The Amarcord Incorporated Case Study Outline

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**Outline of Amarcord Incorporated Case Study**

1. Introduction

Money laundering has been one of the main challenges facing the bank industry in the recent past. As a regional bank with a large asset, Amarcord company is facing a problem that failed to notice money laundering activities.

1. Amarcord Company Background

Amarcord is a regional bank located in New Orleans, Louisiana with a net worth of forty billion US dollars. It is involved in the provision of banking consumer services such as mortgages, leasing, wealth management, brokerage, auto dealer banking services and trust services.

1. Definition of Money Laundering

Money laundering is a process by which criminals disguise money obtained from serious offences such as terrorism and drug trafficking as to have a legitimate source. Illegal sources of income are mainly from countries or group of individuals who are not compliant with the money-laundering laws.

1. Description of the Problem
2. Purpose of Investigation
3. Business Issue at Amarcord

Amarcord faces the problem of not having material enhancement of its tools used to monitor and detect suspicious activities like money laundering.

1. Necessity for Data Analytic Solution at Amarcord

The company needs data analytic solution because of many reasons.

1. Data Analytic Approach

The company needs data analytic approach to review the nature of business activities.

1. Nature and Structure of Received Data

The received data is such that its nature is prone to inconsistency and this leads to the need for ways to solve the problem.

1. Modeling and Forecasting Strategies

Building and establishing a well-designed leadership and analytic system is essential in creating strategies. Group decision-making is another method of solving the problem. Informed opinion, brainstorming, and judgment are some of the best modeling and forecasting approaches to use (Pregibon, 1984).

1. Summary of Key Findings
2. Conclusion

References

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