

# AI-Based Fraud Detection System for Financial Transactions

P. Muntaj Begum, G. Lilly, K. Madhavi, B. Sabeena and S. Likhitha

*Department of Computer Science and Engineering, Ravindra College of Engineering for Women, Kurnool, Andhra Pradesh, India*

**Keywords:** Fraud Detection, Anomaly Detection, Machine Learning, Artificial Intelligence, Financial Fraud, Credit Card Fraud, Real-Time Analytics, Cybersecurity, Fraud Prevention.

**Abstract:** In the rapidly evolving digital financial ecosystem, fraud detection remains a critical challenge due to the increasing sophistication of fraudulent activities. This paper introduces Fraud Guard, an AI-based system created to detect and prevent deceptive financial transactions using machine learning techniques. The system leverages Random Forest, Decision Tree, and Logistic Regression to analyze credit card transaction data, ensuring high precision and recall in fraud detection. Advanced feature engineering, anomaly detection, and external data sources like IP geolocation enhance its effectiveness. To solve key challenges, including imbalanced datasets, real-time detection, and adaptive learning, the system integrates data analytics, artificial intelligence, and deep learning to identify suspicious patterns while minimizing false positives. Fraud Guard continuously evolves to detect emerging fraud trends, ensuring robust and scalable fraud prevention. By implementing this AI-powered approach, financial institutions can enhance transaction security, safeguard customer funds, and mitigate financial fraud risks, including various types of fraud, including credit card fraud, insurance fraud, securities fraud, insider trading, and money laundering.

## 1 INTRODUCTION

The banking sector has undergone significant transformation since the introduction of Internet banking in 1996 by Citibank and Wells Fargo Bank in the United States (K. Yak, D. Tudeal 2011). This innovation marked the beginning of online credit card transactions, which have grown exponentially over the past decade. The rise of e-commerce, online payment systems, remote work, digital banking, and social networking platforms has revolutionized how individuals conduct financial activities (S. Madan et al. 2021). However, this shift has also created opportunities for fraudsters to exploit vulnerabilities in online payment systems, leading to an increase in fraudulent activities targeting digital transactions (F.C. Yann 2018).

Advancements in digital technologies have reshaped how people handle money, transitioning from traditional physical payment methods to digital platforms (V. Nath 2020). This transformation has enabled economies to enhance productivity and maintain competitive advantages through technological integration (T. Pencarelli 2019). Internet banking and online credit card transactions

now offer unparalleled convenience, allowing users to manage their finances from home or office. A credit card, as defined by (S.B.E. Raj 2011), is a plastic card embedded with personal information issued by financial institutions to facilitate global purchases. Credit card fraud happens when someone uses another person's card details without permission to get money or property, either physically or digitally. Such fraudulent activities often result in significant financial losses, exacerbated by the ease of committing fraud in online environments where physical possession of the card is unnecessary (S.B.E. Raj 2011).

The Bank of Ghana (BoG) reported a staggering 548.0% year-on-year increase in credit card fraud losses, rising from GH¢ 1.26 million (\$250,000) in 2019 to 2020, with the amount increased to GH¢ 8.20 million (approximately \$1.46 million) (V. Nath 2020). Fraud incidents span various payment channels, with digital transactions experiencing the highest growth. Checks, deposits, P2P transfers, wire transactions, ACH transfers, online payments, bill payments, card usage, and ATM operations (S. Madan et al. 2021). Fraudsters use advanced methods like VPN tunnels with Anchor-free software or fake

identities, making detection and capture difficult (F.C. Yann 2018).

To tackle these challenges, compliance and risk management systems now use AI and machine learning for fraud detection (S. Madan et al. 2021). "Techniques like Decision Trees, Logistic Regression, Random Forests, AdaBoost, XGBoost, SVM, and LightGBM are effective for classification and prediction in credit card fraud detection (T. Pencarelli 2019). Supervised machine learning models excel at identifying fraudulent transactions, showing high performance for this task (S.B.E. Raj 2011).

