

Augmented **Intelligence**

# Founding Team

Deep and diverse experience in applying machine learning to fraud risk

2010 – 2014



Official Blog

Insights from Googlers into our products, technology, and the Google culture

Posted by Rahul Pangam, Ads Quality

Making our ads better for everyone

March 14, 2012

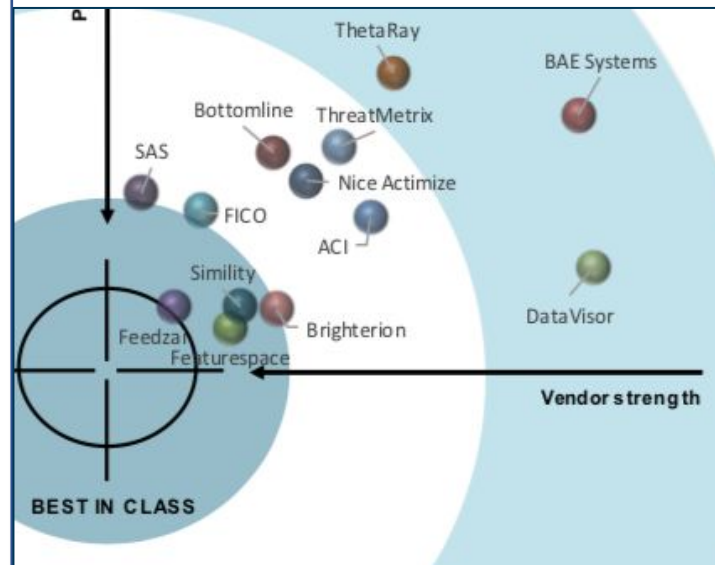
We believe that ads are useful and relevant information that can help you find what you're looking for online—whether you're comparing digital cameras or researching new cars. We also want you to be able to use Google and click on any ads that interest you with confidence. Just as we work hard to [make Gmail free of spam](#) and the [Google Play](#)

80+% reduction in ads fraud using advanced ML techniques

2014 – 2018



similarity



Top 3 Risk ML platforms for Financial Services

2018 – 2021

PayPal

Introducing Fraud Protection Advanced

## Take the stress out of fighting fraud

Adaptive risk management powered by rich data can help you stay ahead of fraudsters, helping you to maximize revenue – while minimizing costs and stress.

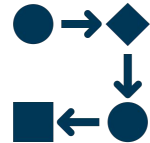
Largest installed base of ecommerce fraud risk AI customers at 30K+

# Challenges in Enterprise AI/ML projects



## Talent Shortfall

Expert Data Scientists and Data Engineers are impossible to find



## Ad hoc Infrastructure

Tedious, manual, non-repeatable, error-prone process to go from concept to live ML deployment



## Time to Value

9 months typical time to go live for ML solutions

More than 50% projects are **ROI negative<sup>+</sup>**.

\* c3.ai - S-1 Filings  
+ Gartner

# Solution to challenges : RapidCanvas

Turnkey Full lifecycle  
DSML platform

Data Prep & transformation  
Model Development & Deployment  
Repeatable, Scalable, Reliable

Pre-configured  
solutions

Vertical/Industry expertise driven solution libraries  
**Augmented Feature Engineering**

Multi-persona UX

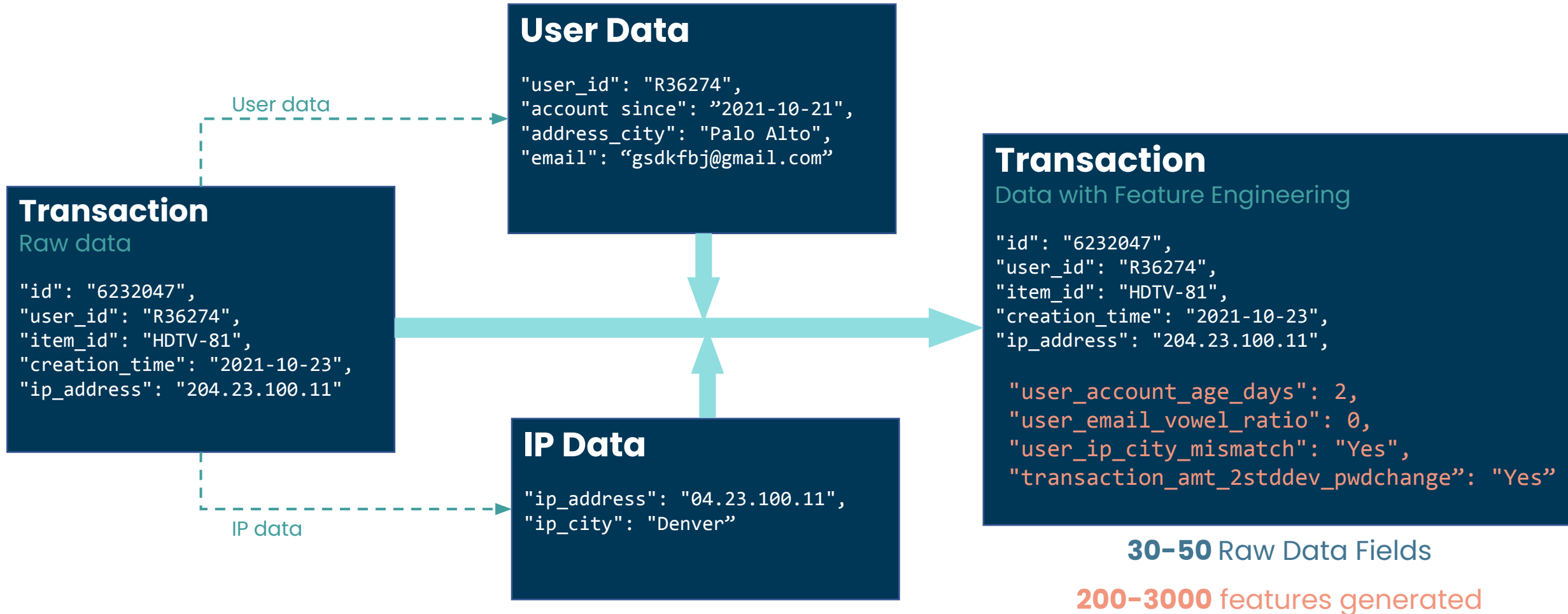
No-code "drag-and-drop" user interface for domain experts  
Notebook/code-centric user interface for technical users

