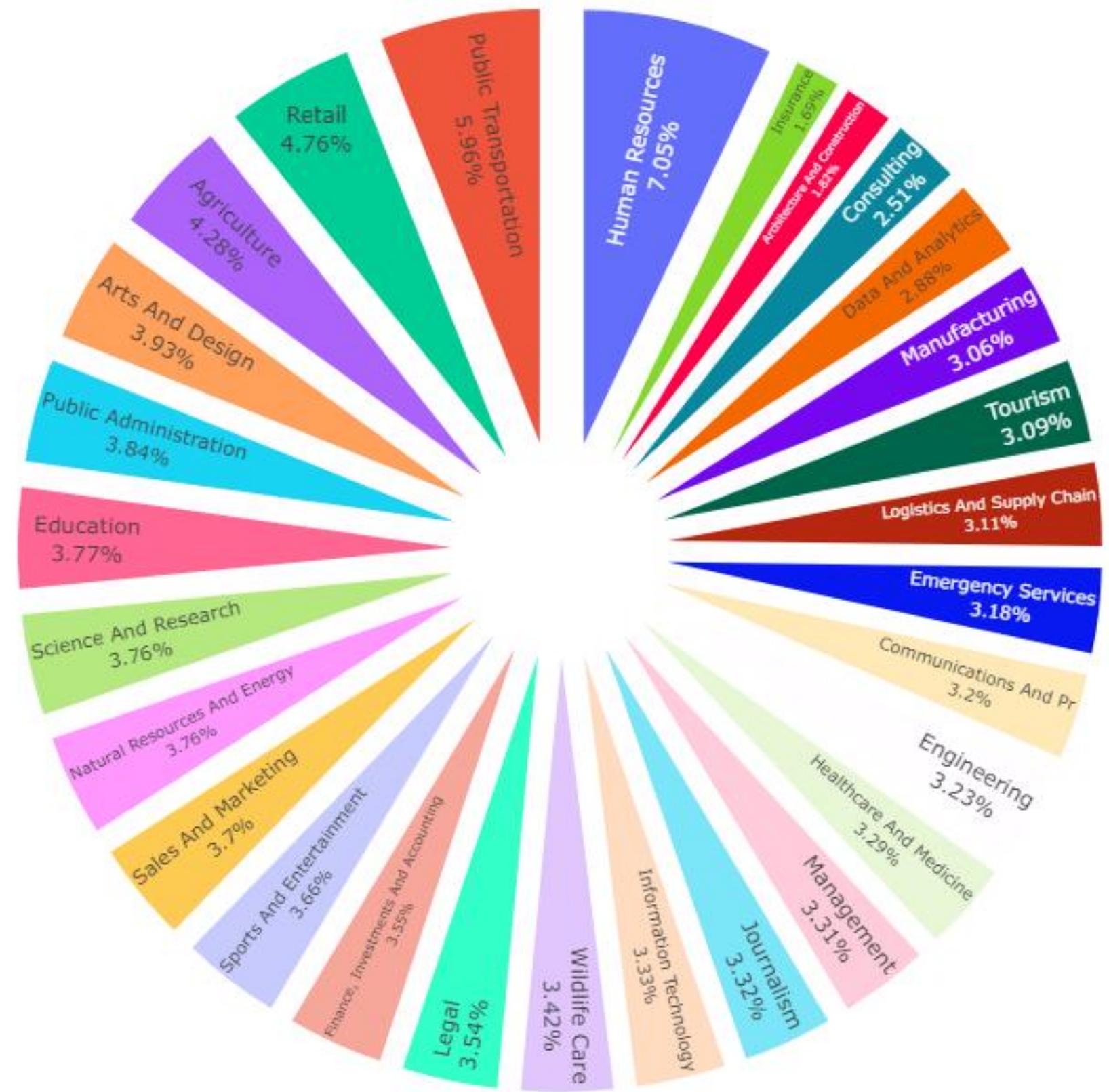


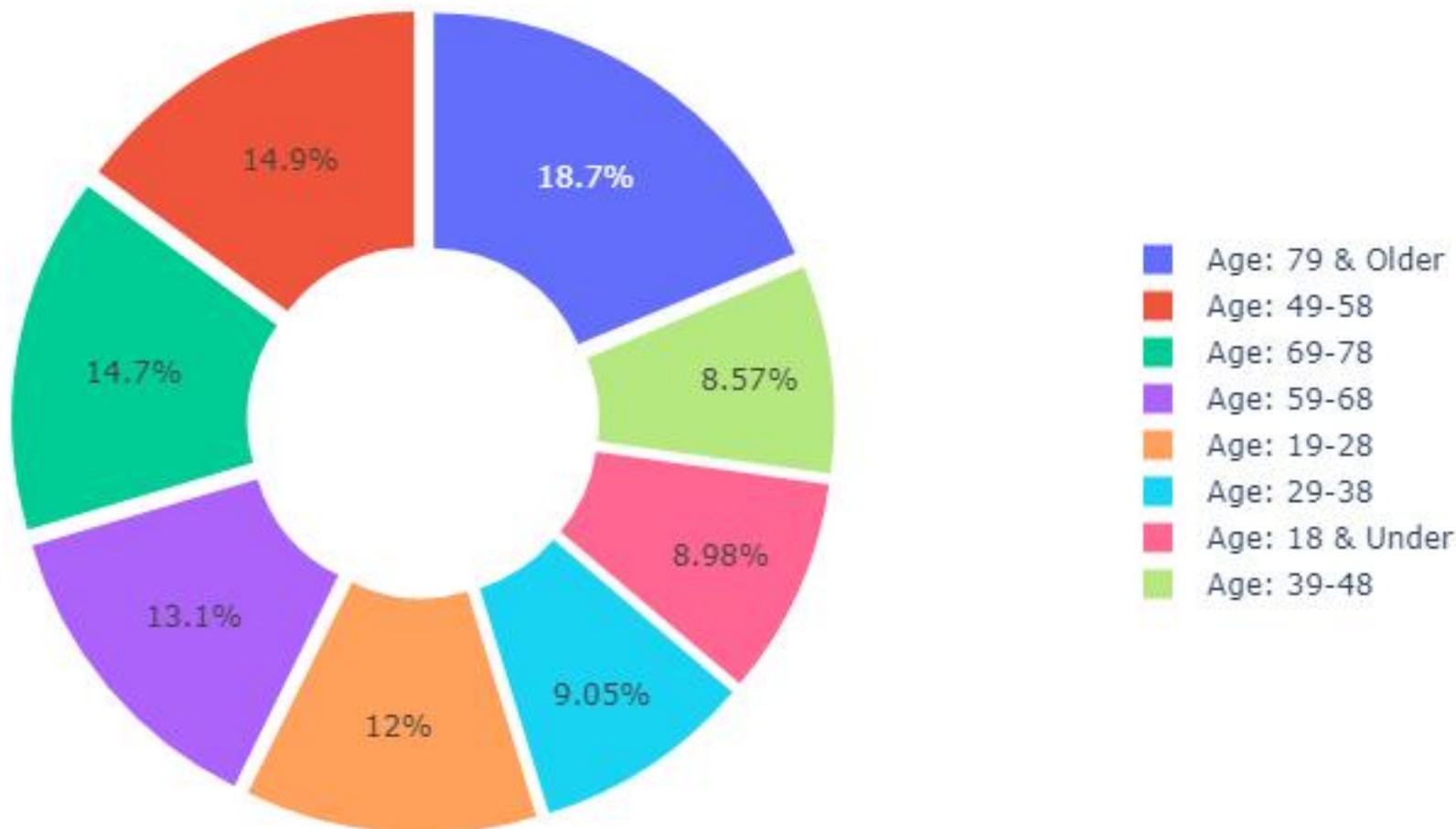
Fraud Percentage by Job Category



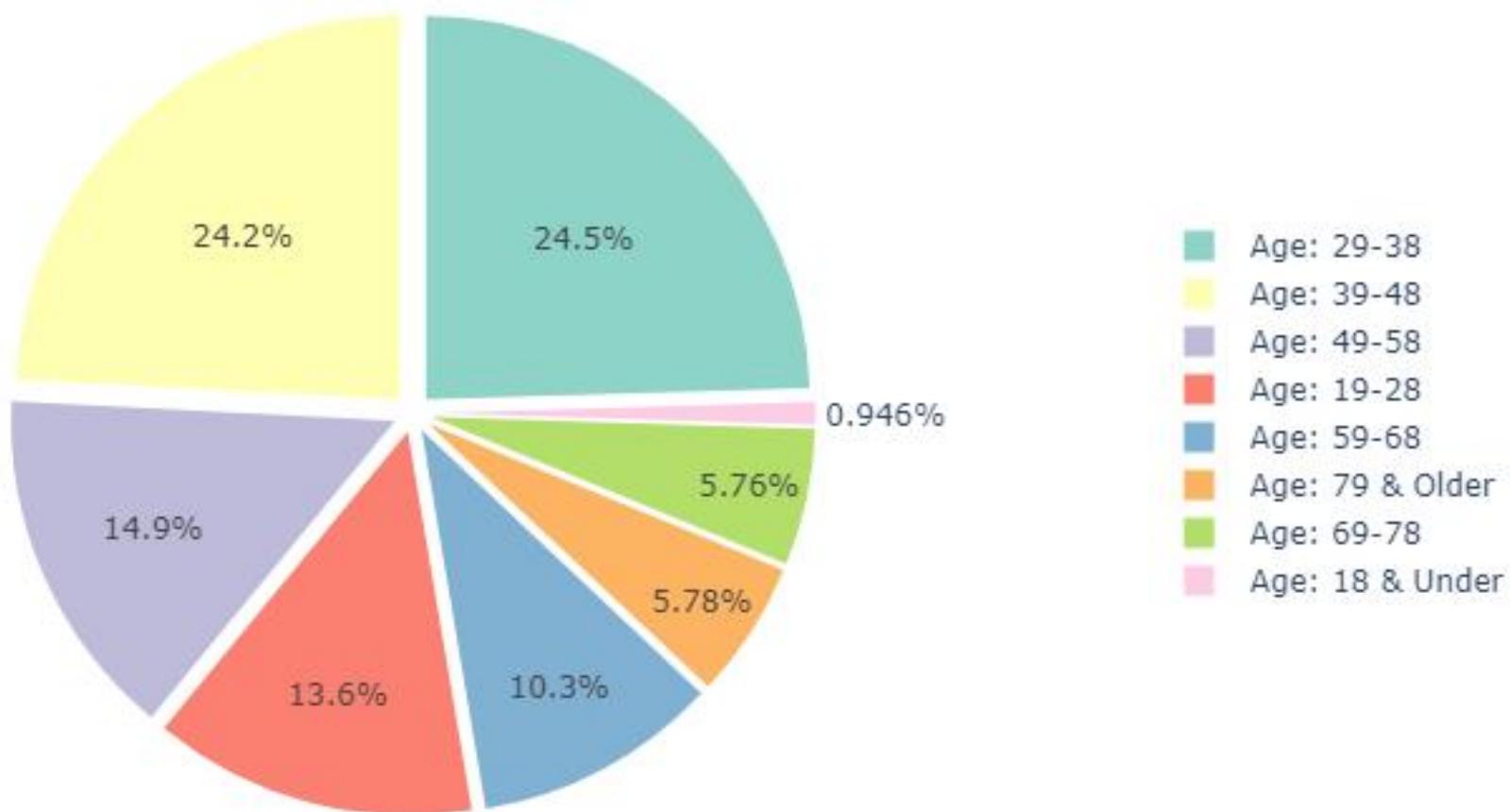
Percentage of Fraudulent Transactions by Category



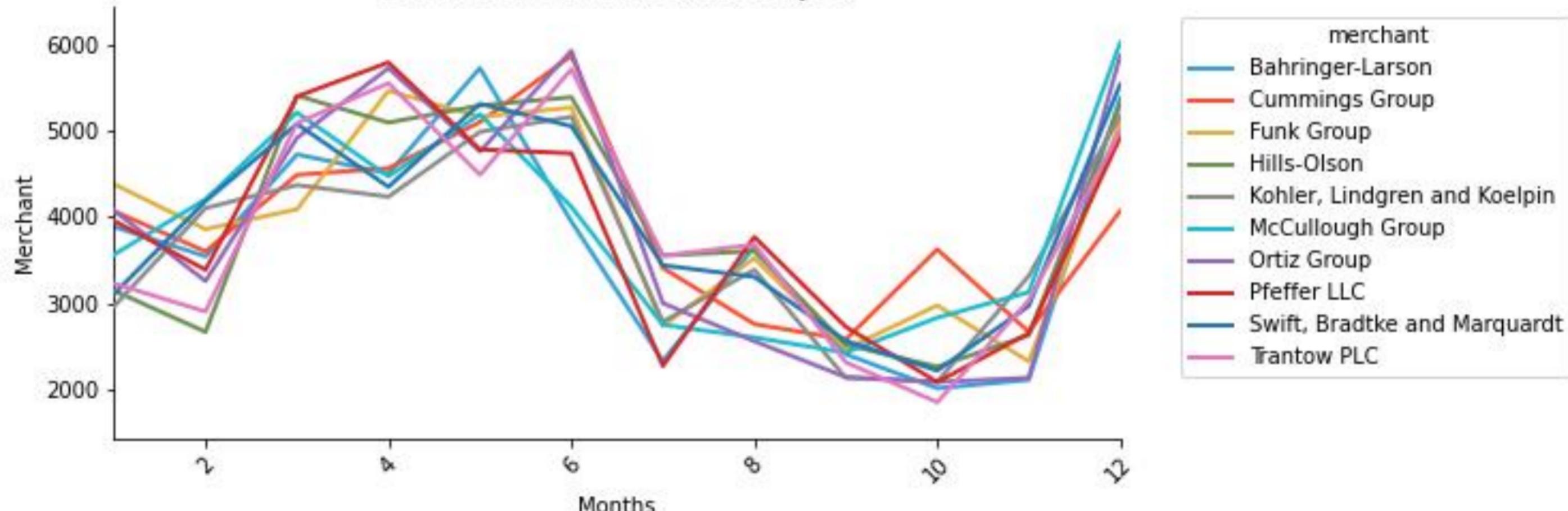
Percentage of Fraudulent Transactions by Age Group



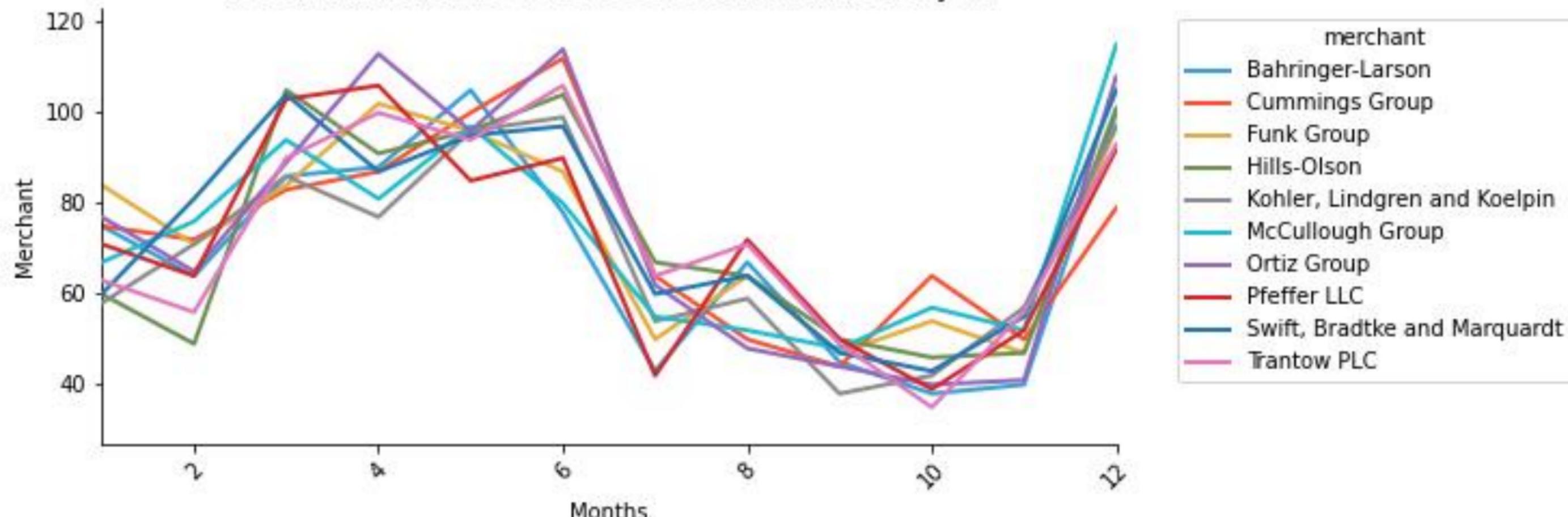
Percentage of Total Transactions Spent by Each Age Group



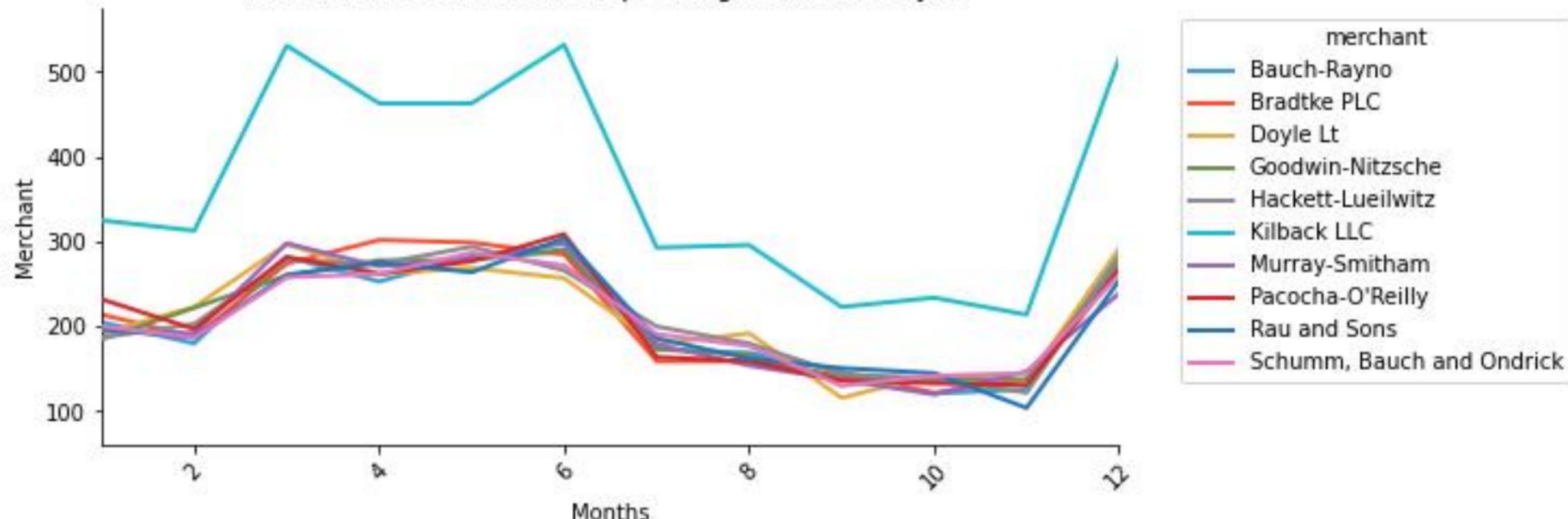
10 Least Sale for Merchant over year



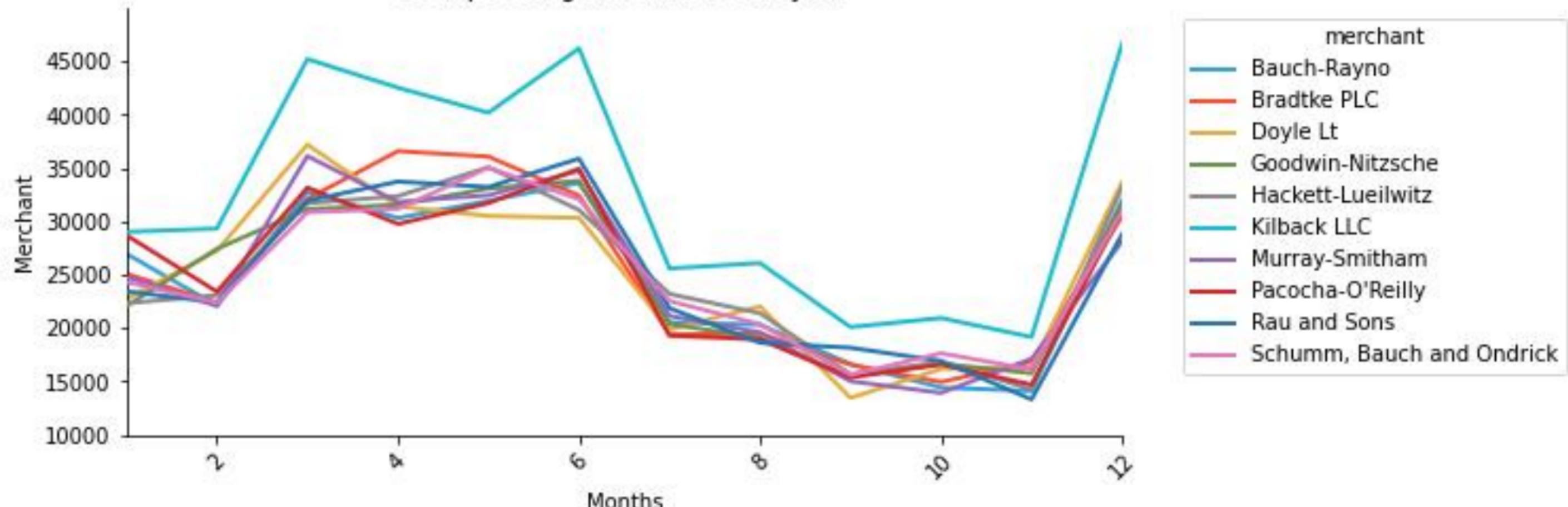
Nos of transaction for 10 Least Sale for Merchant over year



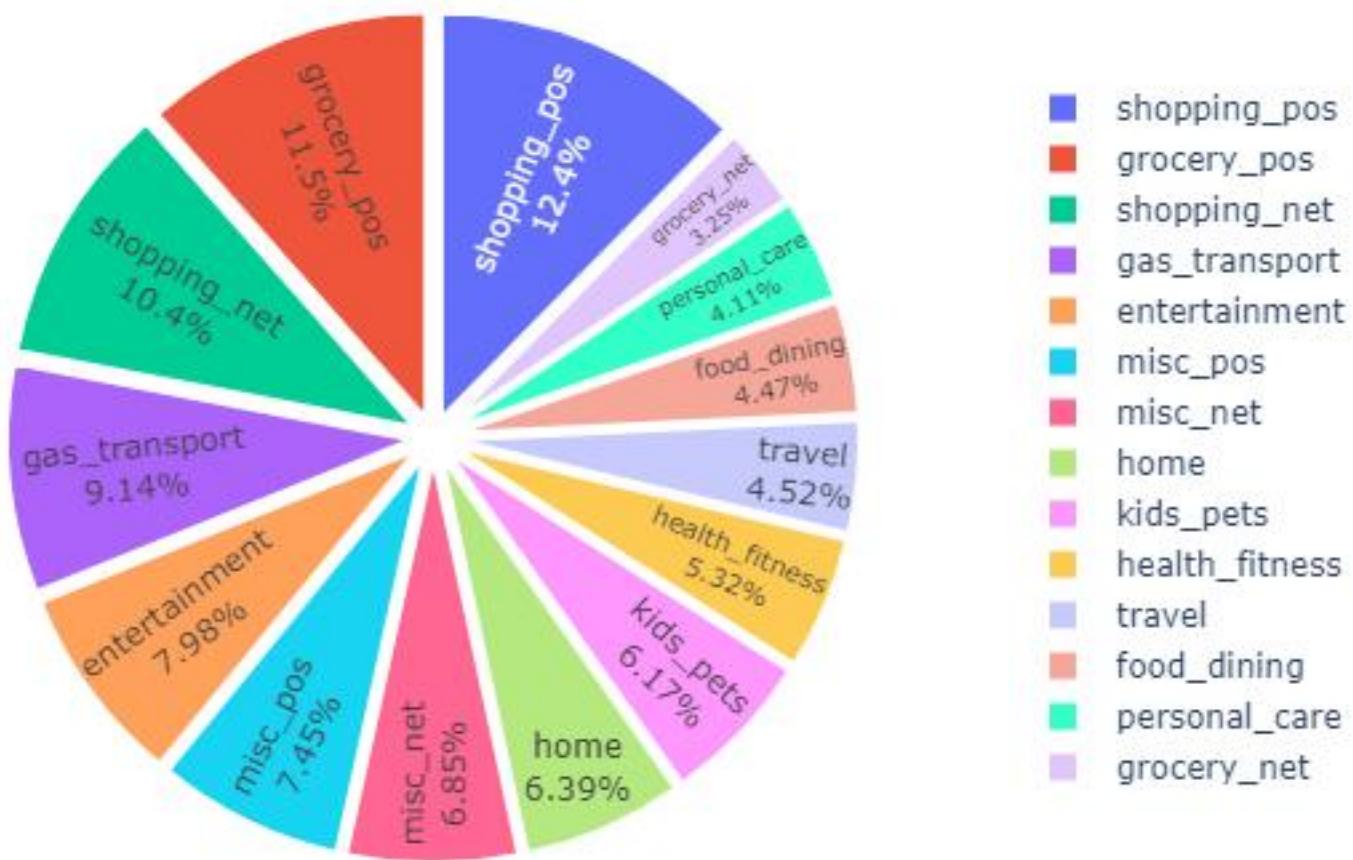
Nos of transactions for 10 Top Selling Merchant for year



