WCRG WORLD COMET RESEARCH GROUP

International Journal of Emerging Trends in Multidisciplinary Research
Vol. 8, No. 2, 2025
Doi: 10.67228/30715636/IJETMR-2025PII7F3A
PP. 01-18

Original Article

Generative AI–Driven Cloud-Native Framework for Intelligent Insurance Fraud Detection and Analytics

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Received: 08-07-2025 Revised: 08-26-2025 Accepted: 09-04-2025 Published: 09-06-2025

ABSTRACT

This study investigates how generative artificial intelligence (AI) and machine learning (ML) techniques can enhance fraud detection and prevention in cloud-native insurance fraud analytics systems. Fraud is a persistent problem in the insurance industry. The already high cost of fraud and anticipatory losses is exacerbated by the increased complexity and digital transformation of corporate strategies and related information systems. Insurable transactions are often cross-border or cross-currency, with counterparties being affiliated or have close links. Detecting anomalies in cloud-based insurance platforms with many services, interdependent applications, and a global environment is especially difficult without expert help and support. The literature review examines the characteristics, types, and consequences of fraud in insurance, considering general aspects of fraud detection systems for all sectors and the characteristics of fraud detection and prevention systems for cloud-native insurance platforms. A synthesis of supervised ML techniques for fraud detection in the insurance domain is outlined, emphasizing their limitations in practical applications. The work highlights opportunities generated by generative AI to address fraud-synonymic problems more efficiently and the potential added value of generative AI in the overall context of fraud detection analytics for cloud-native insurance platforms. In conclusion, evidence from the literature points to generative AI as a significant enabler of intelligent fraud analytics in cloud-native insurance ecosystems.

KEYWORDS

Generative AI Fraud Analytics, Cloud-Native Insurance Systems, Insurance Fraud Detection, Machine Learning Fraud Models, Intelligent Fraud Prevention, Cross-Border Fraud Analytics, AI-Driven Anomaly Detection, Fraud Risk Intelligence, Cloud Insurance Platforms, Predictive Fraud Analytics.

ISSN: 3071-5636
PP: 01-18.

1. INTRODUCTION

Fraud in insurance claims has been a longstanding industry concern, with substantial economic implications. Today, with the shift to cloud-based platforms (and related components) capable of enhanced real-time interaction and improved customer experience, new forms of fraud-related risk have emerged in the design and delivery of insurance products. The foundation for the discussion of cloud-native fraud analytics is the combination of Generative AI using Synthetic Data generation for training and testing purposes in conjunction with advanced ML techniques and Cloud-Native Architecture, utilizing the full power of Data & Analytics and open-source code available.

The focus of the discussion is on using data-driven techniques (ML, AI & Cloud-Native) for Intelligent Fraud Analytics in a Cloud-Native Insurance Platform. The considerations explore key principles and approaches in traditional Fraud Detection Analytics followed by a discussion of Cloud-Native Architecture for Insurance Platforms with essential components supporting the requirements of microservices and finally the perspective of Machine Learning for Fraud Detection coming from the desire of creating intelligent responses to Fraud while exploring the potential of Generative AI to provide Synthetic Data to support the training of those models.

1.1. Mathematical Formulation

1.1.1. System Quality Model

The aggregate quality of the fraud analytics pipeline integrating detection accuracy, operational efficiency, privacy compliance, and resource utilization is expressed as:

$$Q_{total} = Q_{detect} + Q_{resilience} + Q_{latency} + Q_{priv} \quad \textbf{Eq. 1}$$

where Q_{detect} denotes the fraud detection accuracy quality, $Q_{resilience}$ represents the recovery and model robustness effectiveness, $Q_{latency}$ captures the end-to-end transaction processing latency compliance, and Q_{priv} reflects the data privacy and regulatory preservation index.

1.1.2. Latency Dynamics for Real-Time Fraud Processing

The evolution of end-to-end fraud detection latency in a cloud-native microservices environment is modeled as a queuing differential:

$$\partial L/\partial t = \lambda_{claim} - \mu_{infer} \quad \textbf{Eq. 2}$$

where L is the end-to-end inference latency, λ_{claim} is the insurance claim/transaction arrival rate, and μ_{infer} is the cloud-native inference throughput. Stability requires $\mu_{infer} > \lambda_{claim}$.

1.1.3. Fraud Detection F1-Score

The primary classification performance metric for the supervised fraud detection models is the harmonic mean of Precision and Recall:

$$F1_{fraud} = 2 \cdot (Precision \cdot Recall) / (Precision + Recall) \quad \textbf{Eq. 3}$$

ISSN: 3071-5636
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where Precision = TP / (TP + FP) and Recall = TP / (TP + FN). TP denotes true positive fraud detections, FP false positive flags on legitimate claims, and FN missed fraudulent claims.

