

Business Data Miners Analytics Dashboard Helps a Top 15 Bank Gain Timely Insights into Its Business

Customer Problem

For a bank, it is important to have timely insights into its business. For example, which retailers have the highest rates of fraudulent transactions within the last 30 days? Answers to questions like this will help a bank quickly identify problem areas and enable them to take actions that mitigate risks. However, to find answers to these questions requires intensive analysis of large amounts of historical data about customers and their transactions (millions of retailers and hundreds of millions of transactions). This presents a challenge for many banks due to the constraints in data infrastructure and analytics capability.

Customer Solution

With a Business Data Miners managed analytics dashboard, a bank only needs a web browser to gain insight into its business. How does this work? Banks send us data on regular basis. We intelligently merge this data from multiple sources to create a holistic customer profile. Then we analyze the data by applying advanced analytics and display the results as user-friendly web-based reports. The reports allow business decision makers to gain insights into their operations and thus make timely decisions. For example, suppose a bank wanted to identify its current riskiest and safest retailers. The following chart (which is part of the dashboard) shows two user defined criteria:

1. Retailer name: contains string 'WAL'
2. Number of fraudulent transactions: those who experienced more than 15 fraudulent transactions in the last 30 days.

The web analytics dashboard then ranks retailers satisfying the above two conditions by fraud basis point (number of frauds per 10,000 transactions). The riskiest retailer ****WAL**ER** (the string 'WAL' is not shown in the chart below) has a fraud basis point of 506 or 71 fraudulent transaction out of 1,404 total transactions. The industrial average fraud basis point for credit cards is less than 15. Because retailer ****WAL**ER** has an extremely high fraud rate, we can define a fraud detection rule to raise an alert for any transactions occurring at this retailer. Analysts can review these alerts and take appropriate action. Note the analytics dashboard is flexible and can be custom built to suite business needs.

Row text contains 'WAL'

Num Fraud > 15

Retailer names contain WAL

Retailers have more than 15 frauds

	Value	Num Tot	Num Fraud	Fbps	Select
	ER	1404	71	506	<input type="checkbox"/>
	INTERNET CI	12906	541	419	<input type="checkbox"/>
	UP	4698	191	407	<input type="checkbox"/>
	.ETI	1854	75	405	<input type="checkbox"/>
	VER LTD	1584	64	404	<input type="checkbox"/>
	TECHNO	2268	84	370	<input type="checkbox"/>
	RGA	2142	79	369	<input type="checkbox"/>
	GOS	4428	161	364	<input type="checkbox"/>
	IET ONLINE	10530	372	353	<input type="checkbox"/>
	ER.COM	1602	56	350	<input type="checkbox"/>

Retailer names have been partially blanked out to safeguard their identity

For More Information about this Case

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