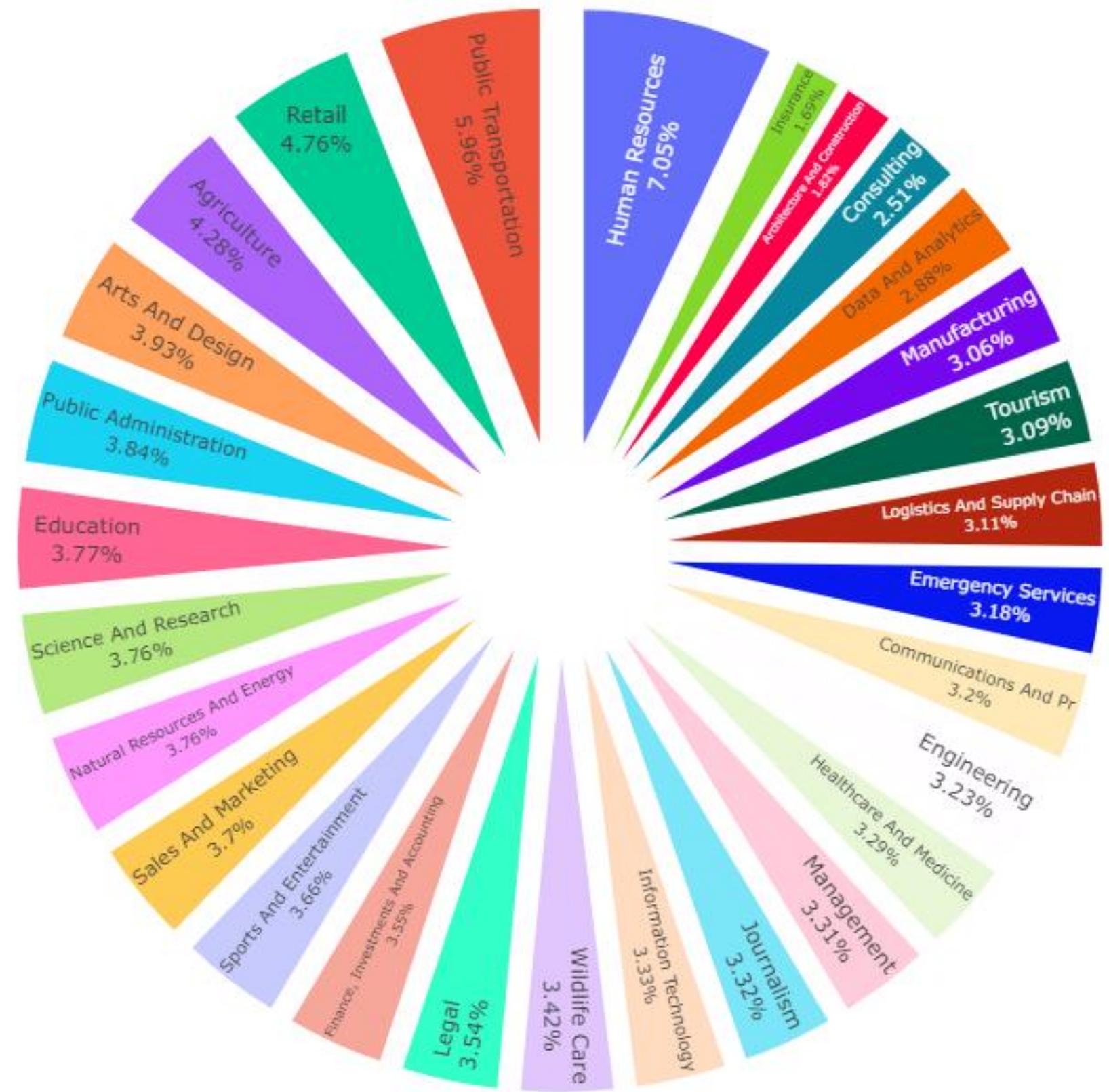


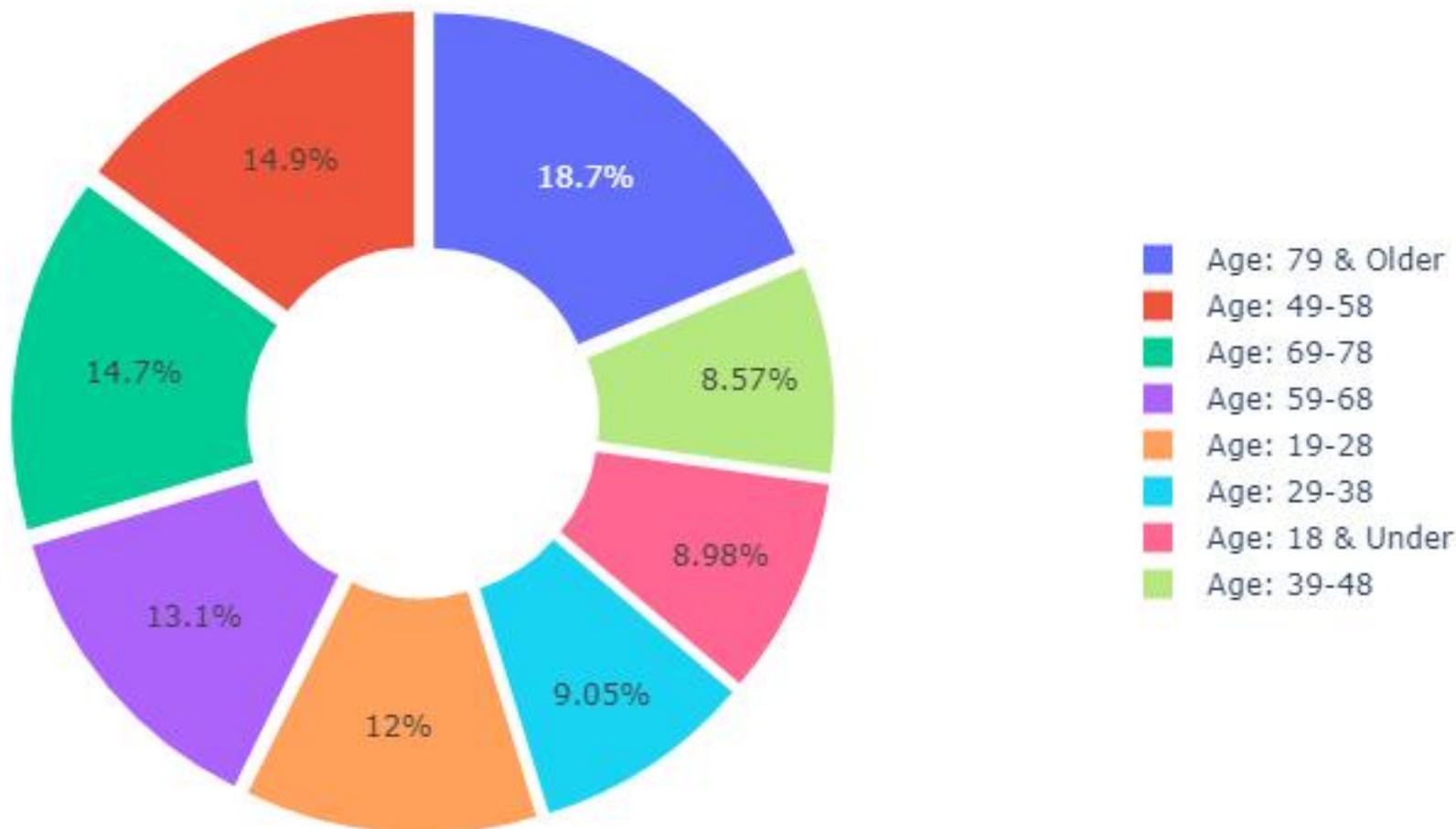
### Fraud Percentage by Job Category



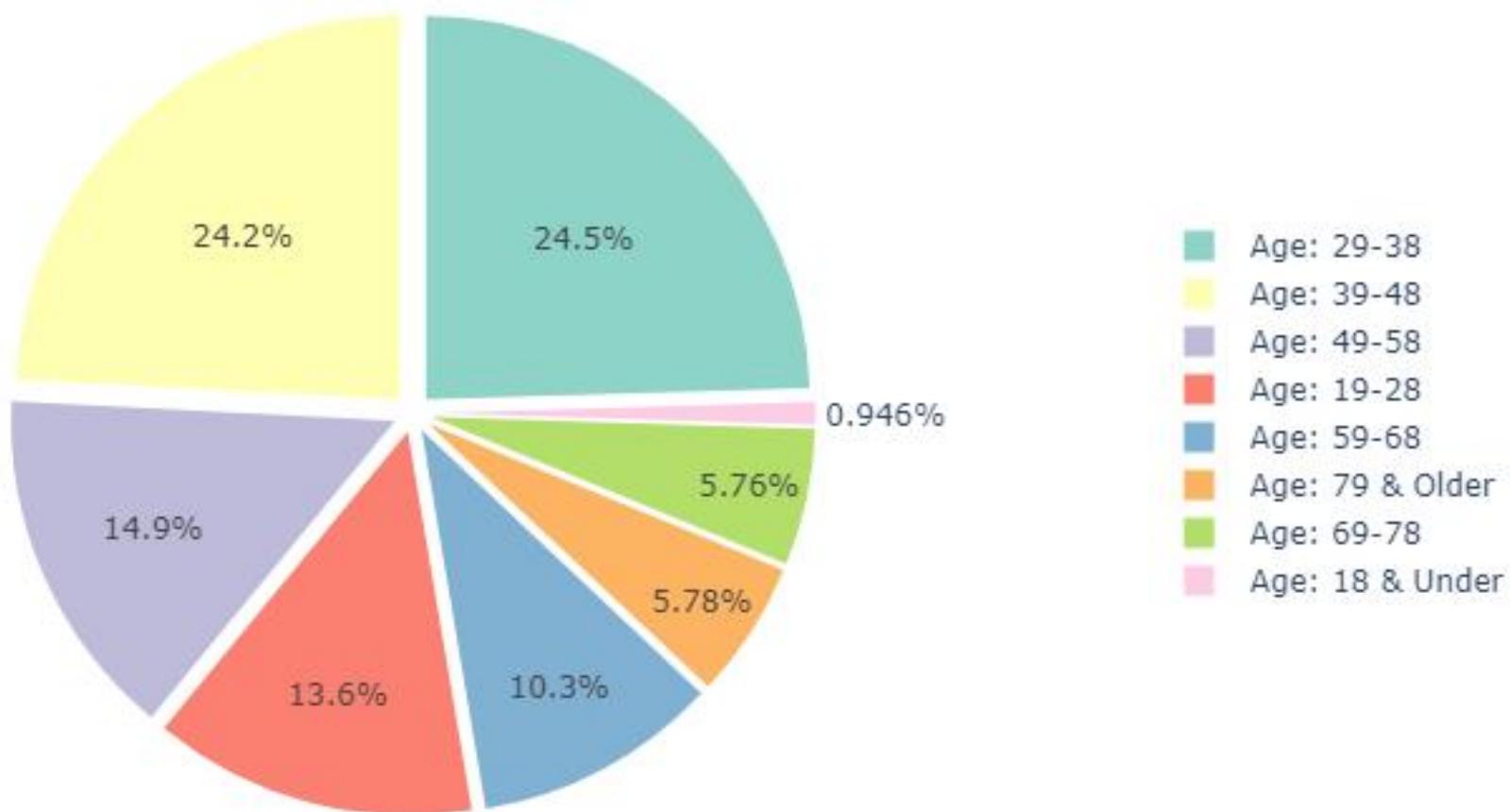
### Percentage of Fraudulent Transactions by Category



