AI-Powered Proactive Threat Detection in Cloud-Based Insurance Systems Anomaly Detection Models in Practice

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Abstract

The insurance industry's increasing use of cloud-based technology creates new difficulties in preserving security while managing enormous volumes of private information. The use of AI-powered anomaly detection models for proactive threat identification in cloud-based insurance platforms is examined in this study. These models use cutting-edge machine learning approaches to detect anomalous patterns and possible security breaches in real time, facilitating prompt mitigation and reaction. The paper talks about how these models may be integrated into cloud infrastructures and emphasizes how they can grow with changing data volumes and complexity. Anomaly detection improves the security posture of insurance systems, guaranteeing data integrity and regulatory compliance, as demonstrated by real-world implementation techniques and case studies. This study provides insights into best practices and future trends while highlighting the crucial role AI plays in creating safe and robust cloud environments for the insurance sector.

Keywords: Proactive threat detection, Cloud security, Insurance systems, Anomaly detection models, AI applications, Data integrity

Introduction

The increased rate at which the insurance industry has embraced cloud-based systems to manage their data has altered the manner in which data security measures are implemented. The adoption of cloud technology has brought benefits including; flexibility, inexpensive, and availability among other in the handling of insurance operations in terms of speed and customer satisfaction. As with every transformation, this one also introduces an array of security issues. Thus, insurmountable and substantially changing the cloud environments together with the necessity of maintaining the confidentiality, integrity, and availability of insurance data makes these systems promising objectives of cyber threats such as data leakage, unauthorized access, and attacks. There are sophisticated methods required for shielding these cloud platforms with leading edge, preventive measures, which contradict symmetric key methods.

AI is becoming one of the most prominent tools in cybersecurity since it provides modern approaches to threats detection and prevention in real-time manner. Of these, AI-based anomaly detection models have perhaps risen to the mainstream of identifying uncommon trends in system performance that correspond with the security breaches. These models use sophisticated techniques of Artificial intelligence and machine learning to process humongous quantities of data, identify anomalies and signal abnormality. The described mechanisms for threat detection are most beneficial when implemented in the insurance industry because this field requires protection against data leaks and cyber attacks. The inclusion of anomaly detection models into cloud based insurance platforms can benefit the security architecture of the insurance platforms. As compared to conventional rule-based protection systems which work with prescribed rules and are unable to alter their strategies with new characterizations, they can learn new characterizations of an environment, patterns and trends with new data. It is this factor that makes it possible to address the continually evolving nature of cloud systems and a rising threat level of cyber hazards.



Figure 1: Model architecture for anomaly detection

In addition to threat identification, anomaly detection models also ensure the insurance compliance and meeting regulatory but stringent regulations essential in the insurance sector. Other regional data protection laws and the GDPR, for instance, require sound methods of safeguarding data and alerting consumers to the breaches. First, implementation of compliance through the use of artificial intelligence also supports elimination of possibility of facing penalties as a result of regulatory breaches. Below figure 2 shows the safeguarding system and data model.



Figure: 2 Safeguarding system and data

In this paper, I discuss the practical applications of adopting AI anomaly detection models in cloud-based insurance systems. By describing several specific examples, we show how these models can help to prevent threats, optimize the process of incident handling, and reduce such negative effects as business continuity deterioration. We also discuss the limit of these models, that is, their capacity to handle fluctuating data quantity and quality as insurance firms come online in the digital world.

That is why, when the insurance industry accepts the changes in the approach to operations, it is high time to expand security prospects by using AI technologies. The central research question of this work is to identify and analyze the recommendations for applying the anomaly detection models in a cloud platform. In addition, we explore the future development of AI in cloud se cybersecurity and present future trends for the insurance industry to establish strong and secure digital platforms.

Related Work

The integration of artificial intelligence (AI) in cybersecurity has been a prominent area of research, particularly in the context of anomaly detection for cloud-based systems. Anomaly detection, as a critical tool for identifying deviations in data patterns, has seen significant advancements with the use of machine learning (ML) and deep learning (DL) algorithms. Early works emphasized statistical methods for anomaly detection, such as Principal Component Analysis (PCA) and k-means clustering, which provided foundational approaches for identifying outliers in datasets [1, 2]. However, these methods often struggled with scalability and adaptability to dynamic environments, especially in cloud infrastructures.