Experimentation

Develop Multiple Scenarios  
Visual What-if analysis

# Augmented Feature Engineering

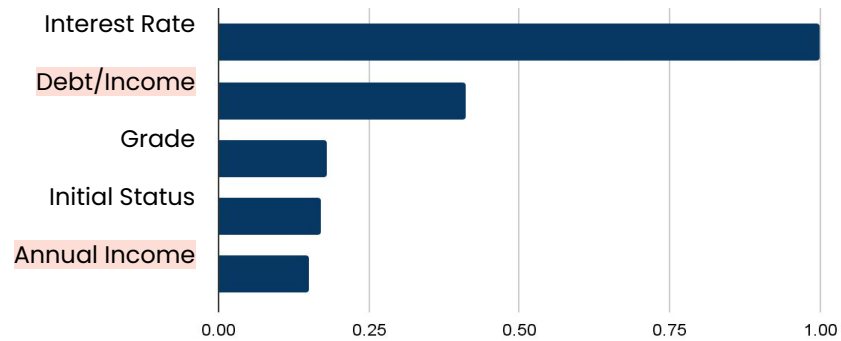
Discovering and codifying signals from raw data using domain knowledge



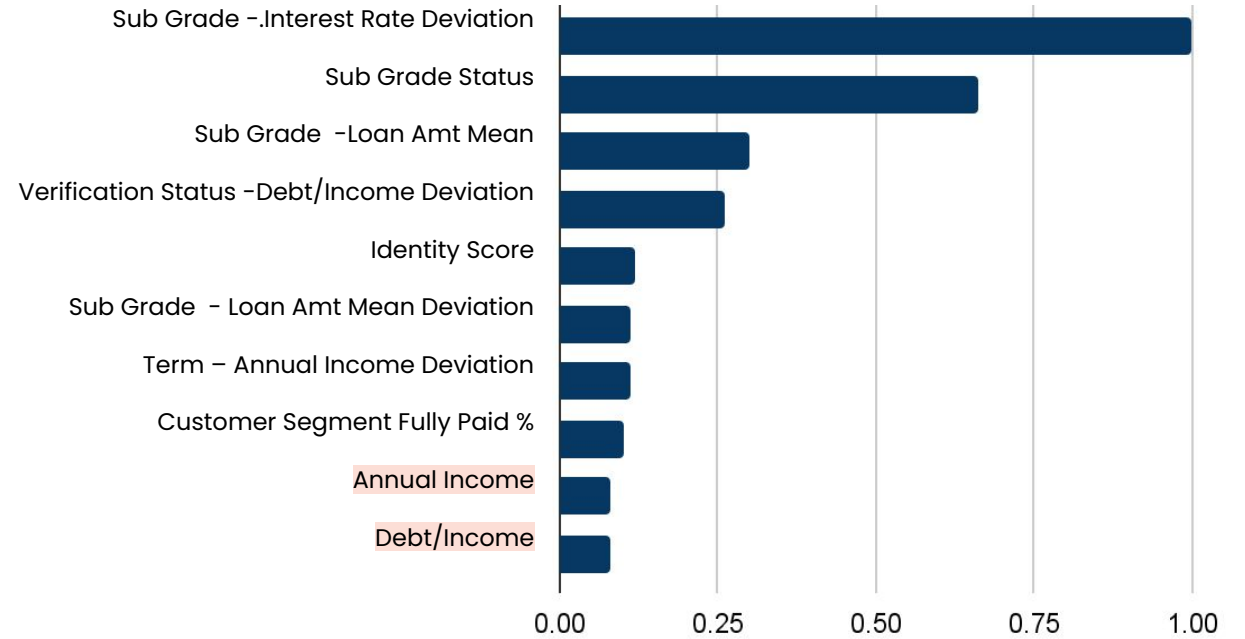
# Better Features = Better Decisions

Algorithms that deliver superior outcomes

## Top Features : Without RapidCanvas



## Top Features : With RapidCanvas



Platform	Data Scientist	Time to value	Data	Model	Results Improved?
Full Manual	Expert	Months	Manual	Manual	Baseline
RapidCanvas	Citizen	Days	Auto	Auto	<b>19%</b>

# Benefits

## Rapid Solution Customization

- Move machine learning projects beyond ideas and concepts to live production quickly.
- Significantly shorten time to value by automating the data science pipeline.
- Empowering more people across the organization to participate in data science projects.
- Improve machine learning outcomes through experimentation.

*RapidCanvas Generalized Solution Fully Automated Solution Performance in Public Competitions*

No.	Dataset	Vertical	Metric	Score	Rank	Total Teams	Top %
1	Titanic - Machine Learning from Disaster	General	Accuracy	0.79665	553	13741	4%
2	Spaceship Titanic	General	AUC	0.80289	403	2127	19%
3	IEEE-CIS Fraud Detection	Finance	AUC	0.930384	95	6355	1%
4	Santander Customer Satisfaction	Finance	AUC	0.82626	1156	5067	23%
5	BNP Paribas Cardif Claims Management	Insurance	Log Loss	0.44494	112	2873	4%





**Thank You**