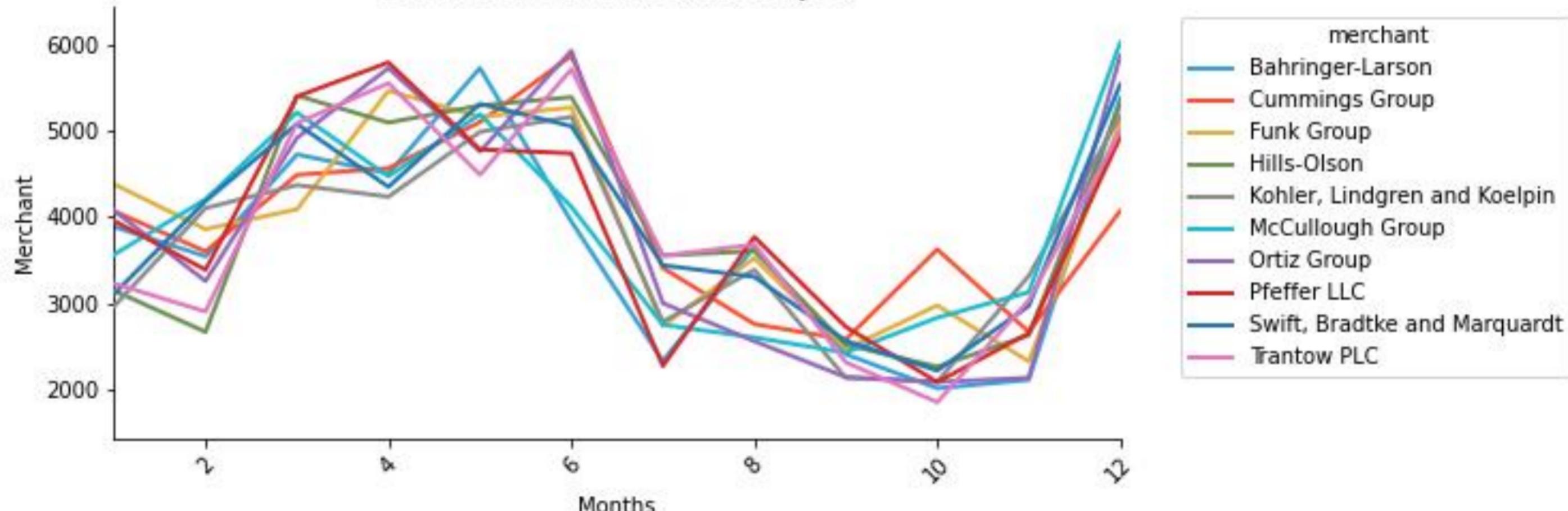
## Percentage of Fraudulent Transactions by Age Group



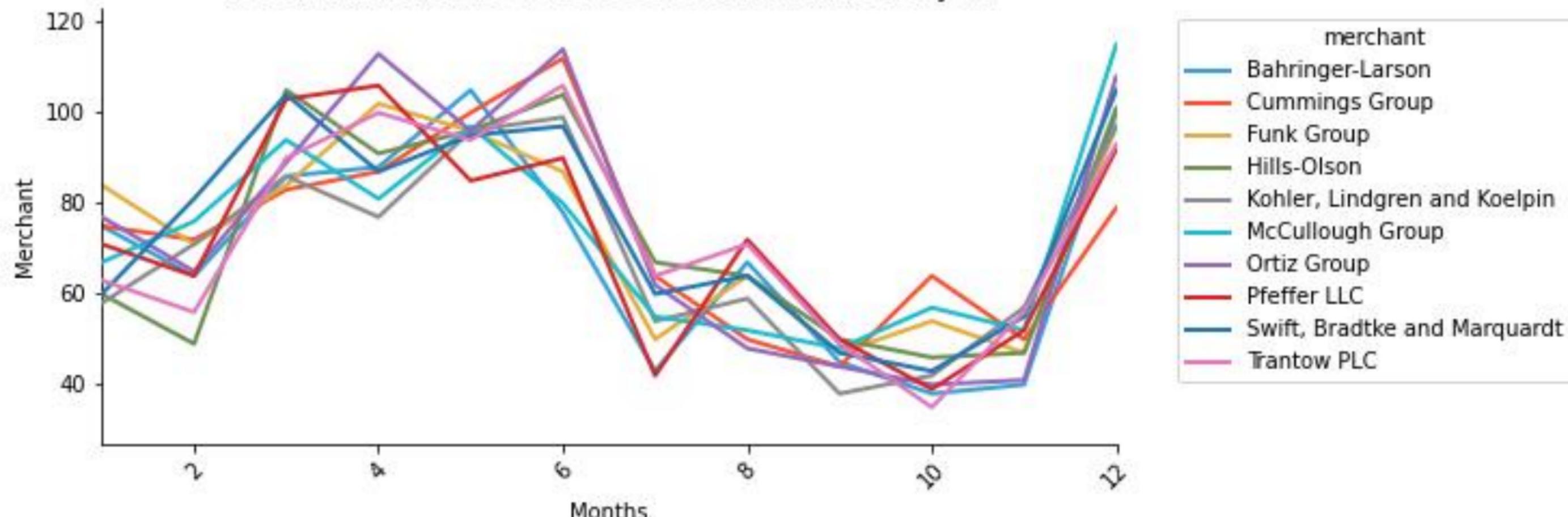
Percentage of Total Transactions Spent by Each Age Group



