

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...


- 1

Actionable insights to make data-driven decisions
- 2


Benchmarking data to compare performance vs peers
- 3

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



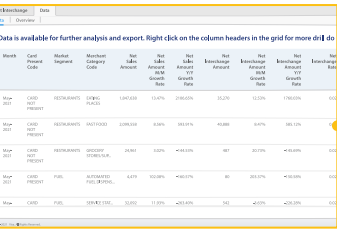
Fast access to payments insights



Powerful peer benchmarking¹

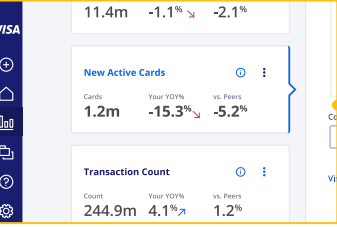


Easy to use



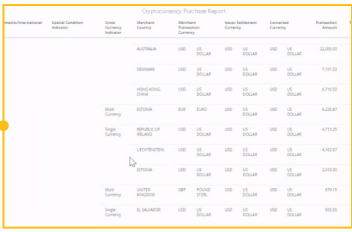
The power of VisaNet – in your hands

- Extensive scale
- Granular payments data with historical trends




Easy-to-use, interactive dashboards

- Pre-built dashboards and Insights Pages
- Customizable reports



Ever-evolving capabilities

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



Enhanced benchmarking¹

- Meaningful peer insights
- Relevant benchmarking¹ data

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.

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 benchmarking¹ 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

Marketing

- Better understand cardholder usage trends
- Better inform and monitor outreach and engagement campaigns
- Get insights into campaign impact on cardholder spend behavior

Fraud mitigation

- Monitor existing fraud sources and patterns and identify new behaviors
- Benchmark¹ 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

Empower a variety of users to get fast access to insights and increase productivity



Executives

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



Managers

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



Analysts

- 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](https://www.visa.com/analyticsplatform)

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

1. All benchmarks are based on competitive peer sets.

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