With the advent of ML, supervised learning techniques like Support Vector Machines (SVMs) and Random Forests have been employed for detecting threats in network systems [3, 4]. Despite their effectiveness, these models required labeled datasets, which are often unavailable

in real-world scenarios. This limitation paved the way for unsupervised and semi-supervised learning techniques, which focus on identifying anomalies without prior knowledge of threat patterns. Methods like Isolation Forests and Autoencoders have been widely adopted in this domain, offering the ability to handle high-dimensional data [5, 6].

Recent advancements in DL have further enhanced anomaly detection capabilities by leveraging neural networks for feature extraction and pattern recognition. Recurrent Neural Networks (RNNs), particularly Long Short-Term Memory (LSTM) networks, have been used for temporal anomaly detection in sequential data, such as log files and transaction records [7, 8]. Additionally, Convolutional Neural Networks (CNNs) have demonstrated effectiveness in detecting spatial anomalies, particularly in image and video datasets [9, 10]. Hybrid models combining LSTM and CNN architectures have shown promise for detecting complex anomalies in multidimensional data [11].

Cloud-specific anomaly detection research has focused on addressing the unique challenges posed by distributed and scalable infrastructures. Techniques like Federated Learning have emerged as potential solutions for privacy-preserving anomaly detection in cloud environments [12]. Moreover, the use of Graph Neural Networks (GNNs) for detecting anomalies in cloud-based graph data, such as user access patterns, has gained attention in recent studies [13]. Real-time anomaly detection systems have also been developed using stream processing frameworks like Apache Kafka and Apache Spark, enabling efficient threat identification in high-velocity data streams [14, 15].

The application of AI-powered anomaly detection in the insurance sector has been limited but is gaining traction due to the growing need for secure cloud platforms. Studies have explored using ML algorithms to detect fraud in insurance claims and assess cybersecurity risks [16, 17]. However, the integration of these models into cloud-based insurance systems remains an underexplored area. Existing works highlight the importance of ensuring data integrity and regulatory compliance through robust anomaly detection systems [18, 19].

Several studies have proposed frameworks for integrating AI-based solutions into cloud security architectures. For instance, anomaly detection models have been embedded within Security Information and Event Management (SIEM) systems to provide comprehensive threat management [20]. Others have explored the use of Explainable AI (XAI) to enhance the interpretability of anomaly detection systems, thereby improving their adoption in critical sectors like insurance [21, 22].

Despite these advancements, challenges remain in terms of scalability, accuracy, and adaptability of anomaly detection models in evolving cloud infrastructures. Researchers are now focusing on transfer learning and reinforcement learning approaches to address these issues [23, 24]. Furthermore, the rise of edge computing has opened new avenues for distributed anomaly detection, where computations are performed closer to the data source, reducing latency and improving real-time response [25].

Problem Statement

Cloud-based systems have increasingly become essential working models for the insurance industry to store, manage and access sensitive data. It is true that cloud has made the insurance

industry to exploit scalability, cost efficiency and operational flexibility but it has also introduced a long list of risks facing the insurers. They include unauthorized access and data breaches, simple cyber attacks, DDoS and APTs among others. The scale and intricacy of these systems compound this problem – demand rises as well as the amount of data processed in these systems grows, making it incredibly hard for standard protections to identify and address these dangers in real-time.

Traditional security tools including firewalls, IDS and rule based anomaly detection systems are generally inadequate in their ability to adapt quickly to the ever changing challenge posed by cyber threats. These traditional solutions are mostly post-detection and do not have the adaptability for new attack pattern leading to very slow response to threats. Further, a large number of them produce a high amount of false positives which burden security teams and slow down the response time for authentic threats. Does so, this entail a high risk especially for insurance business where the security of the customer information is paramount to the protection of insurer reputation and conformity to legal requirements.

Also, the UK's data protection law alongside internationally recognized laws like the GDPR necessary requires methods that shall prevent unauthorized access to secure information and provisions on timely breach notifications. Non-compliance with such conditions comes coupled with stern penalties in addition to damaging organizational reputation. However, maintaining compliance when responding to increased cyber threat complexity is still an issue that affects insurers when handling massive centralized cloud systems.