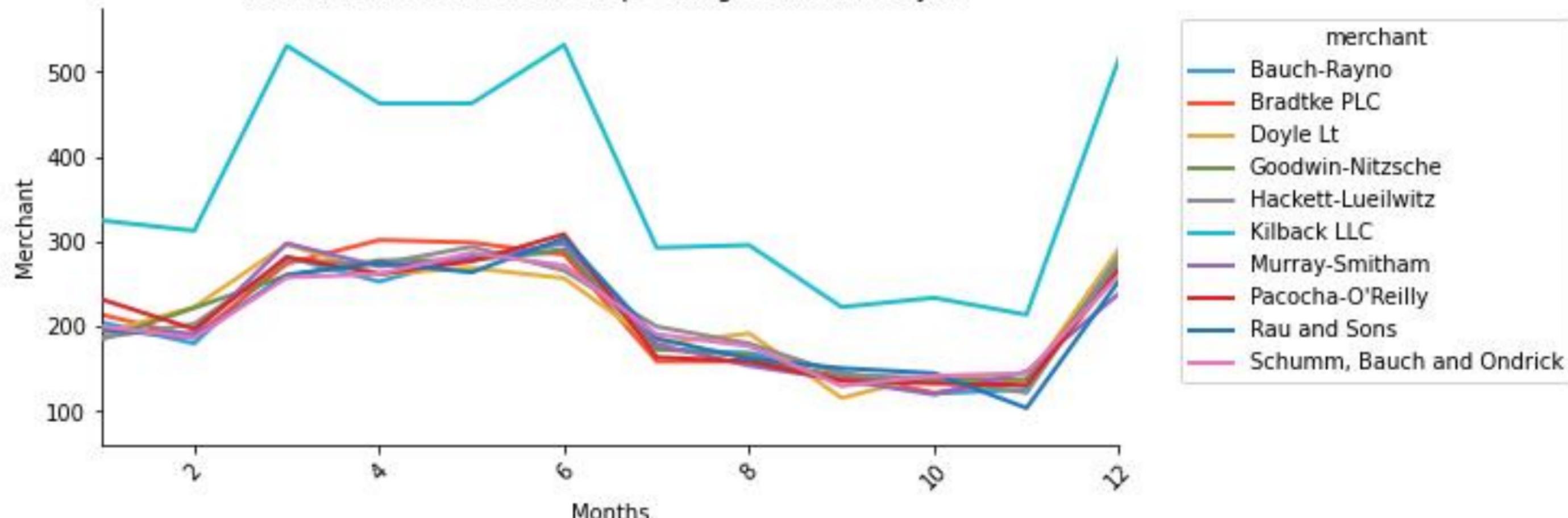
## 10 Least Sale for Merchant over year



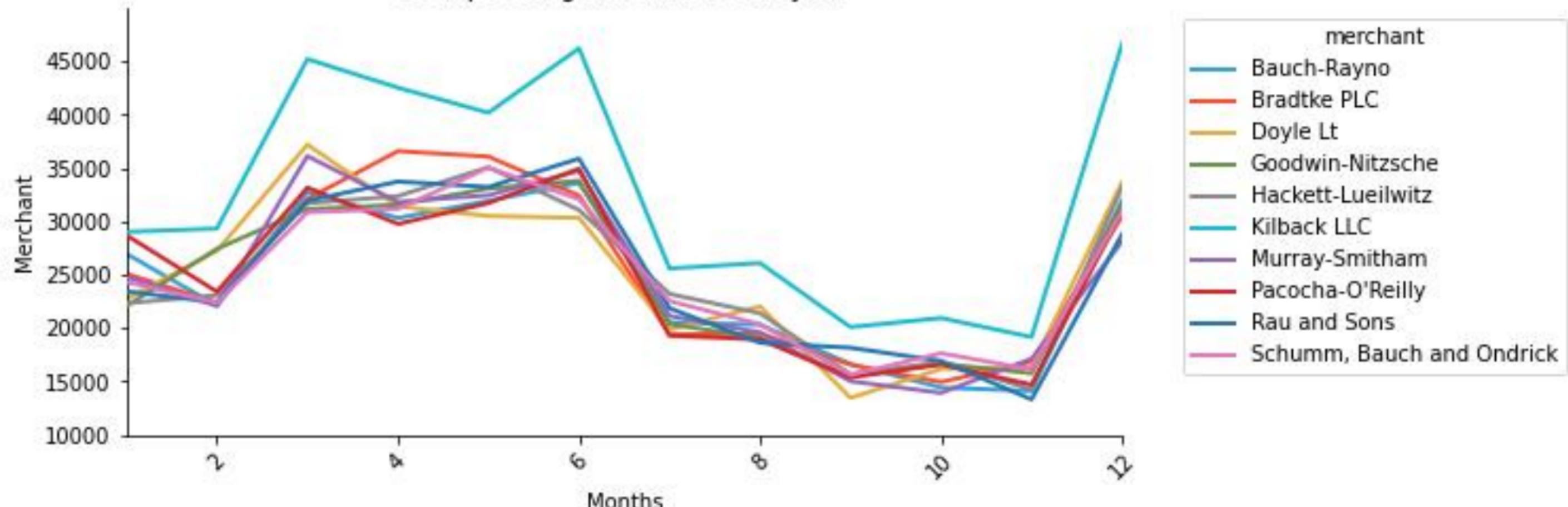
Nos of transaction for 10 Least Sale for Merchant over year



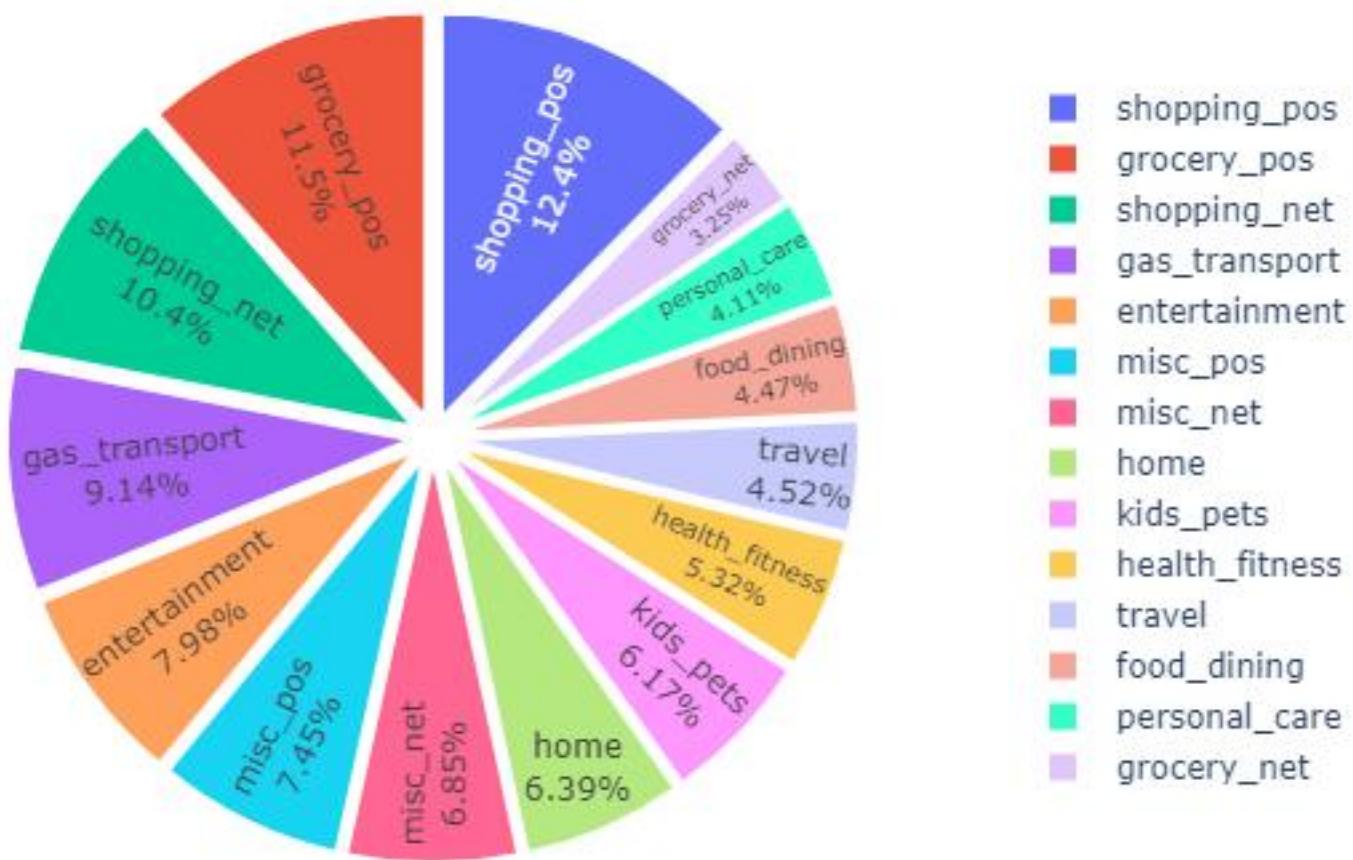
## Nos of transactions for 10 Top Selling Merchant for year



