



Mastercard beyond payments

Data & Service
Capabilities



Big data generated by Mastercard's global payment network enable the creation of unique insights.

A huge **data warehouse**...

 **3Bn**
Cards

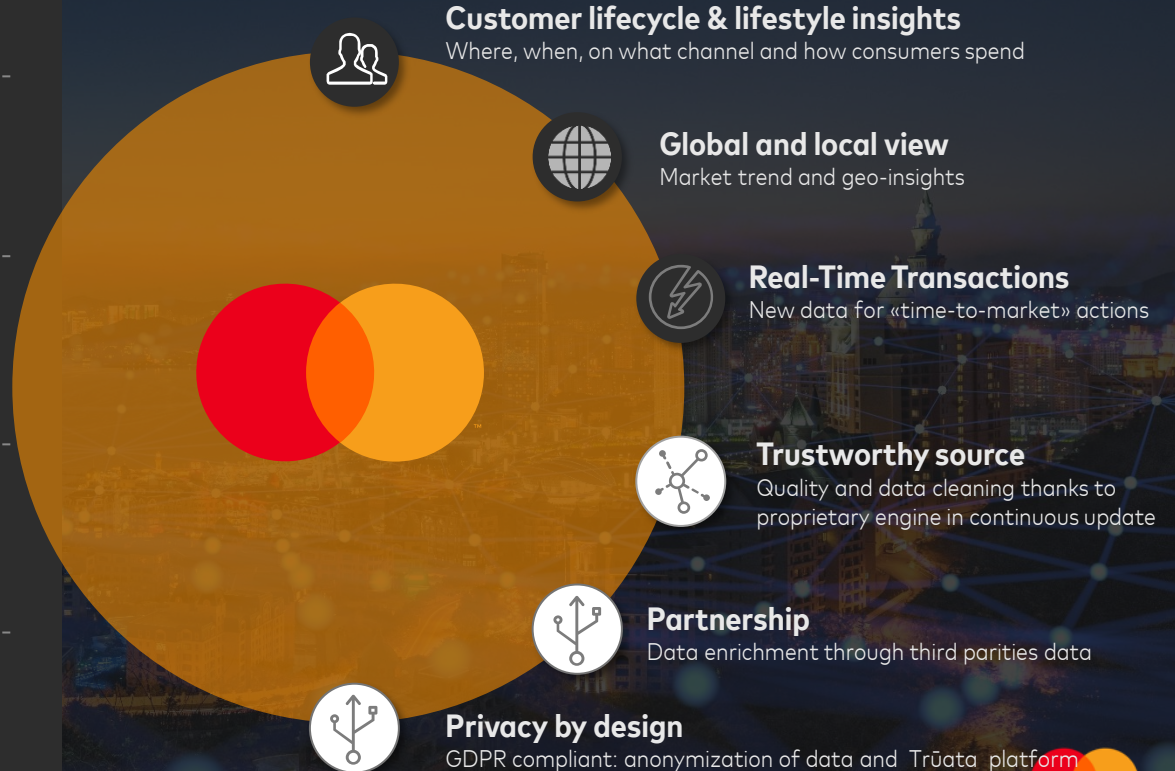
80M
Merchants in
the world

210+
Countries

120Bn
Transactions

\$8,2T
Gross volumes

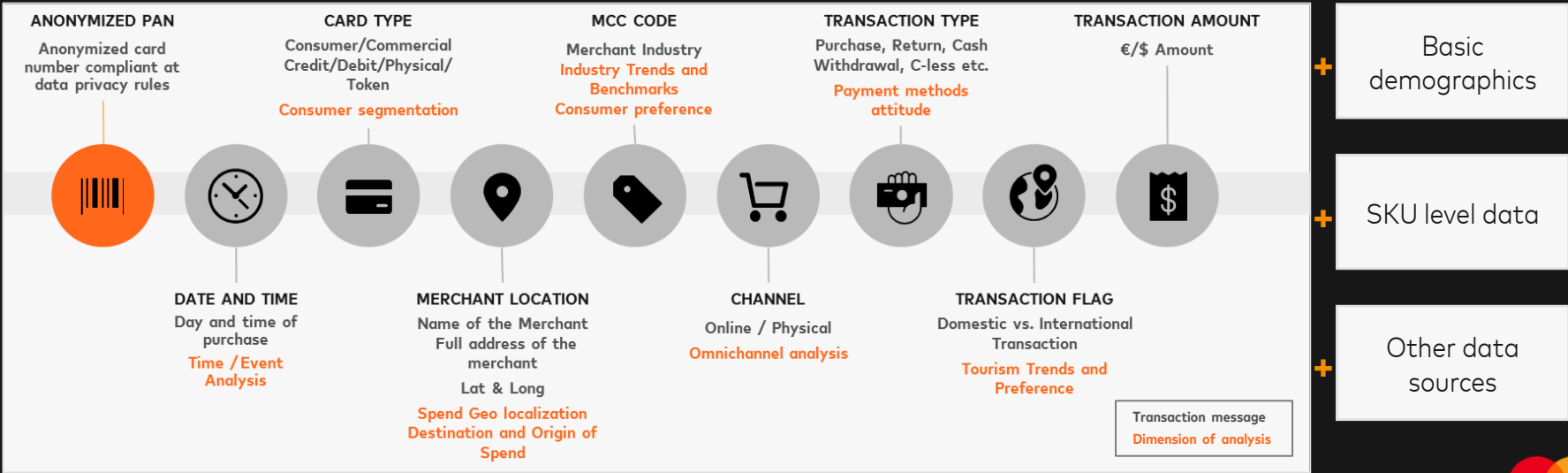
... transformed in **actionable insights** to support companies



Understanding the anatomy of a transaction, is the starting point to leverage the generated insights from transactional data.

1 **Enriching data to generate Insights using Mastercard data**

2 **Empowering data analytics through Mastercard Platforms using Customer data**



Mastercard D&S analyses and solutions can help to address the following areas of business questions.

