

Data-driven business in demanding times

Visa Analytics Platform

Helping issuers become insight focused and performance driven, especially during the COVID-19 outbreak, where there is a need to provide guidance and solutions that are aligned with customer's needs.



Visa Analytics Platform

is a powerful application suite that delivers data-driven insights and industry benchmarks—all backed by Visa's global payment network and state-of-the-art data science. It offers an expanding range of applications, dashboards, reports and tools that can help throughout the different areas of financial institutions to uncover game-changing opportunities.



Leveraging our platform, issuers can base their decisions on data, insights and industry benchmarks that can help identify areas where they can provide support to clients, to better navigate the pandemic situation.



How can Visa Analytics Platform help the different issuers functions?



Operation

- Track and measure authorizations rates
- Identify main decline reason codes and processing errors
- By using Visa Analytics Platform drive authorization optimization



Consumer Banking (Debit/Credit)

- Measure cardholder activity rates
- Analyze portfolio behavior by spend categories
- Identify cards to upgrade



Risk

- Track and measure Fraud Type rate
- Analyze fraud activity by Fraud Type
- Monitor results fraud prevention activities



Marketing

- Analyze portfolio by activity and spend bands
- Identify dormancy rates by type of product or segment
- Develop audiences to personalized messages and offers



Product & Innovation

- Monitor and track digital payment volume
- Analyze contactless and wallets performance
- Improve customer engagement



Corporate Banking

- Analyze B2B Spending Flows
- Identify decline rates by Merchant Category
- Optimize the portfolio's performance

Visa is here to help you

Contact your Visa account executive to learn how **Visa Analytics Platform** can enable data-driven decision making by helping you understand the consumer behavior shift and identify opportunities to maximize your portfolios.



Drive early activation



Increase usage and drive top of wallet/device



Analyze portfolio performance and profitability



Manage risk and reduce fraud



Retain customers

VISA everywhere you want to be

About Visa. Visa Inc. (NYSE:V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

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