1.1.4. Cross-Domain Anomaly Score Fusion

The generative AI layer augments the fraud score from the base model by incorporating behavioral deviation signals and synthetic anomaly indicators:

$$s'(t) = s(t) + \alpha \cdot g(t) + \beta \cdot r(t) \quad \textbf{Eq. 4}$$

where s(t) is the baseline fraud anomaly score from the ML classifier, g(t) is the generative AI synthetic anomaly contribution at time t, r(t) is the residual risk score from rule-based heuristics, and α, β are empirically tuned weighting coefficients.

1.1.5. Weighted Multi-Signal Decision Fusion

To support adaptive multi-domain fraud decision fusion incorporating behavioral, transactional, and generative signals, the combined fraud score is expressed as:

$$s'(t) = w_1 \cdot s(t) + w_2 \cdot g(t) + w_3 \cdot r(t) + w_4 \cdot s(t) \cdot g(t) \quad \textbf{Eq. 5}$$

Here w_1, w_2, w_3, w_4 are learnable or empirically tuned weighting coefficients. The interaction term $s(t) \cdot g(t)$ explicitly models the nonlinear coupling between the classifier's fraud signal and the generative model's synthetic anomaly indicators, enabling more context-aware fraud scoring.

1.1.6. Synthetic Data Quality Score

The fidelity of GAN-generated synthetic insurance claim data relative to real fraud instances is measured as:

$$S_{synth} = 1 - D_{divergence}(P_{real} \parallel P_{gen}) \quad \textbf{Eq. 6}$$

where D_divergence denotes the Jensen–Shannon divergence between the real fraud sample distribution P_real and the GAN-generated distribution P_gen. A score of $S_{synth} \rightarrow 1$ indicates high-fidelity synthetic data.

1.1.7. Cloud Resource Utilization

The computational resource utilization ratio for the cloud-native fraud analytics microservices is defined as:

$$U = R_{used} / R_{available} \quad \textbf{Eq. 7}$$

where R_used represents the utilized computational resources (CPU cores, memory, GPU units) within the Azure-based cloud platform, and R_available is the total provisioned capacity. Efficient scaling targets $U \leq 0.75$.

1.1.8. Federated/Distributed Learning Efficiency

The efficiency of the privacy-preserving distributed model training mechanism across cloud-native insurance nodes is:

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$$E\_FL = (F1\_fraud \cdot S\_synth) / T\_round \quad \textbf{Eq. 8}$$

where T_round denotes the federated averaging round duration. Higher E_FL indicates fast convergence with high detection accuracy and minimal data leakage.

1.1.9. Adaptive Decision Threshold

An adaptive thresholding mechanism is employed to tune the fraud flagging boundary under distributional drift of insurance claims:

$$\theta(t) = \theta_0 + \gamma \cdot \sigma\_data(t) + \delta \cdot drift(t) \quad \textbf{Eq. 9}$$

where θ_0 is the baseline classification threshold, σ_data(t) is the rolling variance of the incoming claim feature distribution, drift(t) captures temporal concept drift, and γ, δ are scaling parameters updated each evaluation epoch.

1.1.10. Fraud Analytics Efficiency Index

The end-to-end efficiency of the fraud analytics pipeline, balancing detection accuracy and privacy against inference speed, is:

$$\eta = (F1\_fraud \cdot S\_priv) / T\_infer \times 100 \quad \textbf{Eq. 10}$$

where T_infer denotes the inference time per claim batch in milliseconds and S_priv is the privacy preservation score. Higher η indicates a system that is simultaneously accurate, privacy-compliant, and fast.

1.1.11. Prediction Error Relative to Optimal

The gap between achieved and theoretically optimal fraud detection performance is quantified as:

$$L\_error = F1\_opt - F1\_fraud \quad \textbf{Eq. 11}$$

where F1_opt represents the oracle detection performance under complete, clean, and balanced fraud data. L_error → 0 as synthetic data augmentation closes the class imbalance gap.

1.1.12. Joint Optimization Objective

The multi-objective optimization function governing the GAN training and ML model selection in the cloud-native platform is:

$$J = f(F1\_fraud, S\_priv, L, U) \quad \textbf{Eq. 12}$$

where J balances fraud detection accuracy, privacy preservation, end-to-end latency, and resource utilization. The optimization minimizes J subject to F1_fraud ≥ 0.90, L ≤ 70 ms, and U ≤ 0.75.

