

Visa Analytics Platform

Powerful payments intelligence for better decision making

Assess portfolio performance

Understanding portfolio performance empowers financial institutions to help identify growth drivers and increase revenue.

Creating a successful portfolio strategy requires both a clear understanding of your product performance over time (across market segments, merchants, channels, and geography) – and the ability to identify areas of concern and new business opportunities by comparing your performance against peers.



Visa Analytics Platform

Visa Analytics Platform puts key product and portfolio insights at your fingertips – empowering a variety of users across your organization to make faster, more informed business decisions.

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



Active card count



Net interchange volume and top interchange revenue drivers



Transaction amount

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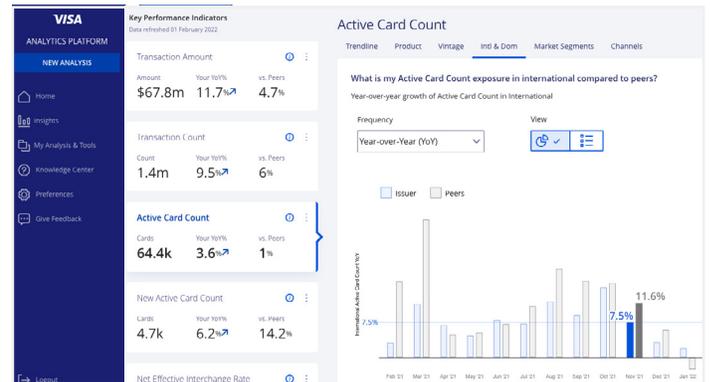
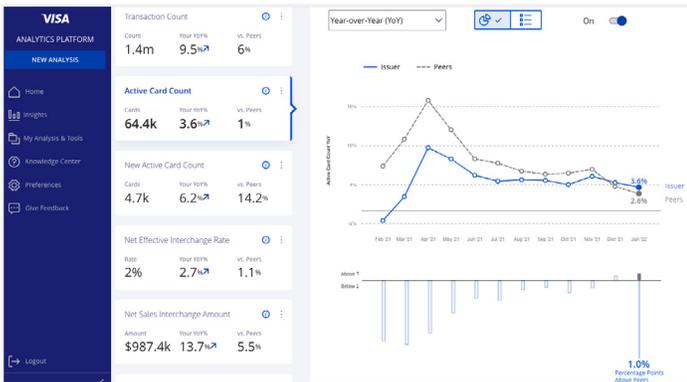
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What is your active card count and how do you compare against peers?

Use the Product & Portfolio Insight Page to review your performance. For example:

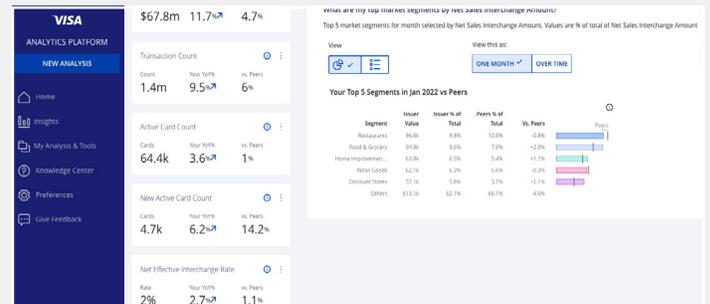
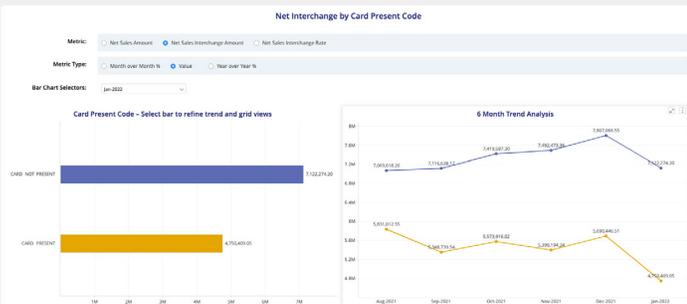
- Your active card count has grown YoY – and this growth rate is higher than that of your peers.
- Your active card exposure in international markets was 4.1% percentage points below your peers in November 2021.



What is your net interchange volume and what are the top interchange revenue drivers?

Use the Net Interchange Summary Report and the Product & Portfolio Insight Page, to review your performance. For example:

- Your interchange volume for card not present is higher than card present.
- Restaurants market segment is your top interchange revenue driver in January 2022 but has seen a -0.8% decline vs. peers.



