



Use Case - Sales & Rebate

Sales and Deduction from Revenue

To increase sales, organization offers various schemes such as On Invoice Discount, Rebates, Incentives, Off invoice Discounts, Chargeback etc. This has potential of mis-use and siphoning of funds

Data Used









- Sales Report
- Customer Master
- Discount and Price Master
- Discount transactional Data
- Customer Ledger and claims

Preliminary Analytical & Outliers

- ◆ Feature Engineering- Discount percentage, Seasonal Indicator, Customer Segmentation, Product attributes
- ◆ Statistical Analytical and ML Models to get outliers
- ◆ Use of Fraud Detection models
- ◆ Demand Forecasting using predictive models
- ◆ Use of classification models
- ◆ Use of customer segmentation models
- ◆ Correlating Sales, Discount and Customer Master to determine Customer Profiling
- ◆ Receivable pattern, return pattern, transaction loop and connecting data points to determine outliers

Outcome on Sales & Rebate

Outliers where discounts or schemes are falsely disbursed, policy non-compliance:

-  • Fictitious Customer base created to claim incentives
-  • Fake Coupons and Vouchers to claim unauthorized benefits
-  • Multiple Accounting of Claims, Debit Memo
-  • Collusion with customer to approve credit limit and later writing off the balances
-  • Adverse Profitability at Product, Contract and Customer Level
-  • Incentives claimed and later goods
-  • SSA Price Validation
-  • Skimming- Siphoning cash and reported as unreconciled items
- Sales routed to multiple customer base and payment defaulted
- Delay in Updation of Price Master
- Returned or customer defaulted payment
- SSA Price Exceptions
- Delays in Claim - SSA and Non SSA