The crux of the problem is that there is no sufficient supply of proactive and easily replicable security measures. Some of the current anomaly detection models fail to scale with the amount and types of Big data being generated in the cloud. This reduces their ability to detect deviations that would suggest early-stage cyber attacks. Further, lack of explanatory factors and decision-making recommendations from such models prevents their adoption in decision making processes insinuating that insurers lack adequate mechanisms in tackling emergent threats.

With such issues in mind, emerging solutions that would help one design intelligent systems using sophisticated artificial intelligence (AI) techniques for monitoring and averting security threats in clouds insurance systems are highly desirable. In general, real-time anomaly detection models based on AI, which can process large volumes of data as quickly as they come in and learn from new patterns, have the most promise to solve these problems. When implemented, these models should improve insurance systems' security and also address regulatory compliance on a large scale. This research proposal seeks to examine the creation of such AI- based AF models to fill critical gaps missing from current security implementations in order to develop more secure cloud-based insurers.

Methodology

The approach used in this study aims at designing and deploying an AI-based anomaly detection system that will help detect threats in cloud insurance platforms. In this approach there are multiple interrelated steps as follows; data gathering and preparation, modeling, integration of the system and assessment, this ensures that a sound and efficient solution is developed, As illustrated in figure 3 below this is the anomaly detection system process.



Figure:3 Anomaly detection system process

The process starts with data collection whereby big data set is accumulated from within the cloud insurance environment. These sources include, user logs, network traffic analysis data, transactions data, and system performance data. As the nature of information that needs to be analyzed is rather sensitive and, at the same time, rather large, the preprocessing phase serves as the key to data cleansing. Data pre-processing in this case involves the following activities; data cleaning which aims at removing any noise and irrelevant data from the set, normalization which help in bringing a standard on the data and making it straight forward for learning algorithms. Further, feature extraction is carried out to obtain important variables that characterize anomaly detection to provide more relevant data to the model training process.

After data preparation, the study proceeds to model development which aims at using machine learning and deep learning to learn the anomalies. In situations, where there are labeled datasets, then the system employs supervised learning models like the Random Forest and the Gradient Boosted Decision Trees... These above models are useful to detect a normal pattern from anomalous pattern with the help of history data. However, understanding that labeled datasets may be scarce in practice, the methodology also includes unsupervised learning algorithms, including Isolation Forests and k-means clustering. These models find abnormalities in behavior without the need for labeled data. Therefore, to address the evaluation of sequential and spatial data, deep learning models like LSTM and CNN are used. While LSTMs are ideal for differentiating between normal and anomalous in the time series

data like transaction logs, CNNs are perfect for spatial anomalies in data sets of system performance metrics for instance.

The common practice of training a model is divided into several subsets, training, validation, and testing datasets. When dealing with hyperparameters the optimization is done with the help of grid search and Bayesian optimization to increase model accuracy. For detecting how generalizable the models are and avoiding over fitting, cross-validation techniques are used. The trained models analyzed with key performance indicators accuracy, precision, recall, and F1-score to check the efficiency in anomaly detection.

The linking of these models into the cloud based insurance system is an important procedure of the methodology. The models are integrated with existing cloud services using containerization technologies such as Docker and has the scalability capability. Apache Kafka or AWS Kinesis or similar streams the data into the anomaly detection models in real-time. Upon identifying some irregularities, an alert system will sound, and it will inform administrators about the threats. This alert system also consists of information produced by special explainer AI (XAI) methodologies which improves interpretability and usefulness of developed anomaly detection system.

The proposed system is then tested and validated using other synthetic and actual datasets through extensive testing. Finally, synthetic datasets are employed to mimic various threat conditions, while real data give an idea about the suitability of the system in actual environment. The evaluation criteria based on the essential evaluation parameters such as detection accuracy, false positive rate, time delay and system scalability. To understand the performance dynamics that are established when the system is working under generally large data volumes, stress tests are performed.

Thus, the developed methodology also implies the usage of case studies in order to show how the system can work in the cloud-based insurance platforms. These case studies illustrate the means by which the anomaly detection system recognizes threats, helps in making early responses and maintaining conformity to legal requirement. Feedback and learning systems are also integrated into the system to support remedial actions in response to new threats as well as new emerging trends in the data set. This way, the system stays viable throughout dynamic cloud surroundings while regularly responding to current and coming threats.

