**Credit Cards Fraud Detection (E-Commerce Company)**

Business Problem Understanding and Analytical Approach:

As per business problem understanding, having a strong and clear understanding of problem helps data scientists to establish a set of clearly defined questions which further help data scientists to have a clarification and to set the clear goal of business problem. Then, data scientists need to breakdown the goal into objectives by introducing an analytical approach which is used to identify what kind of methods and techniques are needed to identify the fraud detection.

In this case, the customer is very worried about credit cards fraud and willing to prevent money or property from being obtained through false pretenses. As a data scientist, my role is to establish a comprehensive set of questions to be answered and then set objectives on how to resolve this problem and automate the process. Choosing a proper set of techniques and methods will put emphasis on the final result.

As we know ecommerce includes any kind of malicious actions designed to exploit online stores : Fraudulent Transactions, there could be tons of questions needed to be mentioned during the understanding of business:

The following are such questions;

1. Why is this fraud happening and how is this happening and when?
2. Are you continuously analyzing the customers data and constructing a behavioral profile?
3. In which parts of states/countries is this happening?
4. Is the candidate’s billing address the same as candidate’s shipping?
5. Are the customers providing the correct details printed on the credit cards?
6. Is there abnormal behavior with the orders?
7. Is there a security breach within the payment system?
8. If the card is reported stolen, does this still occur as an active card for making payments for orders?
9. And more.