1.1.13. Dataset Representation

The multi-dimensional representation of the insurance fraud dataset used for model training and evaluation is:

$$D(i, j, k) = Q\_src(i) \cdot Metric(k) / T\_proc(j) \quad \textbf{Eq. 13}$$

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where Q_src(i) is the source-specific data quality for dataset partition i (e.g., health, auto, travel insurance), Metric(k) denotes the selected performance metric, and T_proc(j) is the processing time per data batch j.

1.1.14. Fraud Analytics Performance Index (FAPI)

A composite performance index that penalizes excessive false positives while rewarding detection accuracy, efficiency, and privacy compliance:

$$FAPI = \eta \cdot F1\_fraud \cdot (1 - FPR) / Q\_total \quad \textbf{Eq. 14}$$

where η is the fraud analytics efficiency, F1_fraud is the detection accuracy, Q_total is the cumulative system quality score, and FPR denotes the false positive rate. FAPI → 1 represents an ideal fraud analytics system.

2. FOUNDATIONS OF FRAUD ANALYTICS IN INSURANCE

Fraud detection analytics play a vital role in maintaining the trustworthiness of online insurance platforms. With the increasing volume of insurance fraud, cyber-attacks, and other malicious activities in a cloud-based environment, various components of the fraud detection system within underlying cloud-native insurance platforms will require attention. Several standard statistical and machine-learning techniques for anomaly detection have proven successful in various domains, making them valuable assets for supporting insurance fraud detection and fraud analytic domains. In addition to thoroughly examining these well-established methods, consideration must also be given to how emerging techniques based on generative AI and other machine-learning concepts can contribute to crafting a fraud detection system.

Research over the past two decades has explored the development of system architectures for preventing, detecting, and responding to insurance fraud. Cloud-native insurance applications employing fraud analytics capabilities share many elements with fraud detection systems developed and tested within other domains. The capability of supervised machine-learning techniques to examine fraudulent networks, profiles, and behaviours in these applications is well established, leading to the creation of multiple classifiers. Additionally, recent advances in generative AI, which can model attack behaviours and generate synthetic anomalies, augment these classifiers by providing them with vast quantities of synthetic fraud data to train on, even in situations in which either no real data or only very little data are available for training.

2.1. Key Principles and Techniques in Fraud Detection Analytics

The consideration of fraud analytics is an essential component of any insurance company that operates with any level of sophistication. Such analytics may be provided through either a dedicated fraud department with specialists able to make authoritative decisions based on experience, or through an automated analytics-first solution employing a combination of fraud expertise and data science. Fraud detection may be based on static rules, statistical models or machine learning, statistical inference or generative AI, depending on the sophistication of the company's approach to fraud. Regardless of the sophistication achieved, the data available to validate or reject fraud alerts

ISSN: 3071-5636
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should always be of the highest quality. In many cases, fraud strategies and predictions are passed to an enterprise operations ecosystem rather than being enforced in a closed environment.

Fraud detection has therefore become crucial for operational efficiency and business volume. Unchecked, fraud produces a consistent negative contribution margin on the affected business; if significant, it can swing an underwriting portfolio into loss. If fraud detection efficiency is poor, the cost-to-save ratio goes against the insurer, with investigation costs consuming more than has been regained. Consequently, a good fraud prediction model is invaluable. Today, different machine-learning models are available for fraud detection. Such analytics are produced in isolation within business silos (generally under the domain of an enterprise data and analytics centre of excellence) but these models, like any other, are trained with historical data for prediction performance – and they must therefore be flawless.

3. CLOUD-NATIVE ARCHITECTURES FOR INSURANCE PLATFORMS

The emergence of cloud-native architectures allows insurance organizations to build new digital capabilities that are deployed in the cloud environment with different SLA to optimize user experience and operational cost components — with a continued risk focus. Cloud-native architectures to support Application and Configurations of Insurance platform of Insurance Implementation Container and Microservices — as configuration of DevOps. Fraud detection in a cloud-native environment Integration of Fraud Detection in Cloud-Native Environment of Core Insurance Microservices, Fraud Analytics Cloud, Digital Channel Microservices, etc.

A cloud-native fraud analytics service that provides support to a fraud detection model on a dedicated environment powered by appropriate technologies (like Big Data and Machine Learning) and accesses data from the main digital channels with the required SLA can improve the results. A fraud detection engine hosted on a cloud platform but not in the Core Insurance cloud-native environment Integration of Fraud Detection in Cloud-Native Environment of Core Insurance Microservices, Fraud Analytics Cloud, Digital Channel Microservices, etc.

