

Combating Human Trafficking Using Analytics

Monark Vyas

Accenture Applied Intelligence

Sherrie Caltagirone

Global Emancipation Network

October 2019



Human Trafficking

“The recruitment, transportation, transfer, harbouring, or receipt of persons by means of threat, force, abduction, fraud, deception, or abuse of power and giving or receiving payments or benefits to exert control over another without their consent for the purpose of exploitation.”



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Human trafficking by numbers



45.8
million victims
currently enslaved



\$150
billion worldwide
annually



2nd
most profitable
crime globally



11,096
prosecutions in 2018



7,481
convictions in 2018



85,613
victims identified in 2018

Leverage AI and advanced analytics to identify patterns and categorize massage parlors based on risk scores developed utilizing various attributes like locations, activities, staff, services offered, online reviews, online ads and imagery.



9,000+

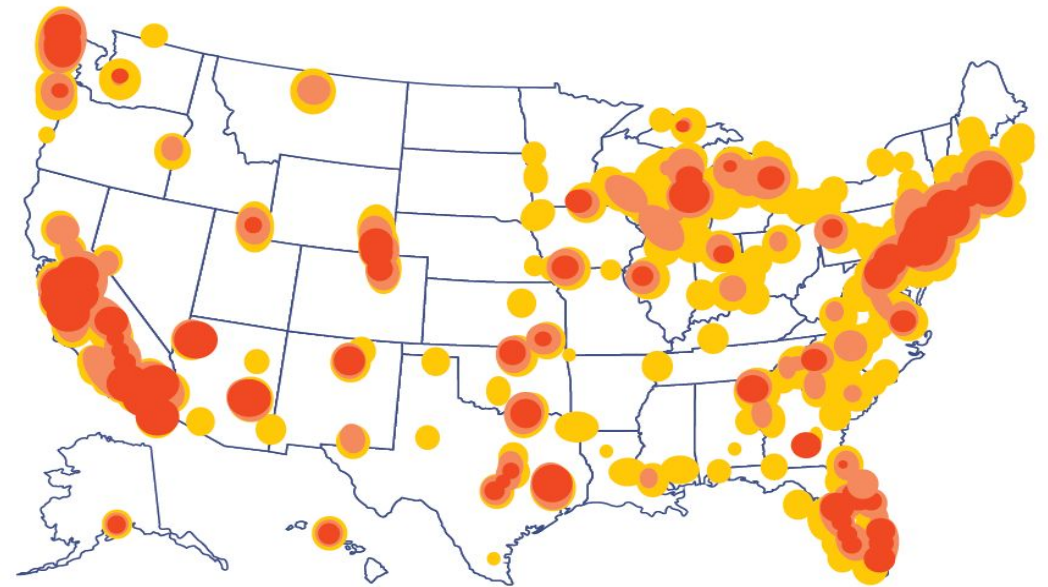
Illicit massage business currently open for business in America



~\$2.5

Billion annual revenue

Illicit Massage in the US



Source: "Human Trafficking in Illicit Massage Businesses," Polaris. 2019.

