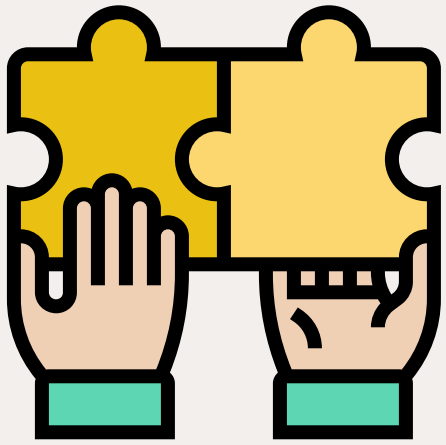


Fraud Investigation

Financial organizations fight back



Collaboration to catch the criminals



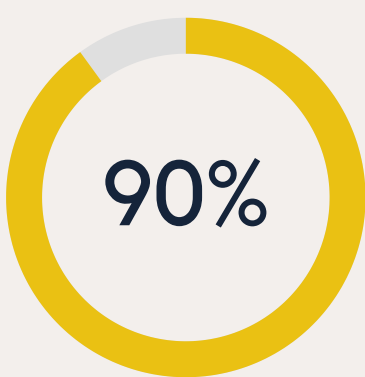
In a world of rapid digital transformation, it's essential for financial organizations to perform deep investigations to uncover hidden behaviors and activities. The best thing they can do is then share them across the organization for optimal team collaboration and organizational defence against further crime.

The Situation

Butterfly Data being a refined tech company always adopts an agile working environment to bring about adequate solution to it's various client base. Butterfly Data supported the client through setting up the environment, ingesting of the data into the environment, designing various networks and building various nodes. We also helped the client to understand how to carry out an investigation using the graphical user interface of the application and how to identify fraudulent claims from businesses.

Financial fraud occurs when someone takes money or other assets from you through deception or criminal activity. Understand the various types of financial fraud and how you can protect yourself

In fact...



The most common of all financial fraud is misappropriation of funds. Statistics show that asset misappropriation makes up about **90 percent** or more of all financial fraud. Simply put, misappropriation of funds happens when someone takes money and payments not meant for them

The Solution

The future of Consumer Experience is in real-time data collection and analysis, and being able to tune these activities to proactively meet and exceed consumer requirements. Omni-channel data collection is essential so that a member is fairly represented by their behaviors across the spectrum of engagement touchpoints.





Real-time data collection must be paired with the ability to conduct real-time data analysis, otherwise, it is pointless. With intelligent modeling, real-time decisions can instead be driven by insightful leaders who deliver strategic direction through mature, cultivated decision trees, that can be implemented harmoniously across the business, in turn driving the perfect conditions for further campaign analysis and evaluation.

The Butterfly Value Add

We work across the Credit Union space across Canada. Our focus is to assist cooperatives to produce a single view of their members. Clustering, AI, and BI are not new terms in the Credit Union space, but many business users stumble in the subsequent steps of transforming their sensitive data into actionable insights, and this is where we can help.

No matter where your Credit Union sits in the data maturity model, we can help you to further your member insights



As an employee-owned professional consultancy ourselves, we're familiar with the passion and drive required to provide great service to clients and we love working with Credit Unions for this reason.



We have 14 years of experience with repeat business from 70% of our customers



DATA INTEGRATION
 Identifying, obtaining, and combining raw data



DATA QUALITY
 Evaluating, cleansing, and refining for maximum benefit



DATA TRANSFORMATION
 Preparation, filtering, and segmentation



ANALYTICS & MODELING
 Analysis, insights, and visualizations



DATA SCIENCE
 Machine learning, classification, and prediction