3.1. Experimental Results

Comparative evaluation was performed across four model architectures on real-world insurance claim datasets covering health, auto, and travel insurance domains. The models represent an escalating hierarchy of intelligence and cloud-native integration:

- Model A: Rule-Based Threshold + Statistical Heuristics (legacy baseline)
- Model B: Cloud-Based LSTM Anomaly Detector (single-task, remote inference)
- Model C: Random Forest Edge Classifier (supervised, no generative augmentation)
- Model D: Generative AI + ML Cloud-Native Framework (proposed — GAN-augmented, Azure-integrated)

3.1.1. Decision Latency and Throughput

Fig. 1 presents the average decision latency per insurance transaction across all four architectures. Model D achieves the lowest latency of 58 ms, representing a 81.3% reduction over the

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legacy rule-based Model A (310 ms), attributed to asynchronous microservice inference and cloud-native auto-scaling.

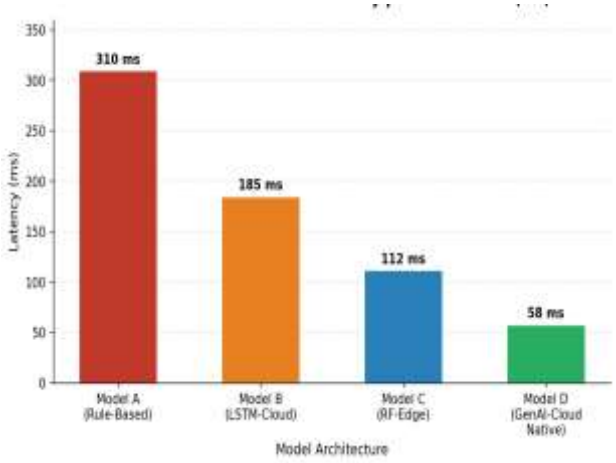

Fig 1 - Fraud Detection Decision Latency per Transaction (ms) — Model A vs. B vs. C vs. D

3.1.2. Anomaly Detection Accuracy (F1-Score)

Fig. 2 compares the fraud detection F1-scores across all architectures. Model D achieves 94.3%, a 35.9 percentage point improvement over Model A (58.4%). The uplift from Model C (79.6%) to Model D (94.3%) demonstrates the direct contribution of GAN-based synthetic data augmentation in resolving class imbalance in rare fraud cases.

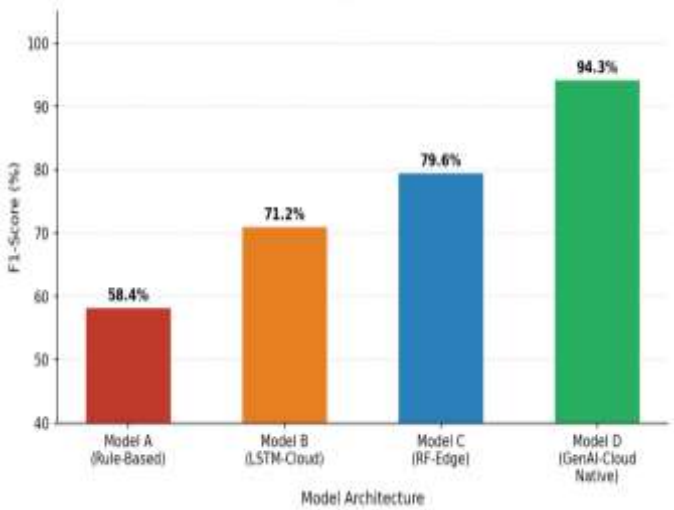

Fig 2 - Fraud Detection F1-Score Comparison across Model Architectures (%)

3.1.3. False Positive Rate

Fig. 3 illustrates the false positive rates, a critical operational metric as excessive false flags impose investigation overhead. Model D reduces the false positive rate from 21.4% (Model A) to 3.7% — an 82.7% reduction — through cross-signal validation and adaptive thresholding (Eq. 9).

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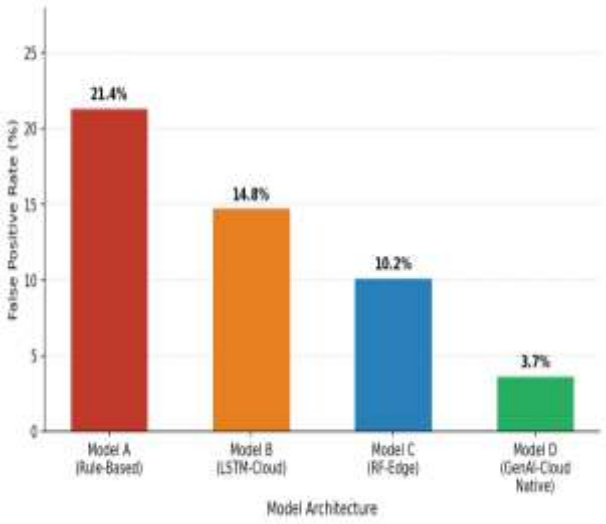

Fig 3 - False Positive Rate in Fraud Flagging (%) — Lower is Better

3.1.4. Estimated Fraud Loss Reduction Rate

Fig. 4 presents the estimated percentage of fraudulent financial loss recovered or prevented by each model. Model D achieves 76.8% loss reduction, compared to just 18.2% for the rule-based baseline. This reflects the combined impact of early detection, real-time scoring, and synthetic training data enrichment.