Artemis



Automated human trafficking content classifier



Rapidly identify risky businesses, individuals, ads, and reviews



Assist partners mitigate risk and liability



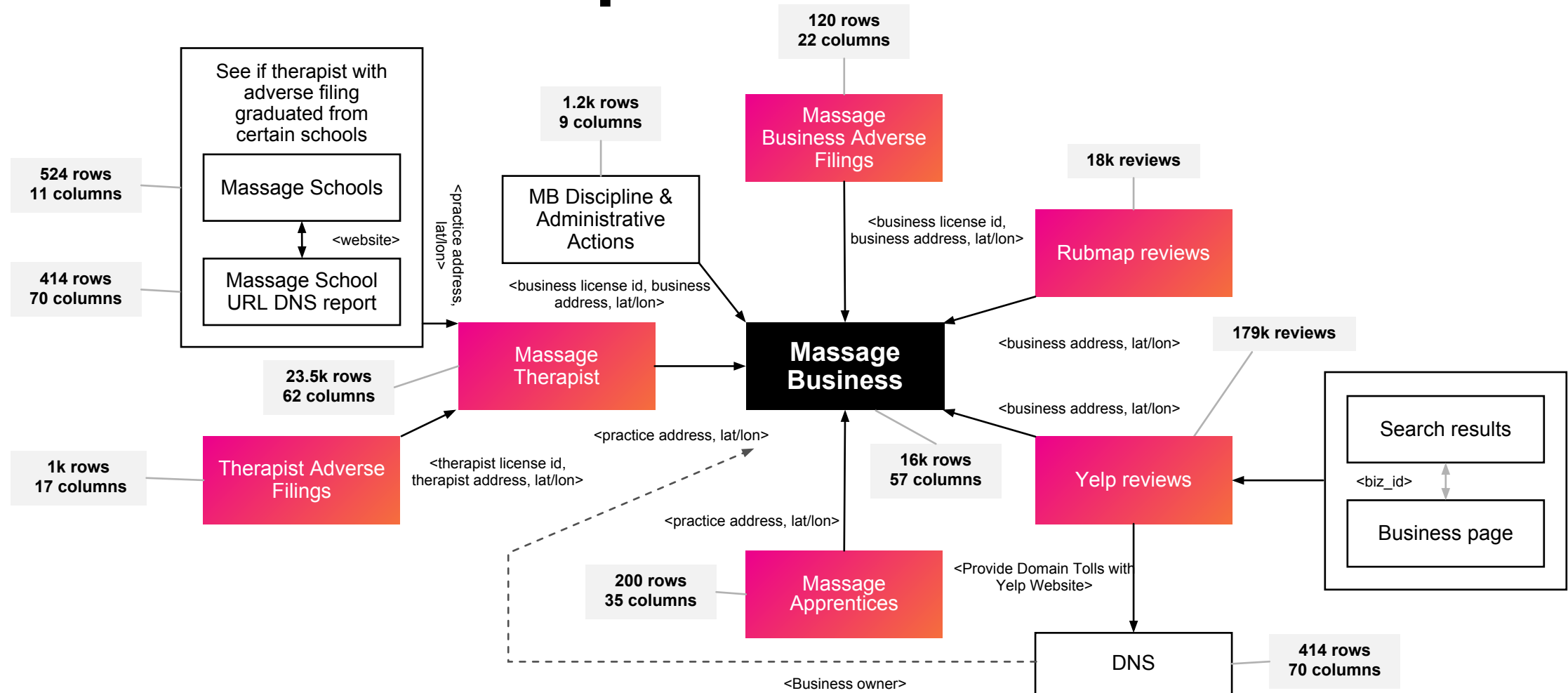
Transparent risk classification



Scalable solution

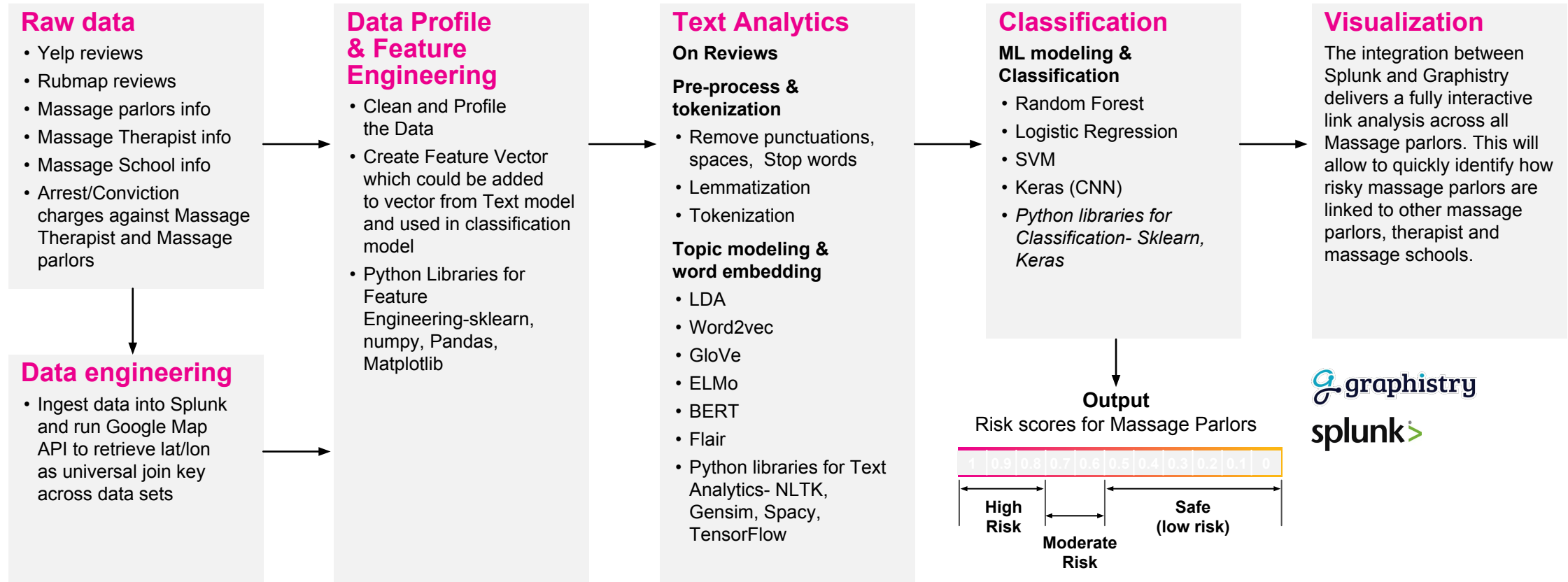


Artemis data map

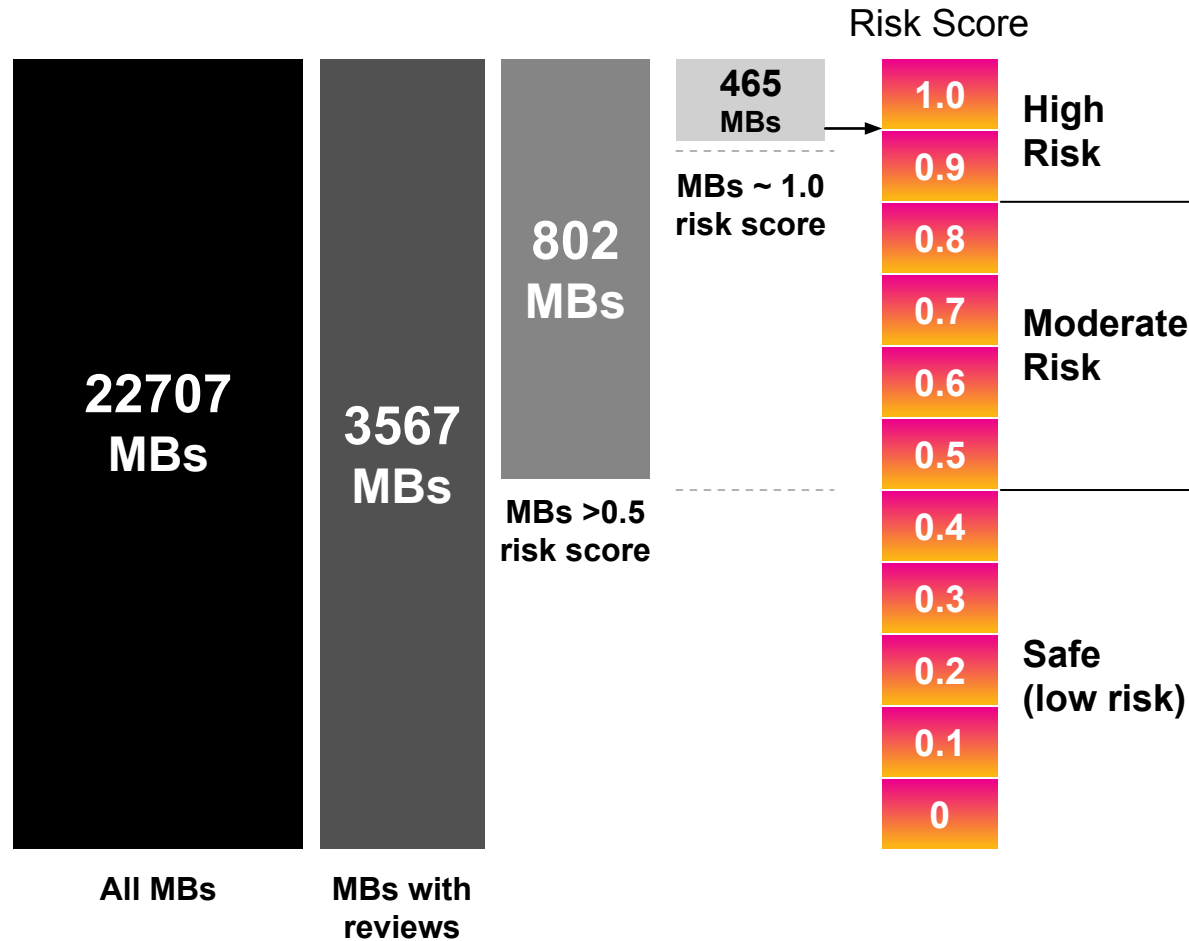


See if the DNS are registered by the same person and if it matches with the MBs

Data & modeling workflow



Final outcome



The top 10 businesses likely engaging in human trafficking

mb_norm_id	max_prob_all_reviews_for_MB	HT_max_lex_score	HT_avg_lex_score
26.15940:-80.25681#	1	24	2.05
27.94875:-82.50614#	1	23	3.14
26.19005:-80.11256#	1	21	1.9
28.65647:-81.33989#	1	18	2.25
26.09685:-80.13689#	0.99997	17	4.75
27.94514:-82.51678#	1	17	2.82
28.04587:-82.73772#	1	17	1.37
28.55342:-81.35795#	1	16	2.79
26.19038:-80.10438#	1	16	2.29
28.37833:-80.60498#	1	16	1.09

They have a nice selection of pretty chicks. My usual girl Candy wasn't there so I decided to get Mimi. Her legs were beautiful and toned and she had about some prett' Vimi came in the room once I was settled, d laying on my stomach. She started my massage by rubbing my feet first, then moving up to my nd last my back and shoulders. I enjoyed when she rubbed on my ecause her hands were soft and she had a firm way of doing the massage. When I flipped around, we agreed on getting straight to : . She grabbed a and rolled it down on me before sticking every inch of m' inside of her mouth. She me like I was the last supper. When she was done sucking, she told me she wanted to do I . She laid on the table and I put her legs up in the air. I stuck m inside of her tight wet l and went to work.



