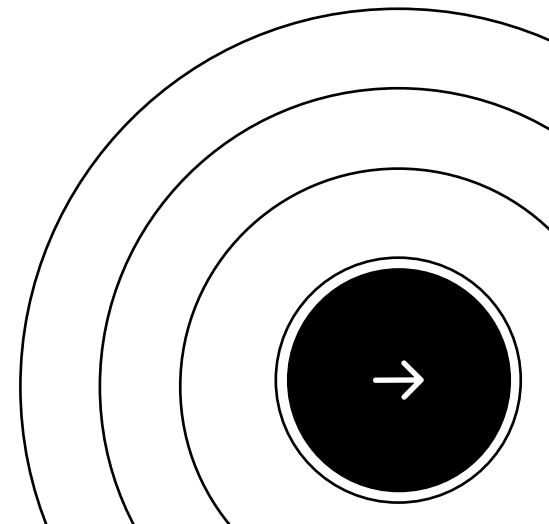


# How Superwise can **enhance fraud prevention** services





# Root out scammers without losing customers

Fraud detection requires constant monitoring. To be effective, you need your ML to know the difference between fraudulent online activity, erratic yet legitimate customer behavior, and geographic or industrial changes in market dynamics. ML-powered fraud detection solutions can be found across the e-commerce sector. Most merchants currently use one or more solution providers to prevent fraudulent transactions. Vendors need to strike the right balance between declining questionable transactions to prevent fraud and missing out on revenue from declined, yet legitimate, sales. When using an ML model for fraud detection, how can you make sure you are in control?



# How Superwise can help

## Data scientists

need to keep a sharp eye out for model updates that are needed because fraudsters keep changing tactics. The scientists need to retrain almost daily, and devote a lot of time to diagnosing the capabilities of existing models while trying to create better retraining strategies.

**Superwise automatically provides real-time alerts that identify patterns and anomalies indicative of fraudulent activity, such as sudden spikes in activity or the occurrence of events at specific times. This dramatically cuts down the time it takes to monitor ML models, giving data scientists more time to work on optimizing existing models or building new ones.**

## Business analysts

look at large, complex data sets to identify trends in user transactions that can indicate fraud. They are also responsible for identifying relevant features or variables that can be used to train machine learning models to detect fraud, while assessing the potential impact of changes in market conditions. Their job is made possible through insights gathered from the data science team.

**Superwise sends immediate alerts for any changes in predictions or data, along with the reasons for the change. This lets the team understand which algorithms are better at predicting fraudulent transactions and which don't. Superwise makes it easier for them to set make adjustments and plan for the future.**



# How Superwise can help

## Marketing analysts

play a critical role in attracting and converting potential customers, building brand awareness and credibility, and driving revenue growth. They also use ML models to understand the behavior of different customer segments to help tailor campaigns or services more accurately.

**Superwise uses machine learning and key performance indicators (KPIs) to automatically detect anomalies, identify information about different behaviors among specific subpopulations, and test for the kind of recommendations will better target new trends or customer segments.**

## Fraud analysts

work with data scientists to develop machine learning models that can analyze transactional data, customer behavior, and other data points to identify suspicious activity. It's crucial that they can validate these models to identify potential trends, suspects, or anomalous behavior. They also work with data scientists to refine the ML models to implement new and updated fraud prevention measures.

**Superwise can automatically detect potential fraud in real-time, allowing fraud analysts to identify suspects or trends, and prevent further loss. Offering direct insight into the ML model's health, Superwise allows the team to make sure the models represent the most effective fraud prevention strategies or test new hypotheses to mitigate new fraud trends.**



# Monitor, analyze and optimize all our models

Superwise allows your data science and operational teams to monitor, analyze, and optimize your models in production by creating an easy-to-understand, single source of truth. This ease of access fosters more trust with stakeholders in your ML model predictions and allows you to scale your ML models more effectively.