This study compares XG-Boost, Logistic Regression, and Random Forest to classify and predict legitimate or fraudulent transactions. The structure of the paper is as follows: Section 2 offers an overview of relevant literature, Section 3 describes the dataset, experimental configuration, and methods employed, Section 4 showcases the analysis outcomes are presented, followed by Section 5, which explores the findings' implications, and Section 6, which concludes with suggestions derived from the study's conclusions

## 2 LITERATURE REVIEW

Logistic regression is a statistical method employed to predict binary outcomes. Unlike other methods, explanatory variables do not necessitate to adhere to a Normal Distribution or display low correlation (B.G. Tabachnick et al. 1996). In logistic regression, the outcome variable is qualitative, while explanatory variables can be numerical or categorical. This method has been widely adopted by researchers to identify financial bankruptcies.

Decision trees are non-linear classification methods that split a dataset into progressively finer segments based on explanatory variables. At every stage of the tree, the algorithm identifies the variable that demonstrates the strongest relationship with the target outcome, as determined by a specific criterion (J.A. Michael et al. 1997). Being nonparametric, decision trees do not assume any data distribution, which allows them to be adaptable for managing both numerical and categorical data structures. although, decision trees are prone to overfitting when applied to the entire dataset, which can lead to poor generalization. Despite this limitation, they have practical applications, such as spam email filtering and identifying individuals at risk for certain diseases within medical research.

Random forests, introduced by (L. Breiman, et al.

2001), enhance the bagging technique by introducing additional randomness during tree construction. While traditional decision trees select the best split among all variables, random forests randomly select a subset of variables at each node and choose the best predictor from this subset. The final prediction is determined by averaging the outputs produced by all the trees. A random forest package in R facilitates the implementation of these models (Liaw, M. Wiener 2002). One advantage of random forests is their ability to measure the importance for each feature with respect to the training dataset. Although, they might show a bias toward Features having multiple levels when handling categorical variables.

The Random forests identify applications in various fields, including analyzing intricate biological data within bioinformatics and performing video segmentation and image classification for pixel analysis.

The categories of credit card fraud identified by (O. Citation 2009) include bankruptcy fraud, counterfeit fraud, application fraud, and behavioral fraud. Depending on the type of fraud encountered, banks and credit card companies can design and implement tailored preventive measures. To detect fraudulent transactions across jurisdictions, Machine Learning like Logistic Regression, Naive Bayes, Random Forest, K-Nearest Neighbors, Gradient Boosting, Support Vector Machines, and Neural Networks, have been employed (A. Aditi et al. 2022). Using a method based on feature importance to identify the most significant features, Gradient Boosting achieved an accuracy of 95.9%, outperforming other algorithms.

A hybrid machine learning model combining AdaBoost and majority voting strategies was developed by (K. Randhawa et al. 2018) for credit card fraud detection. Noise levels of 10 percent and 30 percent were introduced within the hybrid models in order to test robustness. The majority voting Method scored 0.942 under 30% noise, proving its effectiveness in noisy environments. Similarly, (L. Guanjuan, et al. 2018) proposed two types of random forests to model typical and abnormal transaction behaviors. These models were tested on data from a Chinese e-commerce company. Random forests performed well on small datasets, but imbalanced data reduced their effectiveness on larger ones (F.C. Yann 2018).

In another study, (K. Ayorind) examined practical methods to identify credit card scams, a significant threat to financial organizations. The machine learning algorithms were trained with under sampling and oversampling. The Random Forest, XGBoost,

and Decision Tree performed best, with AUC values of 1.00, 0.99, and 0.99, respectively.

## 2.1 Data and Module Data

The dataset contains 6,354,739 rows of simulated online

payment transactions, featuring attributes like transaction type (CASH\_IN, CASH\_OUT, etc.), amount, account balances, and fraud labels (is Fraud), with a highly imbalanced distribution of fraudulent activities. It includes temporal information (step) and detailed sender/recipient balance changes, enabling the analysis of transaction patterns and anomalies indicative of fraud. This dataset is ideal for training machine learning models to classify legitimate versus fraudulent transactions while addressing challenges like class imbalance and feature engineering. Figure 1 represents the information of the dataset.

