignment' are available. The 'Object Name' is 'Fraud Investigation' and it was created by 'Sanjivani Deshmukh' on 9/17/2025, 9:38 PM, last modified by 'Sanjivani Deshmukh' on 9/17/2025, 9:38 PM.

- **Customer Profile Compact Layout**

- Customer Name
- Policy Number
- Phone
- Email

SETUP > OBJECT MANAGER
Customer Profile

Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types

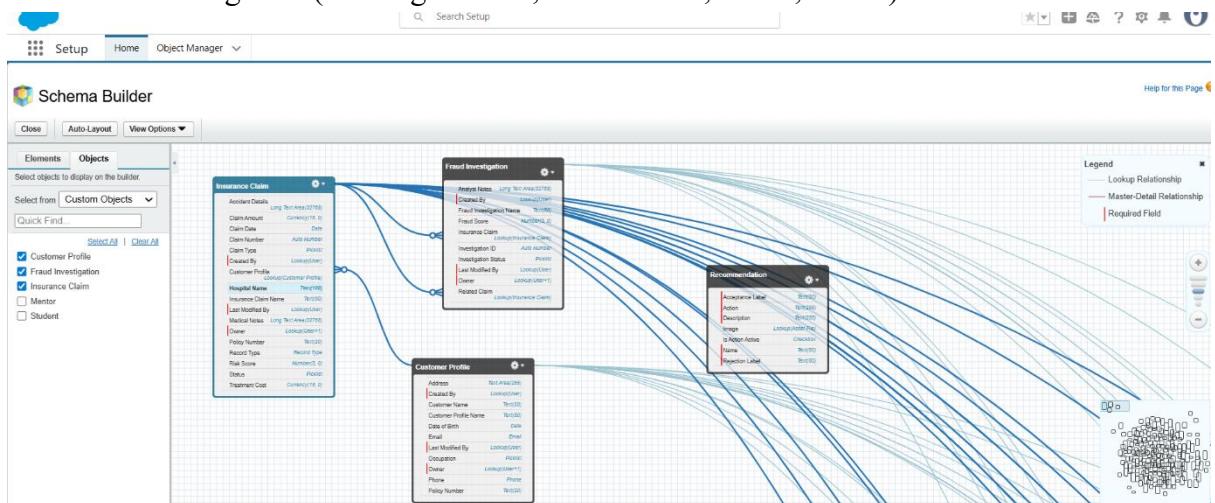
Customer Profile Compact Layout
Customer Profile Compact Layout
+ Back to Customer Profile

Compact Layout Detail

Label: Customer Profile Compact Layout
API Name: Customer_Profile_Compact_Layout
Included Fields: Customer Name, Policy Number, Phone, Email
Created By: Sanjivani Deshmukh, 9/17/2025, 9:39 PM
Modified By: Sanjivani Deshmukh, 9/17/2025, 9:39 PM

6. Schema Builder Schema View

- Customer Profile (Policy Number, Name, DOB, Email, Phone, etc.)
⬇️ Lookup →
- Insurance Claim (Claim Number, Claim Type, Claim Amount, Claim Date, Status, Risk Score, Accident/Medical/Theft Details)
⬇️ Lookup →
- Fraud Investigation (Investigation ID, Fraud Score, Notes, Status)



7. Junction Objects:

No junction objects created, junction objects could be added for advanced scenarios like if we want to track **multiple Customers linked to a single Claim** or if we want to link a **single Investigation to multiple Claim**.

8. External Objects:

No external Objects created, could be added for real-time fraud scoring by connecting Salesforce with external transaction data sources.