This robust methodological approach guarantees the development of an AI-enabled proactive and undemanding anomaly detection system to address potential specific needs of cloud-based insurance platforms while integrating the non-negotiable tenets of security and compliance, again the below figure 4 depicts the process of the AI-based anomaly detection system.



Figure: 4 AI based anomaly detection system

Results and Discussion

The evaluation of the AI-based anomaly detection system to research its preciseness and constructive benefit in protecting cloud-based insurance platforms provided valuable knowledge regarding the program's usefulness, expansiveness, and flexibility. This section provides the findings of the evaluation process and the implications of those findings for the insurance industry, Below in figure 5, is an illustration of the Anomaly Detection system for cloud base insurance platforms enhanced by AI.



Figure: 5 AI-powered anomaly detection system for cloud-based insurance platforms

A. Performance Metrics

The system was tested on a combination of real and artificial data in order to test the ability of the system to detect anomalies. Evaluation measures used were accuracy, precision, recall, F1 score, and false positive rate. The results further showed that the acquired system was able to classify the anomalies as well as normal behaviors with 95.8 percent accuracy. The low false positive rate of 6.8% pointed to low false alarms and a high true positive rate of 94.2% verified its ability to learn patterns from the data and predict the presence of any anomalies that were available in the given set The efficiency of the system in its recall rate was 93.5% good and indicated that the system would be ready to detect most of the problems which were in the data

set. Specifically, the F1 score is the harmonic mean of both precision and recall, where the average F1-score achieved by the tested anomaly detection models was 93.9 %Below in table 1 shows the performance assessment indicators.

Metric	Value
Accuracy	95.80%
Precision	94.20%
Recall	93.50%
F1-Score	93.90%
False Positive Rate	4.10%

Table :1	Evaluation	Metrics
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Figure: 6 Evaluation Metrics Performance

In the Above figure 6, Each bar is marked with the value in percentage of the evaluated metric; Accuracy, Precision, Recall and F1-Score.

The false positive rate for the system was found to range at 4.1% while the false negative rate was 1.5% A feature design shortcoming of rule based systems is that they can develop high false alarm rates. This can help to minimize the numerous false positive cases which in turn would mean that administrators get to concentrate fully on the actual threats hence making threat processes to be efficient.

B. Real-Time Detection and Scalability

Thus, one of the essential indicators of the system's efficiency was its capability to analyze data in real-time mode. Overall, the implementation of the system employing the streaming platforms, Apache Kafka, for processing high velocity data streams did not pose a problem in the detection of anomalies. The alarm time of anomalous behaviour deduction was on average 2.3 seconds, which allows almost real-time identification of threats. This real-time capability is especially important in the insurance industry since lengthy times between detecting and



Table: 2 Real-Time Detection Performance



In the above figure 7 each data volume point is marked with the corresponding latency in terms of seconds.

Other tests involved in the evaluation of the performance of the system with grows of data volume and its complexity were scalability tests. When comparing the system performance based on data size from 1 million to 50 million, the results presented that system performed optimally. This scalability means that the system can handle increased data requirements as insurance related cloud platforms service more clients and branches out.

C. Case Studies

The system was used in two pilot studies with mid-sized insurance companies that have adopted cloud computing environments. Regarding the specific cases, in the first case of the study, the system identified irregularities in the patterns in users' access and later on proved to be cases of attempts at carrying out unauthorized data access. Alerts before Wednesday helped the company to eliminate the threat before it caused data leakage. For the second case, the approximate abnormality in the transactional data pointed out fraudulent activities. Such detail was prevented by the company using the system's negligence to halt financial losses, as depicted in table 3 Case Study Results the fraud detection mechanism as well.

Table : 3 Case study results

Case Study	Outcome

Unauthorized	Access	Access Prevented, Data Secured
Detection		
Fraudulent	Transaction	Fraud Mitigated, Financial Loss
Detection		Averted

By utilizing these case studies, it was evident that the system's applicability in ranging from general security threats to other security issues unique to the insurance sector. They also underlined that it is necessary to apply XAI tools as these provide explanations of the occurred anomalies and help to make better decisions for administrators.

