

# Visa Analytics Platform

Powerful payments intelligence for better decision making

## Reduce fraud

Understanding and managing fraudulent transaction activity is critical for financial institutions to help minimize fraud-related losses.

A successful fraud management strategy includes both identifying the sources and patterns of existing fraud as well as using those insights to help prevent fraud in the future.



### Visa Analytics Platform

Visa Analytics Platform puts these fraud-related insights at your fingertips – empowering a variety of users across your organization 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:**



**Fraud rates trend**



**Most prevalent fraud types**



**Merchant category codes with high fraud**

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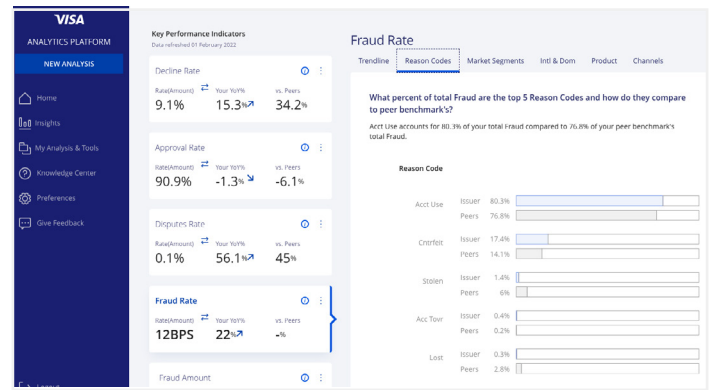
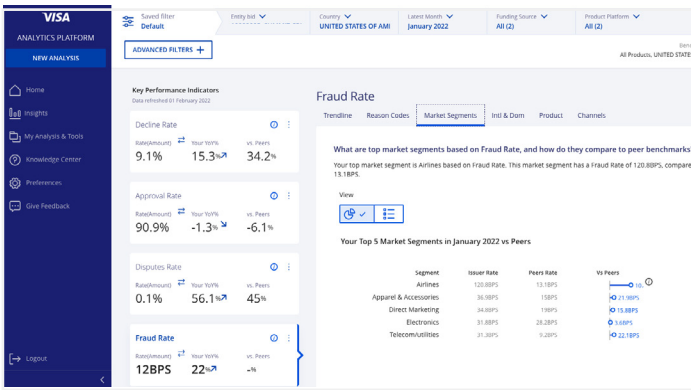
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# How do your fraud rates trend over time?

## Use the Risk & Operations Insight Page to review:

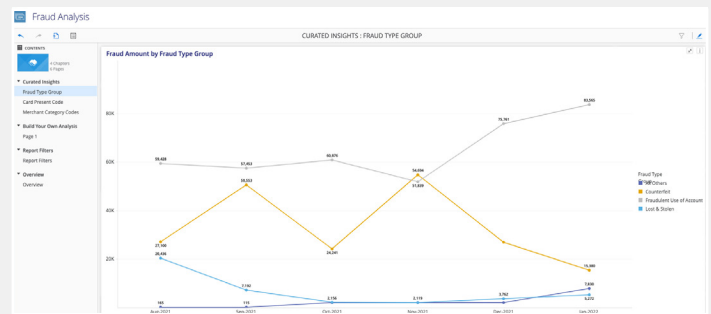
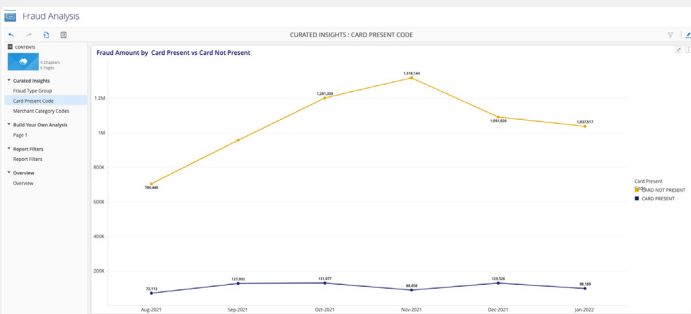
- Top market segments based on fraud rate. In this example, Airlines (120.8 BPS) followed by Apparel & Accessories (36.9 BPS) have the highest fraud rates.
- Top reasons for fraud in your portfolio vs your peers. In this example, Acct Use accounts for 80.3% of total fraud.



# What fraud types are most prevalent?

## Use the Fraud Analysis Report to review your performance. For example:

- Card not present transactions drove higher fraud volume during the last six months for your consumer product.
- Most of your fraud transactions for consumer product in international are of type "Counterfeit" or "Fraudulent Use of Account".



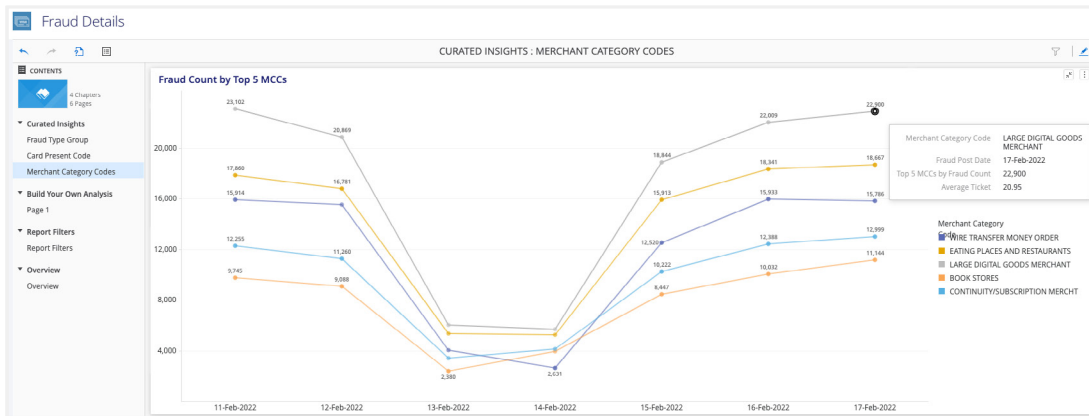
\*The data on this page are used for illustration only and do not reflect actual Visa data.



# Which merchant category codes (MCCs) are most impacted by fraud?

Use the Fraud Details Report to review your performance. For example:

- In your portfolio, Large Digital Goods followed by Eating Places and Restaurants are the MCCs most impacted by fraud.
- You can compare fraud volumes between the top high-risk MCCs for further investigation.



## Additional Insights

Use the 3-D Secure (3DS) Fraud Analysis Report to analyze fraud rates by 3DS vs non-authenticated transactions.

To learn more:



Contact your Visa Account Executive



Email at [VisaAnalyticsPlatform@visa.com](mailto:VisaAnalyticsPlatform@visa.com)



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