

Visa Analytics Platform

Powerful payments intelligence for better decision making

Better understand cardholder behaviour

The dynamic nature of payments landscape means financial institutions need to better understand the spend and payment habits of their consumers to deliver a better cardholder experience and increase card usage.

Visa Analytics Platform

Visa Analytics Platform puts the cardholder spend insights at your fingertips – empowering a variety of users across your organisation to make faster, more informed business decisions.

Whether you're a data analyst or an executive, Visa Analytics Platform can help you easily gain insights on:



Cardholder engagement level



Dormancy rate



Spend by point-of-sale (POS) entry mode roll up

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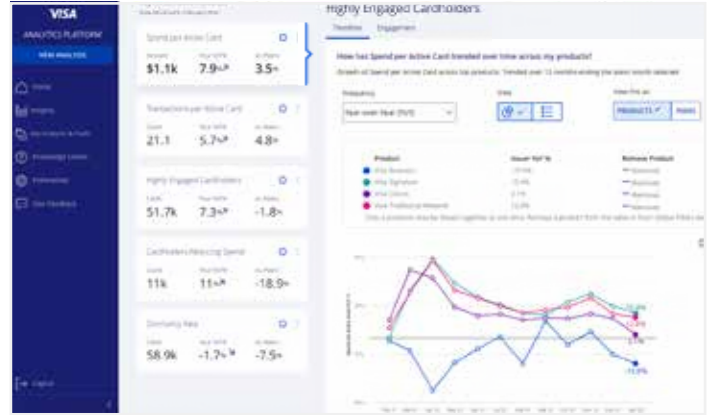
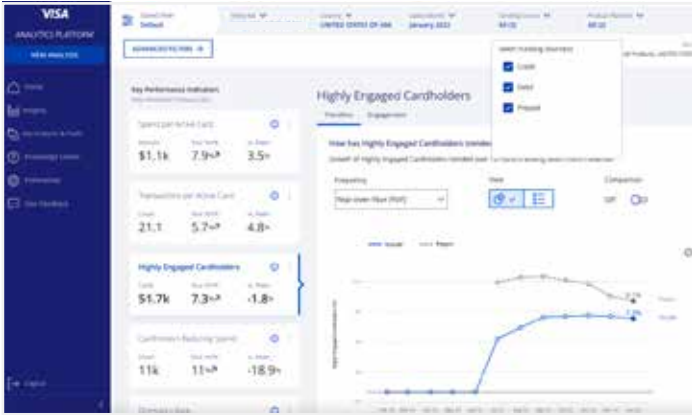
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How has your cardholder engagement trended over time?

Use the Cardholder Behaviour Insight Page to review your performance. For example:

- Your highly engaged cardholders grew 7.3% YoY, but you are behind (-1.8%) peers in the YoY growth.
- Growth of Spend per Active card for one of your products "Visa Business" has declined 15.9% YoY.



How has your dormancy rate trended over time?

Use the Cardholder Behaviour Insight Page to review your performance. For example:

- Your dormancy rate has decreased 1.8% YoY.
- 58.8% of your cards have been dormant in the last three months as compared to 41.1% for your peers.



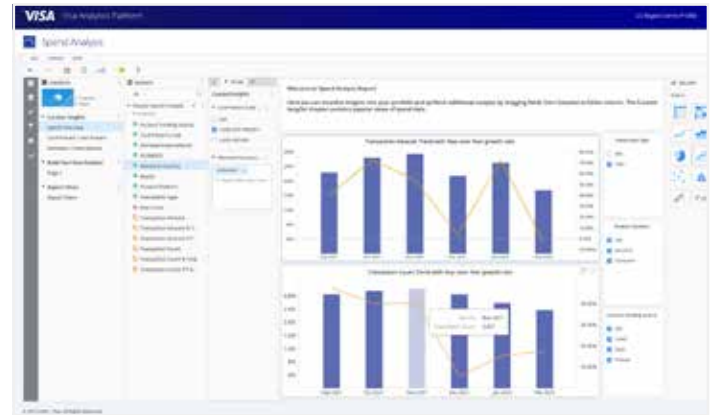
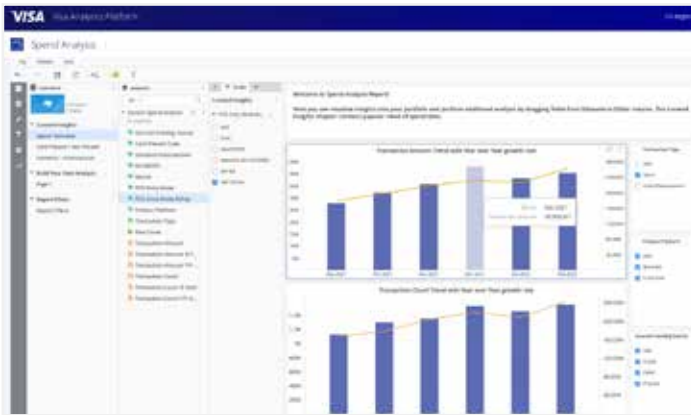
*The data on this page are used for illustration only and do not reflect actual Visa data.



How has your transaction activity trended over time?

Use the Spend Analysis Report to review:

- Transaction activity by POS entry mode roll up. For example, in Dec'21 the transaction amount by "tap to pay" is \$43.35M.
- Transaction activity by location. For example, Nov'21 had the highest number of card-not-present transactions in Germany in the last six months.



To learn more:



Contact your Visa Account Executive | Email at VisaAnalyticsPlatform@visa.com | Visit visa.com/analyticsplatform