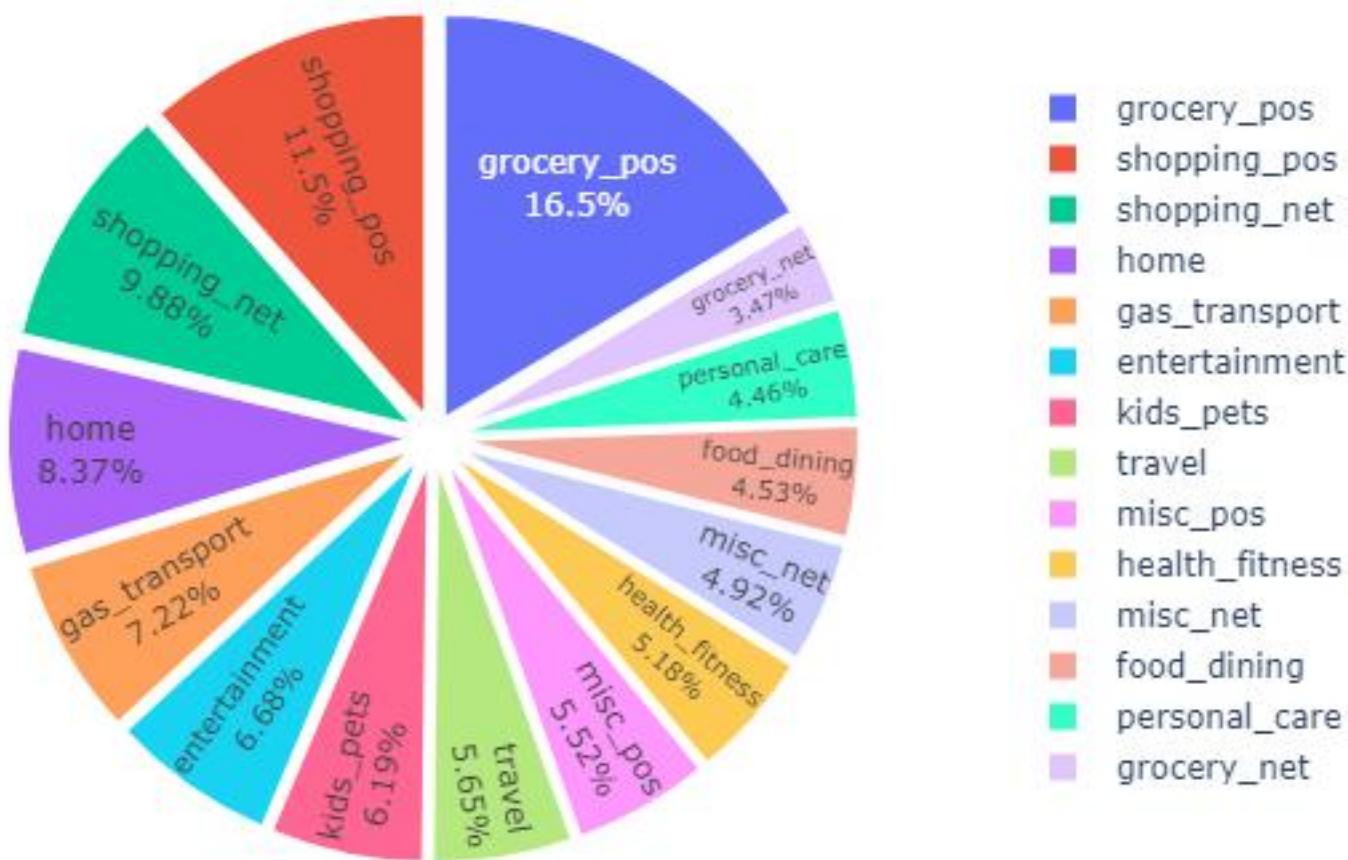
## 10 Top Selling Merchants over year



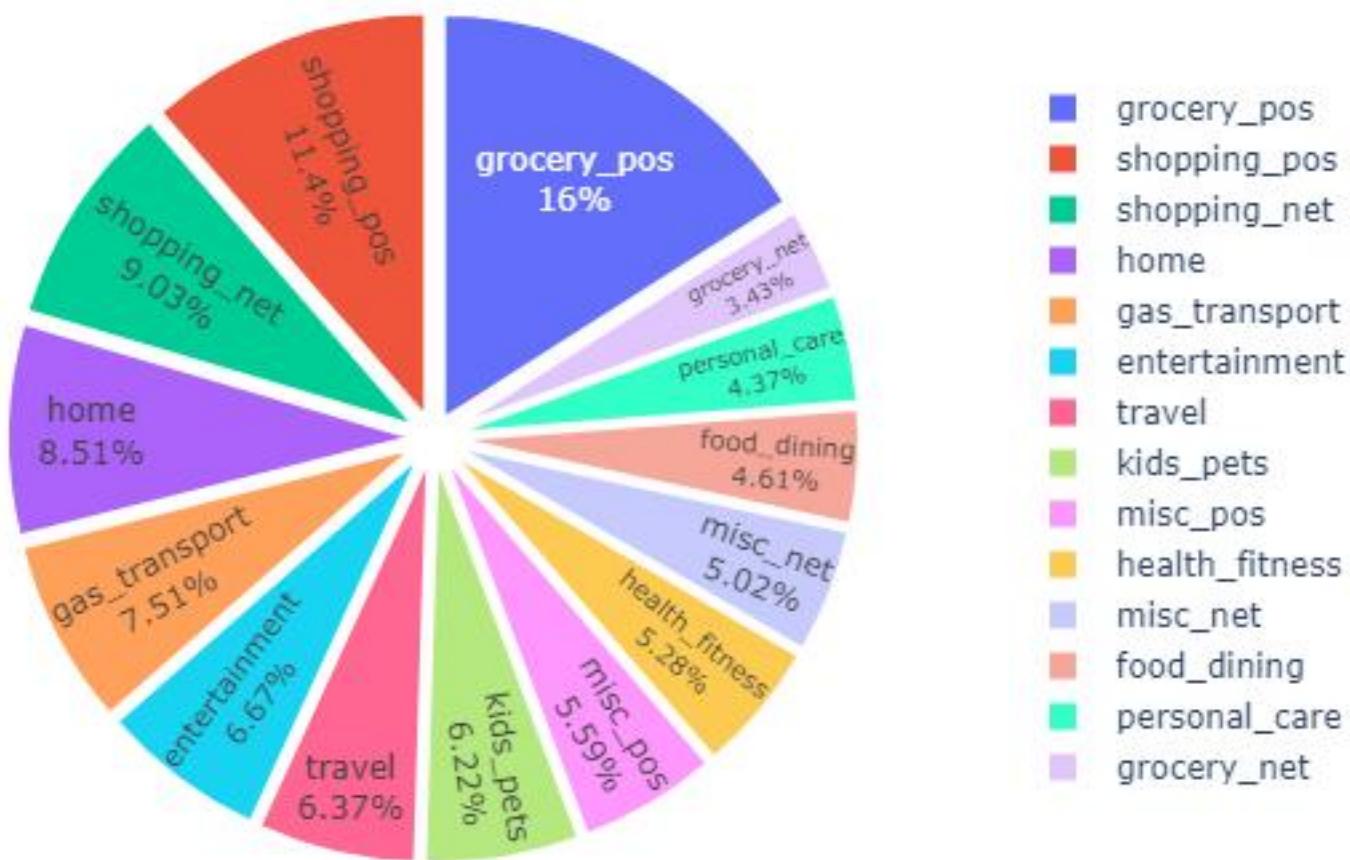
### Age: 19-28: Spending by Category



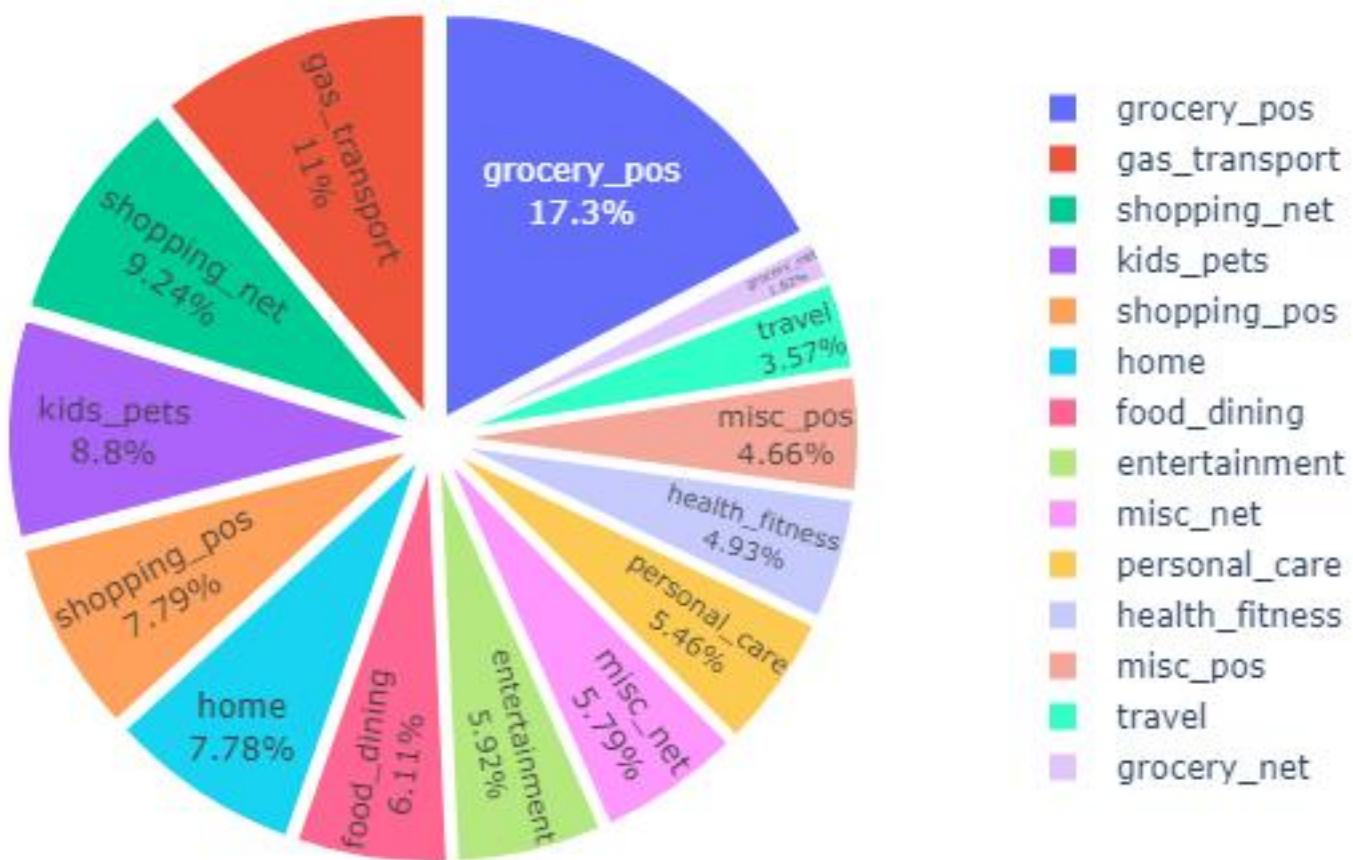
Age: 29-38: Spending by Category



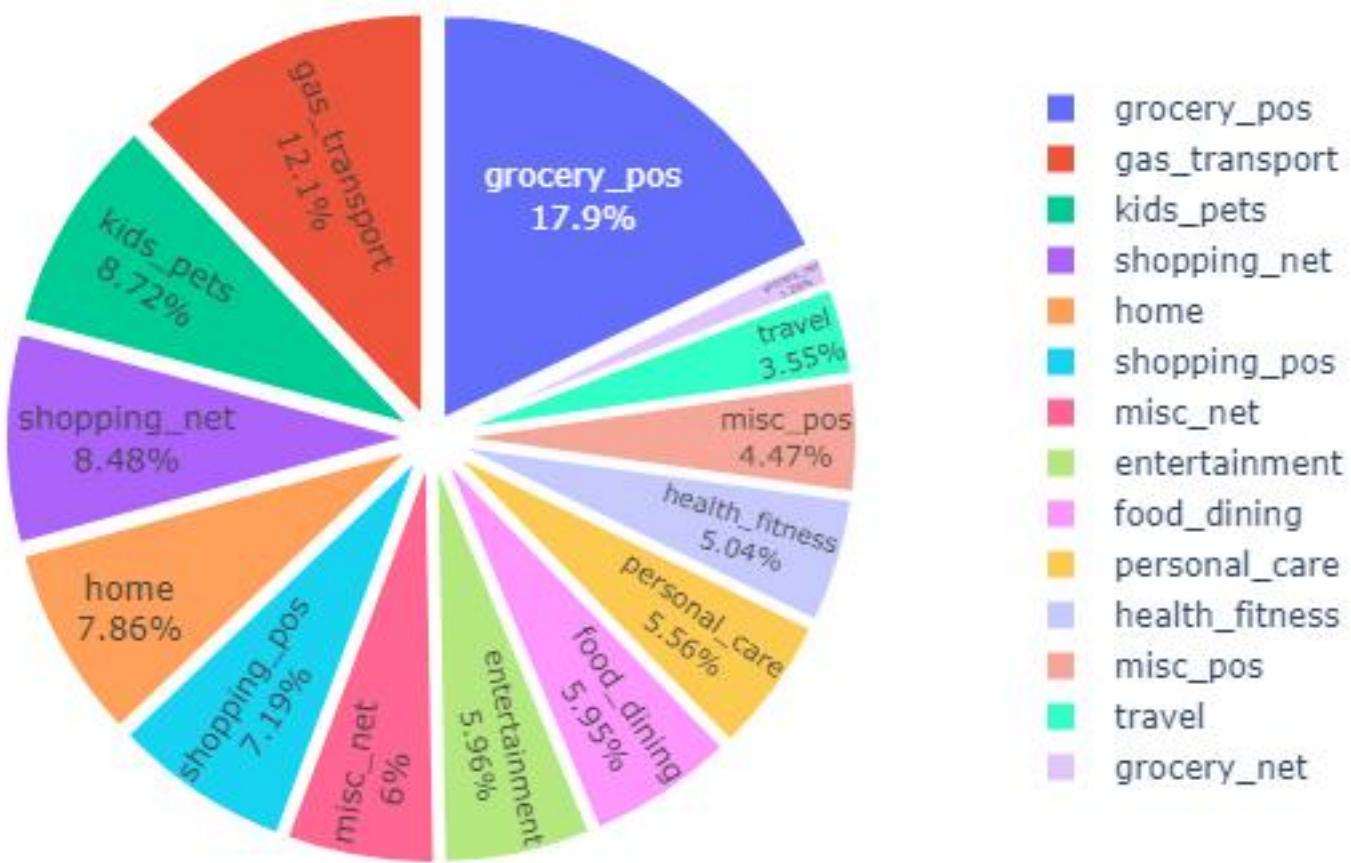