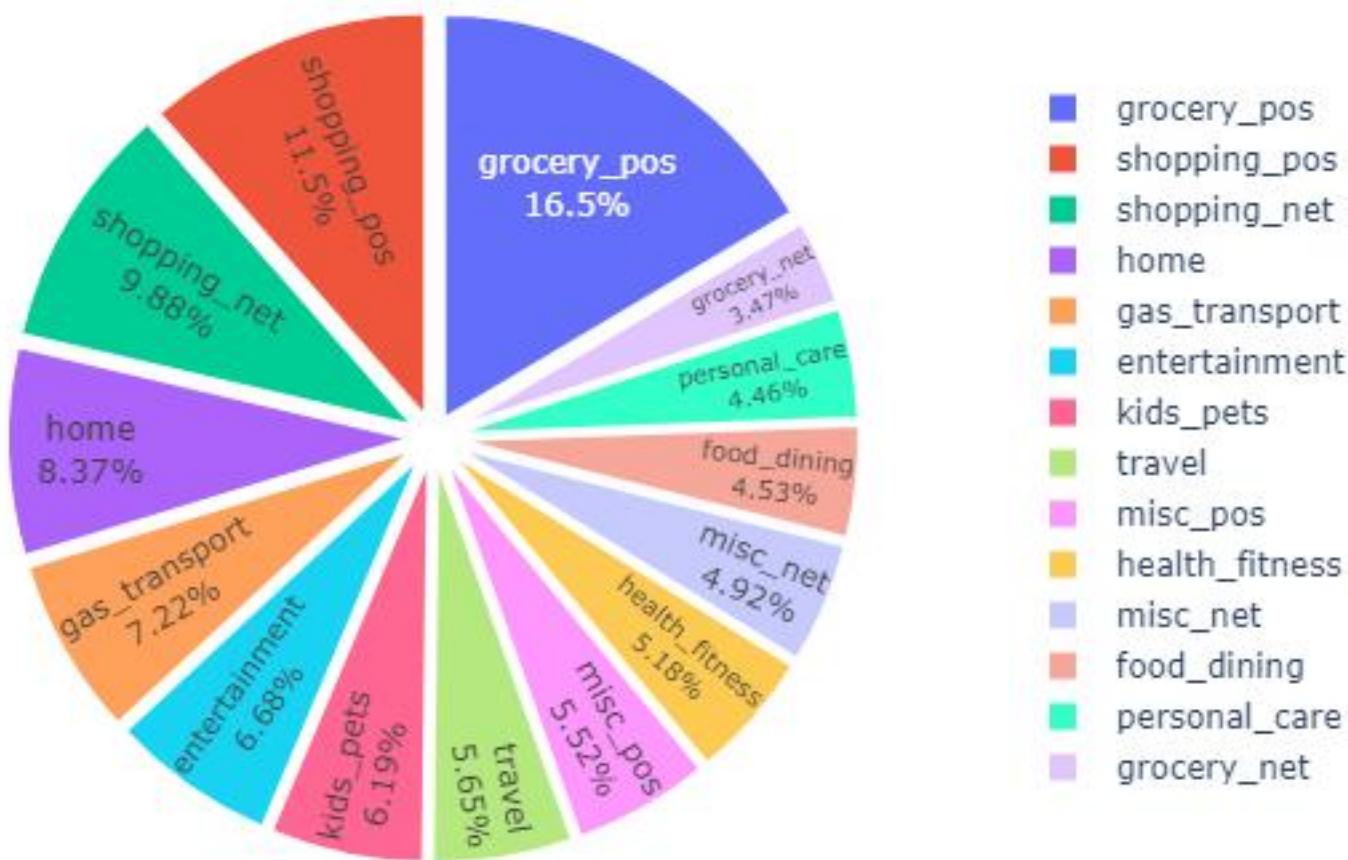
10 Top Selling Merchants over year



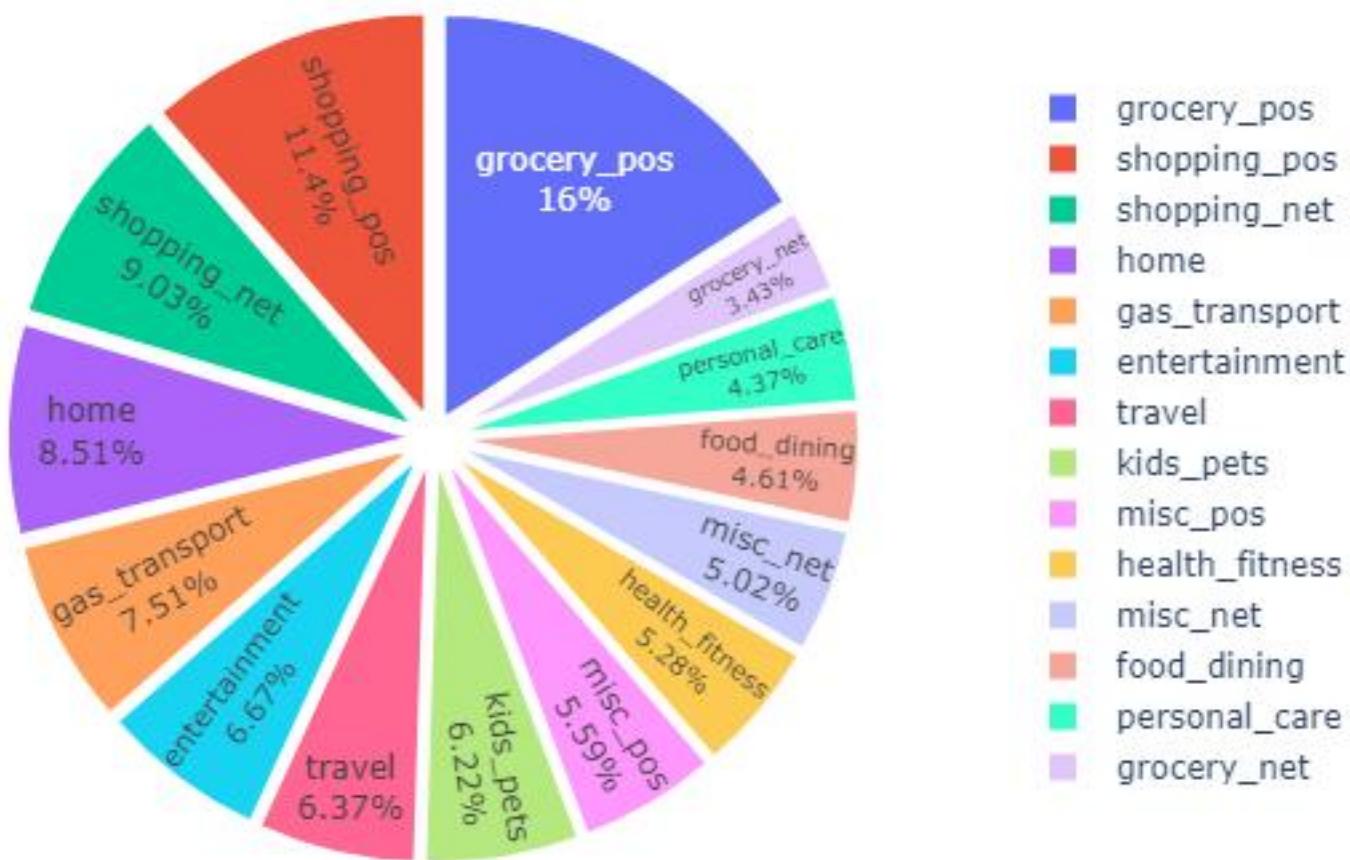
Age: 19-28: Spending by Category



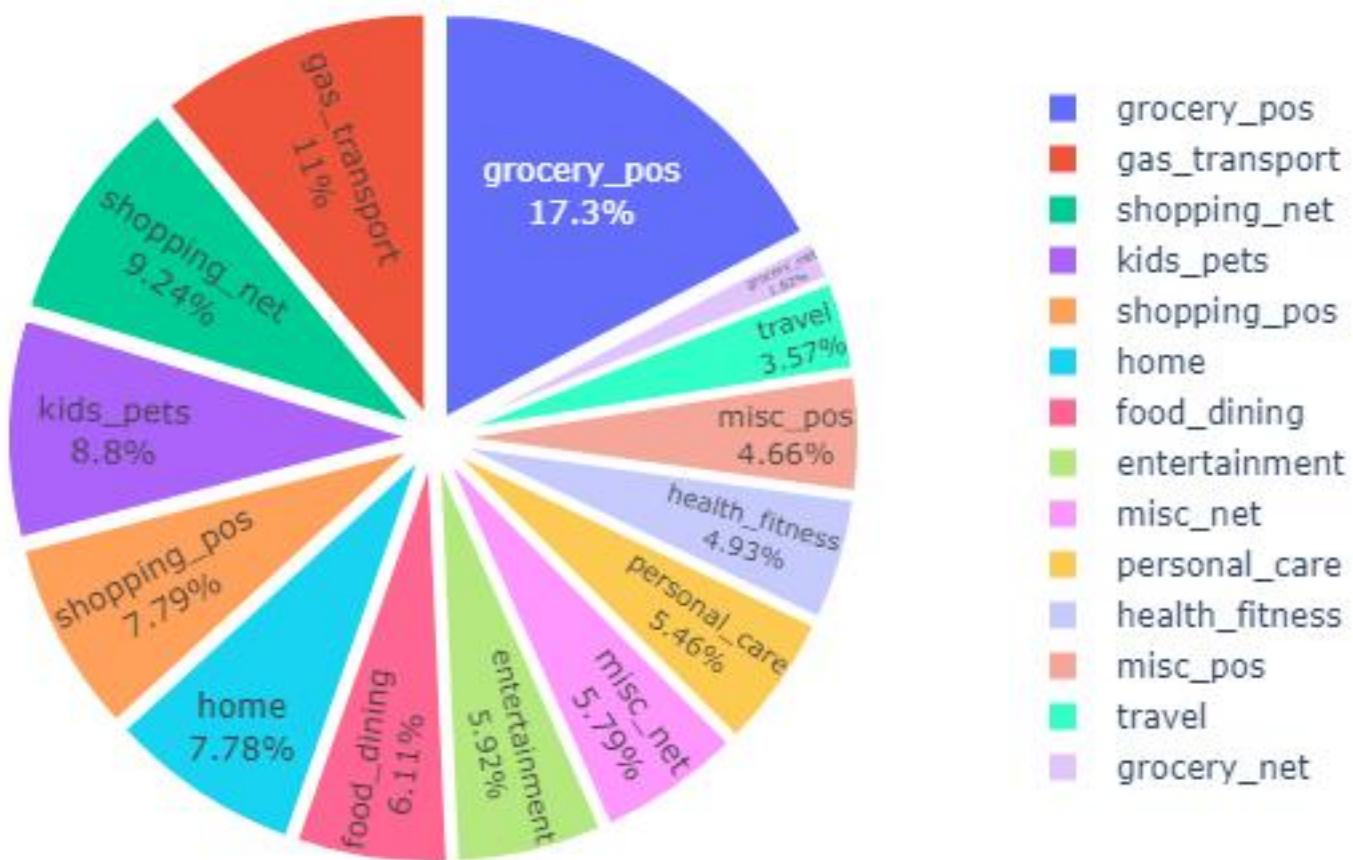
Age: 29-38: Spending by Category



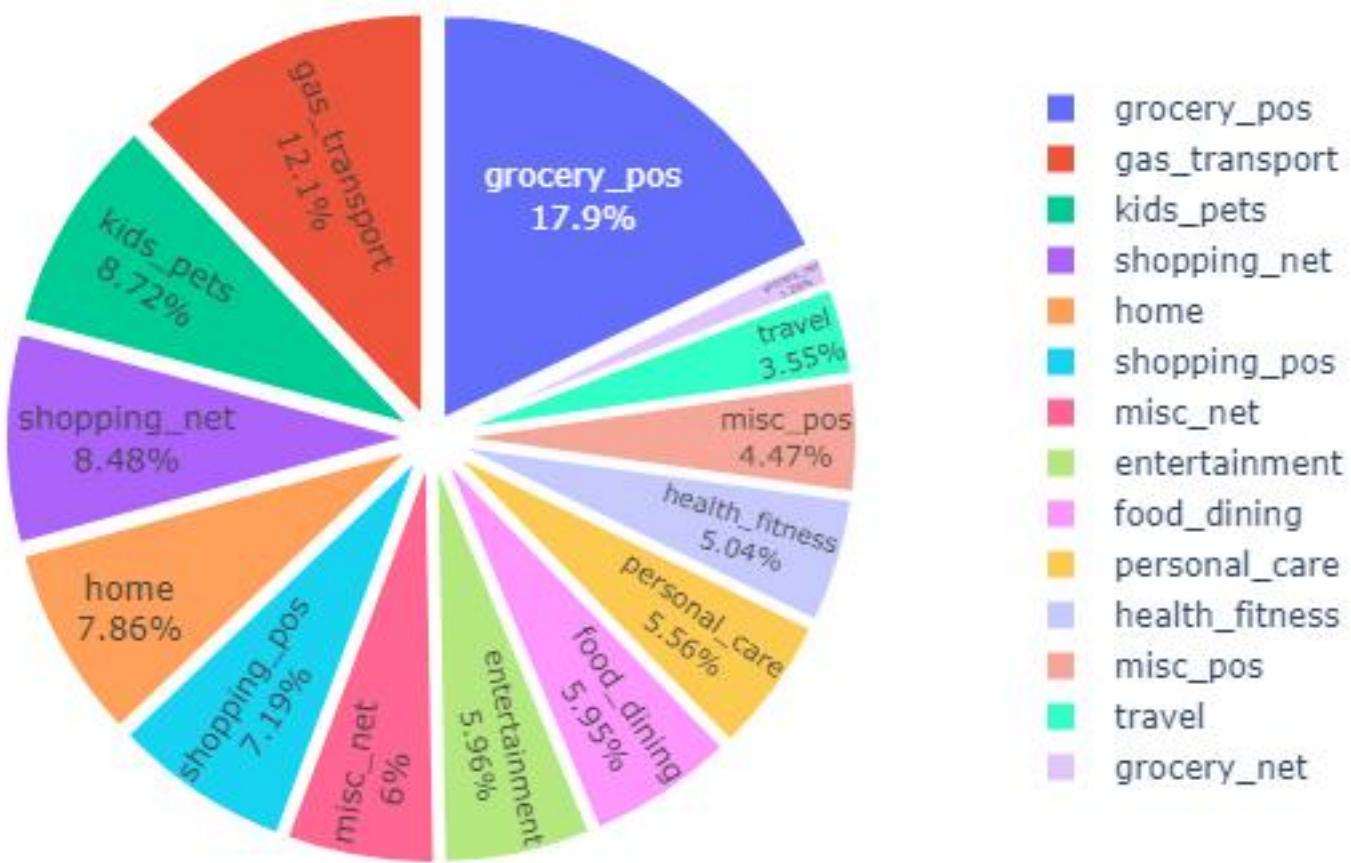
Age: 39-48: Spending by Category



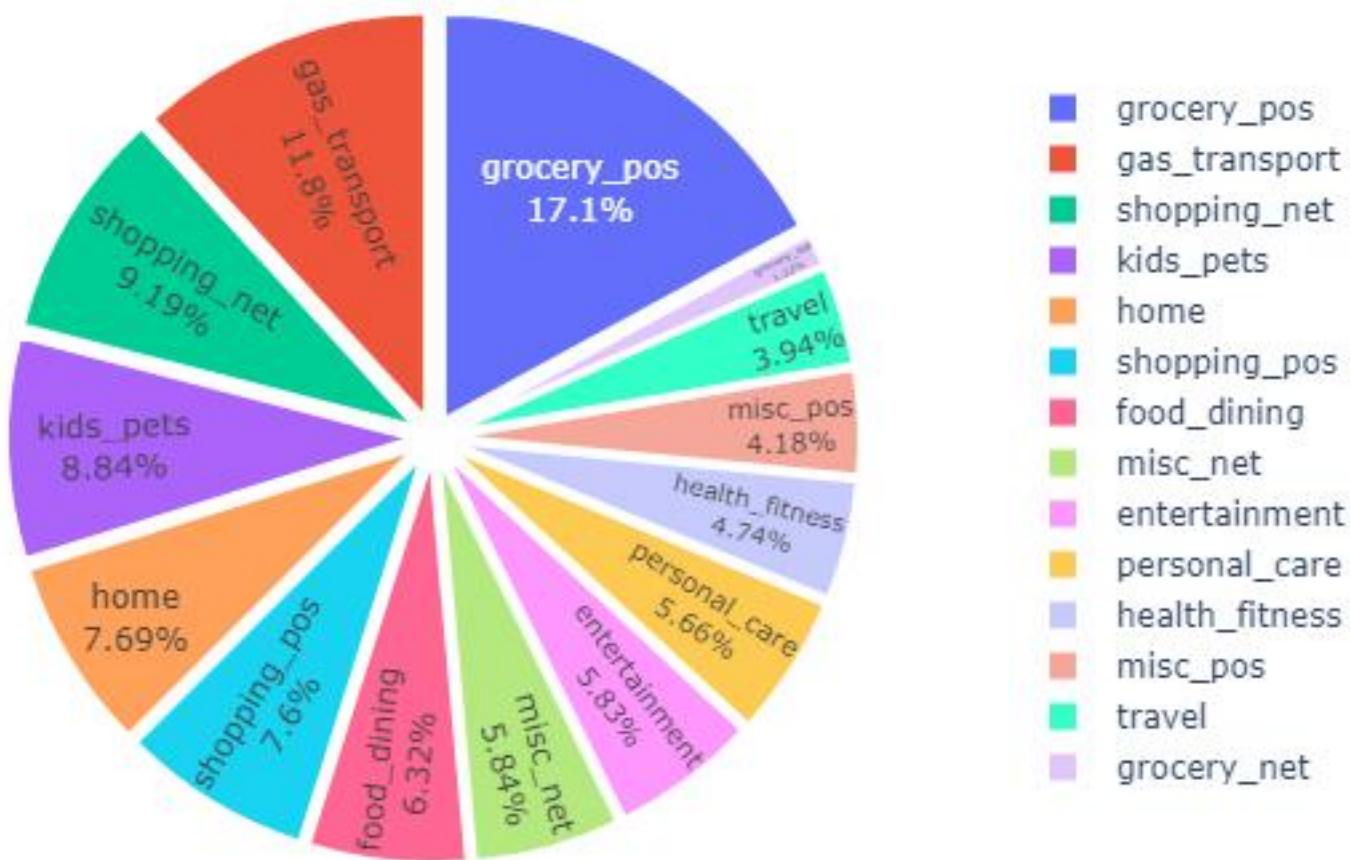
Age: 49-58: Spending by Category



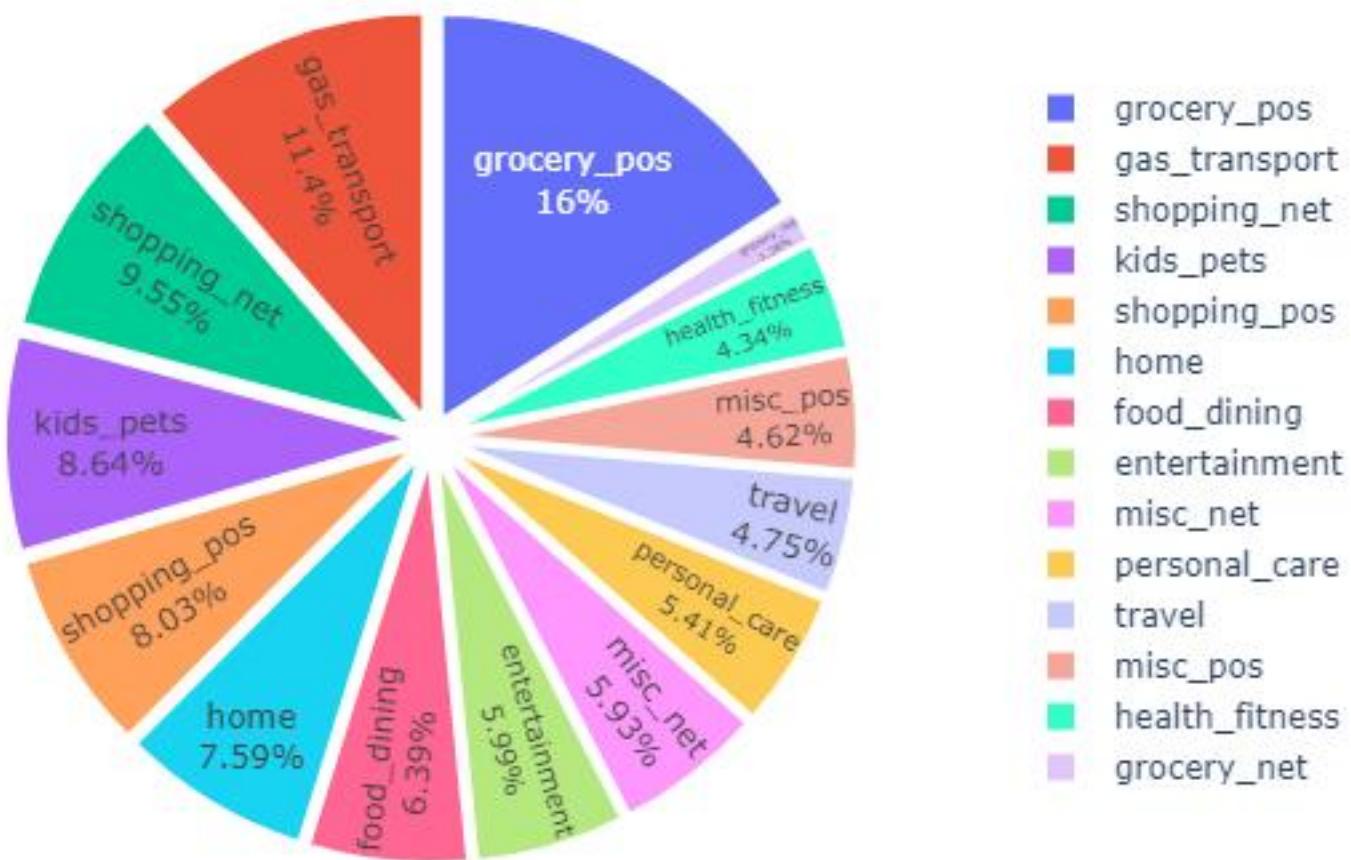
Age: 59-68: Spending by Category



Age: 69-78: Spending by Category

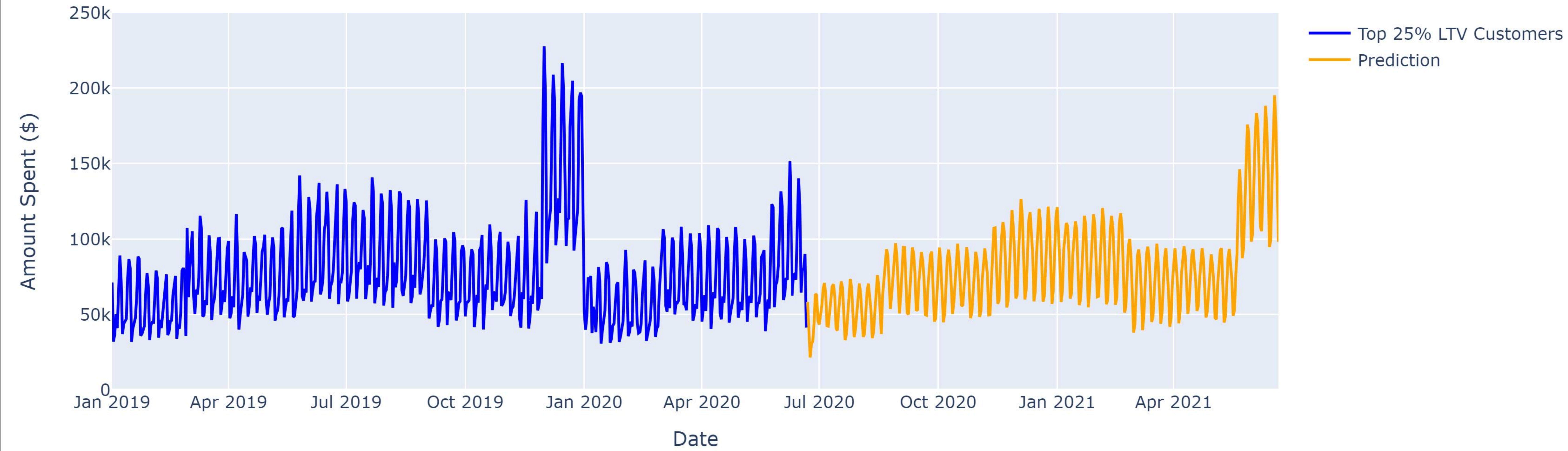


Age: 79 & Older: Spending by Category

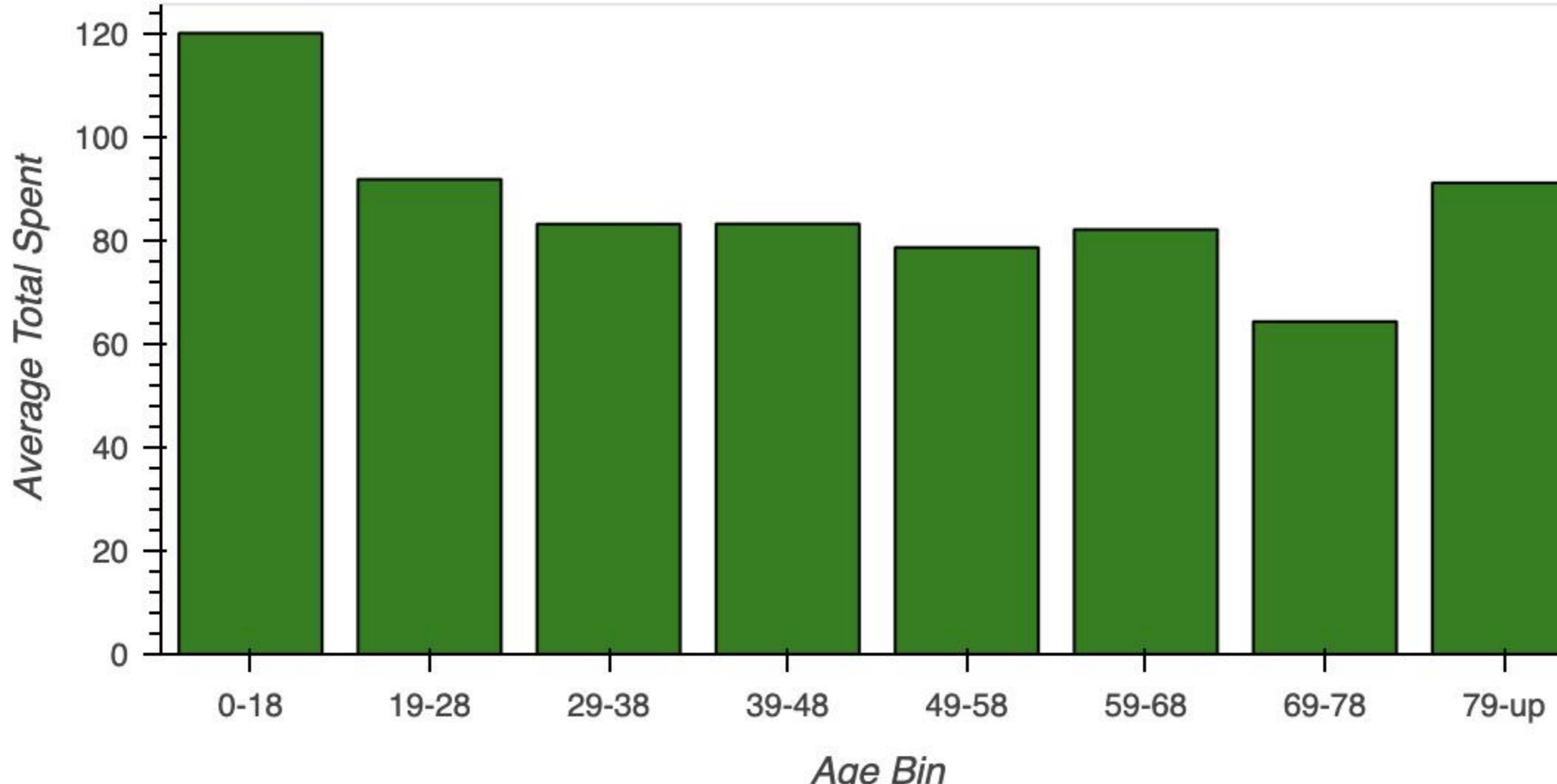




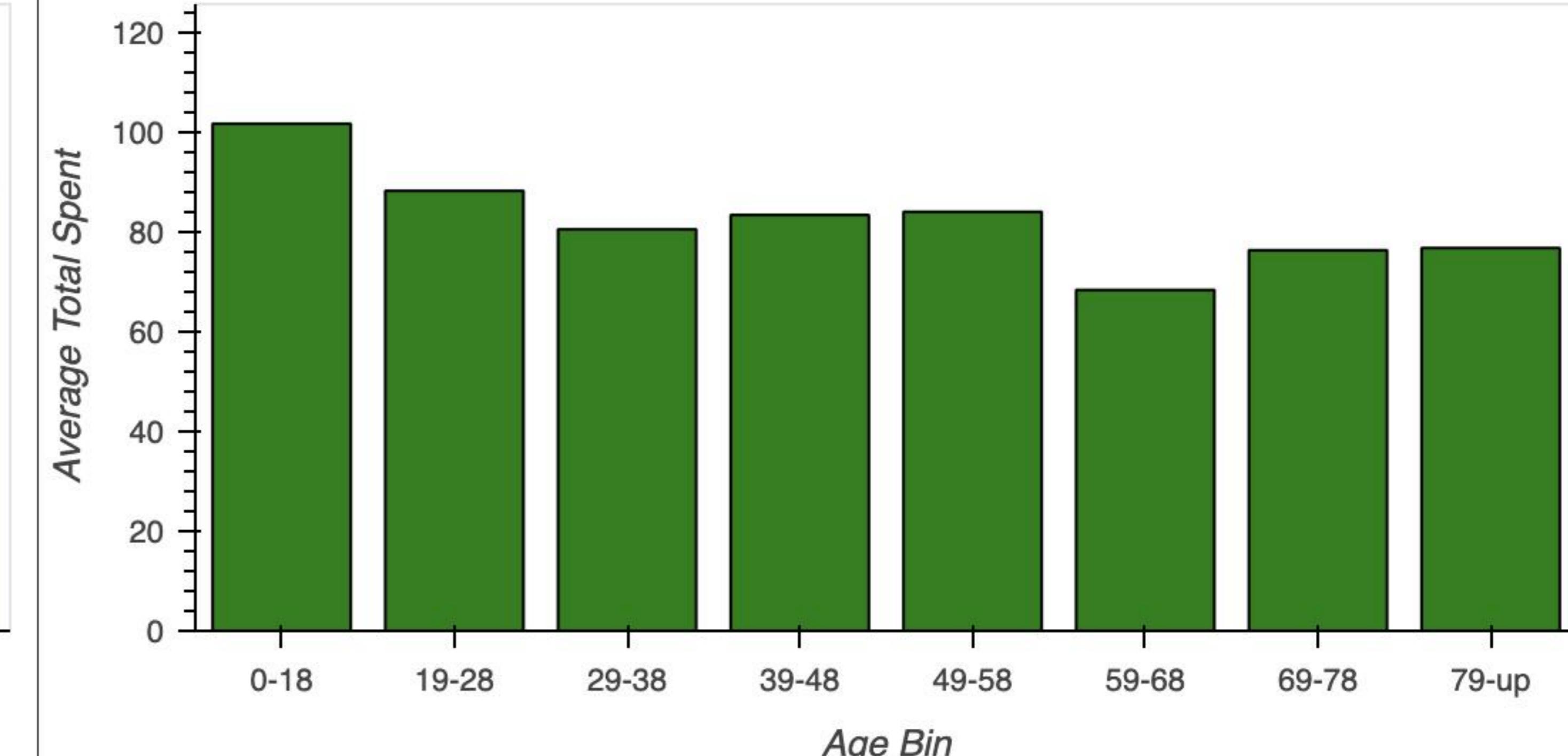
