

Visa Analytics Platform

Powerful payments intelligence for better decision making

Better understand merchant performance

Understanding merchant performance over time across metrics such as location, channels, and product can help financial institutions create strategies to improve customer engagement and increase spend.



Visa Analytics Platform

Visa Analytics Platform puts merchant performance insights at your fingertips — empowering a variety of users across your organisation to make faster, more informed business decisions.

With Visa Analytics Platform you can easily gain insights on:



Top market segments driving spend



Top merchant category codes (MCCs) driving spend



Top merchants driving spend

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What are your top performing market segments?

Use the Merchant Performance Dashboard to review:

- Top five market segments based on YoY growth in transaction amount. In this example, the transaction amount for Airlines grew 101% YoY.
- Top five market segments based on MoM growth in average ticket size. In this example, the average ticket size for Travel Services grew 11% MoM.



What are your top performing MCCs?

Use the Merchant Performance Dashboard to help identify:

- Top five MCCs based on transaction amount value along with their growth rate. In this example, the transaction amount growth rate for Grocery Stores/Supermarkets declined 9% MoM.
- Top five MCCs based on MoM growth in average ticket size. In this example, the average ticket size for Online Marketplaces declined 31% YoY.



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