Williams's Google account contained a...

All Day Walk in Massage and [REDACTED], me...

Massage, and an invoice from [REDACTED]

lha All of these

Massage LLC listed its address as 3

Williams's Google account also contained an image of a ch...

Massage LLC bank account made payable to [REDACTED]

twy" in the memo line. The check appears to have been

g label addressed to [REDACTED] and lists Willi...

check was for the rental or insurance of 3268 Fr

| Asian Full Body Deep Tissue Massage \$40 1/2hr \$60 1hr \$90/90min | \$20 Table Shower | Free Hot Stones | Hot Towels | All Natural Organic Chinese Oil | Couples Massage | 4 Hands Massage | Swedish Massage | Shiatsu Massage | All Of Our Licensed Staff Are Certified Oriental Tui Na Masters | Fresh Linen | Super Clean

NLP: Illicit Reviews

26.30681:-80.09441#

Sorta strange encounter back Florida business wanted challenge adventure picking relatively unknown spa well shoulda stuck usual haunts floida business saw ad bp never seen majestic Asian spa Japanese spa thought would check thinking might totally refreshing discovery brand spanking new spa mamas an Taiwan said girl Japanese im sure heard short conversation Chinese guess possible girl Japanese spoke Chinese anyway girl utterly devoid English language English words heard "sorry sorry sorry" understanding word said even understand question "what name" repeated several times one time asked name drew diagram looked sorta like Japanese Chinese character much name sorry guys new game skills rough first thought knew nothing massage felt might training started hard massage total lack English understand wanted lighten never smiled kept going hard massage sensitive sensitive right way kissing yet seemed trying innocent best good job shes nearly ready prime time especially lack English idea girls would go back try different girl girl easily undressed good sign others may would good another monger try place report finding

👑	0	2 King - Denotes ownership of trafficked victims			
🌹	0	0 (rose) currency			
🍒	0	2 (cherry) Describing a younger/underage victim			
👫	0	0 (69) where both partners perform	simultaneously		
👑	0	2 Queen - Trafficked victim			
🚫	0	0 No/Forbidden			
✈️	0	2 (airplane) "new in town" - Indicative of movement of trafficked victim			
🌟	0	2 Sparkling new			

Ex-Boca spa owner pleads guilty in prostitution sting, avoids lengthy prison sentence

Place Of Birth (City/State/Country) <i>China</i>	Date Of Birth (Month/Day/Year) <i>08/19/1963</i>	Sex: <input checked="" type="checkbox"/> Female <input type="checkbox"/> Male
Race And National Origin <input type="checkbox"/> Native American <input type="checkbox"/> Black	<input type="checkbox"/> Caucasian <input checked="" type="checkbox"/> Oriental	<input type="checkbox"/> Hispanic <input type="checkbox"/> Other:
Physical Description: (Color of Eyes) <i>Brown</i>	(Color of Hair) <i>Black</i>	(Height) <i>5'5"</i> (Weight) <i>120 LBS</i>
(Other Means of Identification)	(Driver's License Number) <i>L000-940-63-789-0</i>	



314 E. 120 APT 3 NEW YORK NY

Our team

Executive Sponsors



Sherrie Caltagirone



Monark Vyas



Corey Marshall



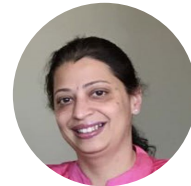
Jeff Penn

Splunk Data Engineering



Satoshi Kawasaki

Accenture Data Science



Manmeet Kaur



Terry Huang

Other Partners



Joe Percivall



Danielle Mendheim



Leo Meyerovich



Sergio Caltagirone

ARTEMIS

Visit us for more details.
Source Pavilion booth 101

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 477,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

Copyright © 2019 Accenture. All rights reserved.

Accenture, its logo, and New Applied Now are trademarks of Accenture.

This document makes descriptive reference to trademarks that may be owned by others. The use of such trademarks herein is not an assertion of ownership of such trademarks by Accenture and is not intended to represent or imply the existence of an association between Accenture and the lawful owners of such trademarks.