Age: 39-48: Spending by Category



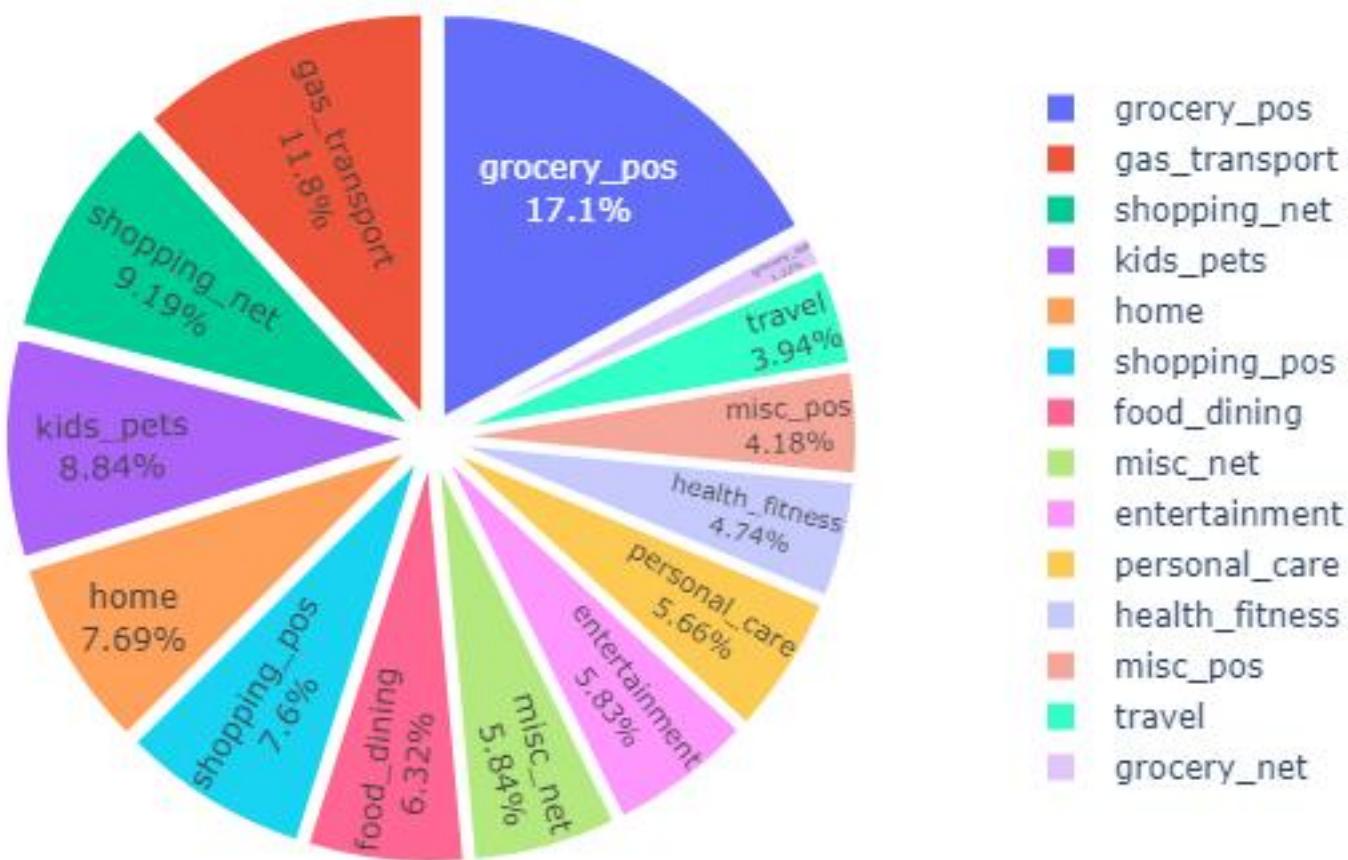
Age: 49-58: Spending by Category



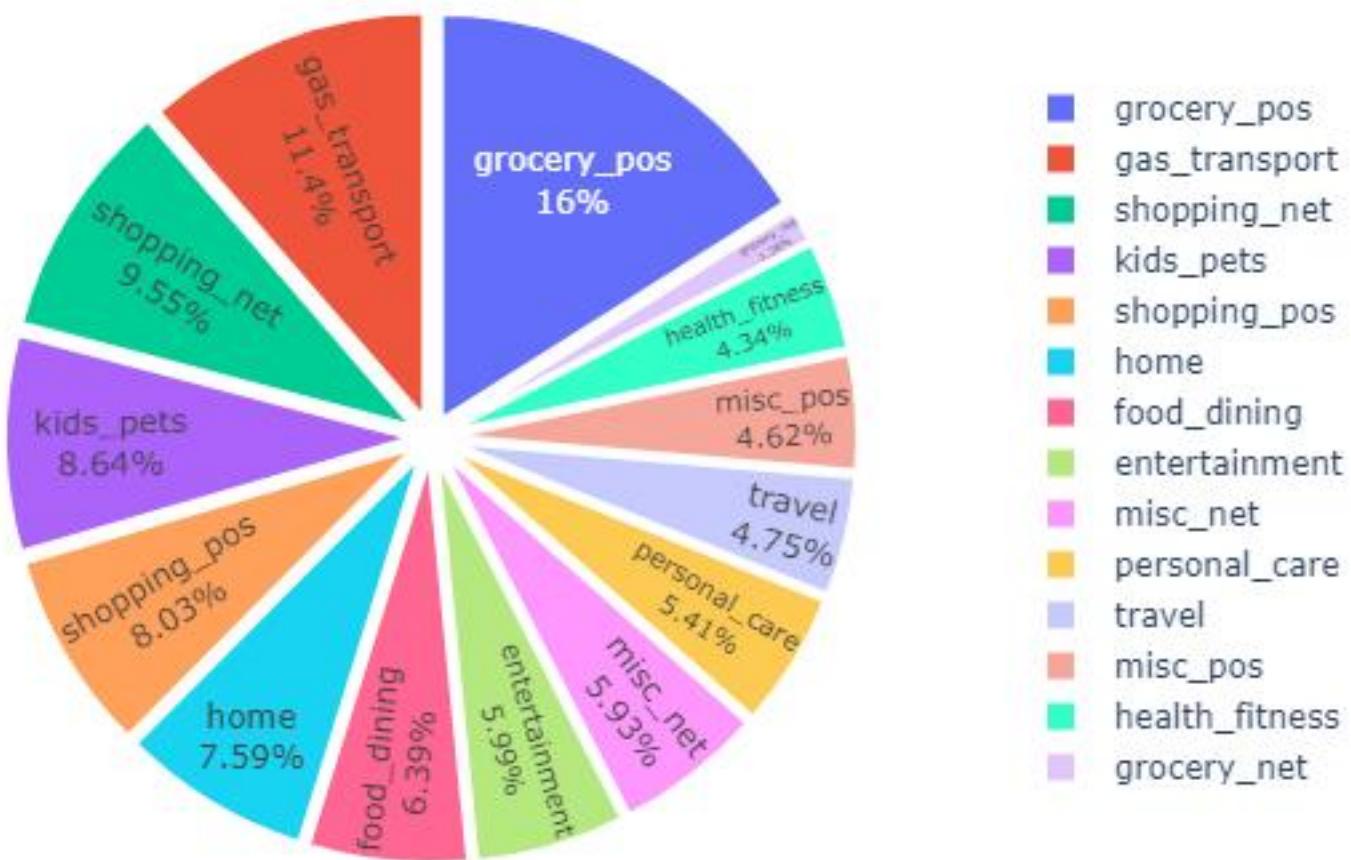
Age: 59-68: Spending by Category



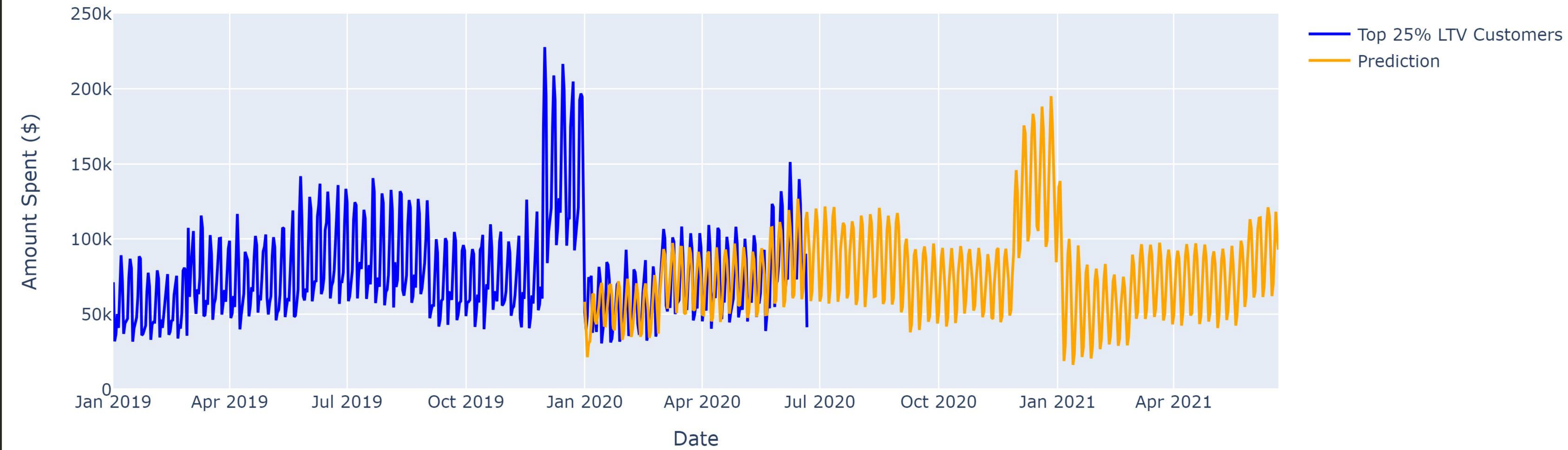
Age: 69-78: Spending by Category



