

# **Powerful payments intelligence** for better decision-making

Payments data offers key insights into customers' behaviors and needs. In today's digital age, a financial institution's ability to convert data into actionable insights and value can help them deliver personalized experiences and develop new revenue streams.

# Being data-driven requires...



**Actionable insights** to make data-driven decisions



**Benchmarking data** to compare performance vs peers

Easy data access to empower users to easily get access to and better understand data

# **Transform to a data-driven business with Visa Analytics Platform**

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Fast access to payments insights



**Powerful peer** benchmarking<sup>1</sup>



Easy to use



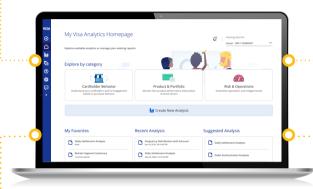
The power of VisaNet – in your hands

- Extensive scale
- Granular payments data with historical trends

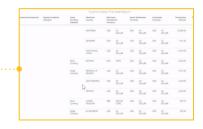
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Ø	244.9m 4.1 <sup>%</sup> 7	1.2%		



Self-service analytics for users of all skill levels...

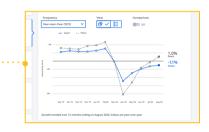


...accelerate your ability to identify actionable insights across a variety of use cases — empowering you to make more precise, data-driven decisions.



# **Ever-evolving** capabilities

- Advanced analytics and scoring models
- Insights on emerging trends (Crypto, Tokenization, Contactless, Visa Direct)





#### - T. I interactive dashboards

- Pre-built dashboards and **Insights Pages**
- Customizable reports

#### benchmarking<sup>1</sup>

- Meaningful peer insights
- Relevant benchmarking<sup>1</sup> data

# Actionable insights for a wide range of business needs

## **Portfolio and product**

- Monitor portfolio performance and evolving spend behaviors
- Review cardholder usage across digital channels
- Use peer benchmarking<sup>1</sup> insights to help inform growth strategies

## **Finance**

- Analyze interchange revenue sources
- Better understand interchange rates and revenue trends
- Compare and forecast product performance based on peer activity

# **Risk and operations**

- Review authorization trends and dispute volumes
- Identify decline and dispute reason codes
- Better understand authorization performance of 3DS vs non-authenticated transactions



### **Fraud mitigation**

- Monitor existing fraud sources and patterns and identify new behaviors
- Benchmark<sup>1</sup> fraud rates compared to peers
- Analyze fraud rates for 3DS vs non-authenticated transactions

# **Digital business**

- Better understand cardholder behavior across digital channels
- Review digital performance compared to peers
- Monitor performance of different digital channels

# Marketing

- Better understand cardholder usage trends
- Better inform and monitor outreach and engagement campaigns
- Get insights into campaign impact on cardholder spend behavior
  - Empower a variety of users to get fast access to insights and increase productivity



- Assess business performance at a glance
- Empower users regardless of skill level with key insights



- Easily create reports with rich, digestible insights using pre-built visualizations
- Automated reporting options help reduce analytics team burden



- Get granular, faster, with detailed payments datasets
- Spend less time learning new workflows, and more time exploring your data

# To learn more about Visa Analytics Platform:



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



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1. All benchmarks are based on competitive peer sets.