step	type	amount	nameOrig	oldbalanceOrig	newbalanceOrig		
0	1	PAYMENT	9839.64	C1231006815	170136.0	160296.36	
1	1	PAYMENT	1864.28	C1666544295	21249.0	19384.72	
2	1	TRANSFER	181.00	C1305486145	181.0	0.00	
3	1	CASH_OUT	181.00	C840083671	181.0	0.00	
4	1	PAYMENT	11660.14	C2048537720	41554.0	29885.86	
			nameDest	oldbalanceDest	newbalanceDest	isfraud	isflaggedFraud
0			M1979787155	0.0	0.0	0.0	0.0
1			M2044282225	0.0	0.0	0.0	0.0
2			C553264865	0.0	0.0	1.0	0.0
3			C30997010	21182.0	0.0	1.0	0.0
4			M1230701703	0.0	0.0	0.0	0.0

Figure 1: Information of the dataset.

## 2.2 Data Pre-Processing

During pre-processing, the Kaggle dataset was refined and organized to remove null values for a complete Evaluation. A clean dataset may be created by transforming raw data via data pre-processing. To put it another way, it is not fair to evaluate data that has not been processed when it is collected from several sources. Dataset adjustments done before feeding the algorithm are known as pre-processing. The key pre-processing steps are as follows:

- **Missing and Null Values:** Managing null values is an essential part of data preparation. Imputation and removal techniques are used to handle missing data properly. This ensures the honesty and quality of the dataset before performing analysis or modeling activities in research processes.
- **Encoding Categorical Variables:**

Typically, a collection of predetermined categories is used to describe a variable's possible values. Figure 2 shows the basic statistics for the numeric variables.

	step	amount	oldbalanceOrig	newbalanceOrig
count	1.048575e+06	1.048575e+06	1.048575e+06	1.048575e+06
mean	2.696617e+01	1.586678e+05	8.740855e+05	8.938849e+05
std	1.562325e+01	2.649489e+05	2.971725e+06	3.888246e+06
min	1.000000e+00	1.000000e-01	0.000000e+00	0.000000e+00
25%	1.500000e+01	1.214907e+04	0.000000e+00	0.000000e+00
50%	2.000000e+01	7.634333e+04	1.600200e+04	0.000000e+00
75%	3.900000e+01	2.137619e+05	1.366428e+05	1.746808e+05
max	9.500000e+01	1.000000e+07	3.893942e+07	3.894623e+07
	oldbalanceDest	newbalanceDest	isFraud	isFlaggedFraud
count	1.048575e+06	1.048575e+06	1.048575e+06	1048575.0
mean	9.781600e+05	1.114193e+06	1.089097e-03	0.0
std	2.296779e+06	2.416554e+06	3.298351e-02	0.0
min	0.000000e+00	0.000000e+00	0.000000e+00	0.0
25%	0.000000e+00	0.000000e+00	0.000000e+00	0.0
50%	1.263772e+05	2.182604e+05	0.000000e+00	0.0
75%	9.139215e+05	1.149808e+06	0.000000e+00	0.0
max	4.785466e+07	4.716916e+07	1.000000e+00	0.0

Figure 2: Basic statistics for the numeric variables.

## 2.3 Data Scaling

Scaling is important for removing the noise of the data. In this, data scaling is processed using a standard scalar. Standard scalar makes use of z-score normalization so that all values are converted to a specific range. A widely used method for data standardization is the Z-score normalization (Equ.1), which can be defined as:

$$Z = \frac{(X - \mu)}{\sigma} \quad (1)$$

## 2.4 Data Balancing

A class imbalance issue occurs when there is an excessive amount of data from one class about other classes in a dataset. The majority of datasets used in real-world applications have this kind of class distribution, where several labels for one class are much higher than several labels for another. The most common methods for addressing the issue of class imbalance may be broadly grouped into three types: sampling/resampling, ensemble learning, and cost-sensitive learning.

