

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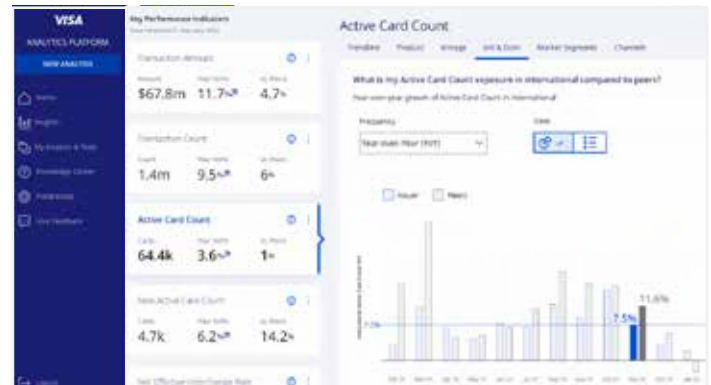
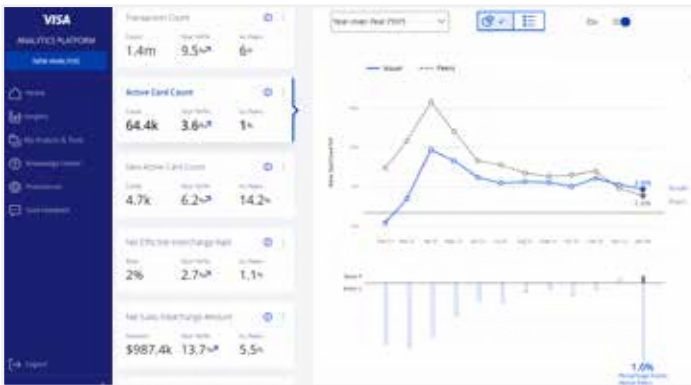
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## What is your active card count and how do you compare against peers?

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.



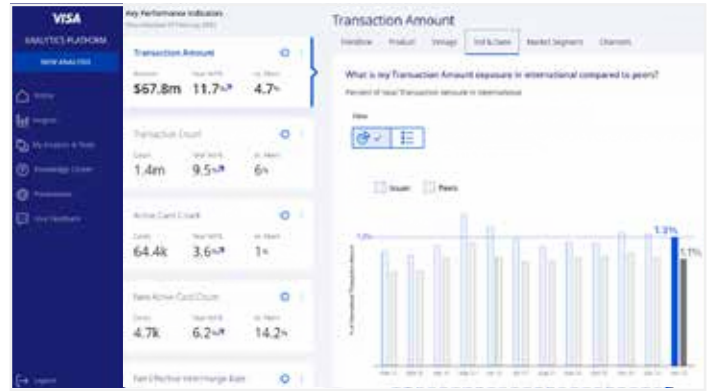
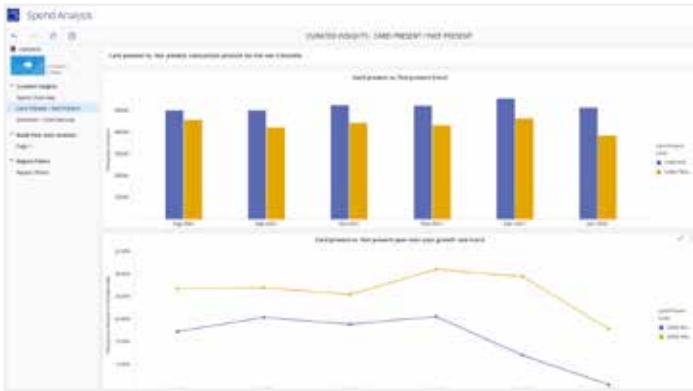
\*The data on this page are used for illustration only and do not reflect actual Visa data.



# 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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