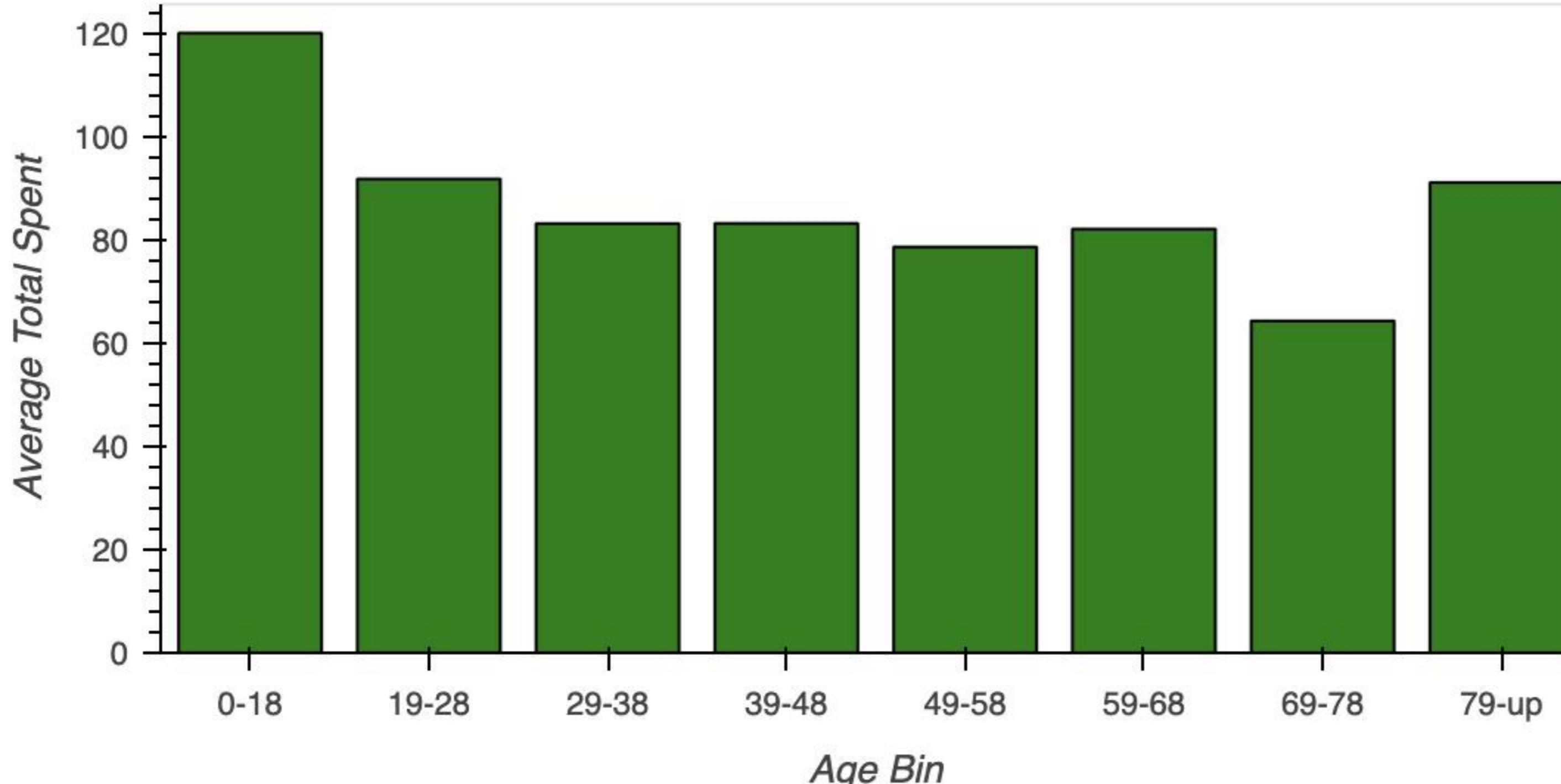
Age: 79 & Older: Spending by Category



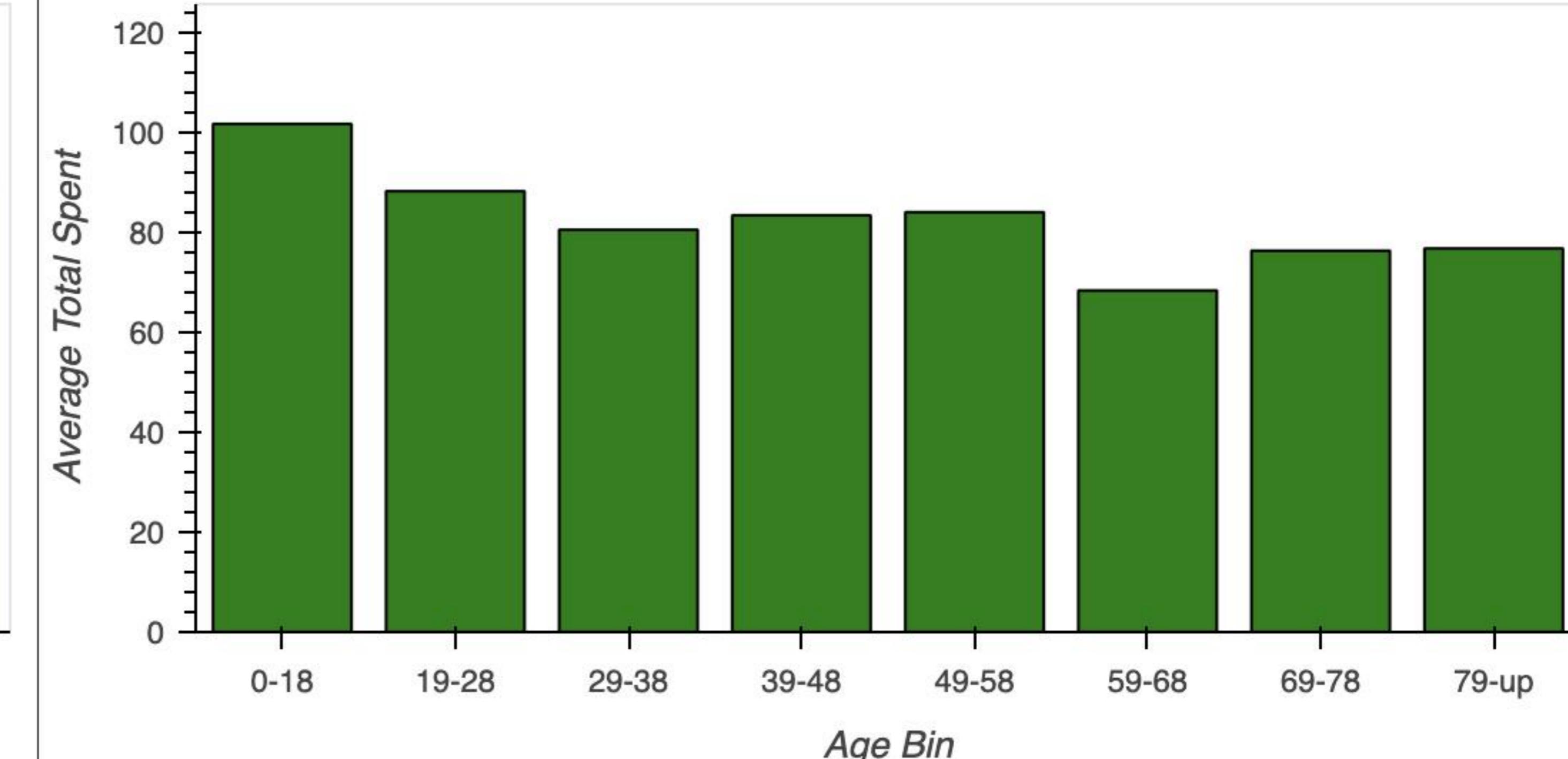
## ARIMA Forecast of Top 25% LTV Customers



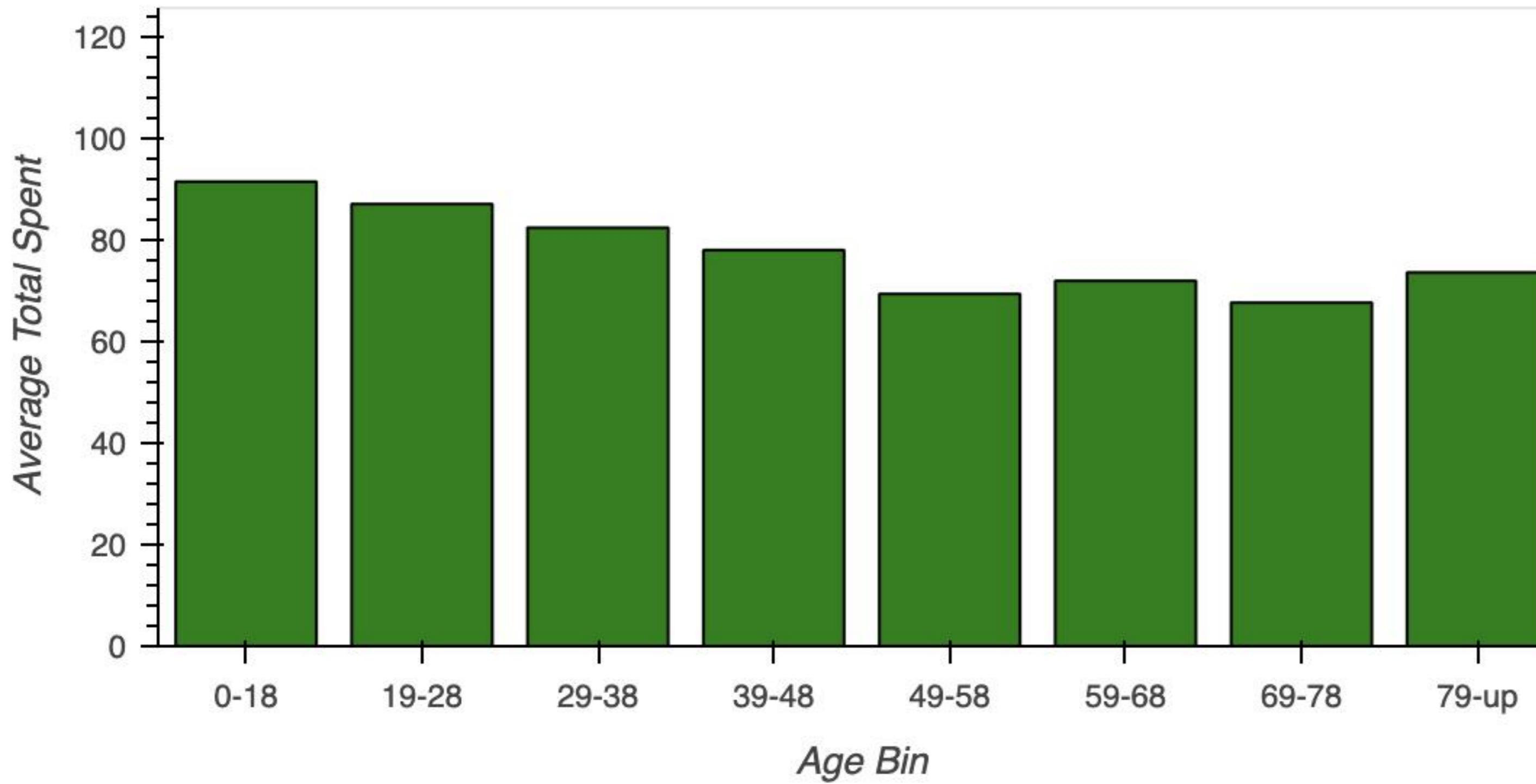
### Average Spending by Age Bin for misc\_net in Winter