### 2.4.1 Feature Extraction

Feature extraction involves sorting all data into categories after extracting the most important and relevant information (FRAUD Kayode Ayorinde 2021). Collecting all important data or minimizing its loss is of the utmost importance when dealing with a big dataset. Feature extraction is a useful tool for managing crucial data from large raw datasets and lowering the incidence of data loss (V. Bolón-Canedo

et al. 2014). Several issues arise from a huge dataset. Overfitting to training data occurs, and the model's performance drops. It also uses a lot of memory and runs slowly on processing resources. This is why feature extraction is so useful; it uses the original dataset to extract all the nonredundant values.

## 2.5 Models

### 2.5.1 Random Forest (RF)

The Random Forest Classifier was applied to detect fraudulent transactions by constructing multiple decision trees and aggregating their predictions. The prediction function of Random Forest is given by:

$$P(Y = 1|X) = \frac{1}{T} \sum_{t=1}^T h_t(X) \quad (2)$$

where  $h_{t(x)}$  represents the prediction from the  $t^{th}$  decision tree, and  $T$  represents the total count of decision trees within the forest. Each tree was trained on a random subset of data using bootstrap sampling, reducing overfitting and improving generalization. The entropy criterion was used for splitting nodes, ensuring optimal decision boundaries. The model's performance was evaluated using the ROC- AUC score, with separate calculations for the training and validation datasets. A confusion matrix was plotted to assess classification results, showing correct and incorrect fraud predictions.

### 2.5.2 Logistic Regression (LR)

The Logistic Regression model was trained to classify transactions as fraudulent or non-fraudulent. The function is Defined as:

$$P(Y = 1 | X) = \frac{1}{1 + e^{-(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n)}} \quad (3)$$

where  $P(Y=1|X)$  represents the probability of fraud,  $\beta_0$  is the intercept, and  $\beta_1, \beta_2, \dots, \beta_n$  are the coefficients for input features.  $X_1, X_2, \dots, X_n$ . The model was evaluated using the ROC- AUC score, which measures the ability to distinguish fraudulent from non-fraudulent transactions. The training ROC- AUC score assessed model fit, while the validation score showed performance on unseen data. The confusion matrix further visualized the model's classification performance, identifying correct and incorrect fraud predictions.

### 2.5.3 XGBOOST Classifier

The XGBoost Classifier was trained on the dataset to

detect fraudulent transactions, and its performance was evaluated using the ROC-AUC score. The model achieved a high ROC- AUC score, calculated using the formula:

$$ROC - AUC = \frac{1}{N_1 N_0} \sum_{i \in N_1} \sum_{j \in N_0} 1(S_i > S_j) \quad (4)$$

where  $N_0$  and  $N_1$  are the numbers of negative and positive samples, and  $S_i$  and  $S_j$  are the predicted scores for positive and negative instances, respectively. The XGBoost model's training ROC-AUC score was significantly high, indicating excellent discrimination between fraudulent and non-fraudulent transactions. The confusion matrix showed the model's accuracy in classifying transactions, with few false positives and negatives.

## 3 MODEL EVALUATION

An important aspect of developing a model is evaluating it. Finding the optimal model to describe our data and gauging the model's future performance are both aided by this.

### a) Confusion Matrix

The confusion matrix compares the actual classes with the projected classes and displays the results in tabular form. It shows how many samples were taken from each quadrant. The model's projected True Negatives, False Negatives,

### 3.1 Precision

Precision, also called positive predictive value, is the ratio of true positives to all positive predictions.

$$Precision = \frac{TP}{TP + FP} \quad (5)$$

### 3.2 Recall

Equation 7 shows how to compute it by splitting a proper positive number by the total number of samples, which is a positive number.

$$Recall = \frac{TP}{TP + FN} \quad (6)$$

### 3.3 F1-Score

As shown, precision is determined by dividing the total number of positive outcomes that were achieved by the total number of positive results that were predicted by the classifier.



$$F1 - Score = \frac{2 * Precision * Recall}{Precision + Recall} \quad (7)$$

True Positives, and False Positives may be better understood with this information. This helps in determining the model's accuracy in the classification task. Figure 3 represented below is a confusion matrix.



Figure 3: Confusion matrix.

