

# How Highdata has helped iFood use data science for Anti Money Laundering practices

**200 K**

Cases analyzed daily

**100%**

Suspicious cases identified on the platform

**80%**

Reduction in costs associated with AML programs



## Context



iFood is the largest food delivery company in Latin America. They deliver over 60 million orders a month across more than 12000 cities in Brazil. Their goal is to revolutionize the food universe for a more practical and pleasurable life. At iFood, the Compliance area is responsible for ensuring compliance with contracts, regulations, and best market standards in matters of anti-corruption, anti-money laundering, and third-party due diligence.



### Problem

With a reduced team and tight deadlines, the iFood compliance team was struggling to find an effective way to monitor millions of transactions and classify the risk associated with each customer regularly. If they failed to find a solution in time, they would have to bear serious consequences such as high fines and cease operations with some partners.

Looking for solutions they found out that the market standard was clearly inefficient for the company's model. The costly and counterproductive approach of adapting solutions made for larger and less digitized players would not fulfill all the requirements needed to achieve iFood's purposes.



# Solution



Given that they needed both a solution that would deliver results in the short term and a robust and lasting solution that could be improved over time, the solution delivered by Highdata was comprised of two steps:



## 1 Structured Solution

<b>Preparation for delivery</b>	<ul style="list-style-type: none"><li>• Compliance team defines the rules that must be automated.</li><li>• Highdata team structures the data and implements rule automation.</li></ul>
<b>Recurrent</b>	<ul style="list-style-type: none"><li>• Millions of transactions are automatically analyzed and dynamic risk ratings are calculated.</li><li>• Compliance team uses these risk ratings for decision making.</li><li>• Compliance team has the flexibility to change or add new rules.</li></ul>

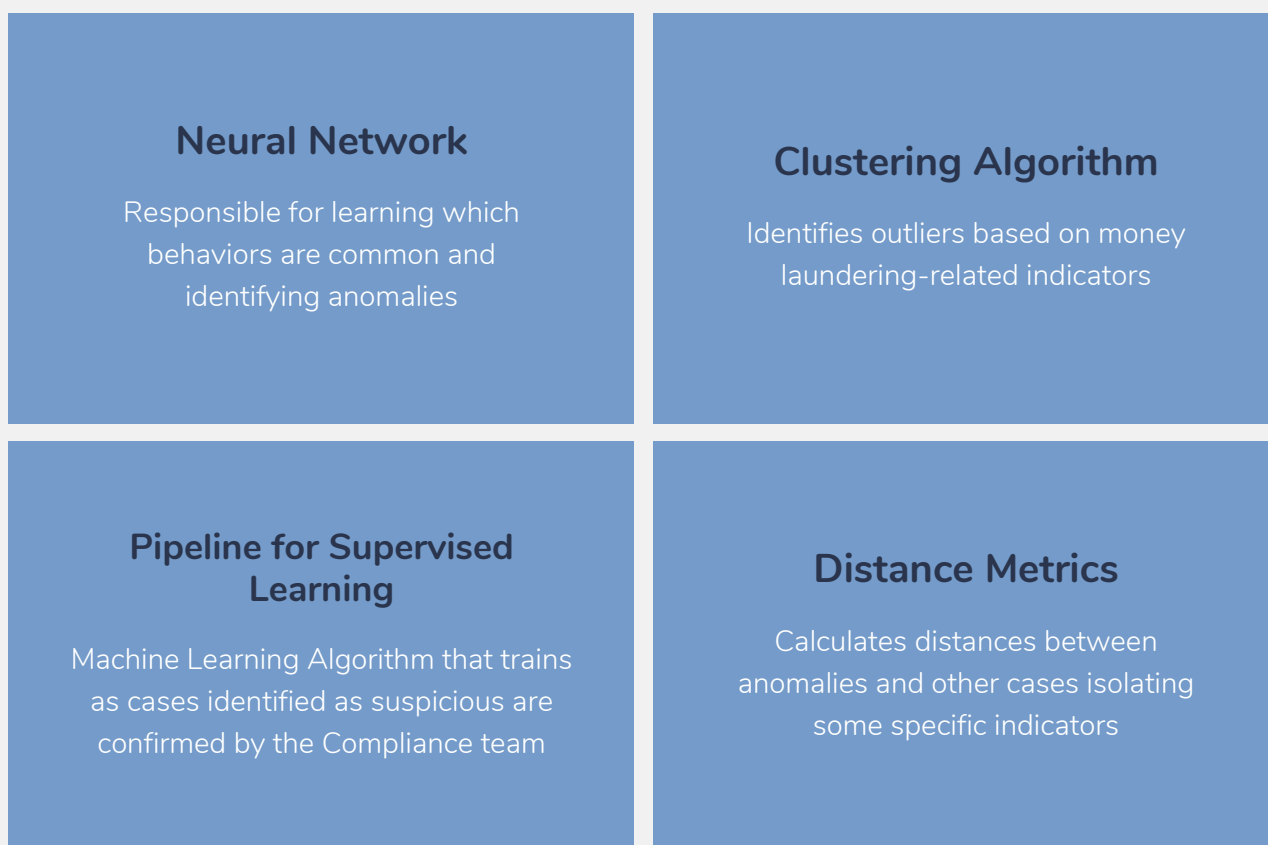
The purpose of this solution is to give the department the flexibility to add specific rules if necessary to meet regulations or identify known practices.





# 2 Cognitive Solution (A.I.)

The cognitive solution consists of the combination of four pillars:



The second stage of the process consists of analyzing the restaurants and their behavior using Artificial Intelligence. At this point, we had a big challenge, which was dealing with the lack of labeled data, necessary for training the model.

To this end, we used different techniques that made it possible to create a solution capable of identifying high-risk cases from the beginning, but able to improve over time with the generation of labeled data for training.





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Thus, Highdata helped iFood to efficiently fulfill all the complex regulatory and contractual obligations related to anti-money laundering systems, in addition to a reduction of more than 80% in costs when compared to other solutions offered on the market.

With the solutions delivered automatically analyzing more than 200 thousand cases daily, the company had an increase of more than 100% in the identification of suspicious cases on the platform, which also made it possible to map other risks not related to the initial demand and consequently brought more intelligence to the company operations.



“Highdata has a very high level of commitment to results, and its experts were dedicated to truly understanding the problems that iFood sought to solve.”

**ADRIANO COLOMBO**

iFood Compliance Coordinator

All while maintaining full ownership over the solutions delivered by Highdata, which were fully developed in iFood environments and designed to seamlessly connect to the data environment and other internal company tools. Highdata has maintained its partnership with iFood for almost 1 year and continues to improve its deliveries.