Areas of business questions

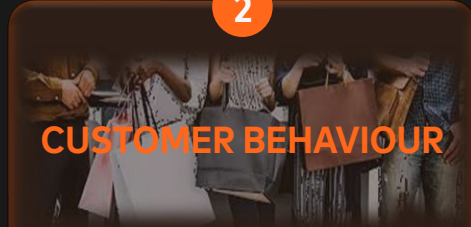
Key insights

1



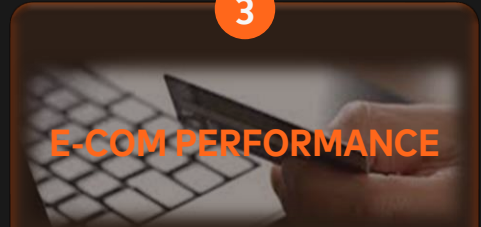
Overall industry market performance trends and understanding of positioning compared to main competitors

2



Overview of customers' spending characteristics, behavior and growth potential

3



Assessment of online transactions to identify main causes of decline and define an effective improvement actions plan



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Areas of business questions

1



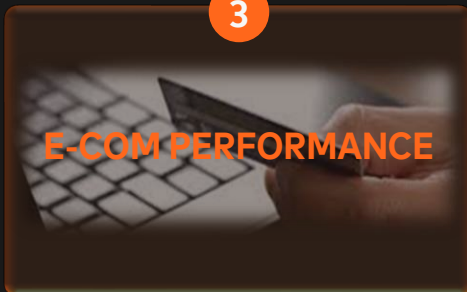
MARKET POSITIONING

2



CUSTOMER BEHAVIOUR

3



E-COM PERFORMANCE

Key solutions



Data Insights®



Session M 



your pass 



Test & Learn®



dynamic yield 

