

Fraud Analytics & Reporting

Analytics Solutions

Hidden Fraud Discovery using Network Analytics



A solution powered by **network analytic techniques** which utilizes **data virtualization, entity resolution, and link analysis** to build business led ontologies, and visualize relationships and nodes for the purposes of discovering hidden risk.

Anomaly Detection powered by Machine Learning



Leverages **unsupervised machine learning** techniques to identify suspicious, anomalous activity. Our analytics solution **utilizes data enrichment** routines to enhance modeling feature space to **create better performing models, reducing false positives and increasing detection.**

Predictive Modeling using Reinforcement Learning



An advanced AI technique specializing in **learning behaviors** from an interactive environment based on the **feedback** after performing certain actions. Our solution helps clients **optimize financial impact of our clients' fraud programs.**

eComm & Trade Surveillance



An **Investigative Analytics and Behavioral Science** solution to **uncover intent from unstructured data** based on Lexicons to understand how communication connections can help mitigate risk for our clients.

Responsible AI & Explainability



Digital assets that help identify the marginal contributions across all the permutations of error in ML algos; results provide global and local **interpretability**, based on positive and negative values, to explain the **decisions of ML models** important for regulatory purposes.

Customer Experience (CX) & Brand Monitoring



A continuous fast-acting cycle of '**listen, analyze & engage**' to identify and address customer feedback using **Natural Language Processing (NLP)** and **Regression Techniques**. Helps to improve customer experience, and reduces loss during adversarial events (such as fraud).

How

PwC leverages entity resolution, data enrichments and advanced analytical techniques to enable 'forward looking' decisions, versus 'rear view' insights, using traditional descriptive analytics.

Why

The fraud landscape is ever evolving, so Financial Institutions need to proactively deploy advanced analytics strategies to level the playing field and mitigate emerging threats.

What

PwC has a host of AI capabilities to help combat fraud, and has developed a framework to deploy light-weight analytical solutions designed for operational efficiency, augmented fraud detection and reduced risk.