ARIMA Forecast of Top 25% LTV Customers



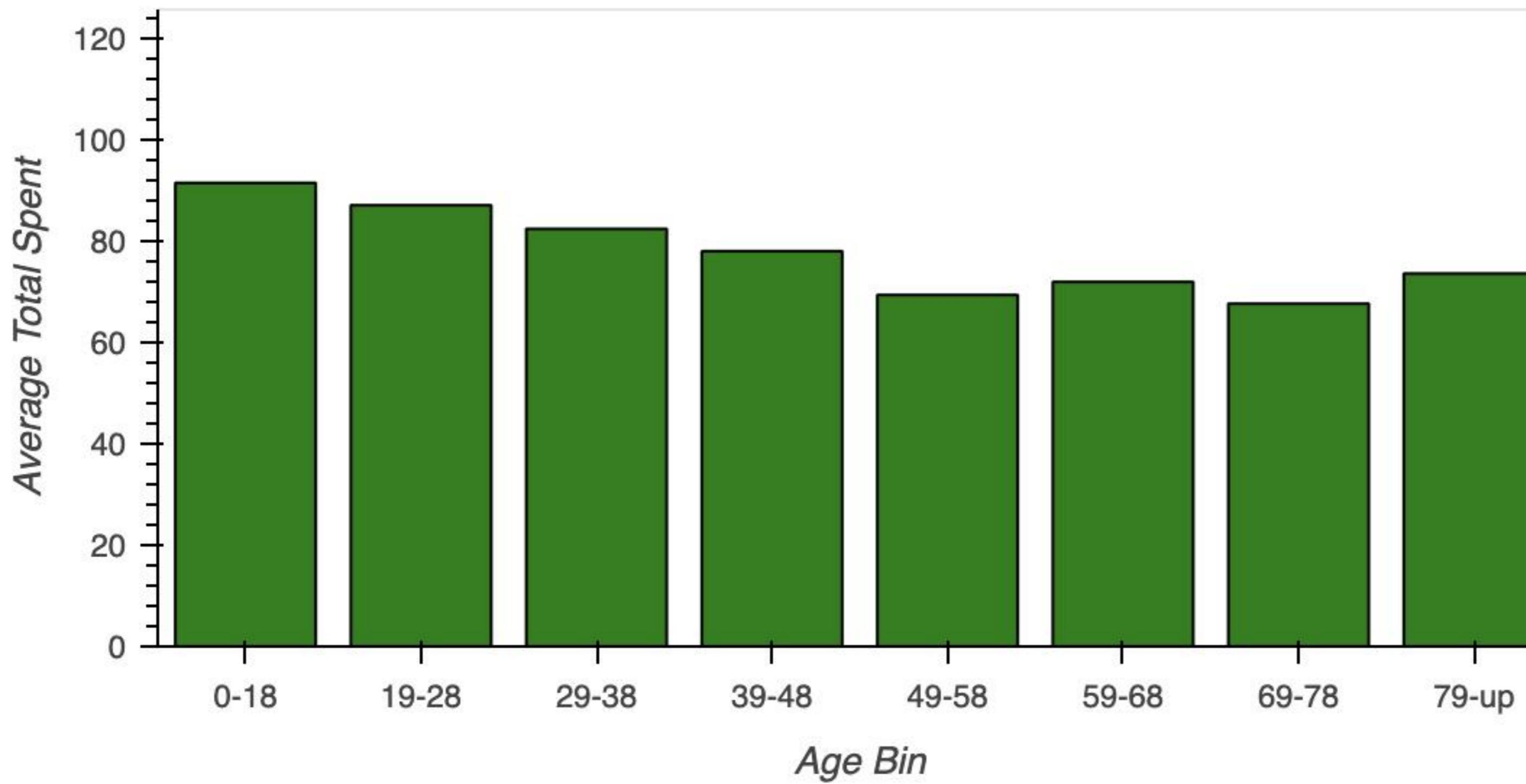
Average Spending by Age Bin for misc_net in Winter



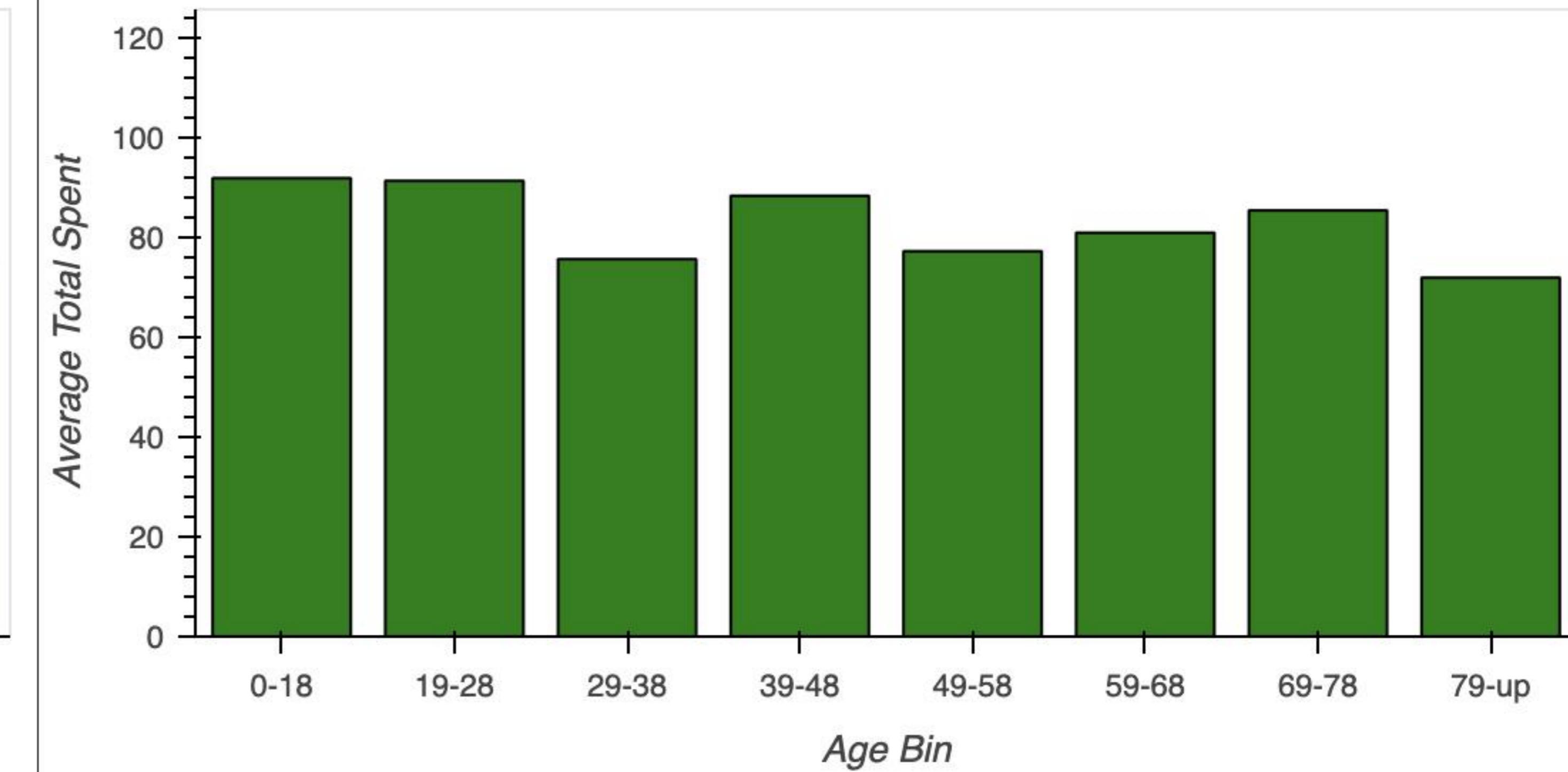
Average Spending by Age Bin for misc_net in Spring



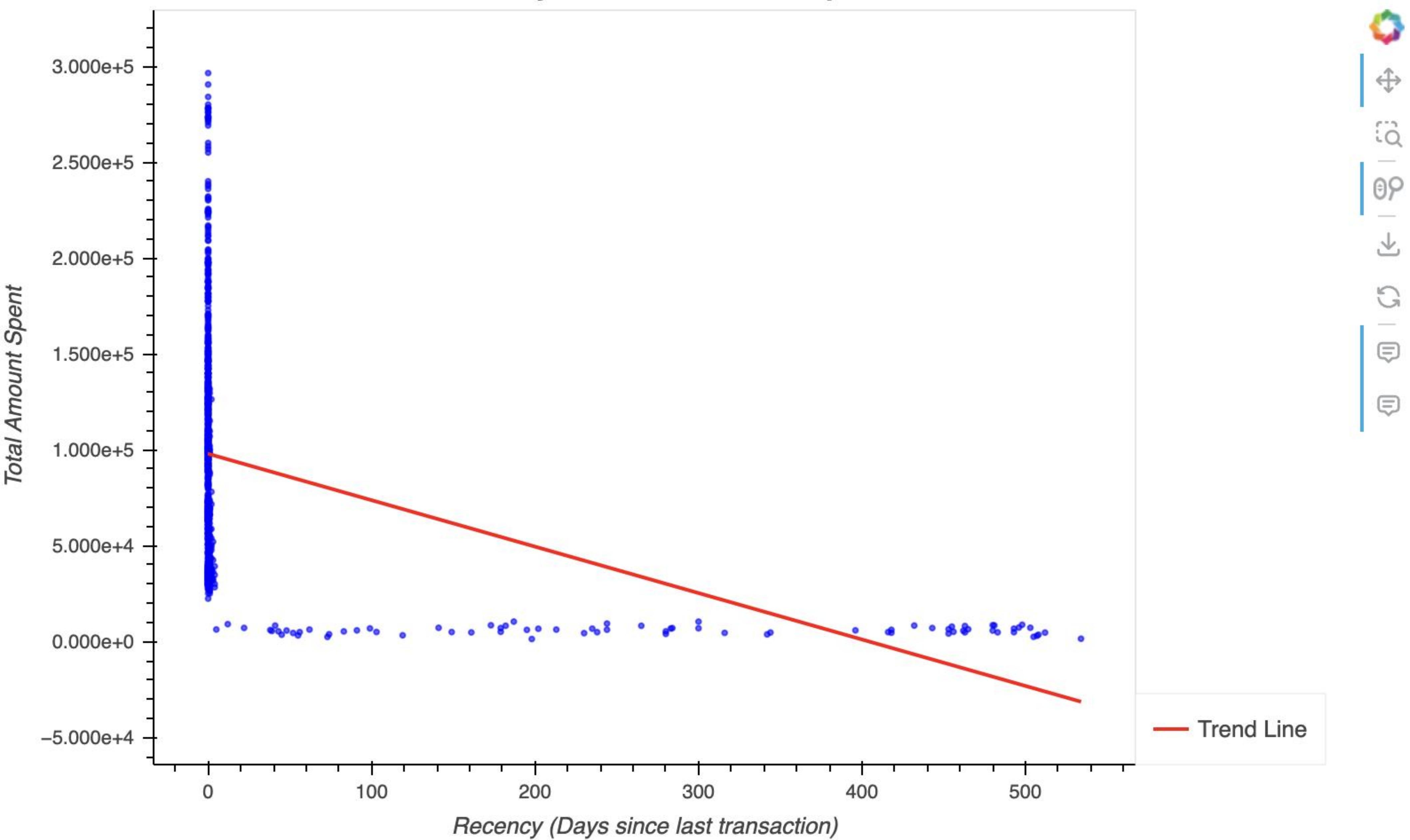
Average Spending by Age Bin for misc_net in Summer



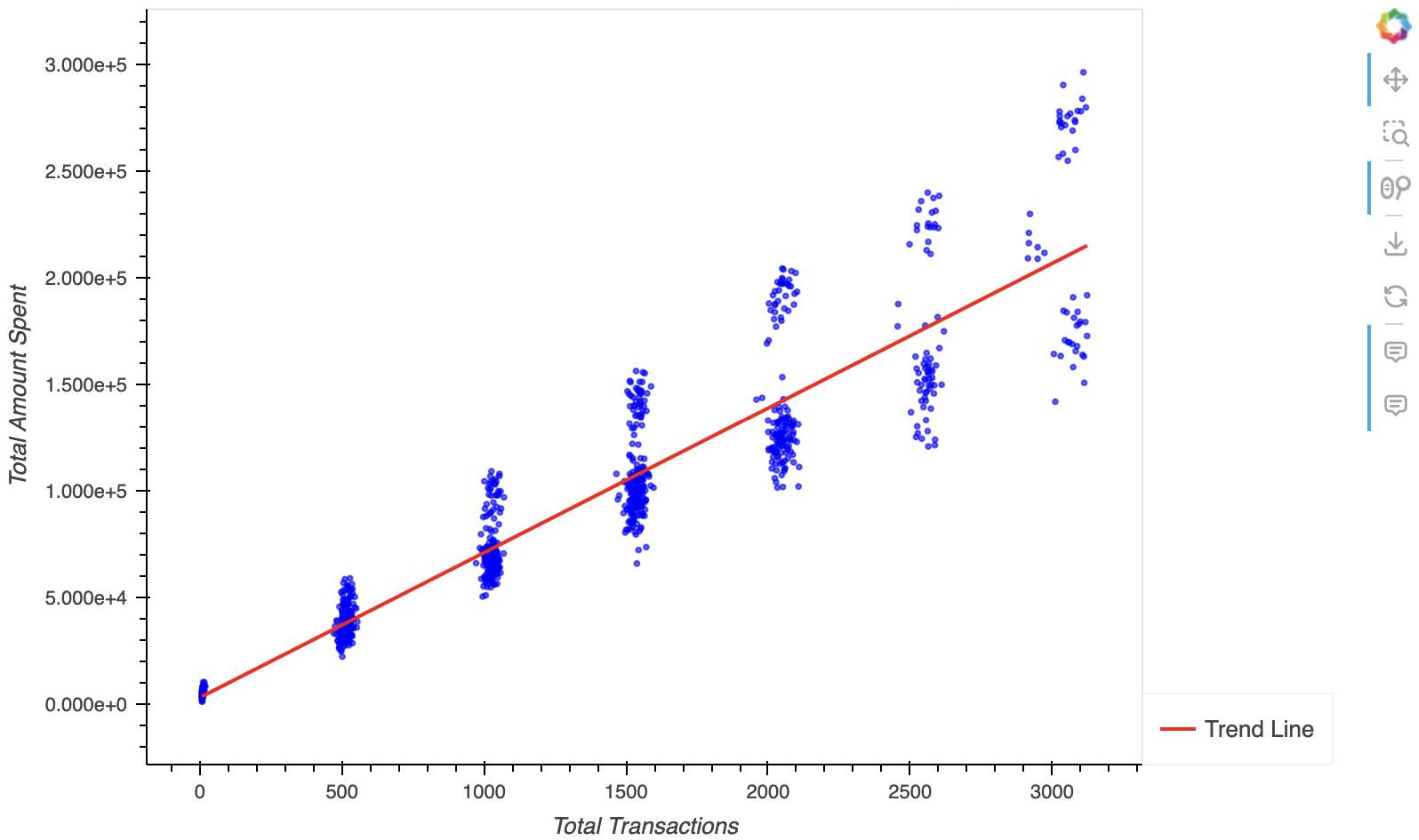
Average Spending by Age Bin for misc_net in Fall



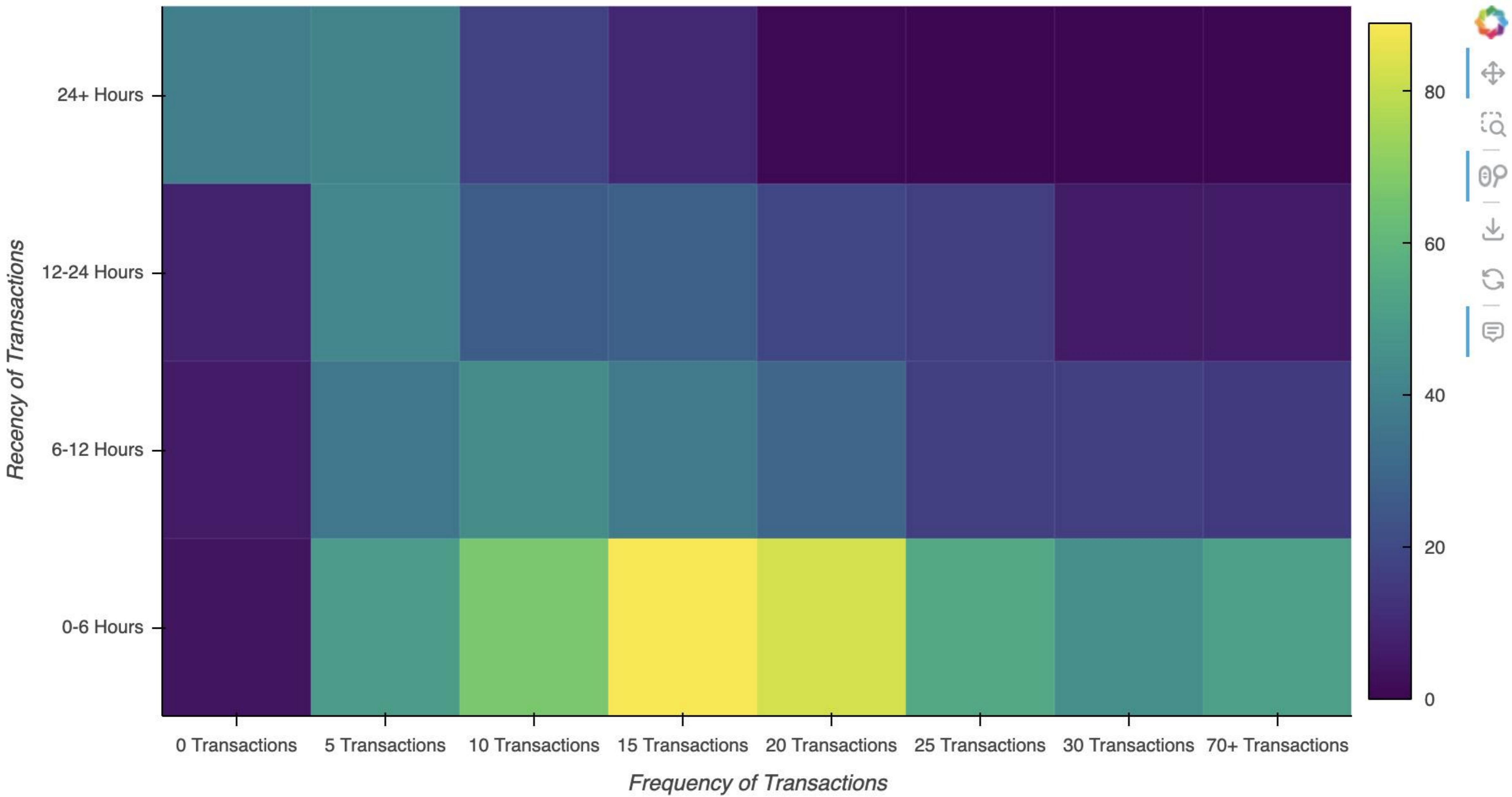
Correlation between Recency and Total Amount Spent with Trend Line



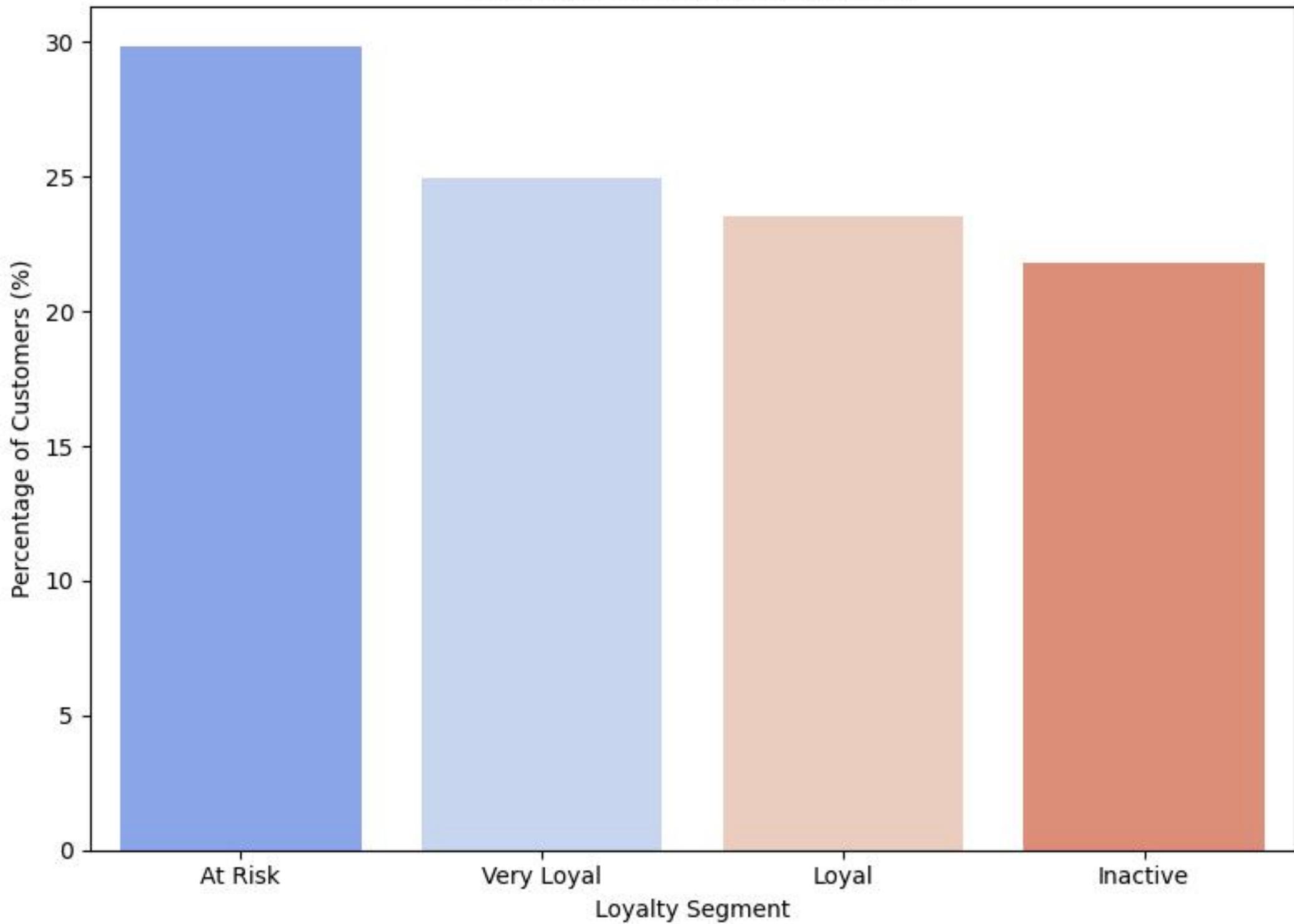
Correlation between Total Transactions and Total Amount Spent with Trend Line