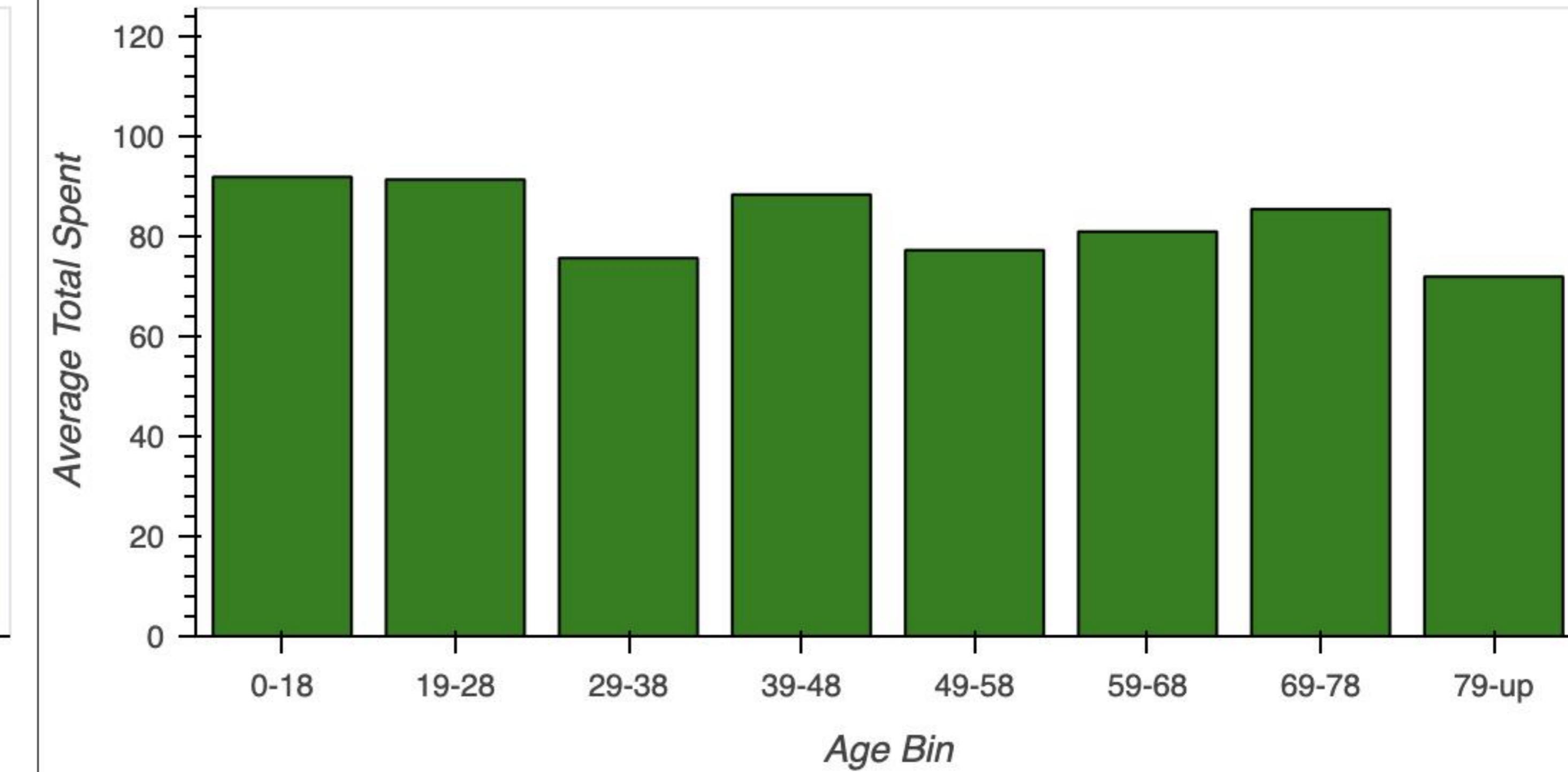
### Average Spending by Age Bin for misc\_net in Spring



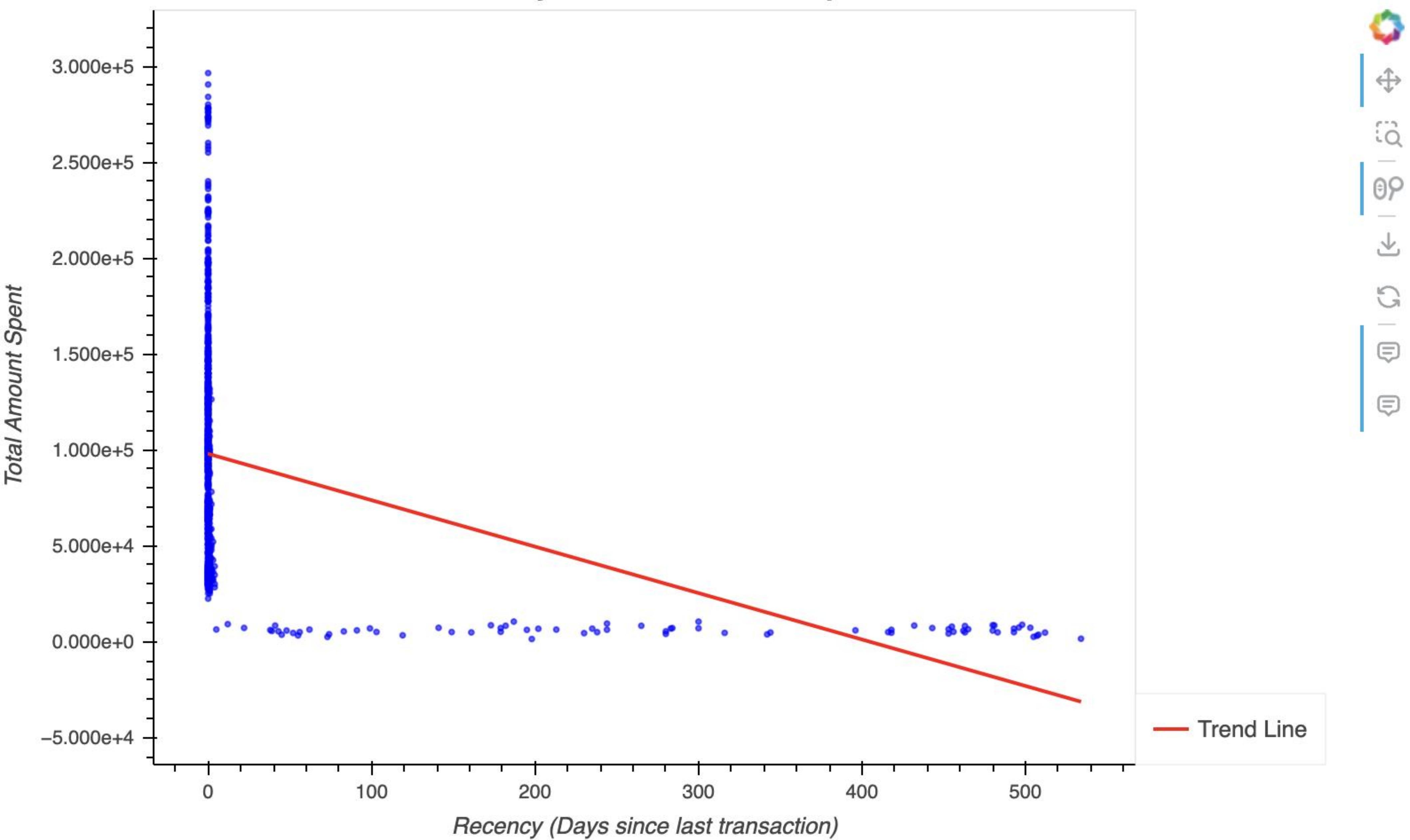
### Average Spending by Age Bin for misc\_net in Summer