- **True Positive (TP):** The number of correctly detected with  $N_p$  denoting an amount of data at node  $N_p$  and  $|N_i|$  denoting an amount of data at node  $N_i$ , the data with the  $j^{th}$  label as a percentage of the total data at node  $N_p$  is represented by  $P_j$ , and the inequality  $0 \leq I \leq c$ . indicates several positive records are shown by TP.
- **False Positive (FP):** The FP proportion represents the count of samples incorrectly labeled as positive True Negative (TN): TN displays the quantity of accurately identified negative records. False Negative (FN): FN refers to the count of positive samples wrongly labeled as negative.

### 3.4 Accuracy

The main performance assessment parameter is accuracy, which calculates a proportion of accurate predictions to all of a classifier's predictions. may be used to present it.

$$Accuracy = \frac{TP+TN}{TP+FP+TN+FN} \quad (8)$$

## 4 RESULT ANALYSIS AND DISCUSSION

A comparative analysis of fraud identification and the prevention of financial transactions based on machine learning approaches is provided in this section. The analysis conducted four evaluation metrics, which were performed: F1-Score, Accuracy, Precision, and

Recall. Some DL models were used. The table below shows the comparison of different machines.

### 4.1 Exploratory Data Analysis

To better understand a data set's structure, trends, and linkages, data scientists must first do exploratory data analysis, often known as EDA. Exploratory Data Analysis (EDA) empowers data scientists to reveal the essential characteristics of data, pinpoint outliers, analyze the distribution of features, and mercury is the closest planet to sunM identify missing values. A key advantage of EDA is its ability to improve the performance and reliability of predictive models. Figure 4 shows the visualization of data is provided below.



Figure 4: Co-relation matrix of the dataset.

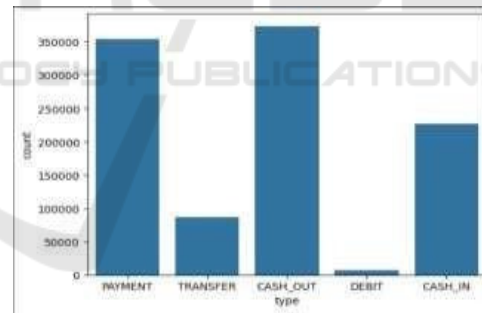


Figure 5: Count plot for label.

The bar chart represents the count of different transaction categories. The x-axis indicates the transaction categories, and the y-axis indicates the count of every type. Below is the description of the data figure 5 shown in the chart:

PAYMENT: Approximately 350,000 transactions.

TRANSFER: Around 90,000 transactions.

CASH\_OUT: The highest, with more than 370,000 transactions.

DEBIT: The least, with a very small count. CASH\_IN: About 200,000 transactions.

This visualization shows that CASH\_OUT and PAYMENT transactions are the most frequent, while

DEBIT transactions are the least common.

## 4.2 Experiment Results

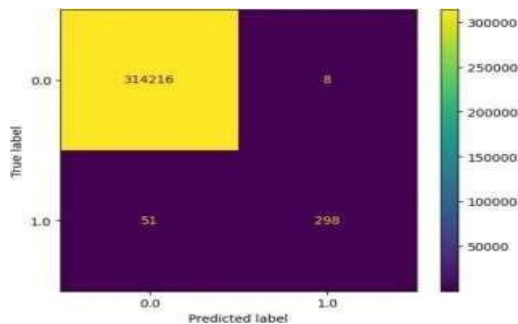


Figure 6: Confusion matrix for XGBoost.

The confusion matrix shows that the model correctly classified 314,216 negative cases (TN) and 298 positive cases (TP). It misclassified 8 negatives as positives (FP) and 51 positives as negatives (FN). The model achieved 99.98% accuracy, with 97.38% precision and 85.38% recall for the positive class. While the model performs well overall, it misses some actual positive cases, leading to a slightly lower recall. Improving the recall for the positive class could enhance the model's ability to detect more true positive instances. Table 1 shows the comparison between various models.

Table 1: Comparison between various models.