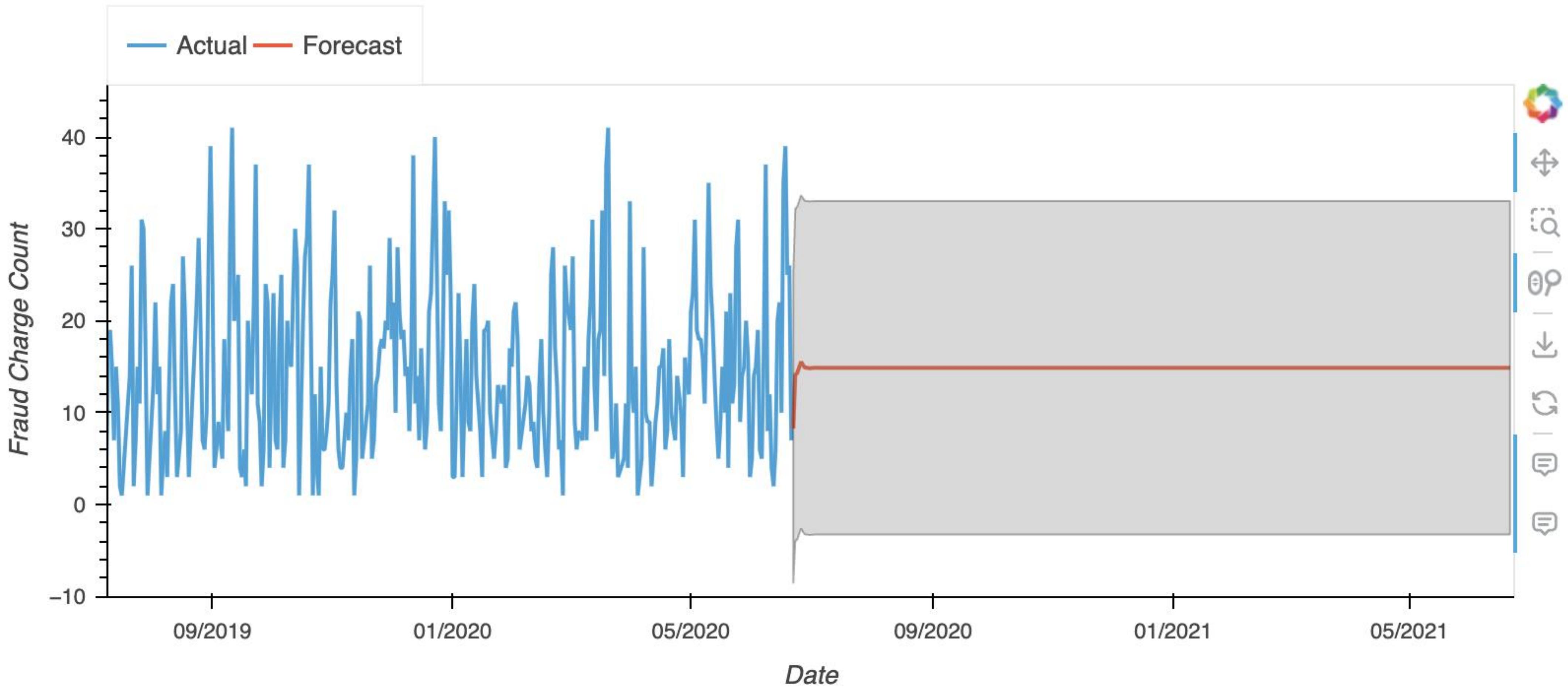
Customer Engagement Heatmap for the Most Recent Week



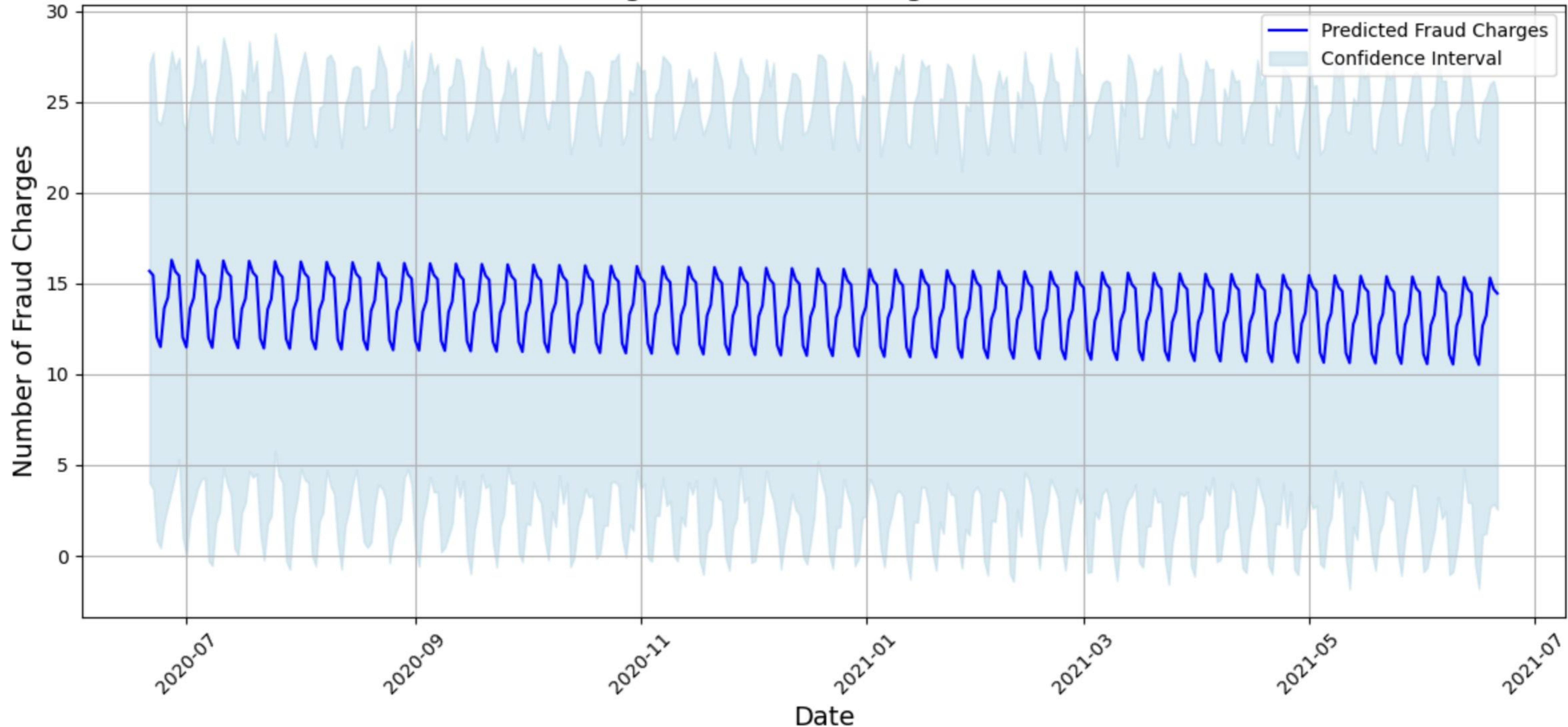
Customer Loyalty Segmentation



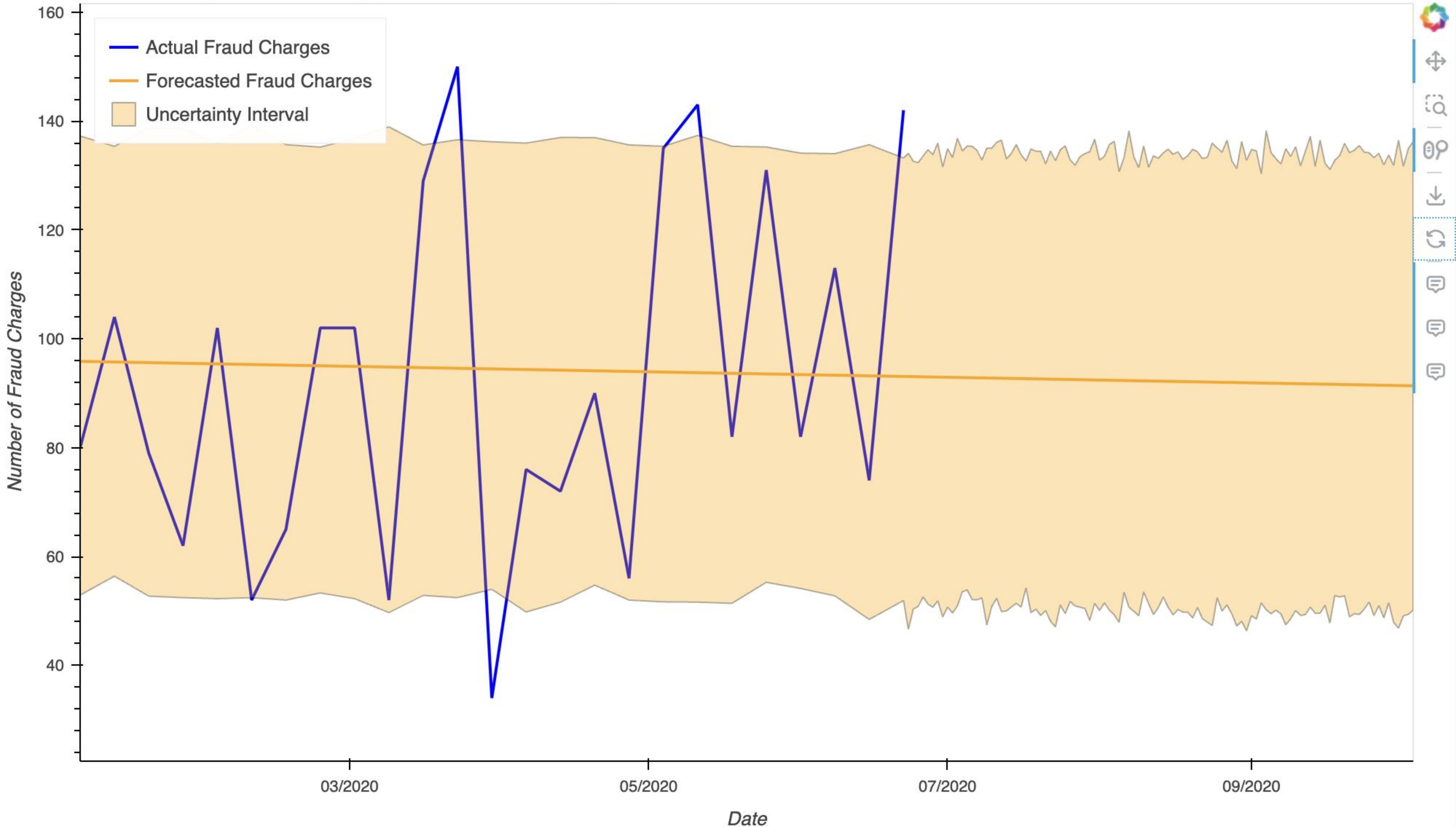
Fraud Charge Count Forecast



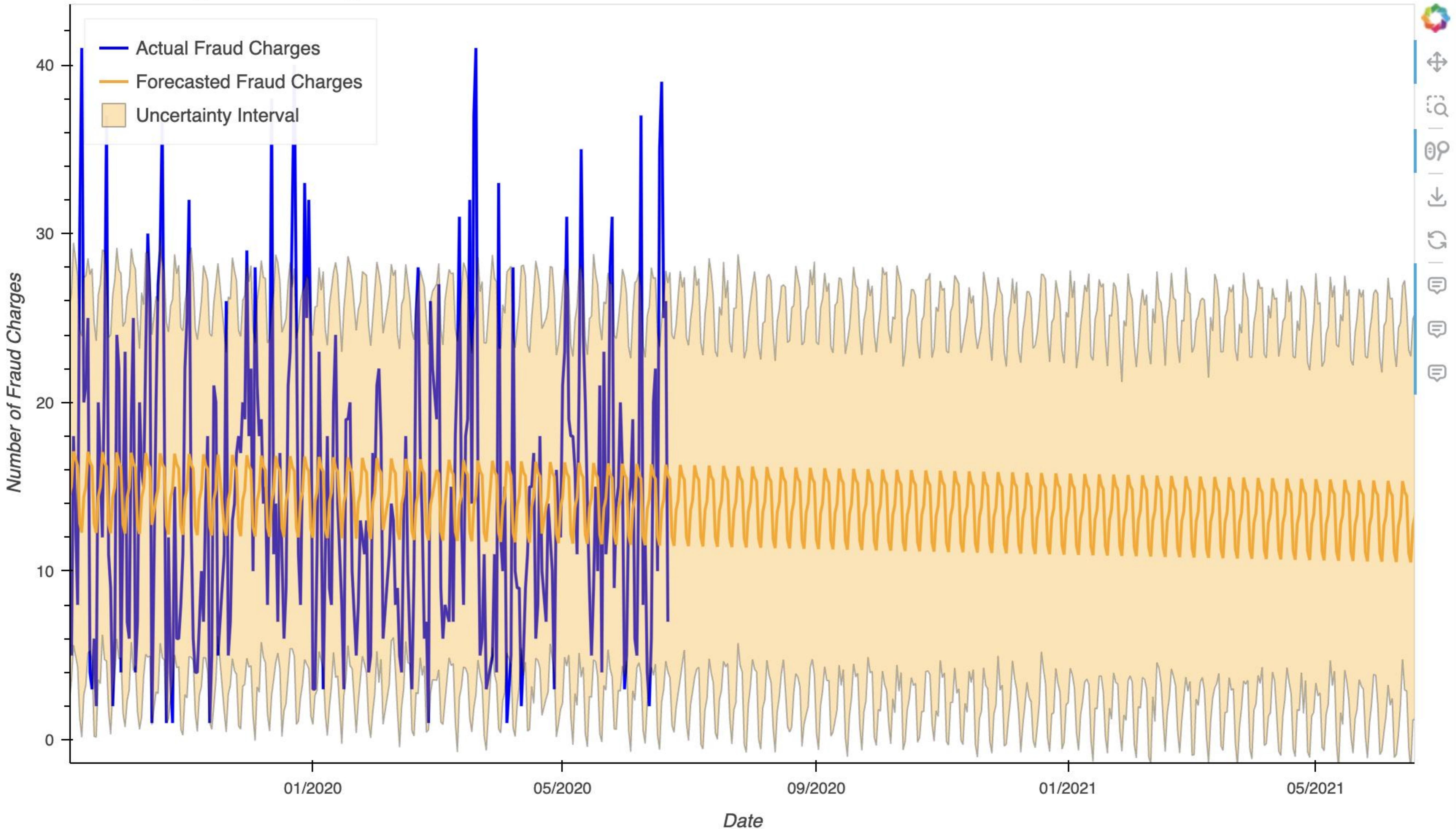
Fraud Charge Forecast Starting from 2020-06-21



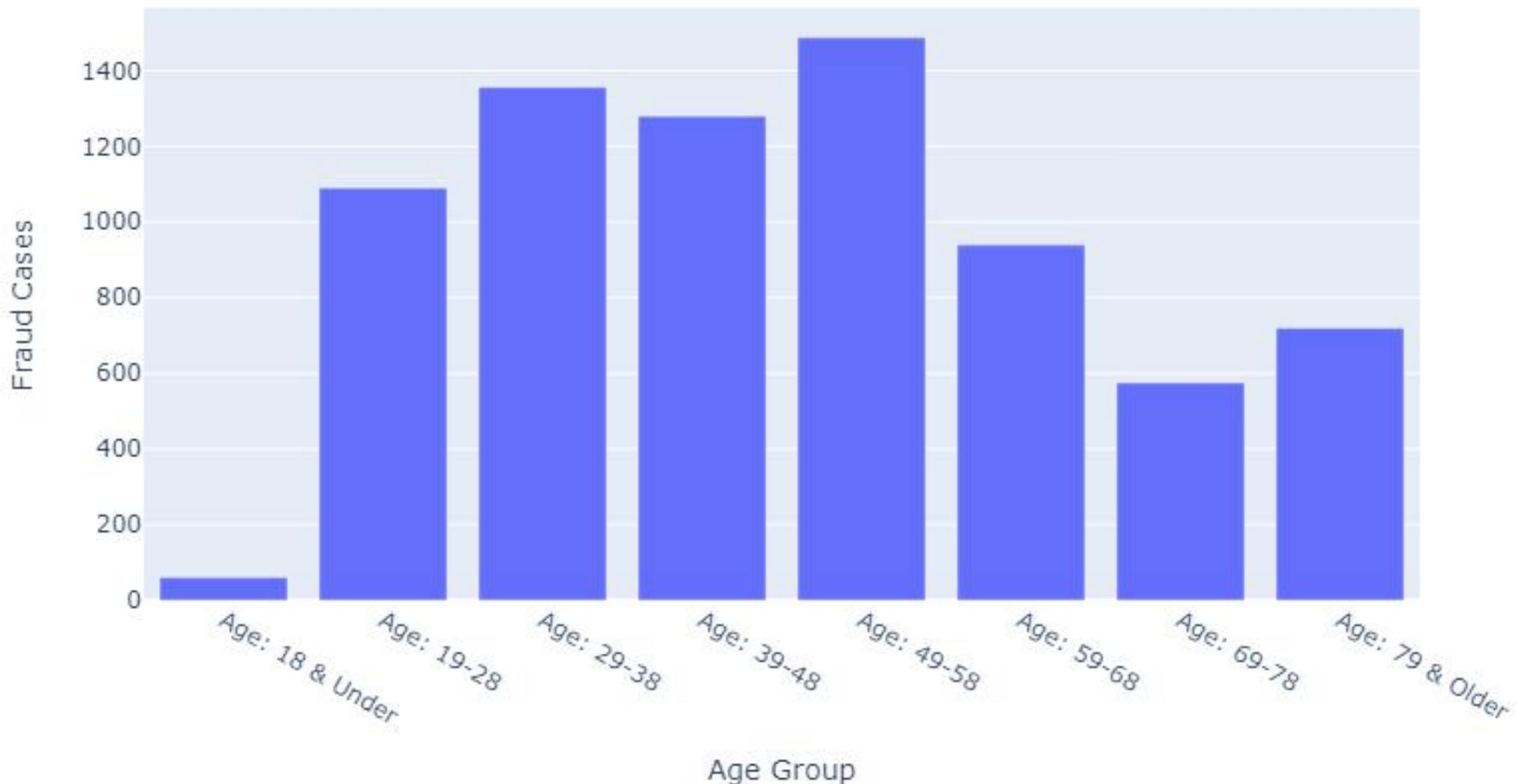
Fraud Charge Forecasting (From 2020 Onwards)

