Object-Attribute Matrix (OAM) for "AI-powered Fraud Detection in E-commerce Websites":

|  |  |
| --- | --- |
| **Object** | **Attributes** |
| E-commerce websites  OK | Modelling 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | Planning 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | Testing 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | AI-powered fraud detection mechanisms 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | Real-time detection 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | General detection 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | Machine learning algorithms ??? if the objects are the wesites, attributes can not be MLAs |
|  | Transaction data analysis ??? see above |
|  | User behavior pattern analysis ??? see above |
|  | Fraud prevention mechanisms ??? see above |
|  | Log data analysis ??? see above |
| Fraudulent activities | General detection 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | General detection 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
|  | General detection 🡨HOW to measure? Please, make a little movie (mp4 file) about the way how you identify and collect and store log-data concerning your keyword in this cell |
| Targeted groups | E-commerce businesses  OK |
|  | Online shoppers OK |
|  | Cybersecurity experts OK |
| Benefits | Reduced financial losses what kind of information will be produce for the reducing of loss-calculations? |
|  | Improved trust in e-commerce platforms HOW? |
|  | Enhanced security for online transactions HOW? |
|  | Mutual benefits for businesses and consumersHOW? |

This matrix presents the objects involved in AI-powered fraud detection in e-commerce websites and their corresponding attributes. Objects include e-commerce websites, fraudulent activities, targeted groups, and benefits. Attributes cover aspects such as development processes, detection mechanisms, machine learning algorithms, data analysis techniques, and the benefits derived from implementing fraud detection systems.

An OAM, where the objects are the websites, attributes must be such characteristics which can be logged: like visits, time spent for working with/on the website, descriptors for HTML-structures, descriptors for JAVASCRIPT-structures, css-descriptors, w3c-errors, other errors, etc.

Attributes can really be defined, if we parallel know: what is our exact analytical goal? e.g. which website should be evaluated as a less secure and vice-versa?!