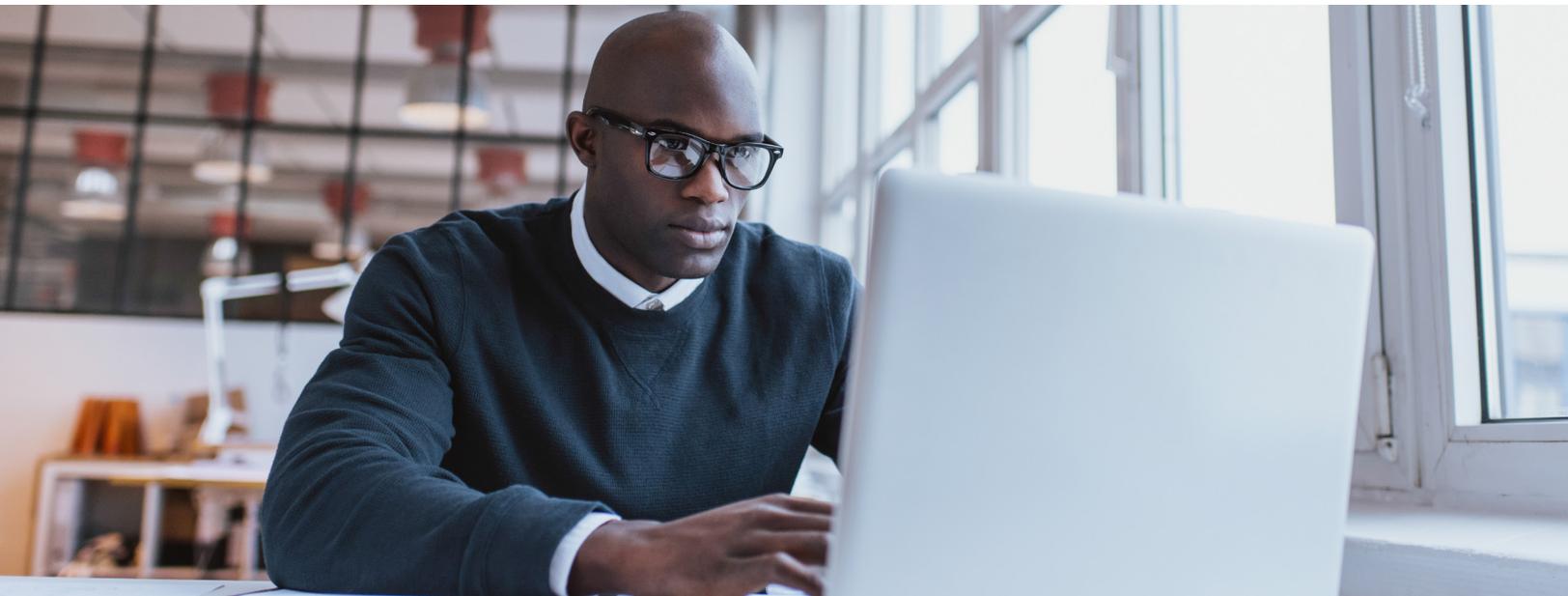
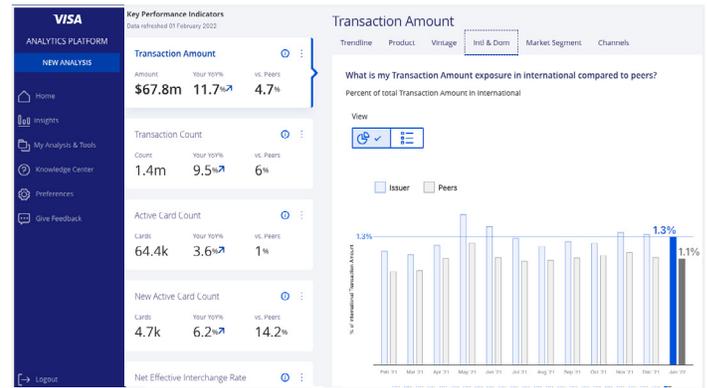
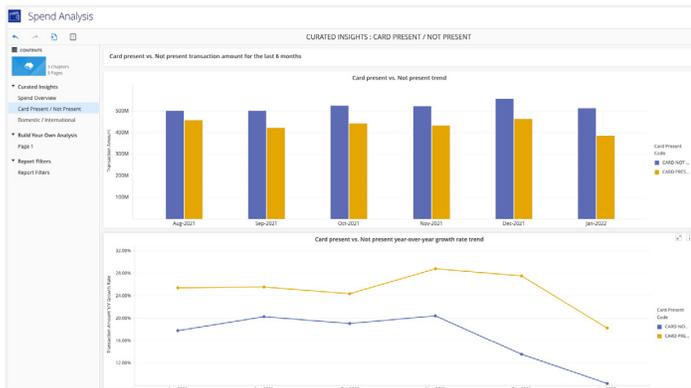
*The data on this page are used for illustration only and do not reflect actual Visa data.



What is your transaction amount and how do you compare against your peers?

Use the Spend Analysis Report and the Product & Portfolio Insight Page, to review your performance. For example:

- A higher percent of your transaction volume in the last six months is driven by card not present transactions.
- Transaction amount in international markets in the last 12 months is higher than that of your peers.



To learn more:



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