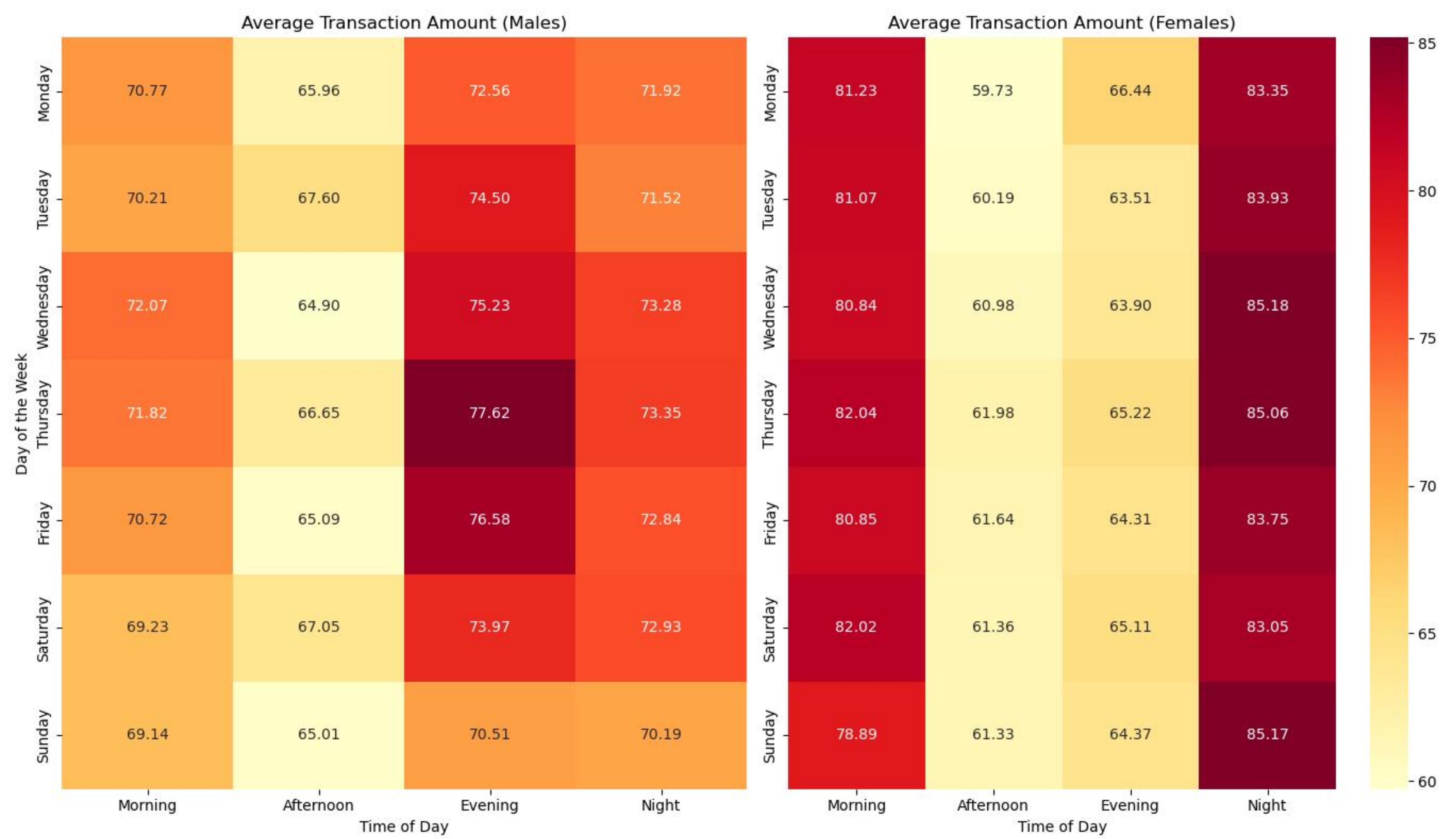


Fraud Charge Forecasting

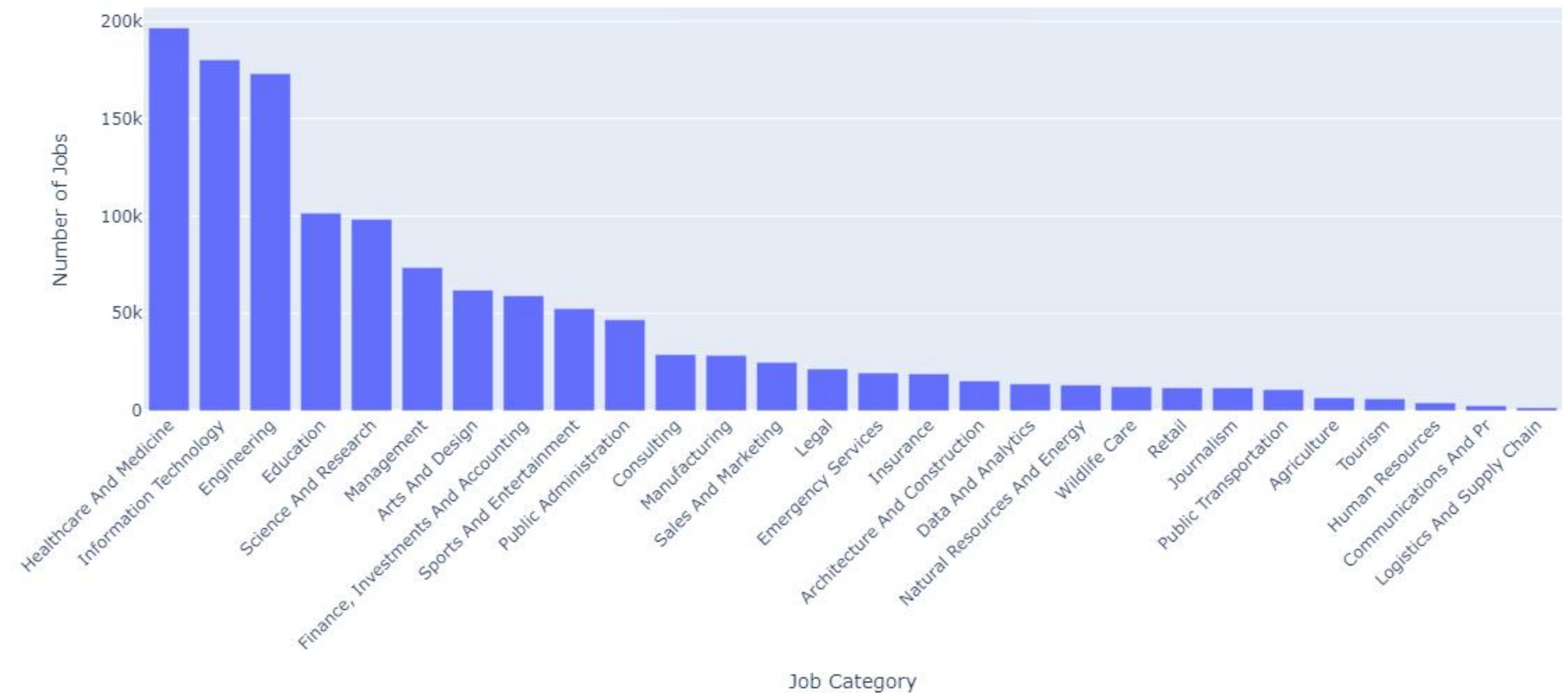


Total Fraudulent Transactions by Age Group

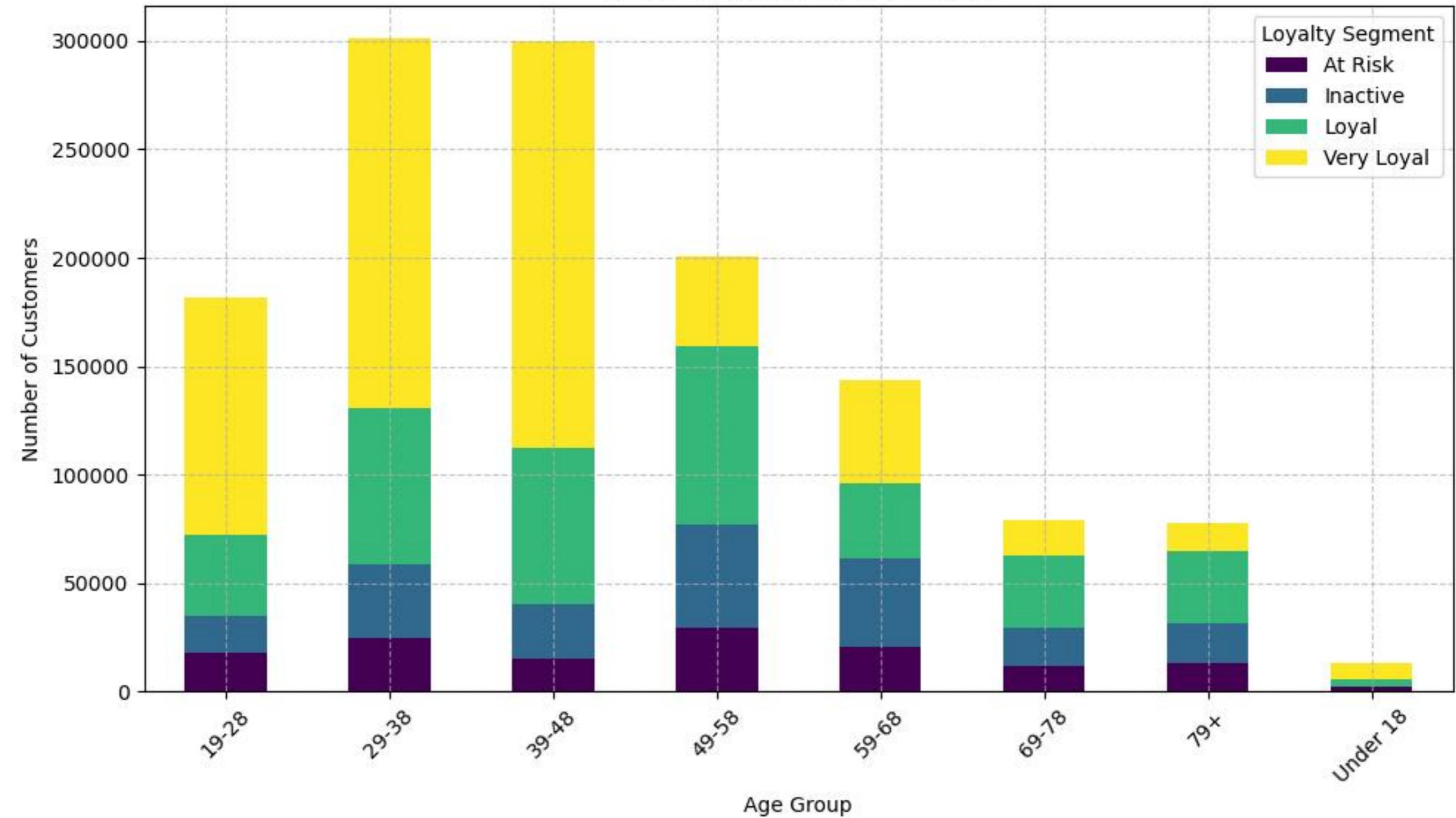


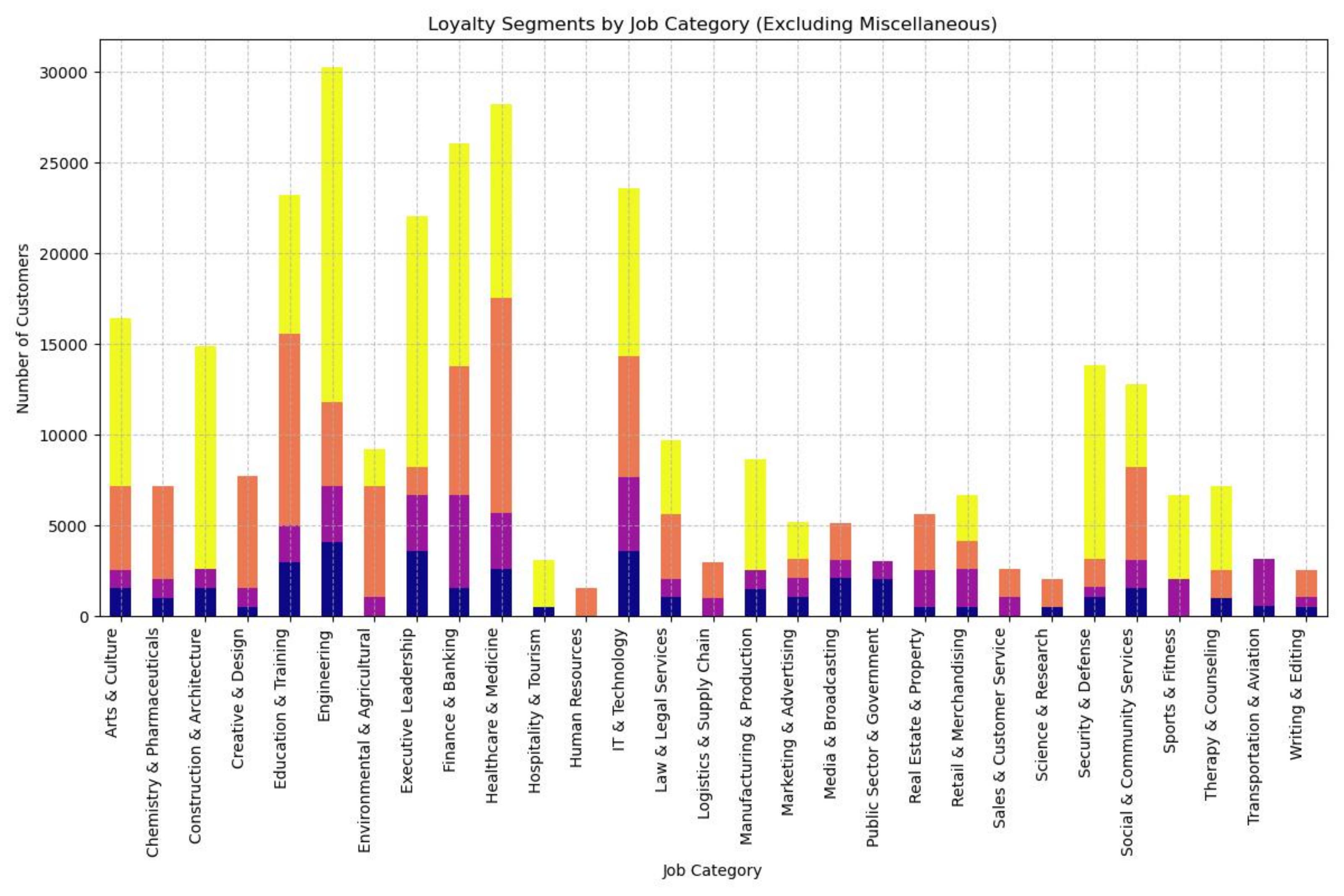


Number of Jobs in Each Job Category

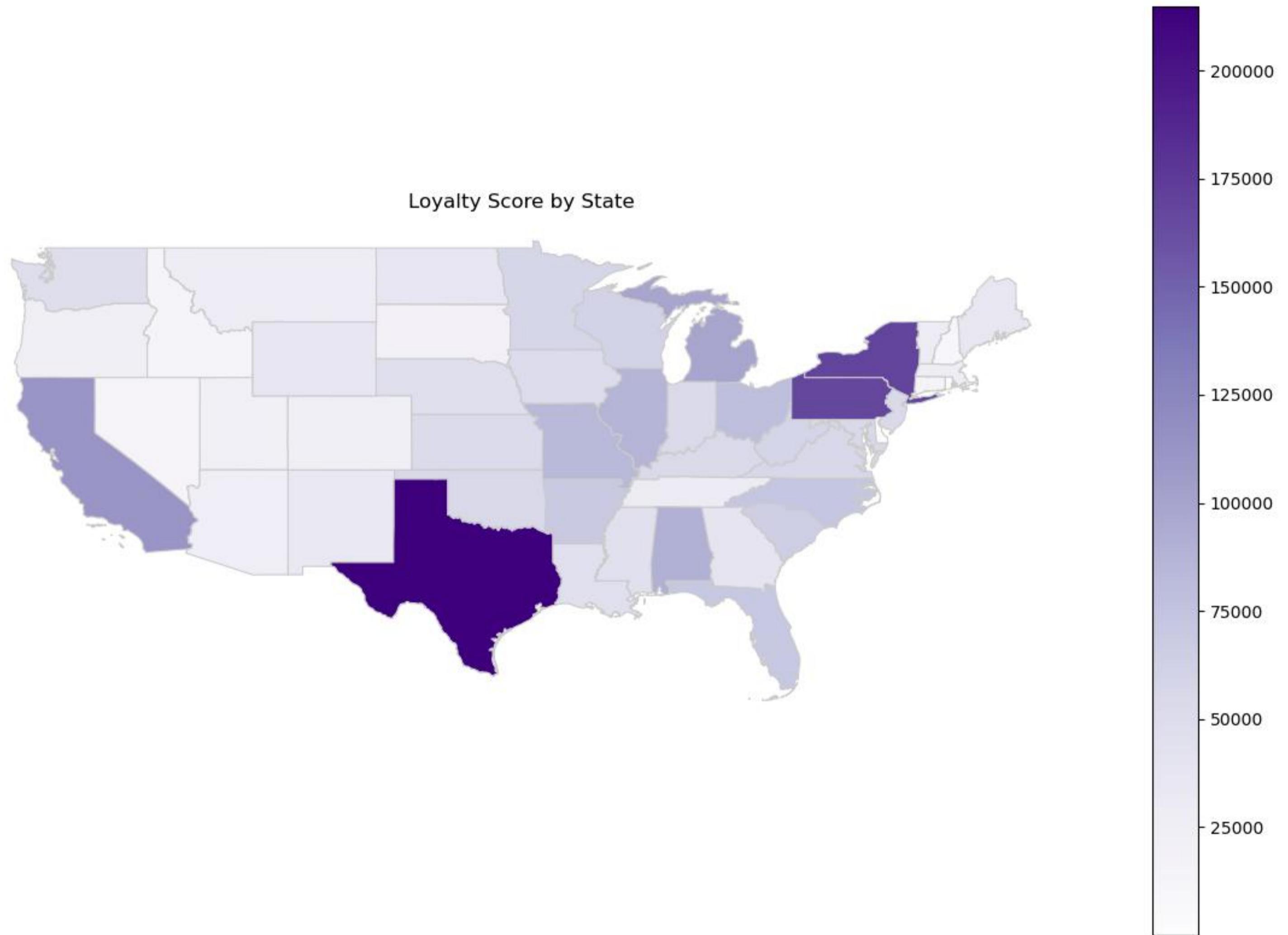


Loyalty Segments by Age Group

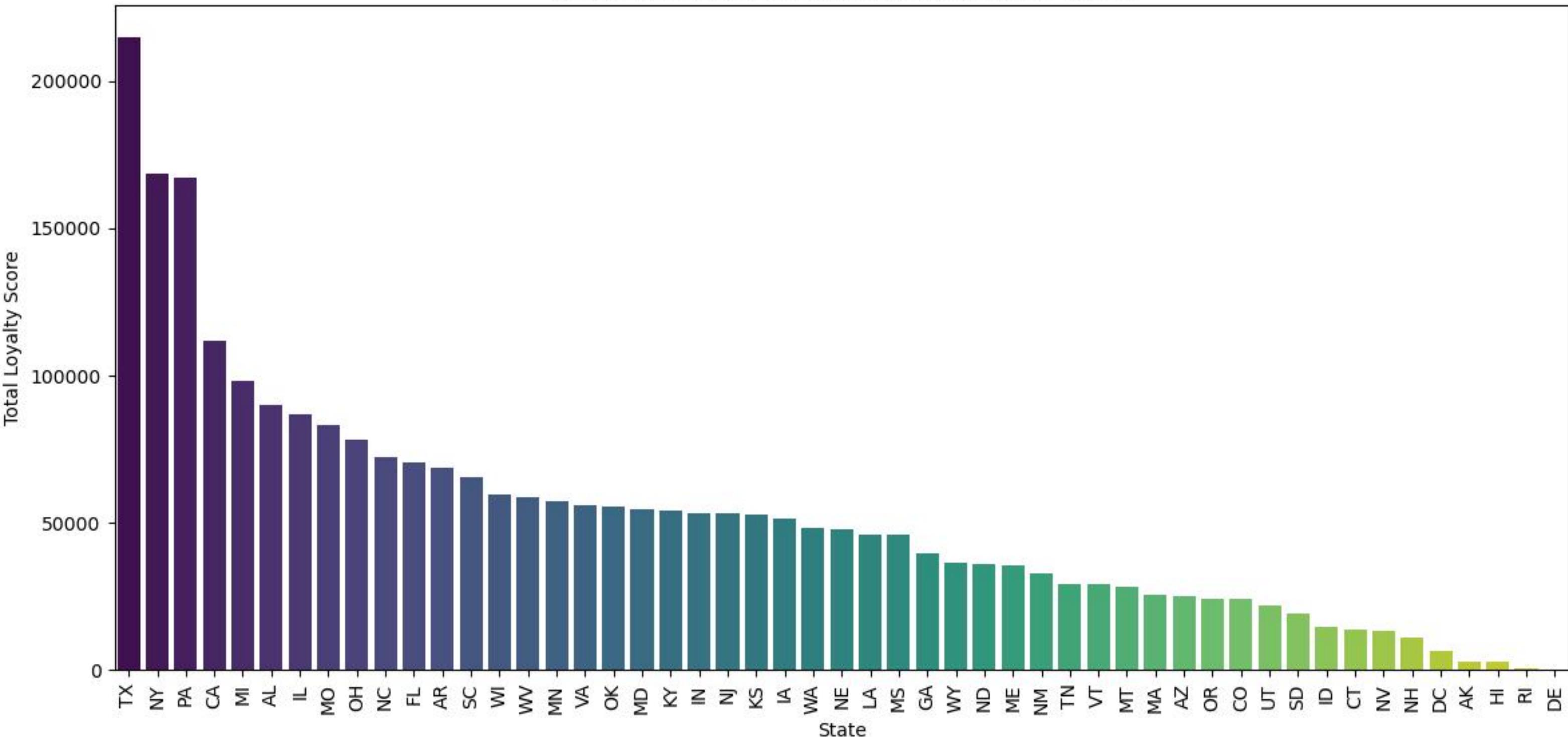




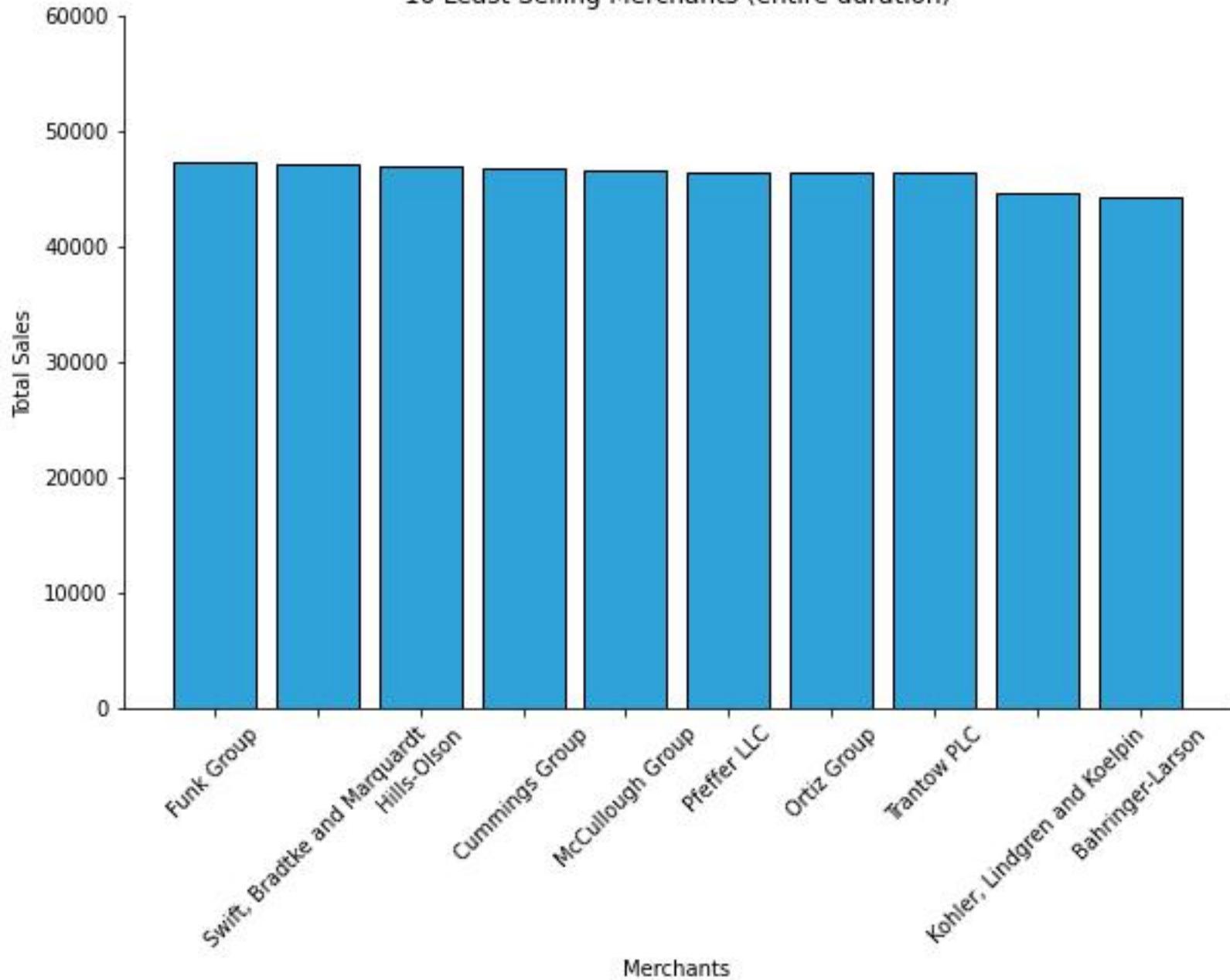
Loyalty Score by State



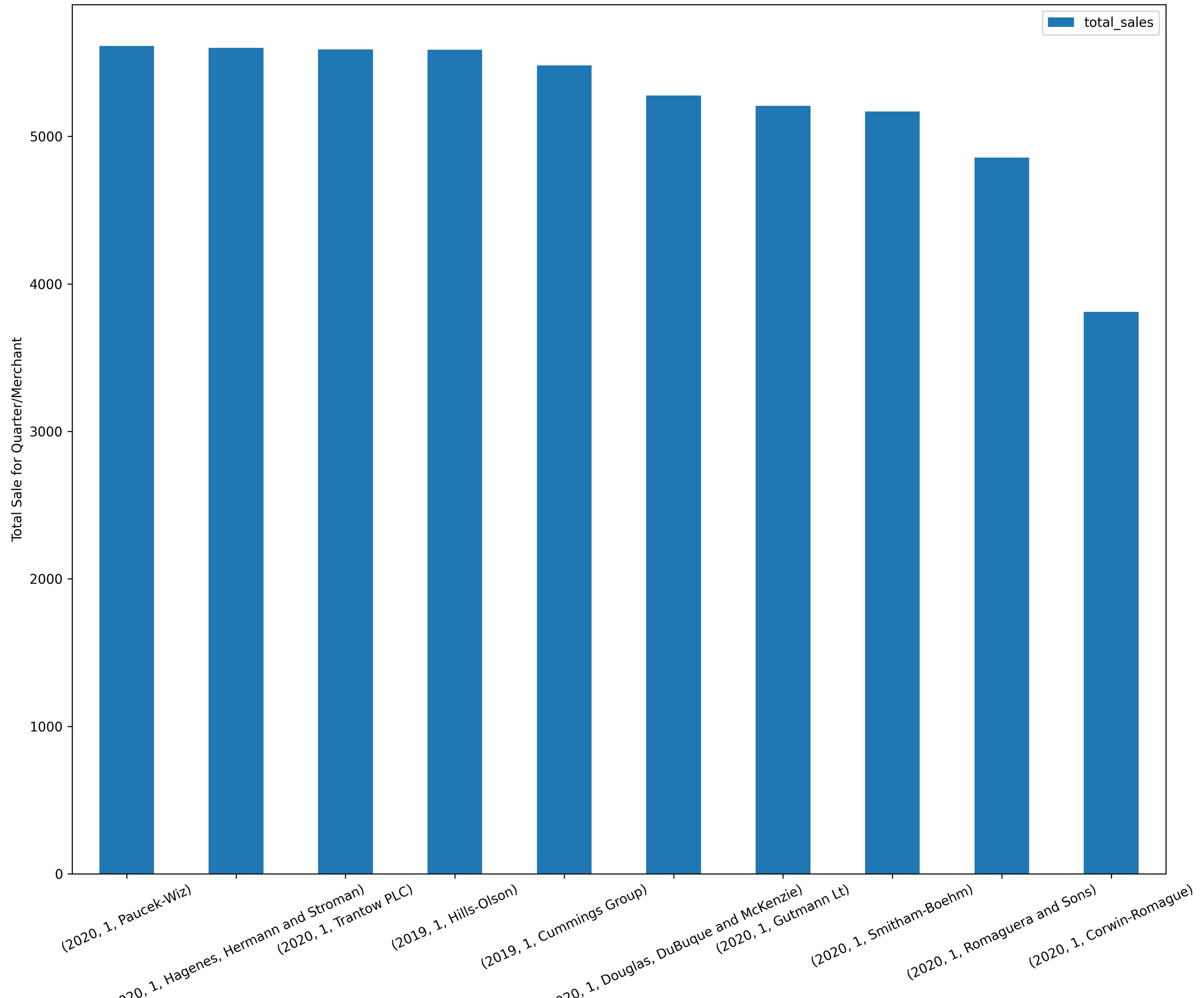
Loyalty Score by State (Sorted in Descending Order)



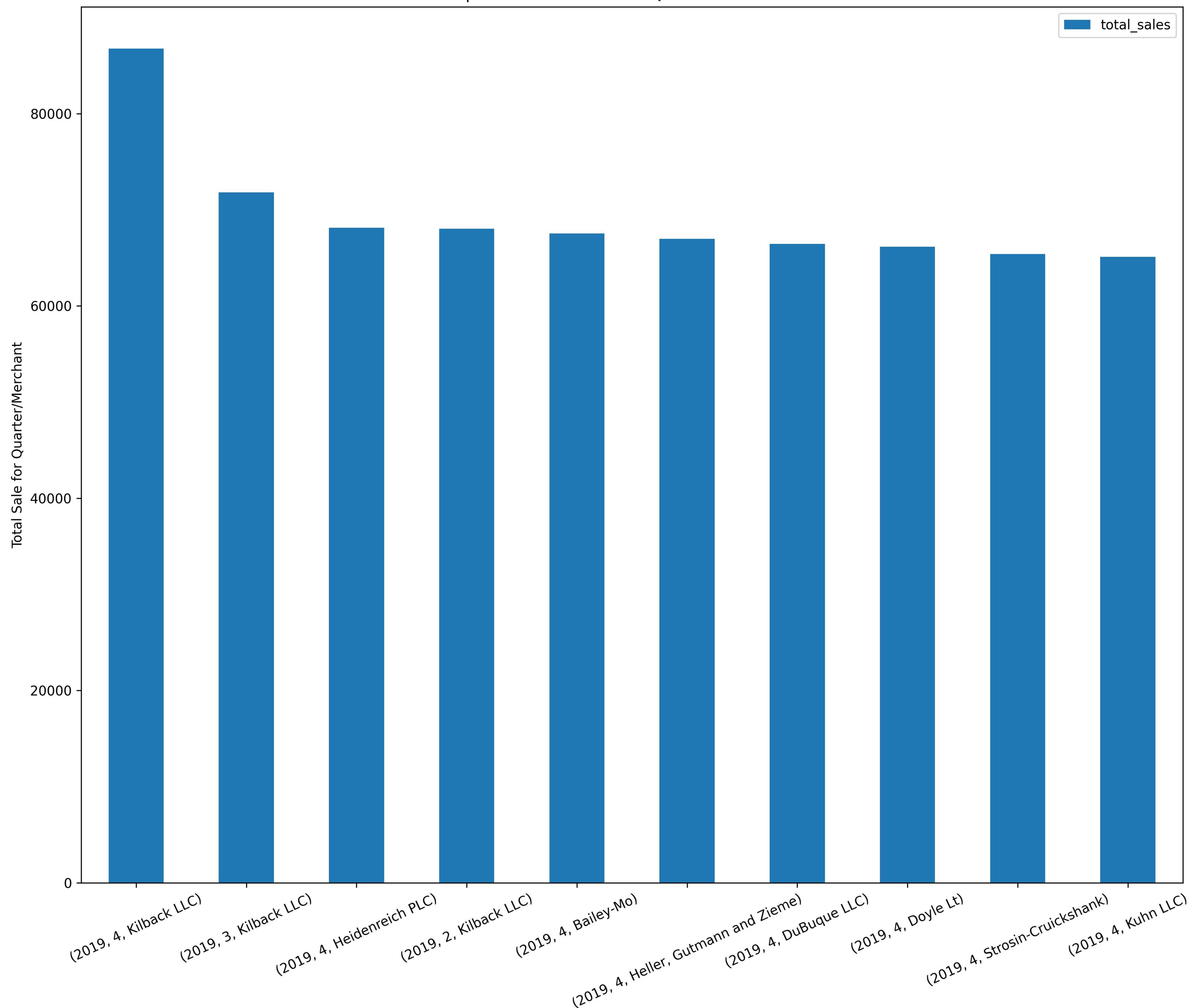
10 Least Selling Merchants (entire duration)



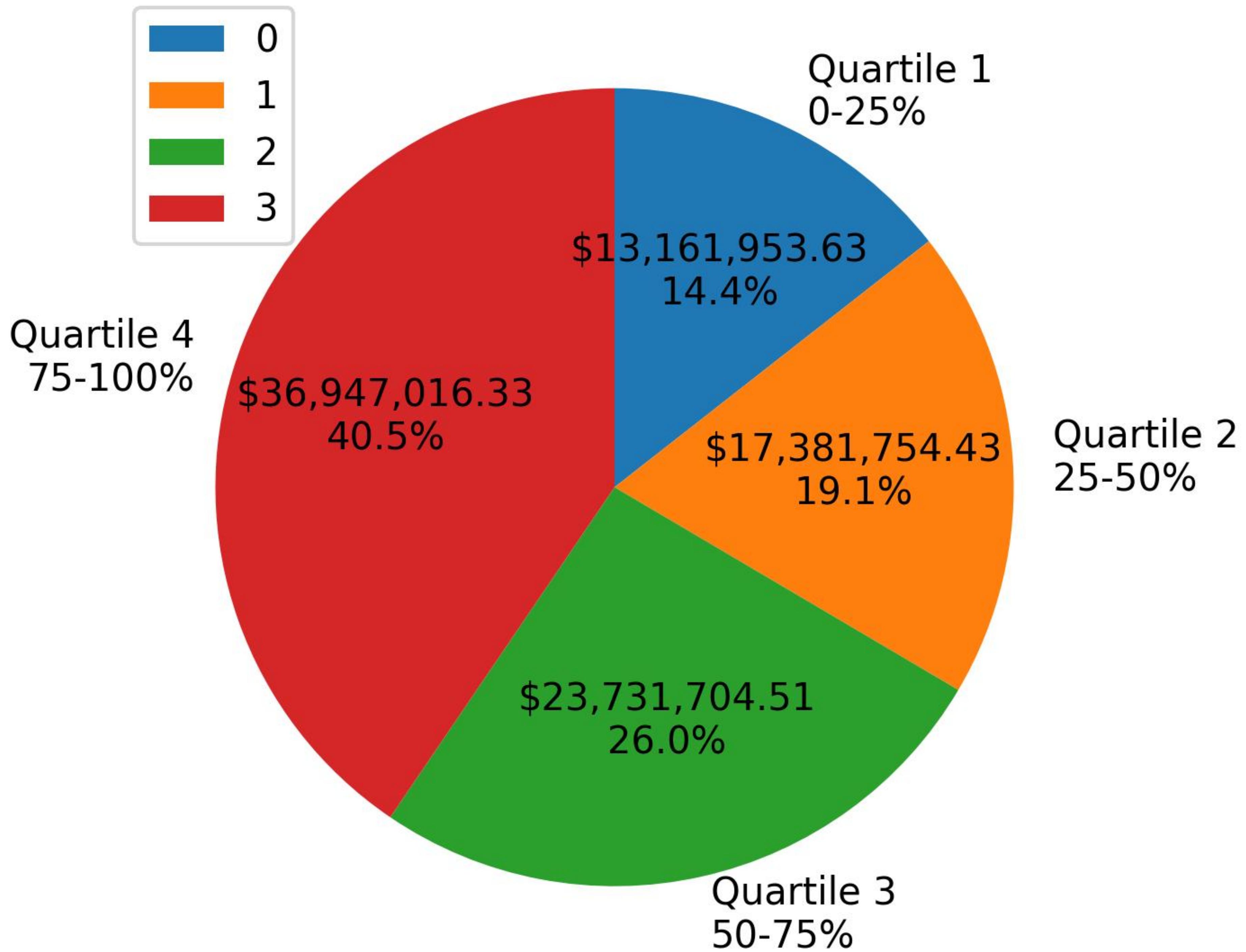
10 Least Sale for Merchant Quarter combination