Models	Accuracy	Precision	Recall	F1-Score
RF	94.99	88.64	95.12	76
LR	90.44	85.23	72.56	78.63
XGB	99.95	92.38	88.26	90.63

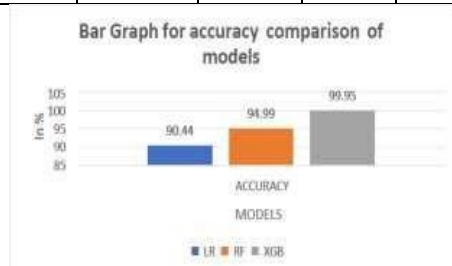


Figure 7: Bar graph of accuracy comparison of models.

The bar graph comparing the accuracy of many models is shown in Figure 7. In the accuracy comparison, XGB scores highest at 99%, followed by RF at 94.99% and LR at 90.44%. This indicates XGB

is the most accurate model compared to other models.

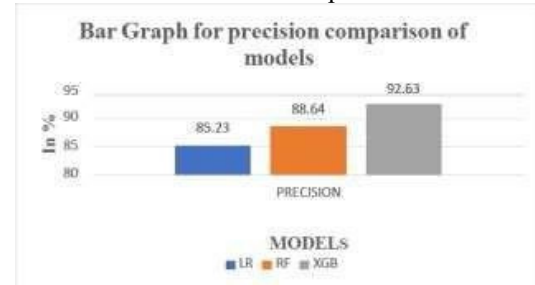


Figure 8: Bar graph of precision comparison of models.

The above figure 8 shows the comparison model for the precision bar graph of different models. In this, XGB achieves the highest precision of 92.63, and the lowest precision is of the Logistic Regression with 85.23%

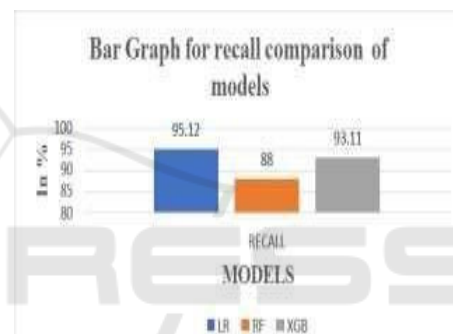


Figure 9: Bar graph for recall comparison of models.

The following figure 9 shows the Bar Graph for the Recall comparison of models. In this comparison, LR recall of 95.12%, and XGB recall is 93.11%. While Random Forest (RF) shows the lowest recall at 88.

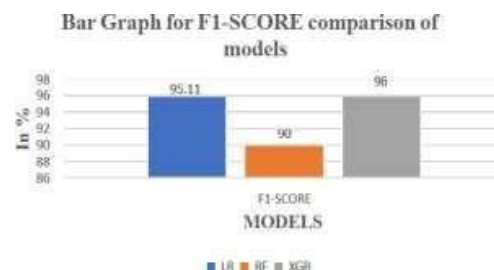


Figure 10: Bar chart for F1-score comparison across models.

Figure 10 presents a comparison of F1-Scores across various models. XGB Classifier achieves the highest F1- score of 96%, showing a strong balance between precision and recall. Logistic Regression

(LR) follows closely with an F1-score of 95.11%. Finally, the comparison of the F1-score sheds light on the models' total performance in terms of classification accuracy with the overall F1-score that seems to accurately measure the quality of the models achieving high scores for both precision and recall.

## 5 CONCLUSIONS AND FUTURE SCOPE

The advancement in technologies and the growing adoption of electronic financial transactions have significantly increased the risk of fraudulent activities due to simplified verification processes. In this study, we analyzed a dataset comprising 284,807 credit card transactions from European users. For fraud detection, the dataset was split into 80% training and 20% testing data to build and evaluate models. Preprocessing steps included Z-score normalization for standardization, one-hot encoding for categorical variables, and handling missing values through appropriate techniques.

To assess the performance of various machine learning models, we utilized key evaluation metrics: accuracy, precision, recall, F1 score, and the confusion matrix. Among the models tested, the XGBoost Classifier demonstrated superior performance. While the accuracy of the XGBoost model reached an impressive 99%, further analysis revealed that precision and recall were critical in addressing the misclassification rate, particularly for the minority class (fraudulent transactions).