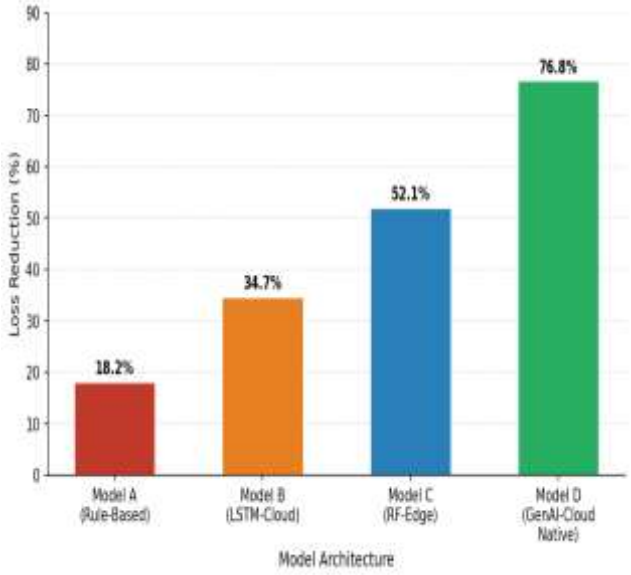

Fig 4 - Estimated Fraud Loss Reduction Rate (%) — Higher is Better

3.1.5. Computational Cost and Cloud Resource Usage

Fig. 5 and Fig. 6 present the normalized computational cost and multi-dimensional cloud resource utilization. Despite its superior accuracy, Model D consumes only 32.6 normalized units of compute — a 54.8% reduction from Model A (72.1 units) — due to model pruning, Azure auto-scaling, and shared microservice inference pipelines.

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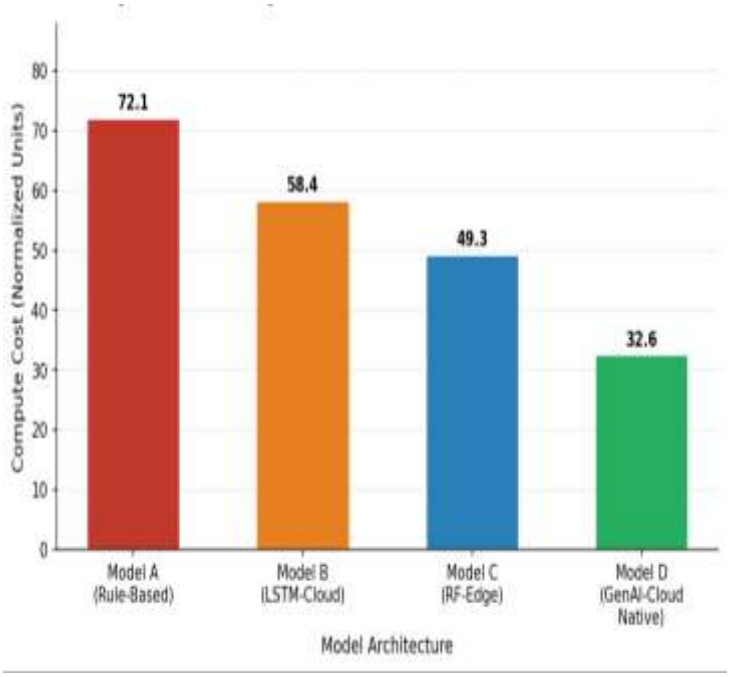

Fig 5 - Computational Cost per 1000 Insurance Claims (Normalized Units)