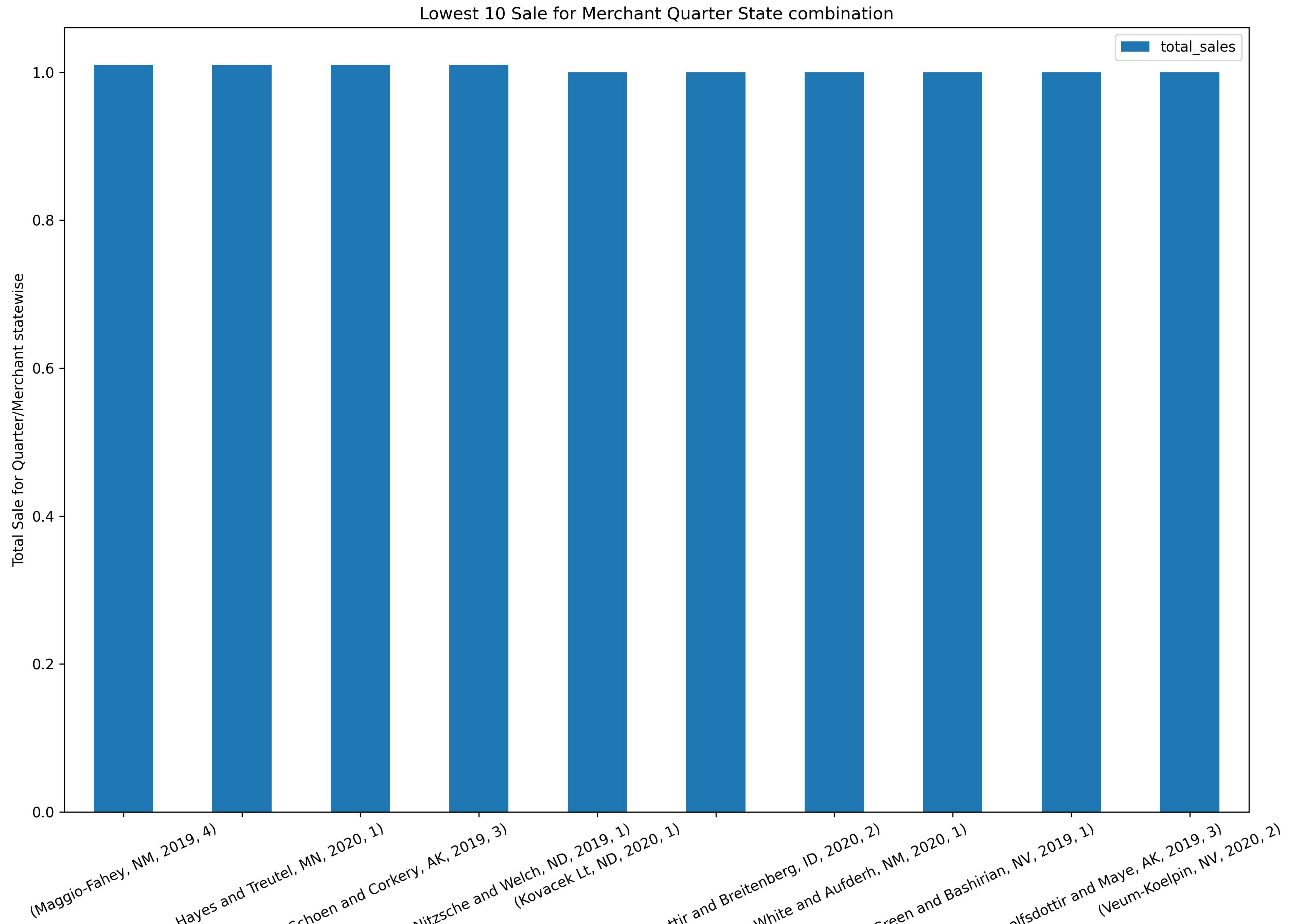


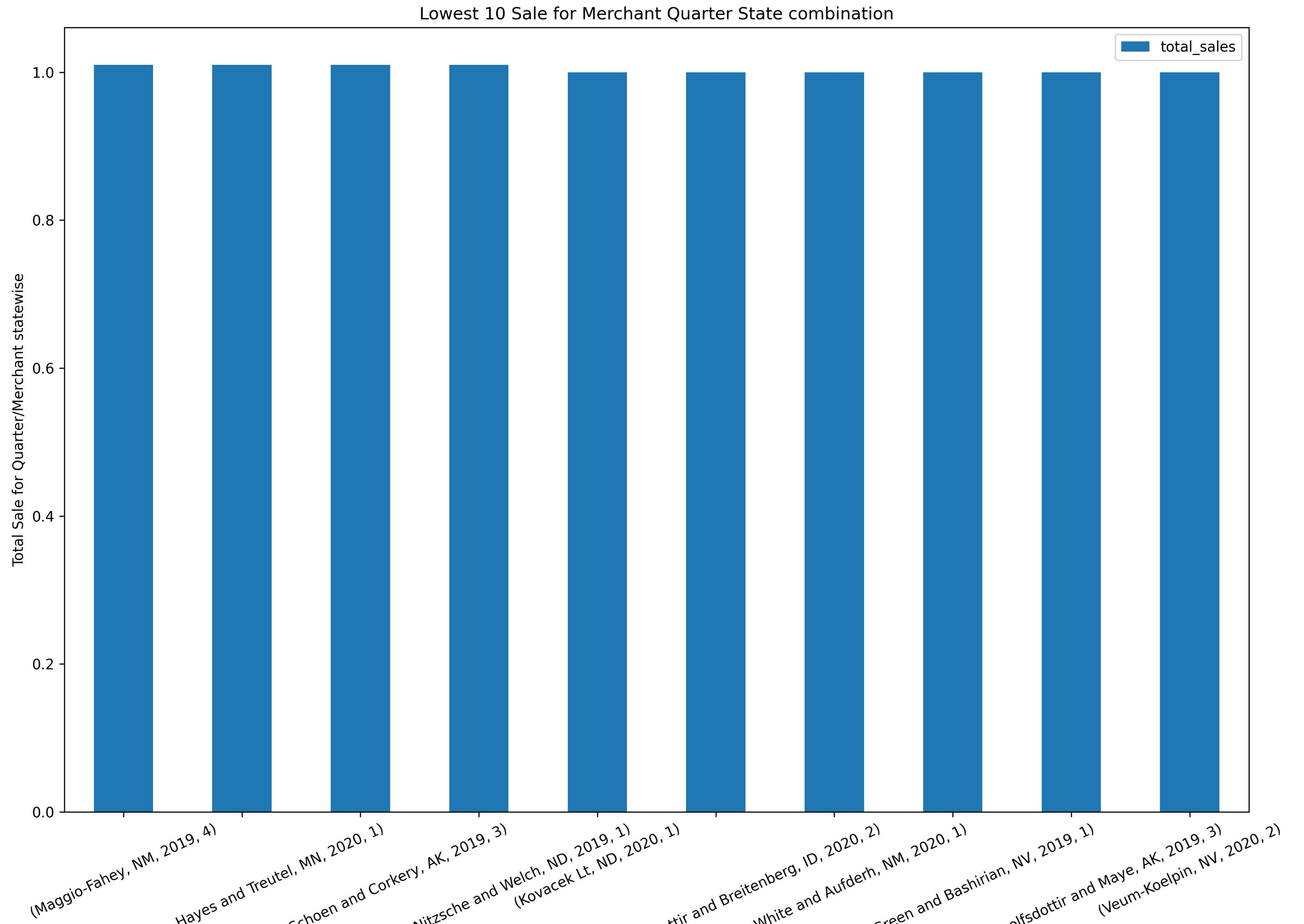
Top 10 Sale for Merchant Quarter combination

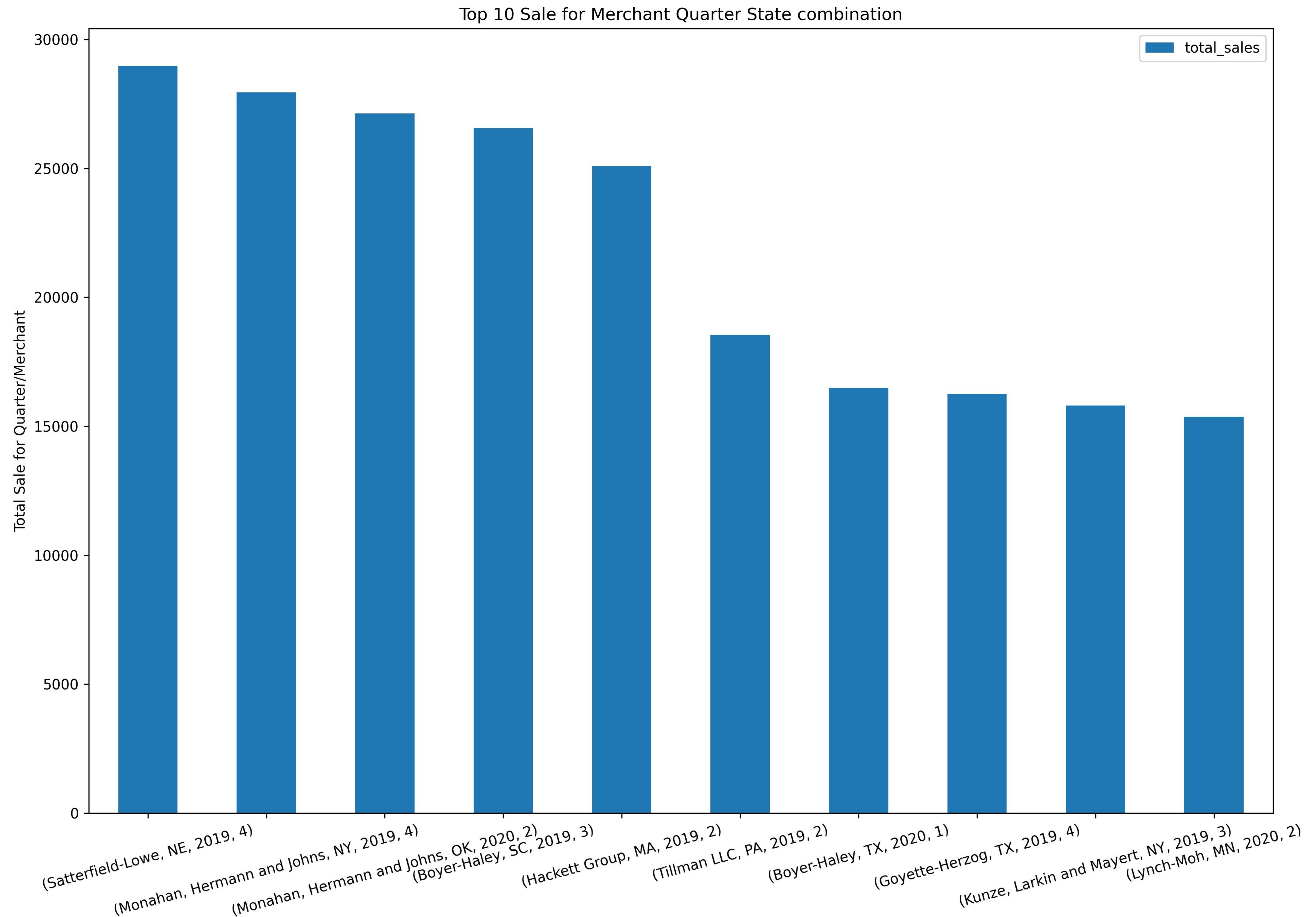


Merchant sales quartiles - Total Sales for entire duration : \$91,222,428.90

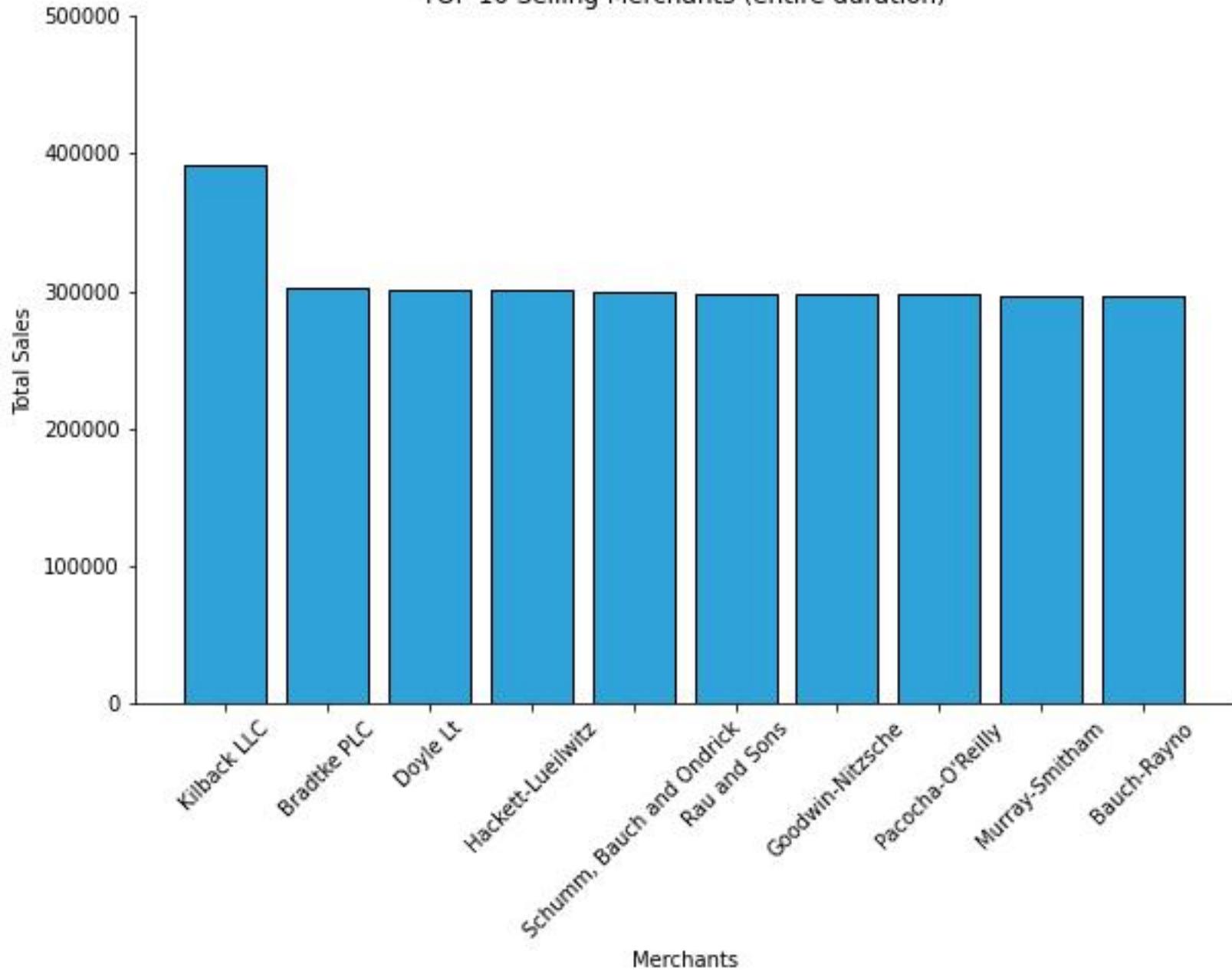






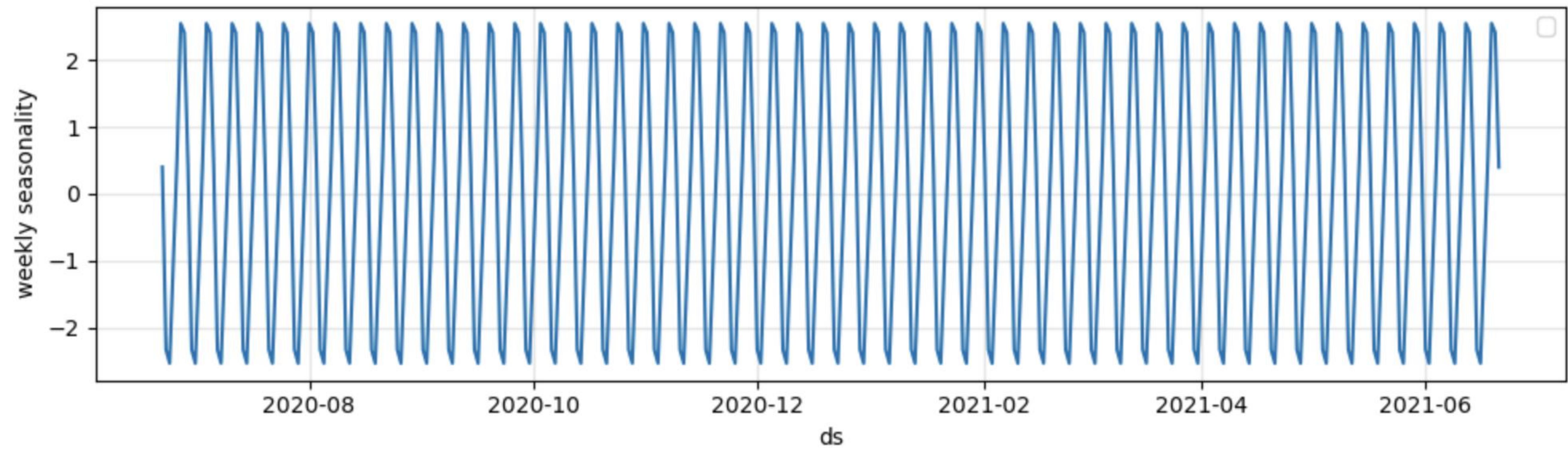
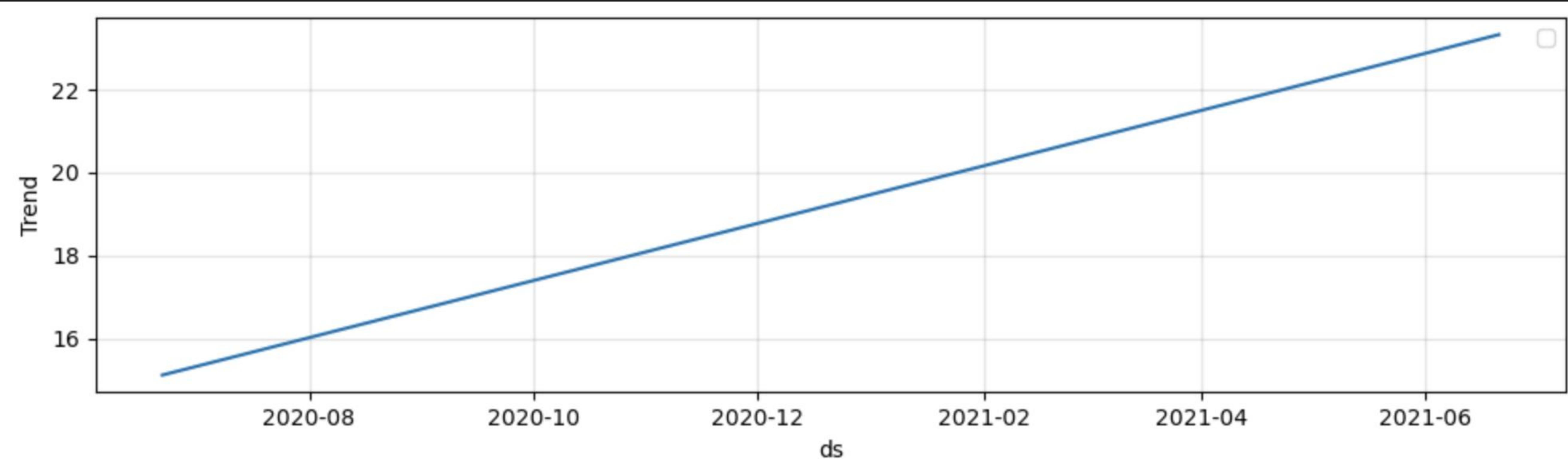


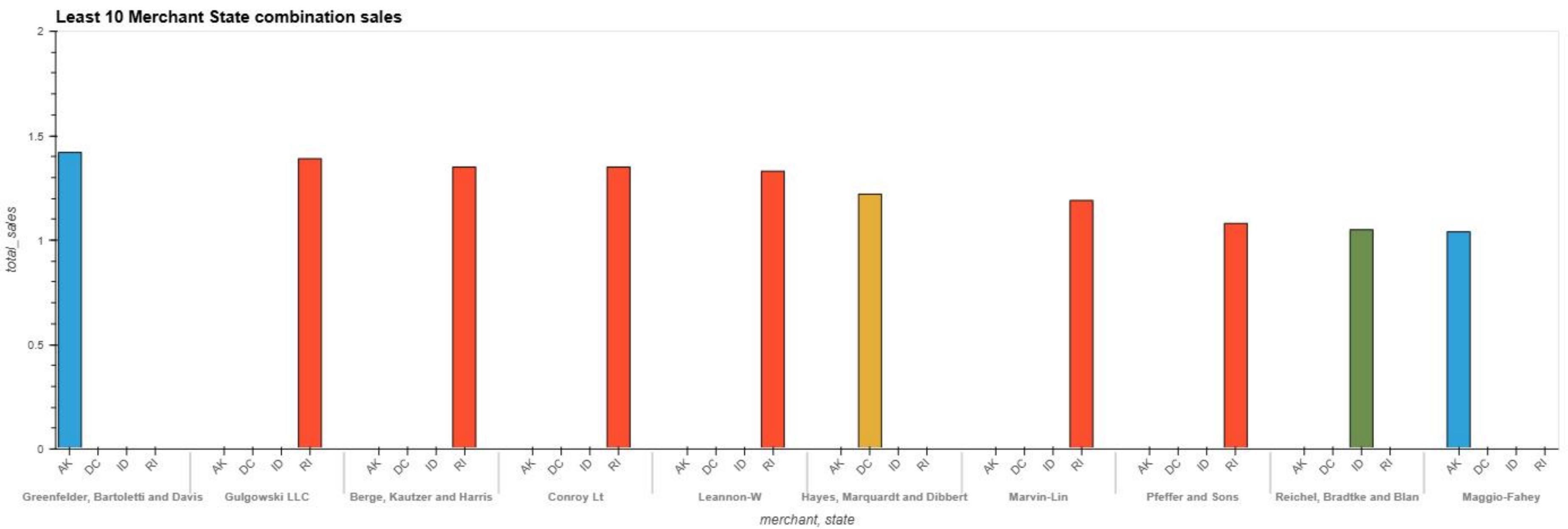
TOP 10 Selling Merchants (entire duration)