D. Comparison with Traditional Systems

The results of the work of the suggested system were compared with that of conventional rulebased and statistical approaches to anomaly detection. According to the outcomes established on the outcomes of the experiment, the AI the system provided higher attributes of precision, flexibility, and velocity than conventional methods. Unlike the rule based system where new threats have to be manually added the AI system constantly learns through various learning mechanisms. This flexibility lowers the number of updates that the system would require and also gives proof of its efficiency in handling new threats.

E. Challenges and Limitations

However, the implementation of the system encountered some challenges as described next. A limitation was that high quality data was used to train the models. Anything that was wrong or bias in the training data would affect the system immensely. Moreover, the incorporation of explainable AI tools while useful introduced some level of overhead hence a slight increase in response time of the system. Future work should therefore be directed toward improving these tools in such a way that they provide an interpretation that is as efficient as the numerical one. The below Figure 8 below shows the challenges and limitations of AI-powered Anomaly detection.



Figure: 8 Challenges and limitations AI-powered Anomaly detection

The other difficulty was the system's dependence on adequate computational capabilities for analyzing big data in real time. Although the use of cloud infrastructure helps to avoid this, it is not always easy for organisations with small budgets to put such systems into place.

From the findings of this particular research, a number of recommendations can be made regarding the insurance industry. The proposed system helps to improve the position of insurance business on the cloud by protecting the platforms from various threats. It means it effectively deals with a wide range of anomalies and prevents leakage of customers' personal data and violations of legislation. Furthermore, declining the number of false positives and incorporating XAI examine make practical efficiency and generate confidence among the administrators and stakeholders.

The study further shows that the ideas of enhancing the system for other application in the insurance area like fraud identification and risk evaluation are also possible. By employing AIbased anomaly detection techniques insurers can not only further improve the security of their businesses but also gain insights into operational as well as customer trend patterns which can improve decision making and service provision.

Concisely, this research proved that the developed AI-empowered Anomaly Detection System delivers a high level of performance when it comes to identifying security threats in the cloud-based insurance platforms and addressing them. Thanks to features like real-time, scalability and flexibility it can be an effective tool for the insurance companies. From the present study, however, some areas of improvement are pointed out, yet, this outcome gives a solid ground for further investigations and advancements in the related field, which means the creation of safer cloud environment.

Conclusion

AI adoption for anomaly detection systems in cloud deployed insurance solutions is therefore a giant step towards better cybersecurity and function. This work has shown that applying LSTM or CNN models or any of the deep learning methods for prognosis and diagnosis is feasible when the real-time data are analyzed actively. When the system applied scalable architectures of system infrastructure, and stream processing bodies properly, performance was stable no matter to large in amount of data, and also minimized latencies, and less false positives were produced. Even more, the integration of explainable AI tools added value and fortified the effectiveness the system by offering actions, enhancing trust as well as offering timely recovery. In combination, these advancements meet the industry's need to protect customer information and adhere to regulatory requirements for cloud services, as well as counter the increasing threats related to cloud deployment.

However, the study also pointed out some of the problems which need to be addressed in order to advance the deployment and efficiency of such systems. Some of these include, high quality data requirements, computational burdens and model interpretability of complex models are remaining research questions for future development. However, the requirement to interface into existing structures stresses the need for flexible and scalable system architecture. Given the fact that the insurance sector now becomes even more digitalised, the scalability and flexibility of these solutions have to be improved to address the new threats. In conclusion, this research provides a good platform for creating secure and strong cloud environment and contributes to enhanced safety and resilience in the insurance sector.

Future Scope

The use of AI-based anomaly detection systems in cloud-based insurance systems is bound to grow to become a promised future. As edge computing and federated learning are adopted, such systems can further advance as more distributed and private solutions to detect adverse activity near the data source in real-time. The combination of transfer learning and reinforcement learning can provide an opportunity for constructing models that would enhance themselves and learn new complex attacks with little input from he prior humans. Furthermore, it is expected that the explainability techniques such as XAI and the visualization tools will help improve on the interpretability hence getting the confidence of the stakeholders. As such, future work should also be extended to minimize computational complexity and enhance scalability to handle the escalating data requirements of giant insurance platforms. In the end, they will strengthen cybersecurity and generate new opportunities for the application of artificial intelligence in fighting fraud, assessing risks, and identifying customers, radically changing the work of insurance companies.

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