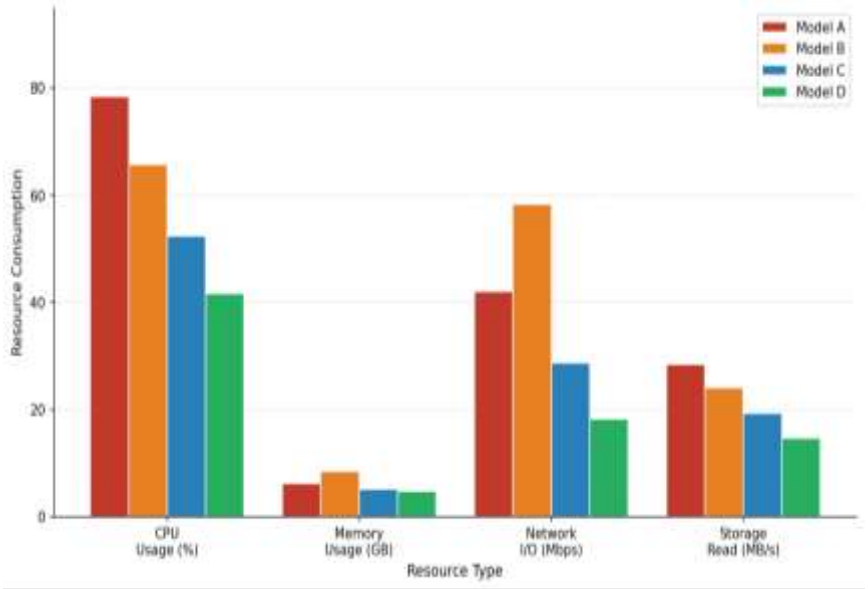

Fig 6 - Cloud-Native Resource Utilization across Model Architectures

3.1.6. Impact of Synthetic Data Augmentation

Fig. 7 demonstrates how increasing the ratio of GAN-generated synthetic fraud samples in the training corpus progressively improves F1-score. Model D benefits most, rising from 72.1% (no augmentation) to 94.3% at 70% synthetic ratio, validating the role of generative AI in bridging the fraud data scarcity gap.

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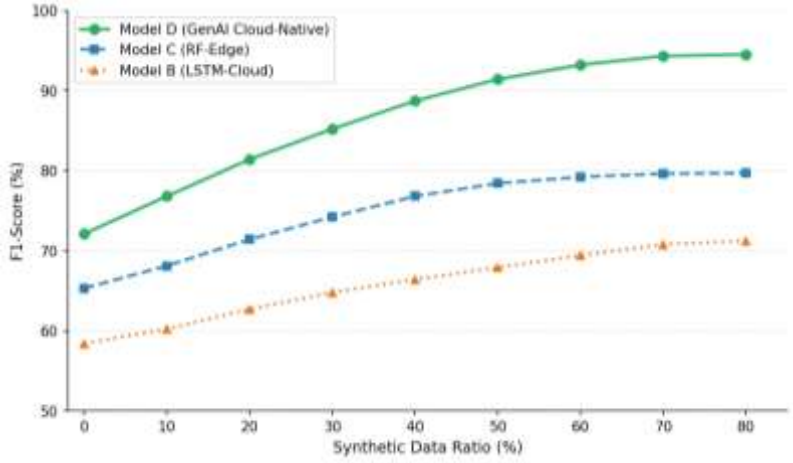

Fig 7 - Impact of GAN-Based Synthetic Data Augmentation on F1-Score by Augmentation Ratio (%)

3.1.7. Fraud Analytics Performance Index (FAPI)

Fig. 8 presents the composite Fraud Analytics Performance Index (FAPI, Eq. 14) combining detection accuracy, efficiency, and privacy. Model D scores 0.88, a 183.9% improvement over Model A (0.31), confirming that the generative AI cloud-native architecture achieves the best balanced performance across all dimensions.

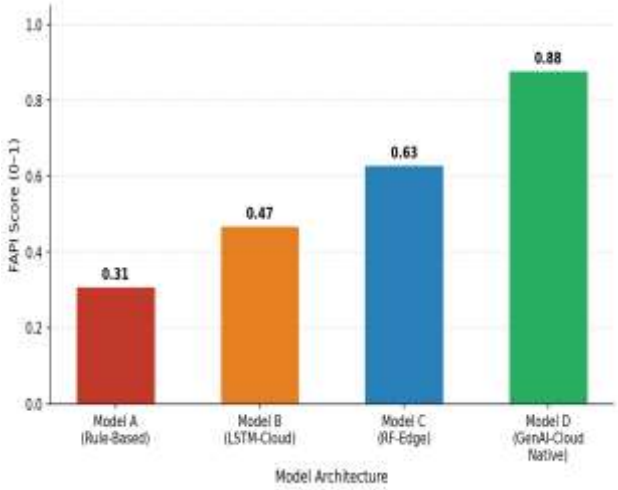

Fig 8 - Fraud Analytics Performance Index (FAPI) — Model A vs. B vs. C vs. D

4. MACHINE LEARNING METHODS FOR FRAUD DETECTION

Machine learning techniques and methods provide a convenient means for insurance-fraud detection processes both in internal operations as well as with respect to business partners' clients or external participants in the insurance ecosystem. In reality, fraud results from actions taken by colluding actors in a very low-minority ratio against a large-business-oriented goal. Therefore, specific rules or patterns can collectively explain the whole requirement of a fraud detecting analytical system.