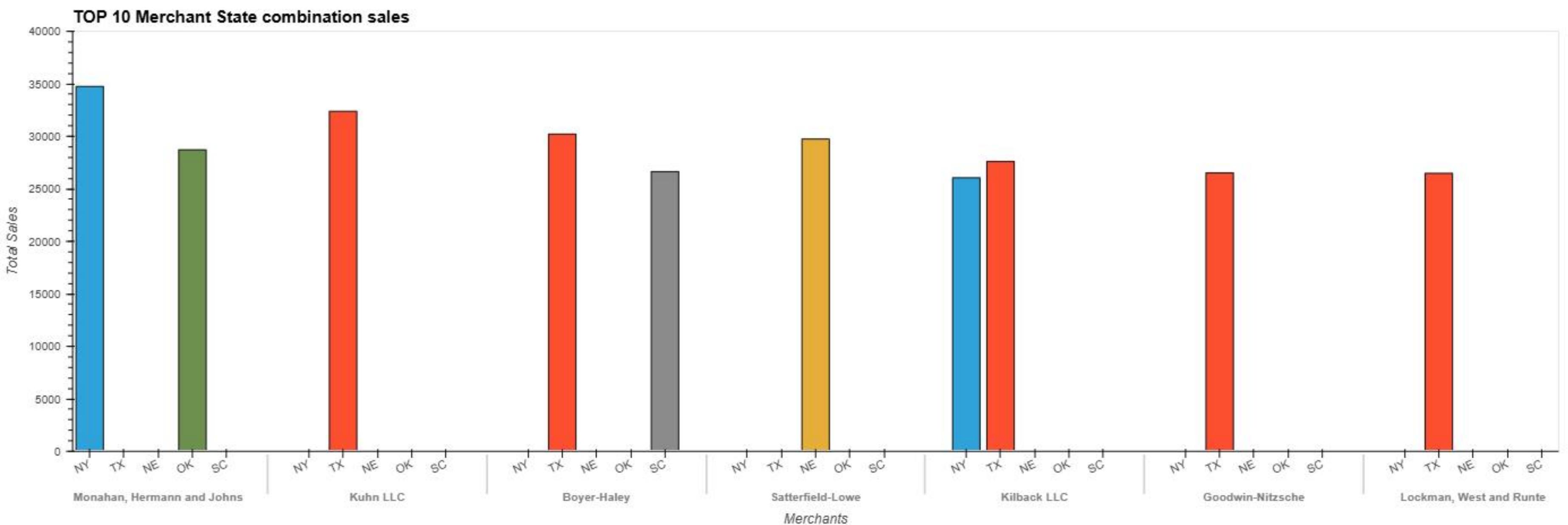


Total Monthly Transactions Over Time

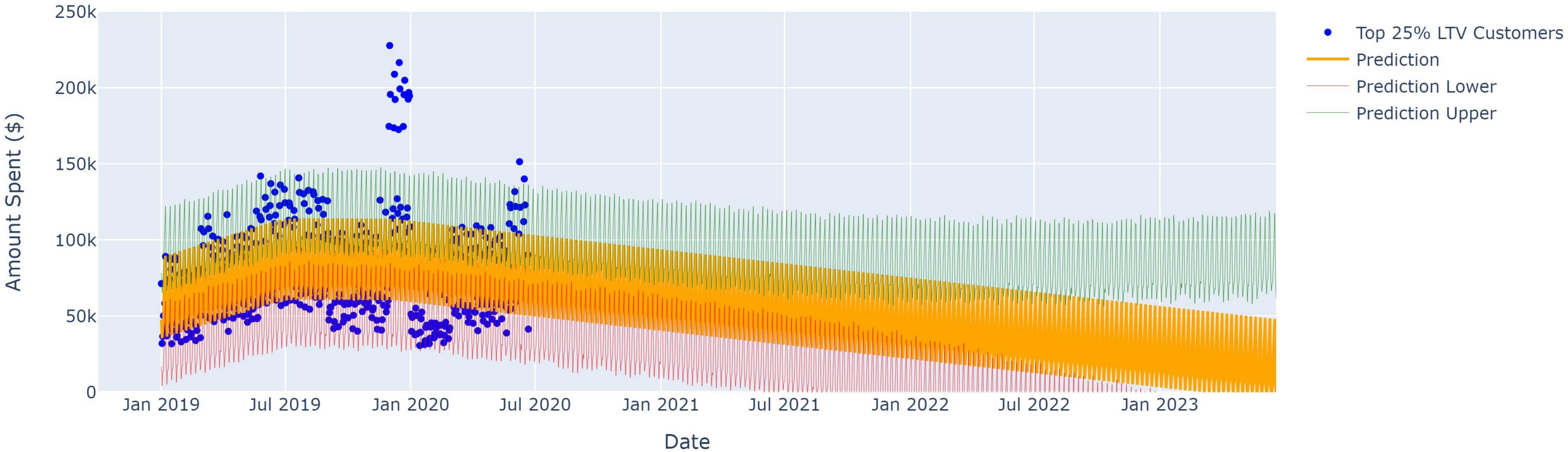




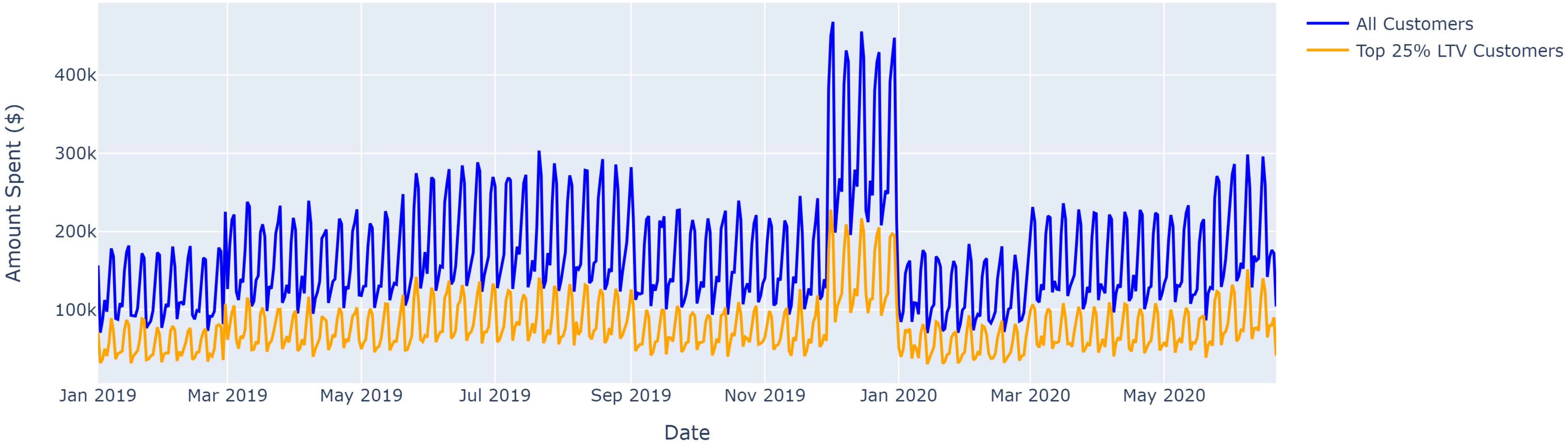




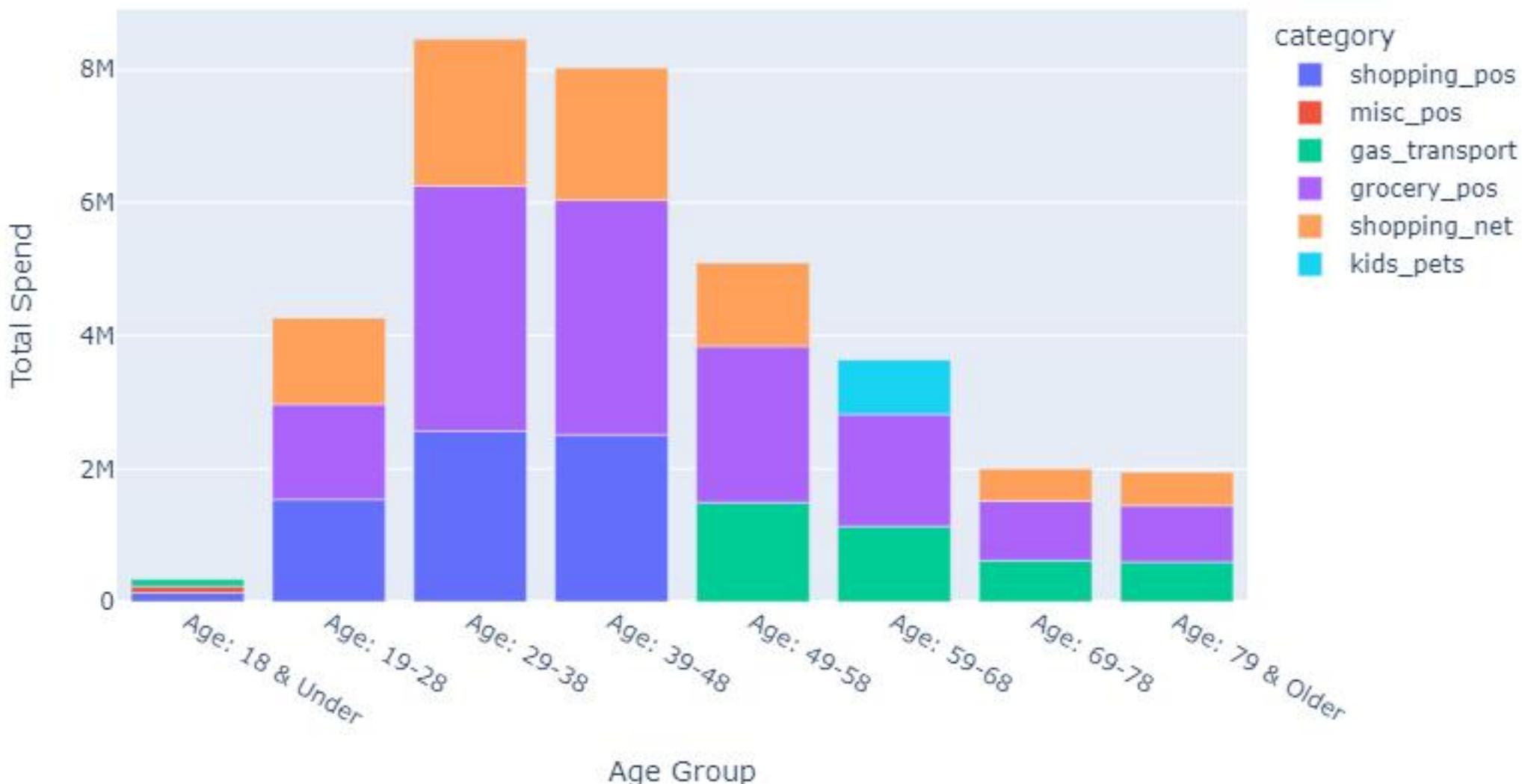
Prophet Forecast of Top 25% LTV Customers



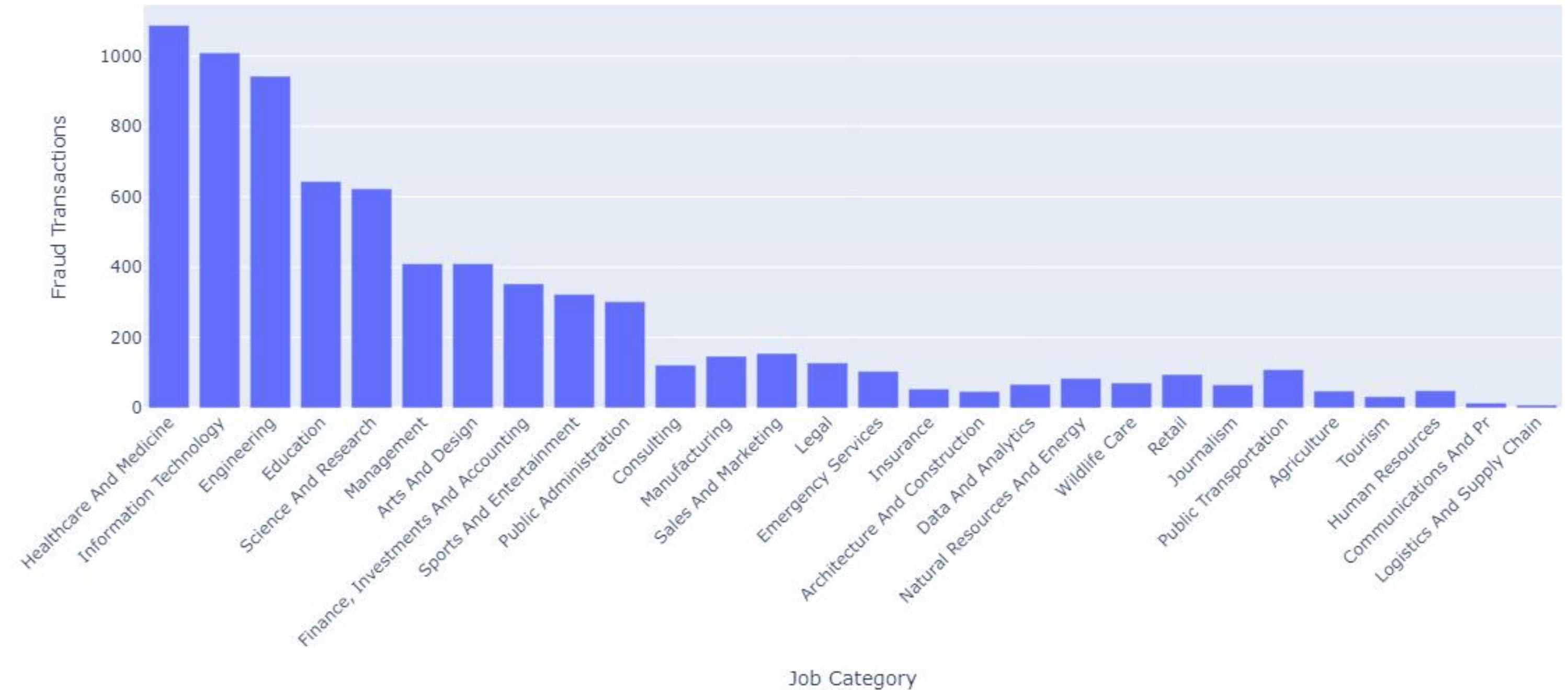
All Customers vs. Top 25% LTV Customers Total Spending per Day



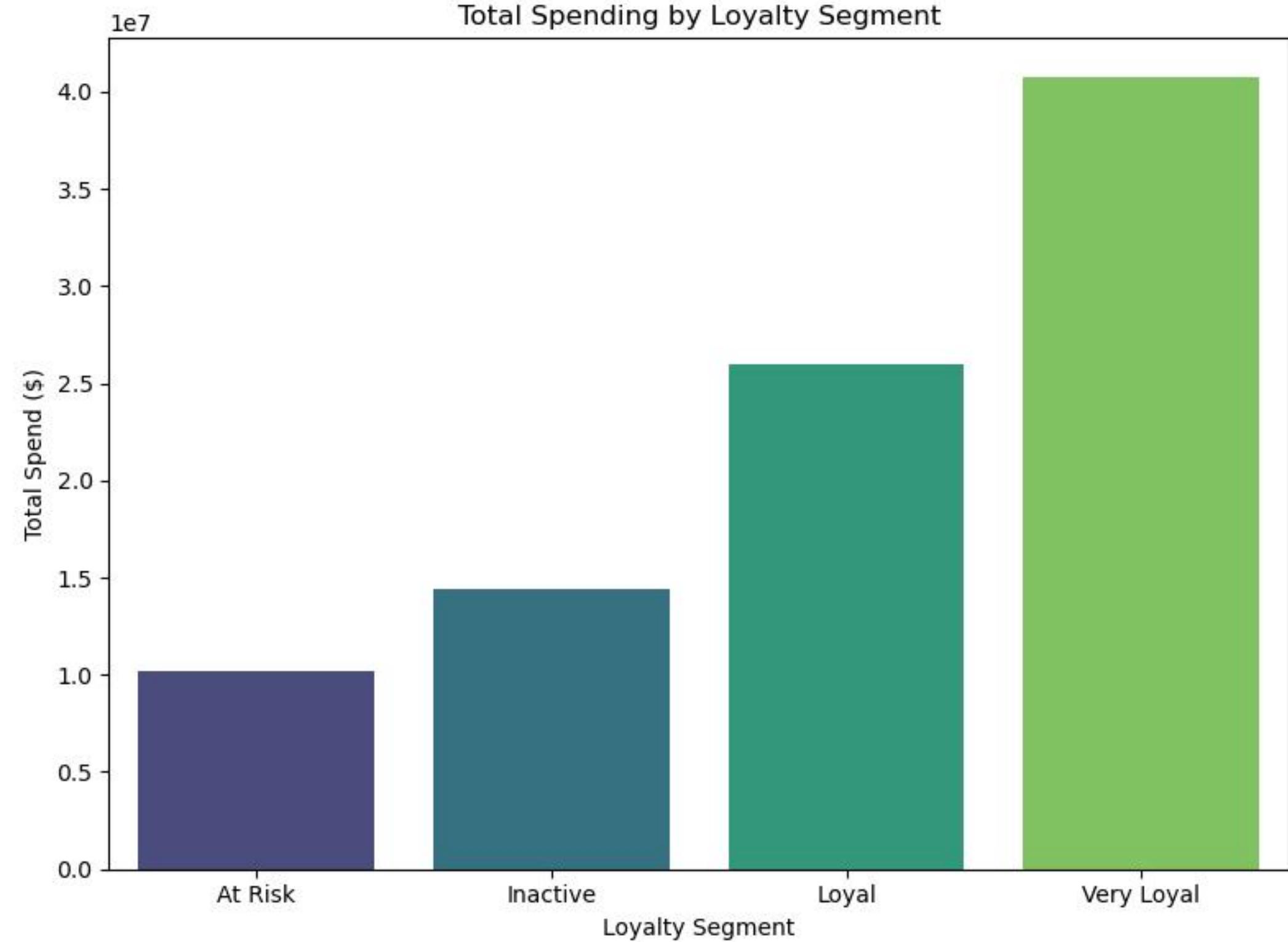
Top 3 Spending Categories by Age Group



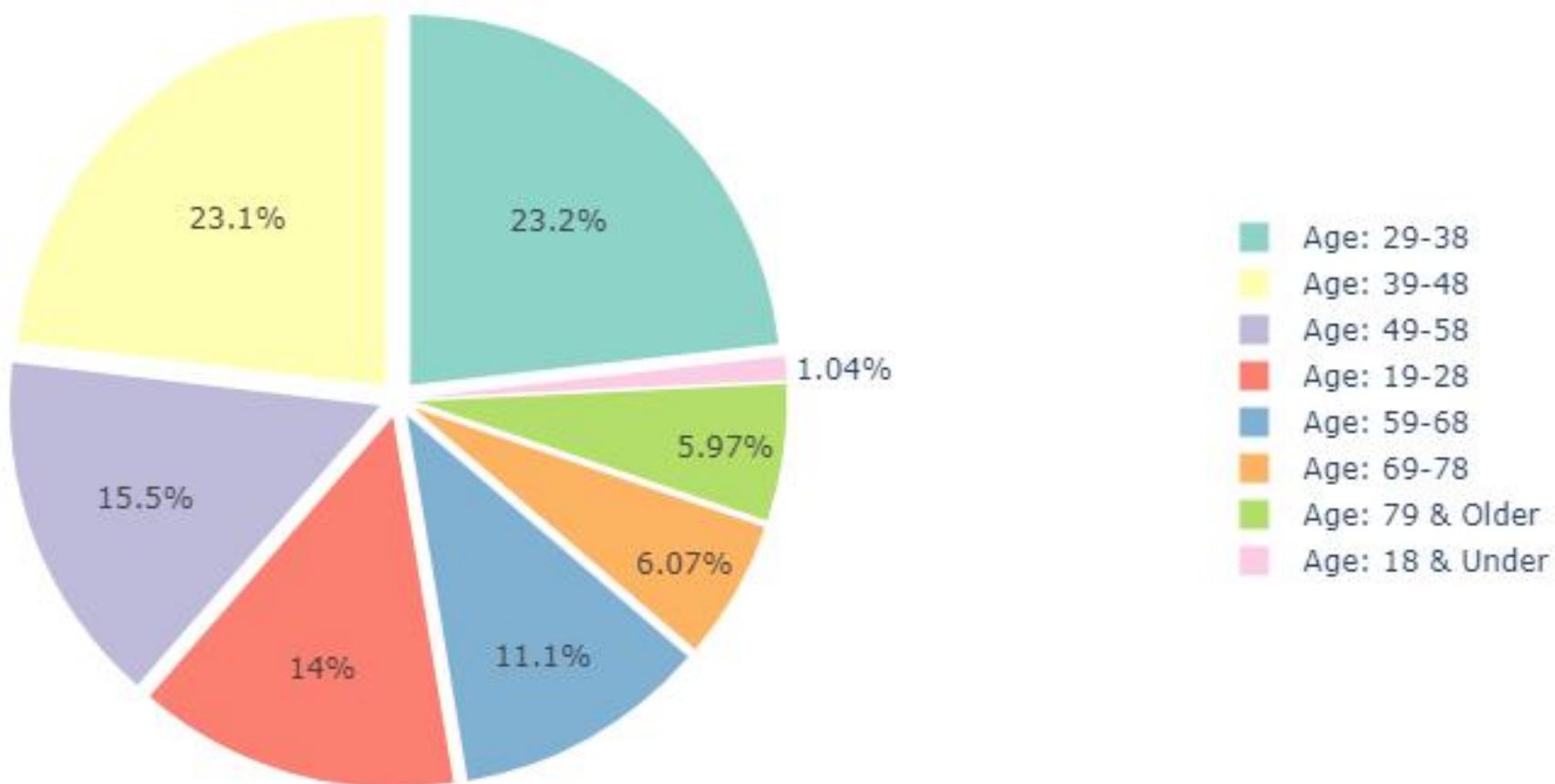
Number of Fraud Transactions by Job Category