The confusion matrix highlighted the model's ability to correctly classify the majority of genuine transactions while maintaining a reasonable balance in detecting fraudulent cases. However, the results underscore the importance of selecting the most appropriate evaluation criterion—such as recall or F1 score to ensure effective fraud detection, especially in imbalanced datasets like this one.

One limitation of this study is that the dataset was collected over only two trading days, which may not fully capture long-term trends or variations in fraudulent behavior. Future research could address this by incorporating a more extensive and diverse collection of fraudulent transactions and exploring advanced deep-learning algorithms to enhance fraud detection rates and improve resistance to emerging fraud techniques.

## REFERENCES

- A. Liaw, M. Wiener, Classification and regression by random Forest, *R News* 2(3) (2002) 18–22.
- A. Aditi, A. Dubey, A. Mathur, P. Garg, Credit Card Fraud Detection Using Advanced Machine Learning Techniques. (2022), 56–60. <http://dx.doi.org/10.1109/ccict56684.2022.00022>.
- B. G. Tabachnick, L.S. Fidell, *Using Multivariate Statistics*, Harper Collins, New York, 1996.
- F. C. Yann-a, Streaming active learning strategies for real-life credit card fraud detection: Assessment and visualization, 2018.
- J. A. Michael, S.L. Gordon, *Data Mining Technique for Marketing, Sales and Customer Support*, John Wiley & Sons INC, New York, 1997, p. 445.
- K. Yak, D. Tudeal, Internet Banking Development as A Means of Providing Efficient Financial Services in South Sudan. 2 (2011) 139–148.
- K. Randhawa, C.H.U.K. Loo, S. Member, Credit card fraud detection using AdaBoost and majority voting, *IEEE Access* 6 (2018) 14277–14284, <http://dx.doi.org/10.1109/ACCESS.2018.2806420>.
- K. Ayorinde, Cornerstone: A Collection of Scholarly and Creative Works for Minnesota State University, Mankato a Methodology for Detecting Credit Card Fraud- Kayode Ayorinde (Thesis Master's), Data Science Minnesota State University Mankato, MN, 2021.
- L. Breiman, Random forests, *Mach. Learn.* 45 (1) (2001) 5–32.
- L. Guanjuan, L. Zhenchuan, Z. Luta, W. Shuo, Random Forest for credit card fraud, *IEEE Access* (2018).
- N. K. Trivedi, S. Simaiya, U. K. Lilhore, and S. K. Sharma, “An efficient credit card fraud detection model based on machine learning methods,” *Int. J. Adv. Sci. Technol.*, 2020.
- N. S. Alfaiz and S. M. Fati, “Enhanced Credit Card Fraud Detection Model Using Machine Learning,” *Electron.*, 2022, doi: 10.3390/electronics11040662.
- O. Citation, B. Systems, University of Huddersfield Repository Credit card fraud and detection techniques: a review, 2009.
- S. B. E. Raj, A.A. Portia, A. Sg, Analysis on Credit Card Fraud Detection Methods. (2011) 152–156.
- S. Madan, S. Sofat, D. Bansal, Tools and Techniques for Collection and Analysis of Internet-of-Things malware: A systematic state-of-art review, *J. King Saud Univ. Comput. Inf. Sci.* (2021)xxxx, <http://dx.doi.org/10.1016/j.jksuci.2021.12.016>.
- T. Pencarelli, The digital revolution in the travel and tourism industry, *Inf. Technol. Tourism* (2019) 0123456789, <http://dx.doi.org/10.1007/s40558-019-00160-3>.
- V. Bolón-Canedo, N. Sánchez-Marño, A. Alonso-Betanzos, J. M. Benítez, and F. Herrera, “A review of microarray datasets and applied feature selection methods,” *Inf. Sci. (Ny)*, 2014, doi: 10.1016/j.ins.2014.05.042.

- V. Nath, ScienceDirect credit card fraud detection using machine learning algorithms credit card fraud detection using machine learning algorithms, Procedia Comput.Sci.165(2020)631–641,
- V. Rohilla, S. Chakraborty, and R. Kumar, “Deep learning-based feature extraction and a bidirectional hybrid optimized model for location-based advertising,” Multimed. Tools Appl., 2022, doi: 10.1007/s11042-022-12457-3.