## **Know exactly when your models fail and why**

Get real-time alerts on data and model drifts, performance issues, correlated events, and weak spots. Superwise provides automated root-cause analysis to dramatically reduce the time needed to detect and fix issues.



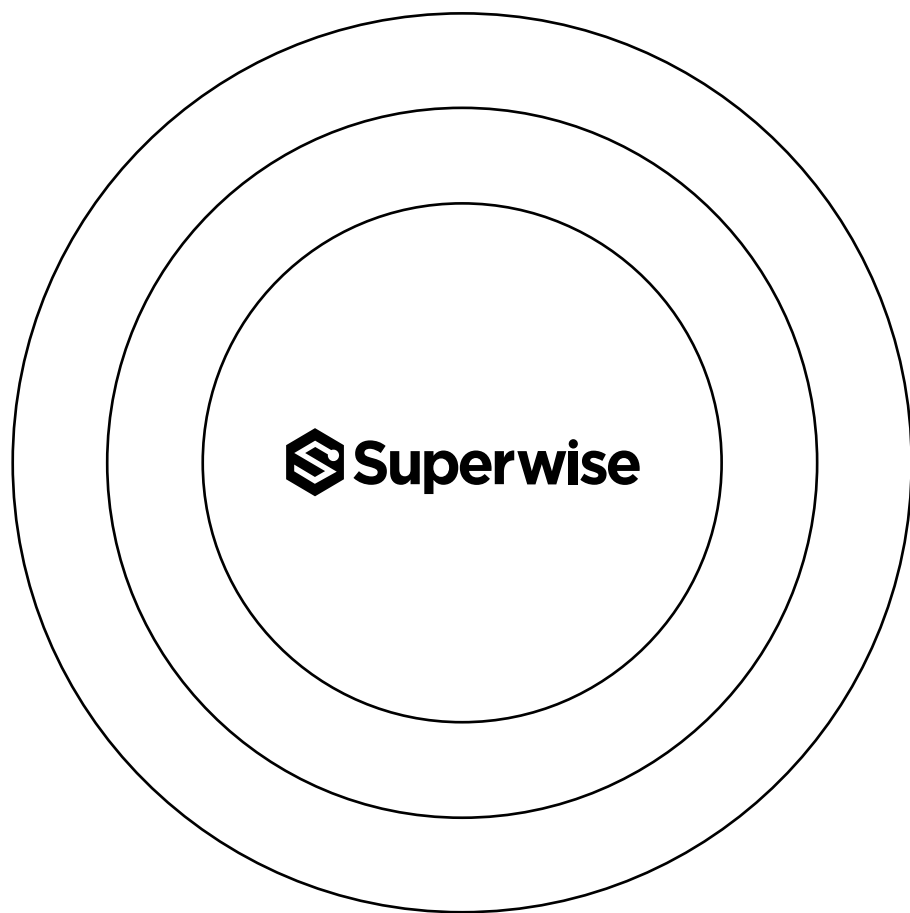
## **Observe your models in production**

A full analytical suite examines your in-production data and discovers trends. Thanks to out-of-the-box and customized model KPIs, you know what is happening with your model right when it's happening. You can also track and predict your model's performance over time and through updated versions, detect underperforming segments, and pinpoint changes at a granular level.



## **Optimize models with production-driven insight**

With the ability to compare subsequent versions of models in production, you can easily see which retraining strategies led to better models and which didn't.



Superwise is a model observability platform built for high-scale production ML. We give practitioners fully automated, enterprise-grade model monitoring capabilities that take years to develop in-house. And, it's all wrapped in a self-service platform. Superwise automatically calibrates model metrics, analyzes events, and correlates anomalies. This lets you easily see when models misbehave, allowing you to accelerate your time to resolution before issues impact business outcomes.

Head over to the Superwise platform to learn more and get started with easy, customizable, scalable, and secure model observability, for free.

[www.superwise.ai](https://www.superwise.ai)