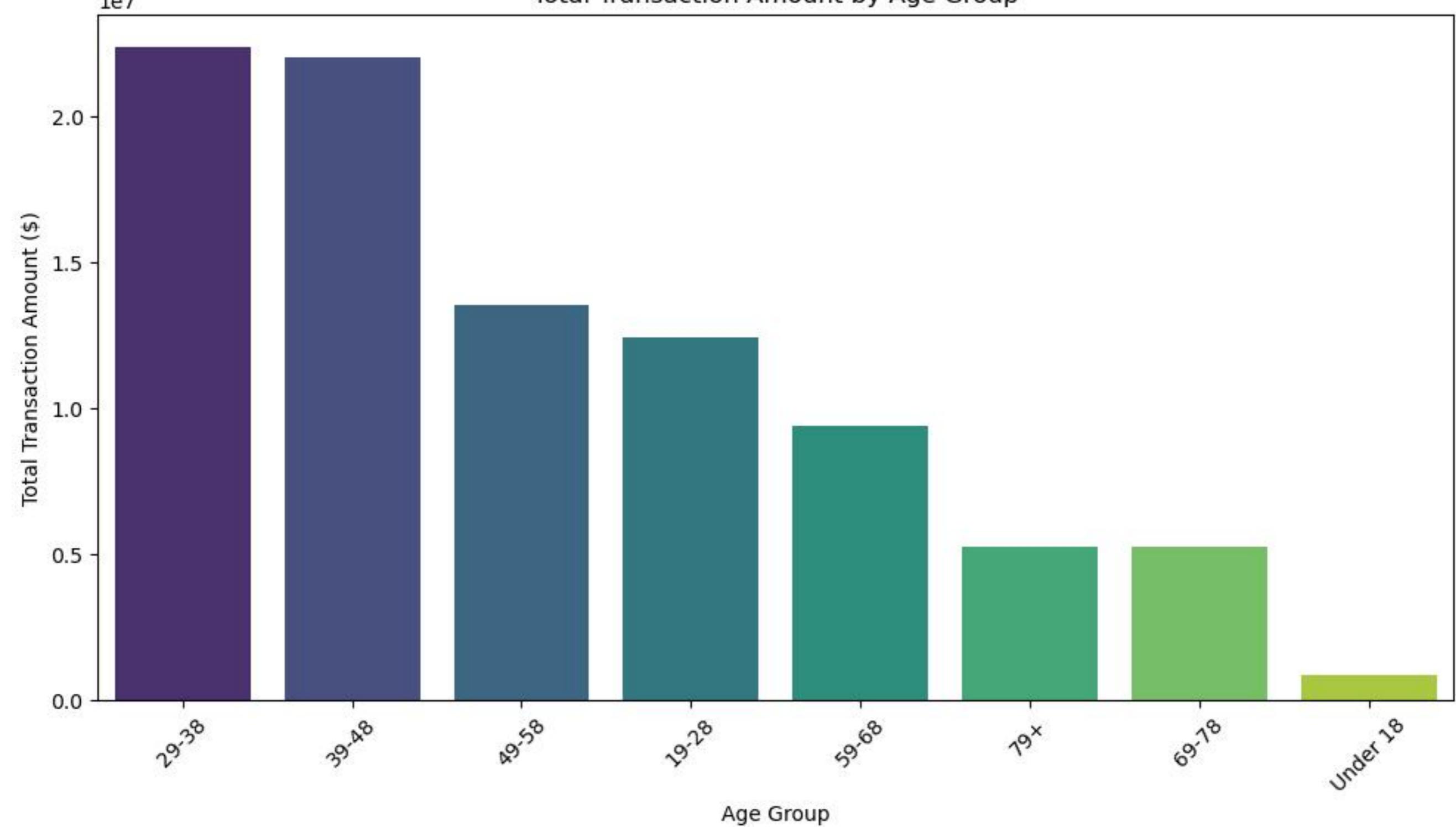
Total Spending by Loyalty Segment

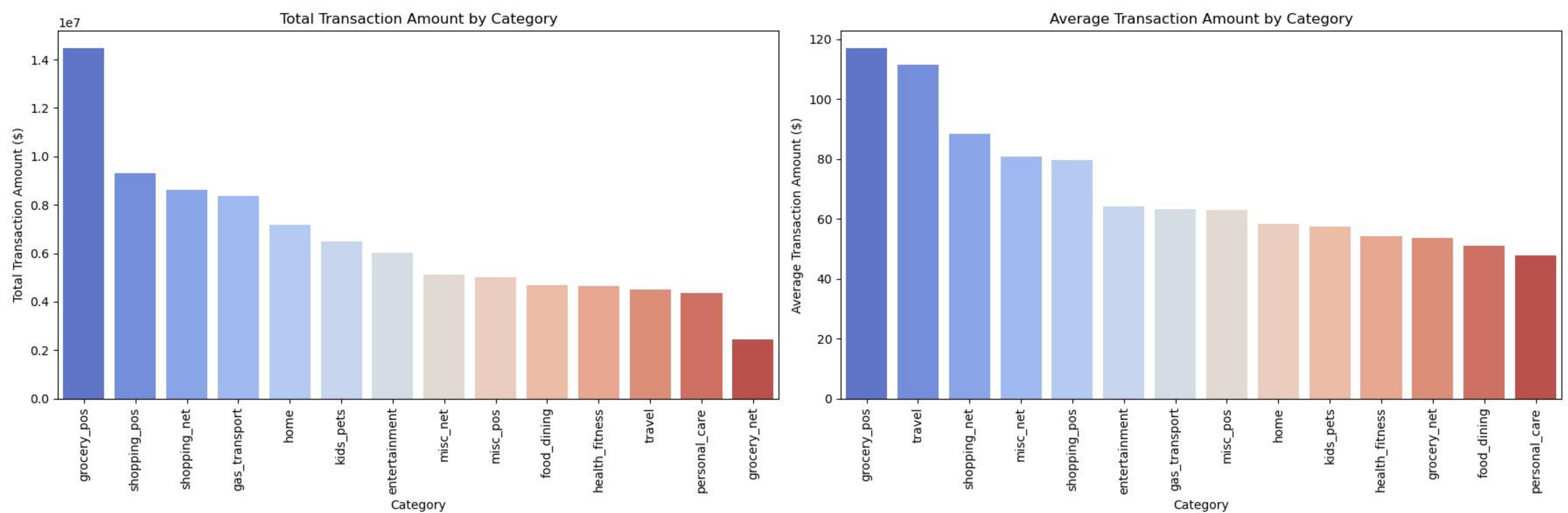


Percentage of Total Transactions Spent by Each Age Group

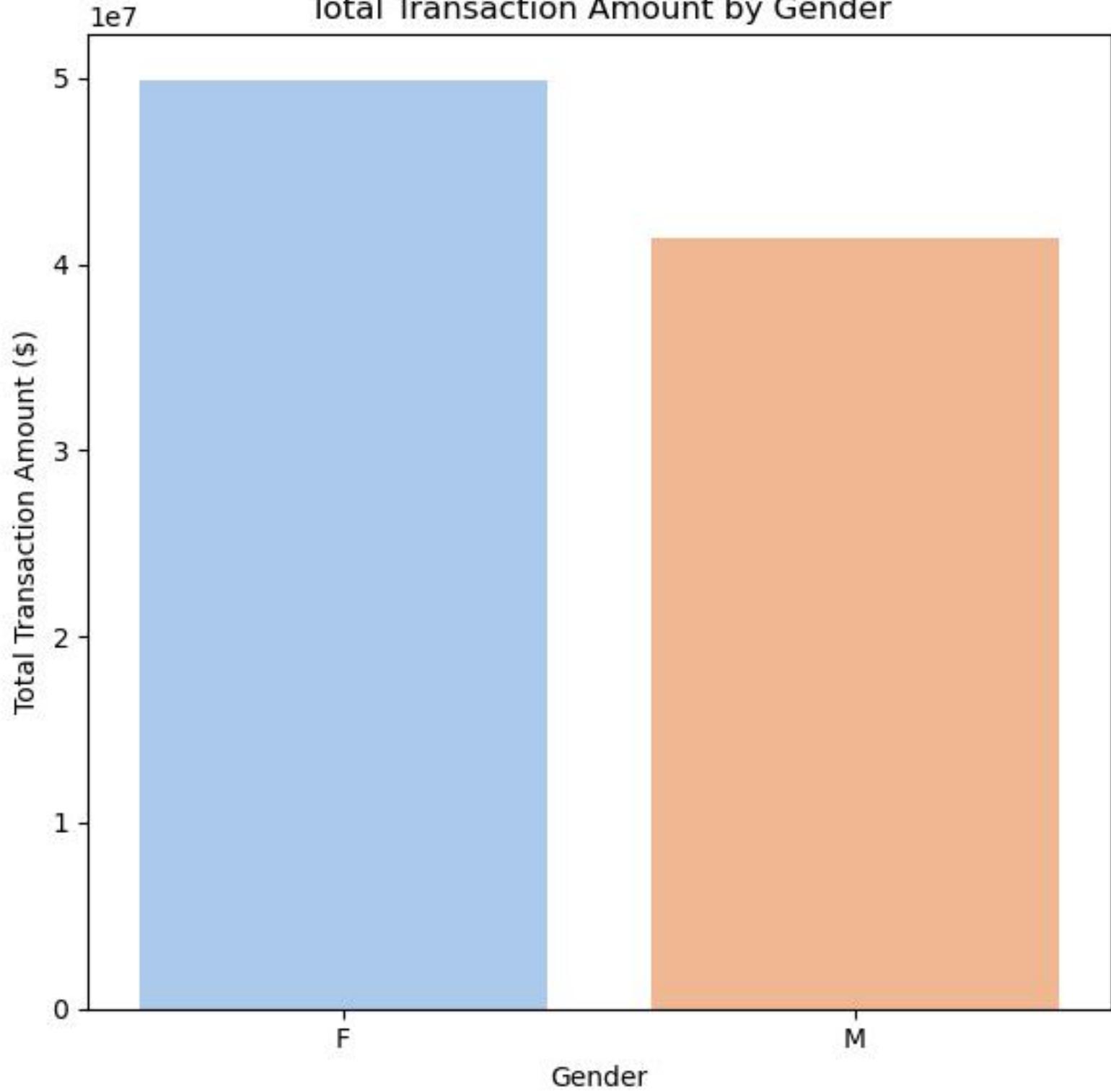


Total Transaction Amount by Age Group

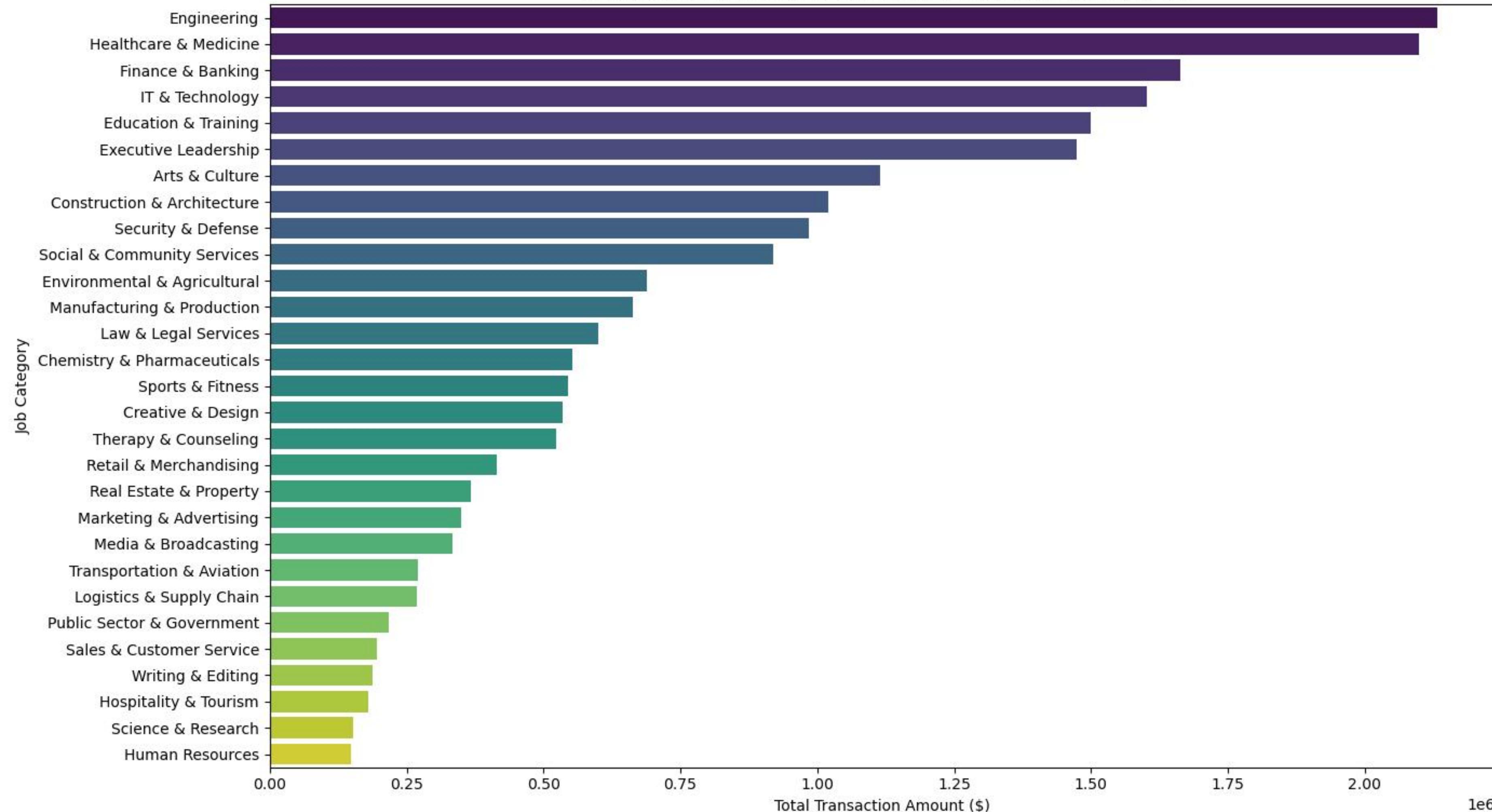


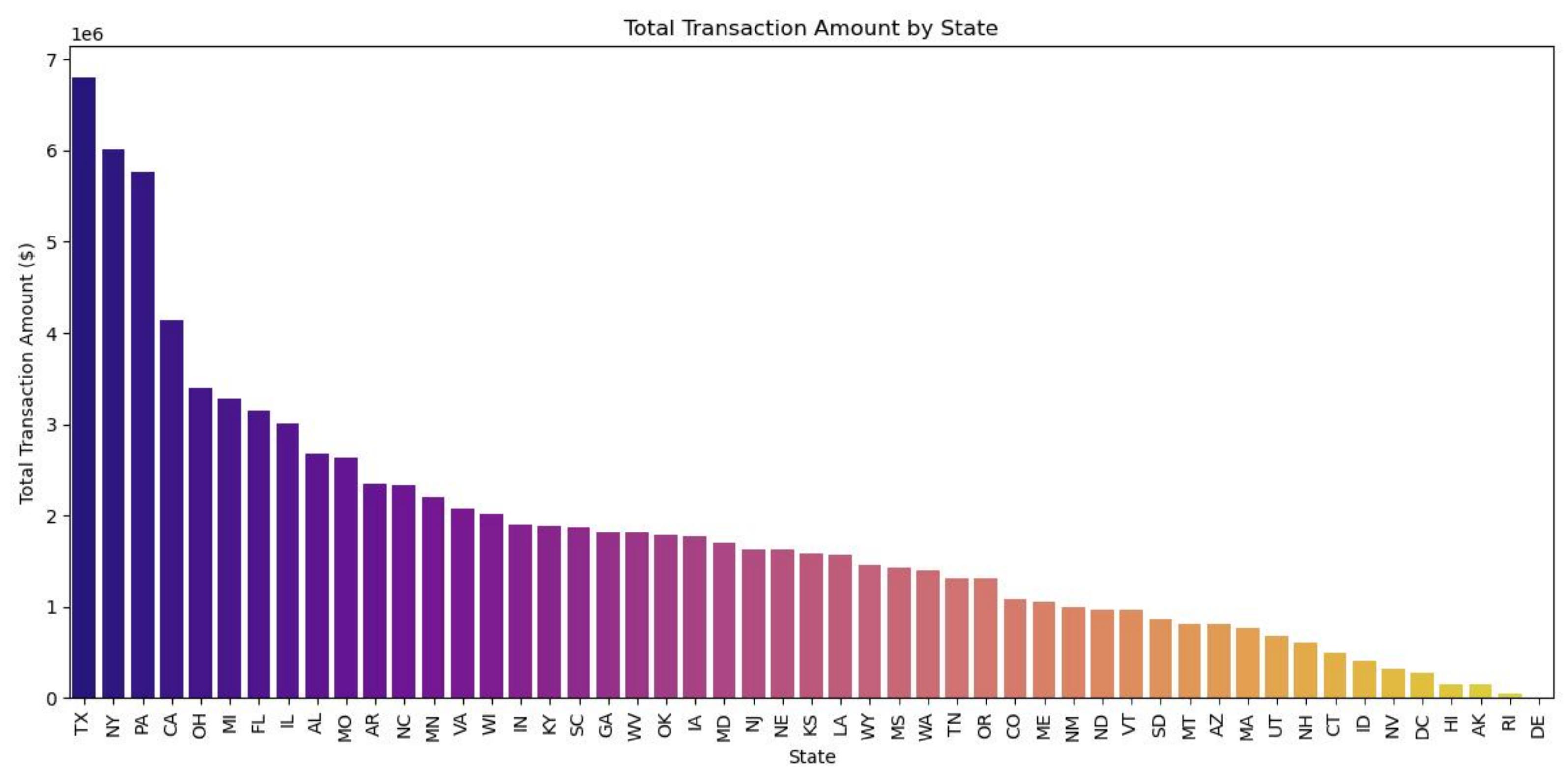


Total Transaction Amount by Gender

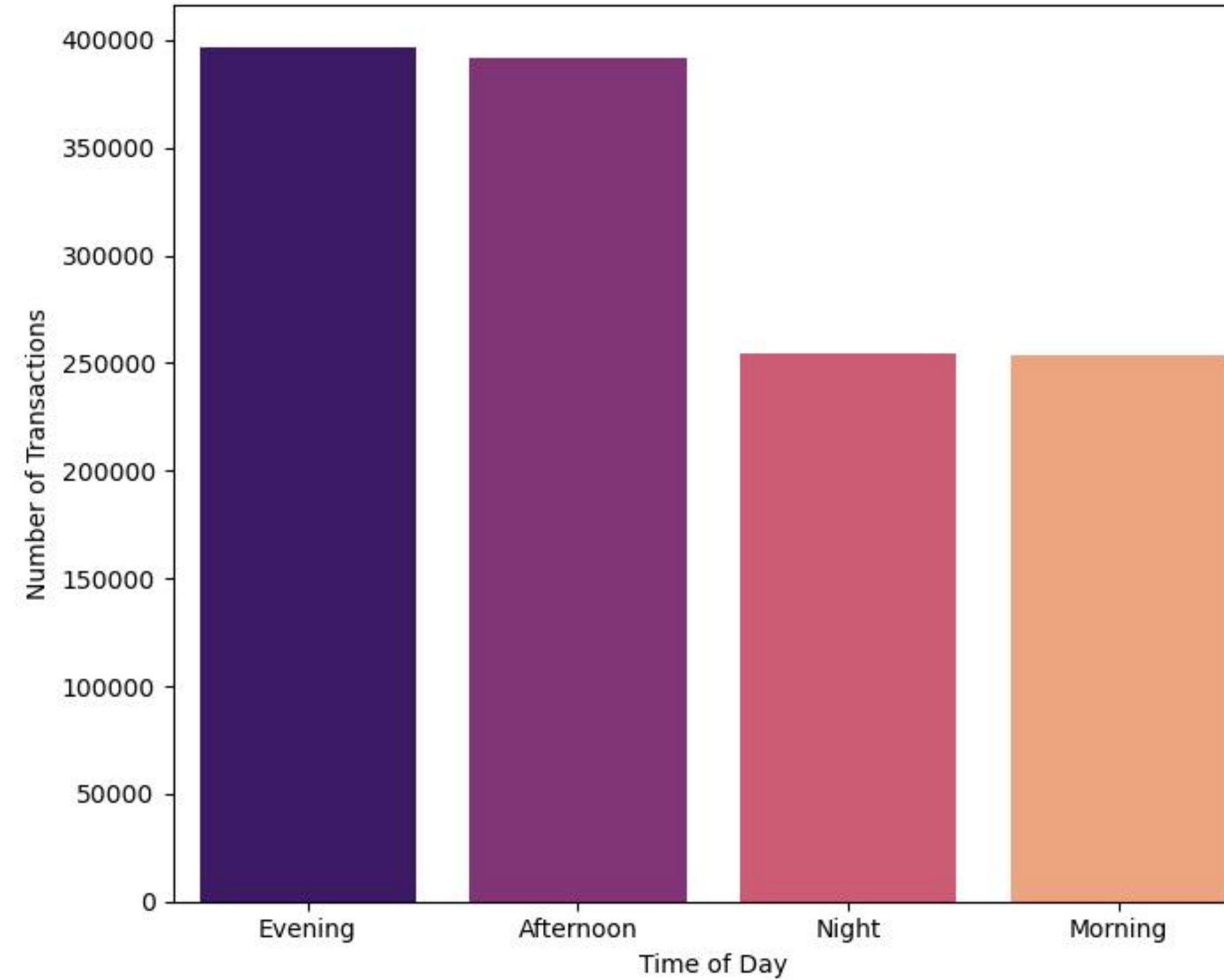


Total Transaction Amount by Job Category (Excluding Miscellaneous)

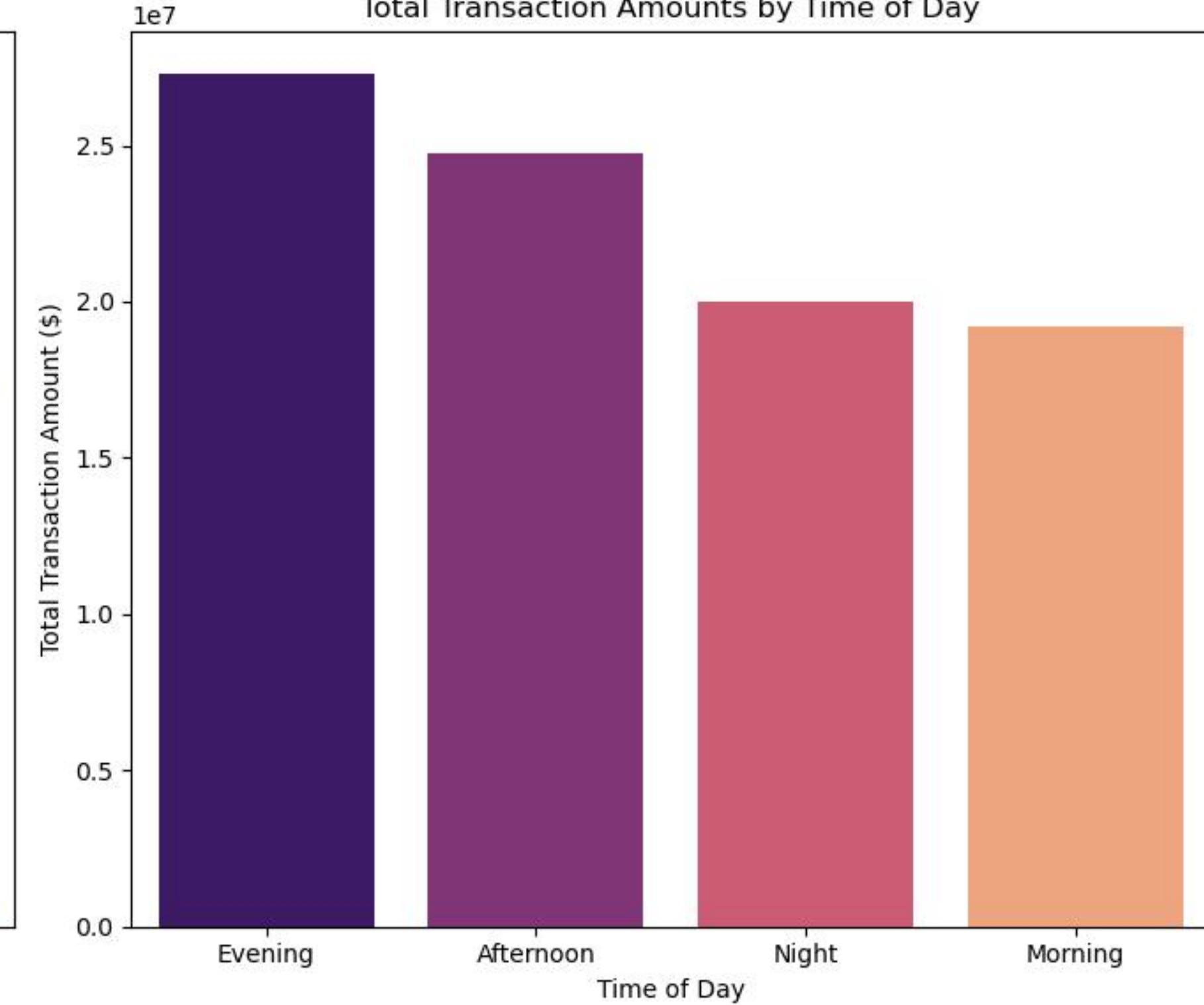




Number of Transactions by Time of Day

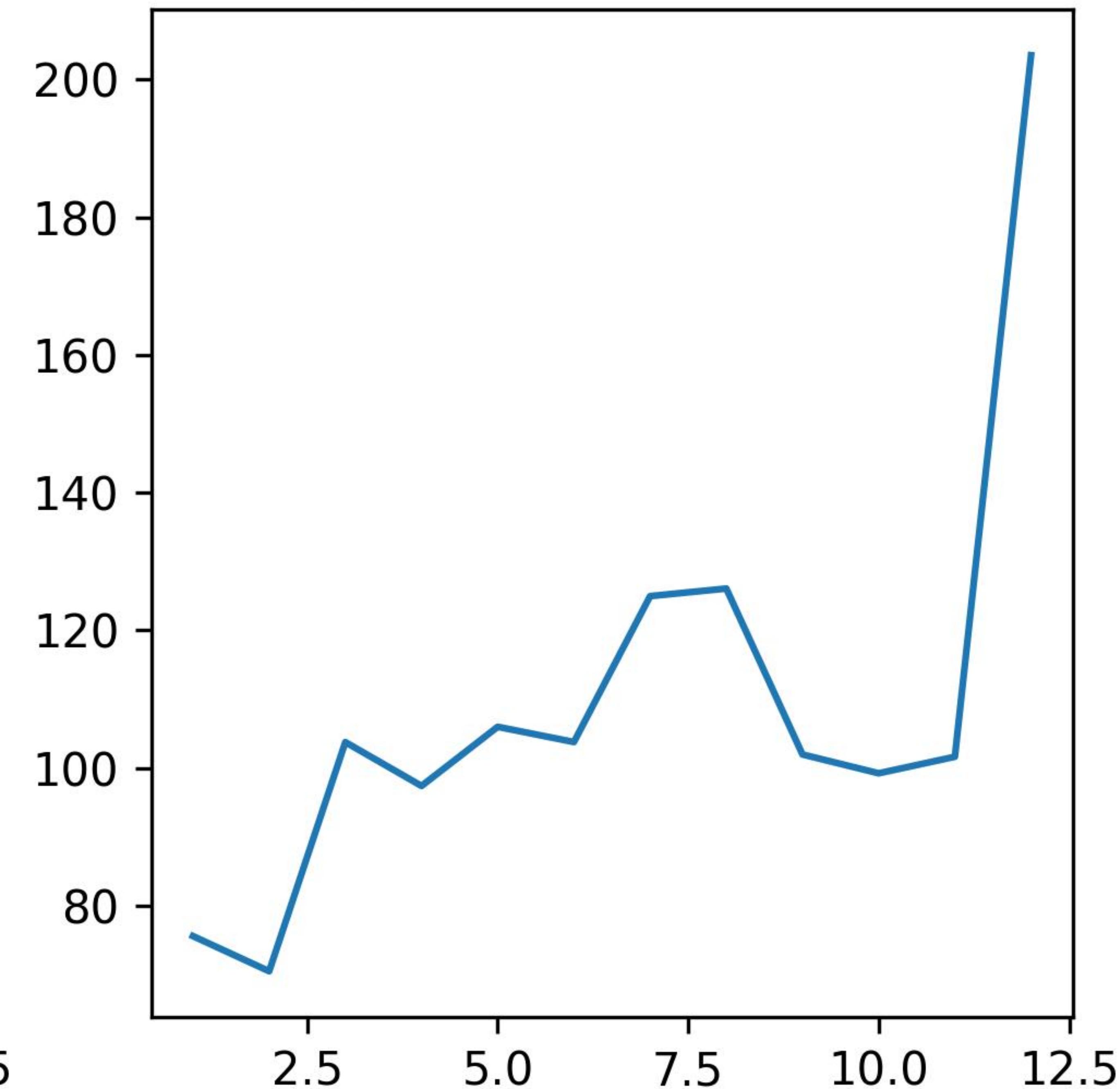
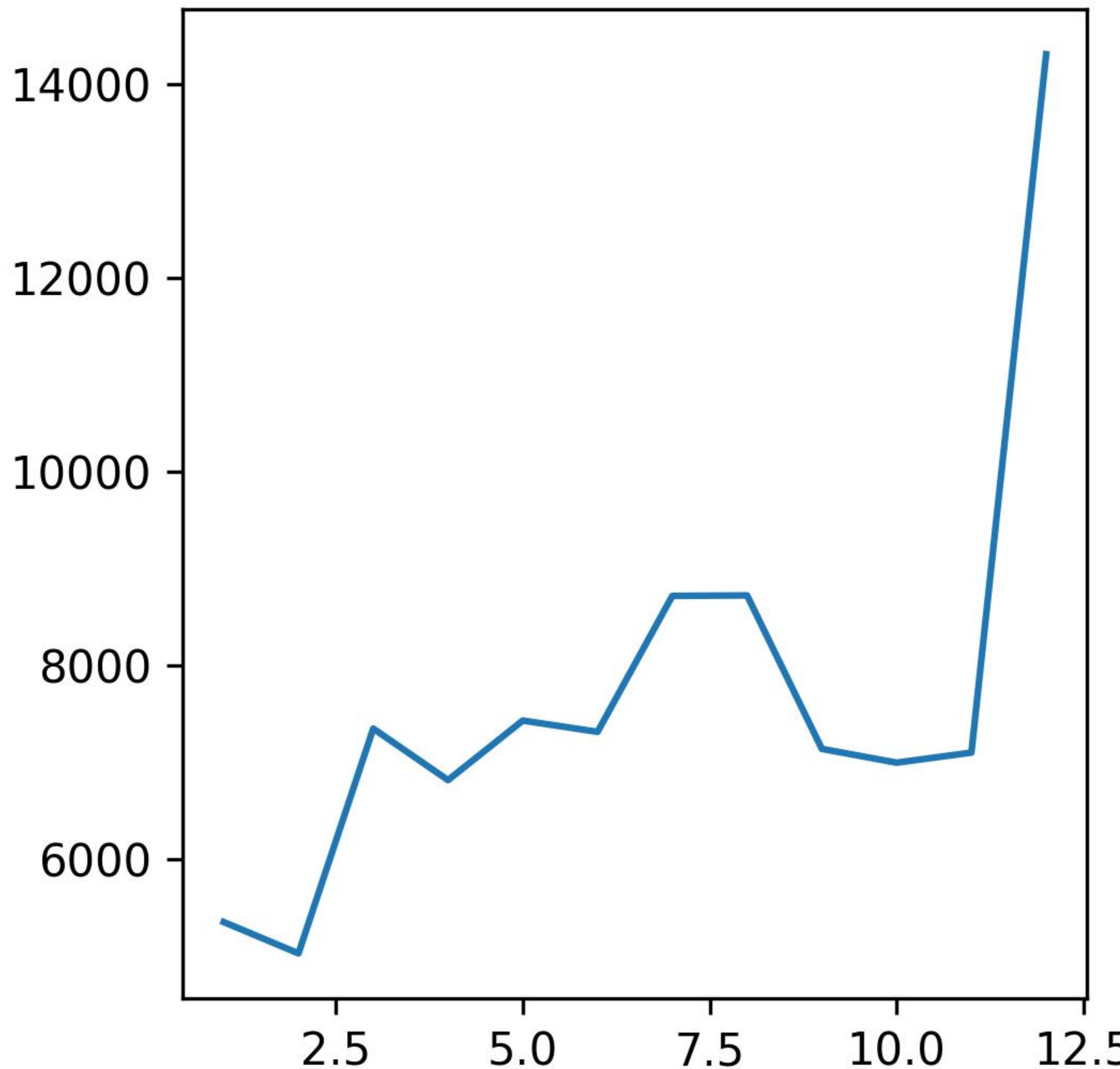


Total Transaction Amounts by Time of Day

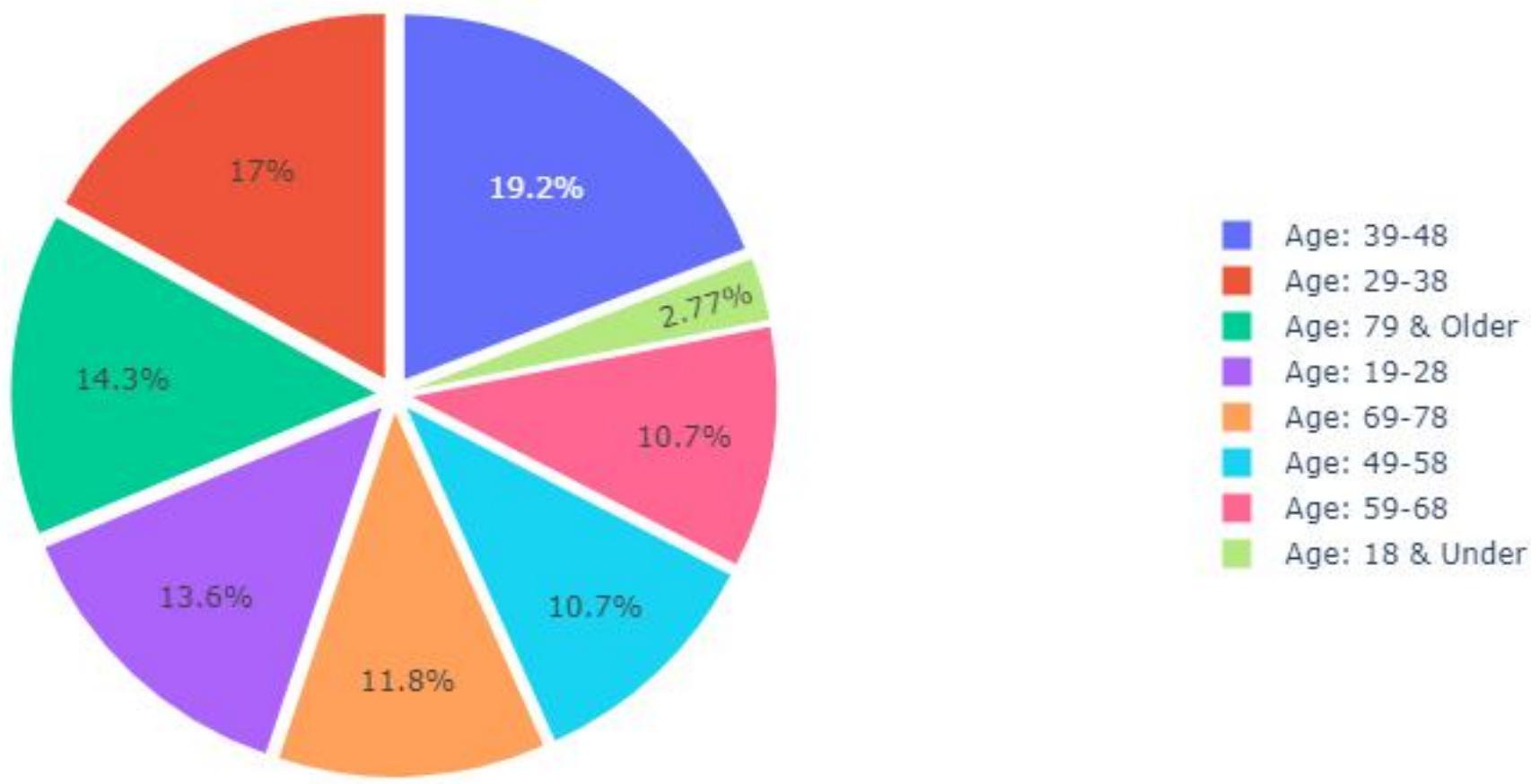


Average transactions in one year per merchant

Average number of transaction/month/customer Average sales/month/customer



Percentage of Travel Spending as Part of Total Spending by Age Group



Total Spending on Travel by Age Group

