CUSTOMER TRANSACTION ANALYSIS

Finance Deparment - Transaction Logs

CRM Department - Customer Profiles

Finance Department - Account Details

IT & Data Management DepartmentMerchant Category In

Fraud Analytics Team
Marketing
Regulatory & Compliance

Raw Data

Meta Data

Summary Data

Personalized Marketing

Customer Spending Pattern

Fraud Detection

Fraud Analytics Team

Marketing & CRM

Regulatory & Compliance

Data Source

Staging Area

Warehouse

Data mart

Client