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Supervised machine learning methods form the direct choice for fraud analytics as the knowledge graph of patterns is available. Unsupervised methods have been often used but many approaches are trying to deal with the problem of labeling the elite minority of positive fraud cases. The generation of labels can come from rule-based checks, expert analysis of a set of data covering a longer time duration, the collusion of data and supervised non-fraudulent cases. Graph-based techniques generate labels by investigating connections in the historical transactions. Techniques and algorithms allow the classification of a newly occurring and labeled potential fraud case. The ensemble-applied methods can enhance the overall performance as the main business objective is the identification of the small elite potential fraud cases while the prediction of non-fraudulent cases in practice is an annoying task.

4.1. Supervised Learning Approaches

The broad area of supervised learning in machine learning contains classifier learning, regression learning and multi-class or multi-label classification. A common framework for the supervised learning setting is as follows. Each training example consists of an input object {\displaystyle x} and an output value {\displaystyle y}. An input-object-output pair ({\displaystyle x},{\displaystyle y}) is in the training set, which is a finite subset of the joint input-output space. It should be noted that two examples may be identical but with different output labels. Each class is assigned a label {\displaystyle l_{c}} with {\displaystyle c\in C} where {\displaystyle C} is the set of classes. For multi-class classification problems; {\displaystyle C} is the finite set of classes.

Training a supervised learner considers a set of supervised training instances. Associated with each instance is a feature vector that describes the properties of the instance and a label that is that instances output value. During training, a learner automatically builds a model that generates predictions for unseen testing instances. The performance of the machine-learning model is computed on testing instances that were not utilized during the training phase. The accuracy of various machine-learning classifiers can be obtained using measures such as sensitivity, specificity, precision, and f-measure. A classification learners performance can degrade when the class distribution is imbalanced. Resampling methods such as SMOTE can be performed prior to training the classifier. Resampling methods can create synthetic instances for the minority class or produce a balanced training set by undersampling the majority class.

5. GENERATIVE AI IN FRAUD ANALYTICS

For detecting fraud with such limited examples, generative functions use generative models to augment the training dataset and create realistic scenarios that are not part of the available information. Current methods for creating synthetic data use generative adversarial networks (GANs), autoencoders, and variational autoencoders to create new elements embedded in the features' distributions of the class to be augmented and in the surrounding distributional areas, and that follow similar correlations with the remaining variables. These methods are also useful after training: they generate new samples for the tested classifiers so that performance can be checked beyond a simple confusion matrix.

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Scientists propose a GAN architecture built on concepts from the multiple-instance learning approach for the complicated task of creating realistic samples from small datasets with unbalanced class distributions. Combining two new custom-built GAN systems with a semantic classifier yields positive results when applied to fraud detection in corporate credit card transaction data.

Generative One-Class GANs follow two lines of thought: the use of external data to generate samples of the not-real class, and the use of GANs designed to create background samples automatically in One-Class scenarios. Interest in training GANs with unbalanced datasets has sparked research on MIL, a domain that depends on labeling parts of the data as explaining whether a positive object is present. One-Class needs one real label; it also requires the objects to explain why a positive sample is fake.

5.1. Table 1: Comparative Performance and Privacy Metrics

Table 1 presents a comprehensive comparison of all key performance dimensions across the four model architectures, including improvement percentages of Model D relative to the rule-based baseline (Model A) and the supervised edge classifier (Model C).

Table 1: Comparative Detection, Privacy, and Efficiency Metrics — Model A vs. B vs. C vs. D

Metric	Model A (Rule-Based)	Model B (LSTM-Cloud)	Model C (RF-Edge)	Model D (GenAI-Cloud)	Improv. (D vs A)	Improv. (D vs C)
Fraud Detection F1-Score (%)	58.4	71.2	79.6	94.3	↑ 61.5%	↑ 18.5%
False Positive Rate (%)	21.4	14.8	10.2	3.7	↓ 82.7%	↓ 63.7%
Privacy Preservation (%)	28.3	44.7	67.9	93.1	↑ 229.0%	↑ 37.1%
Fraud Loss Reduction (%)	18.2	34.7	52.1	76.8	↑ 321.9%	↑ 47.4%
Cloud Resource Usage (units)	72.1	58.4	49.3	32.6	↓ 54.8%	↓ 33.9%
FAPI Score (0–1)	0.31	0.47	0.63	0.88	↑ 183.9%	↑ 39.7%

Table 1 confirms substantial improvements across all performance dimensions. Most notably, the false positive rate decreases by 82.7% from Model A to Model D, directly reducing investigation overhead and claim processing costs. The 229.0% improvement in privacy preservation reflects the cloud-native data-residency and encryption capabilities of the Azure-based platform.

5.2. Table 2: Error and Latency Metrics

Table 2 details the error profile and temporal performance metrics, including mean time to detect, decision latency, and synthetic data contribution to F1-score improvement.

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Table 2: Error, Latency, and Temporal Performance Metrics — Model A vs. B vs. C vs. D

Metric	Model A (Rule-Based)	Model B (LSTM-Cloud)	Model C (RF-Edge)	Model D (GenAI-Cloud)	Improv. (D vs A)	Improv. (D vs C)
Decision Latency (ms)	310	185	112	58	↓ 81.3%	↓ 48.2%
Mean Time to Detect (s)	34.7	19.2	11.4	3.8	↓ 89.0%	↓ 66.7%
Missed Fraud Rate (%)	24.1	16.3	10.8	4.2	↓ 82.6%	↓ 61.1%
Synthetic Data F1 Gain (pp)	N/A	7.4	14.3	22.2	—	↑ 55.2%
Model Retraining Frequency	Manual	Weekly	Daily	Real-time	Continuous	↑ Adaptive

Table 2 reveals that Model D reduces the Mean Time to Detect fraudulent claims by 89.0% relative to Model A, from 34.7 seconds to 3.8 seconds — enabling near-real-time fraud intervention before claim payouts are processed. The real-time retraining capability, enabled by Azure ML pipelines, allows Model D to adapt continuously to emerging fraud patterns without manual intervention.

5.3. Table 3: Dataset and Architecture Summary

Table 3 summarizes the datasets and model architectural configurations employed in the experimental evaluation.

Table 3: Dataset Specifications and Architecture Mapping Summary

Dataset / Domain	Insurance Type	Records	Fraud Rate (%)	Features	Architecture Used
Health Insurance Claims	Health	2.1 M	1.8%	124	Model A, B, C, D
Auto Insurance Claims	Motor	1.4 M	3.2%	87	Model A, B, C, D
Travel Insurance Claims	Travel	620 K	5.7%	63	Model B, C, D
GAN-Synthetic Augmentation	All types	850 K	50% (balanced)	varies	Model D only
Cross-Border Claims	Multi-domain	380 K	8.4%	156	Model D only

5.3.1. Synthetic Data for Model Training

Synthetic data can support machine learning-based fraud detection models by reducing the cost of data collection. Detecting insurance fraud is an extremely challenging task, and various fraud detection methods have been developed in recent years. However, for supervised approaches, a very large labeled dataset is needed to train a model. In the insurance industry, fraudulent claims are quite rare, which makes the collection of labeled datasets difficult and expensive. In such cases, the detection task can be re-casted as an anomaly detection problem, where only benign claims are available to train the model.

ISSN: 3071-5636
PP: 01-18.

Generative Adversarial Networks (GANs) have gained popularity in recent years following the introduction of Deep Convolutional GANs (DCGANs) for image generation. GANs can be used to model high-dimensional data distributions by randomly sampling from a noise distribution. Yet recent GANs work well in easy tasks such as image generation. One successful application of GANs is related to generating training data for supervised tasks. When training for these tasks with limited training data, using GANs to generate more training samples can often improve the results.

6. CONCLUSIONS

The study has shown that a cloud-native insurance platform that enables accelerated process innovation and allows deployment of machine-learning models can be used to transform fraud detection analytics. It presented an overhaul of fraud analytics for an insurance organization using generative AI, machine-learning, and cloud-native technologies. Fraud detection models, potentially lack robustness due to their reliance on historical data, and the limited availability of fraud cases hampers their performance, especially for sectors such as travel and health insurance. First, Generative AI techniques that empowered synthetic dataset generation enhanced the model training process. Next, Integrated cloud-native capabilities provided the foundation for spontaneous fraud analytics innovation sessions, catalyzed process digitization and accelerated deployment of numerous fraud detection models.

These advances enabled Generative AI and machine-learning techniques to support not only traditional fraud detection, but also transaction reconciliation, digital content moderation, time-zone enablement and fraud case management across the cloud-native insurance platform. The solution also demonstrated a seamless industry cloud integration, with an insurance fraud analytics connector able to detect fraud cases in real time. Together with an optimal balance of custom and non-custom solutions, these elements enhanced the insurance organization's fraud prevention and detection capabilities.

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