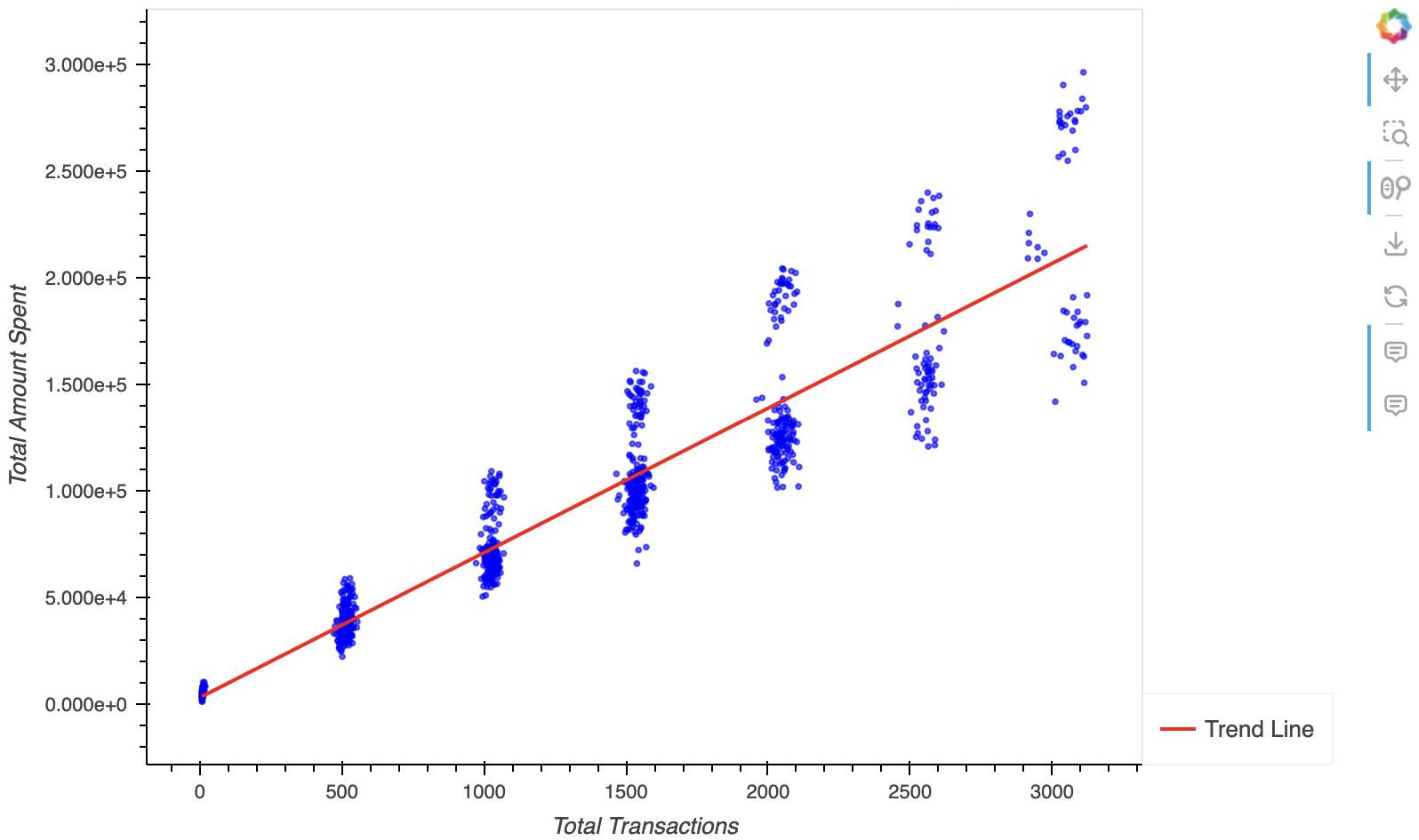
### Average Spending by Age Bin for misc\_net in Fall



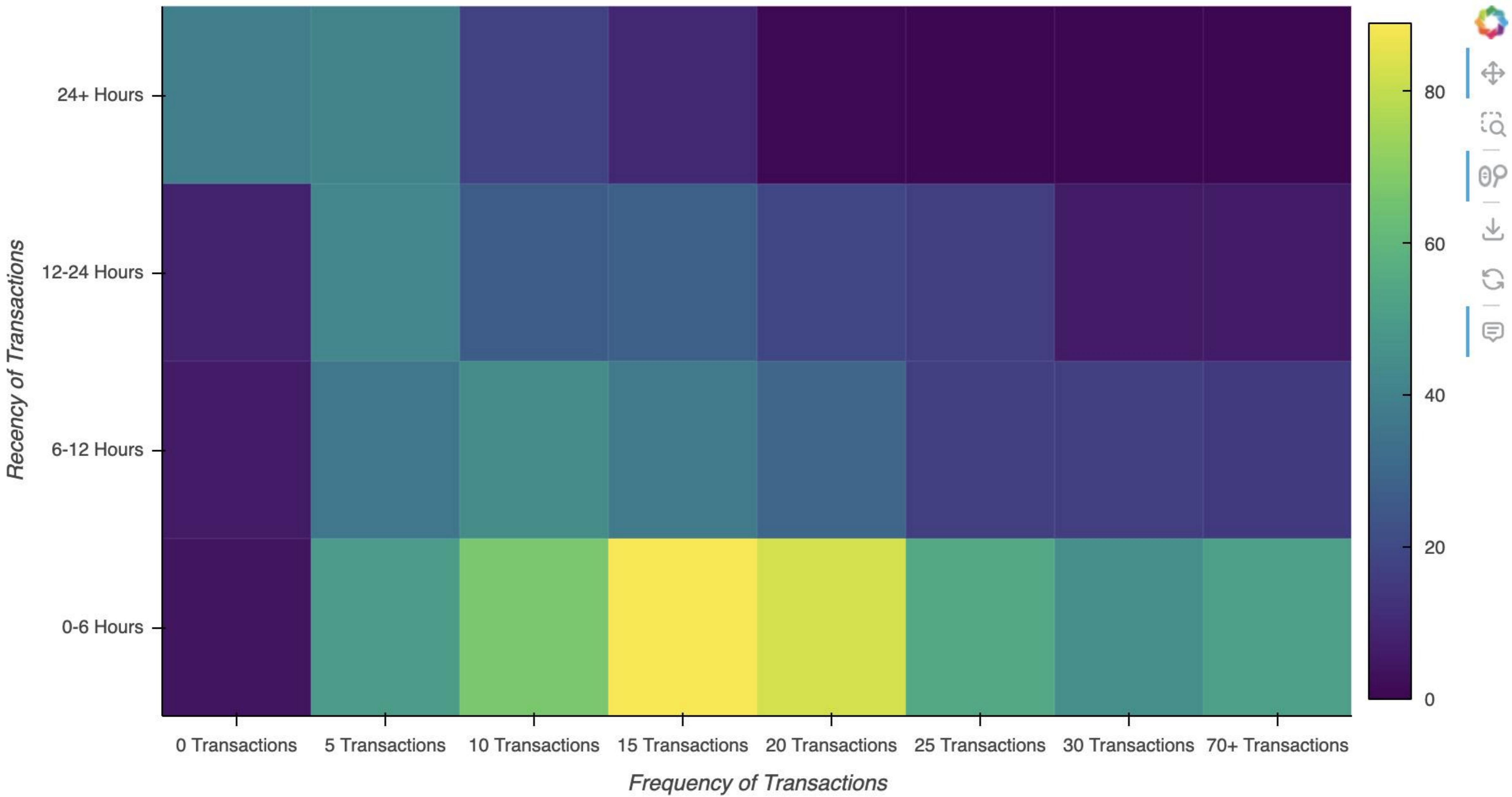
# Correlation between Recency and Total Amount Spent with Trend Line



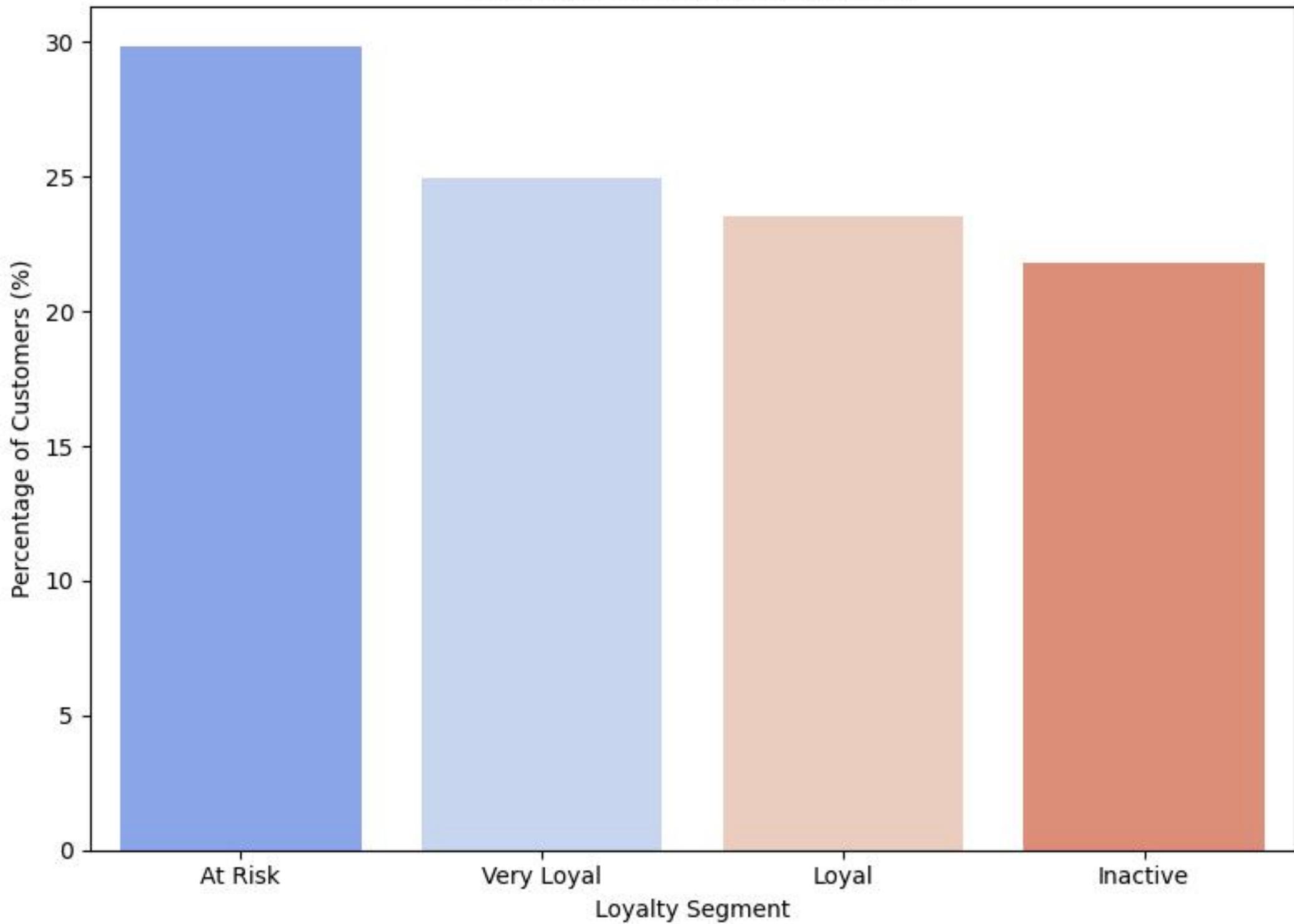
# Correlation between Total Transactions and Total Amount Spent with Trend Line



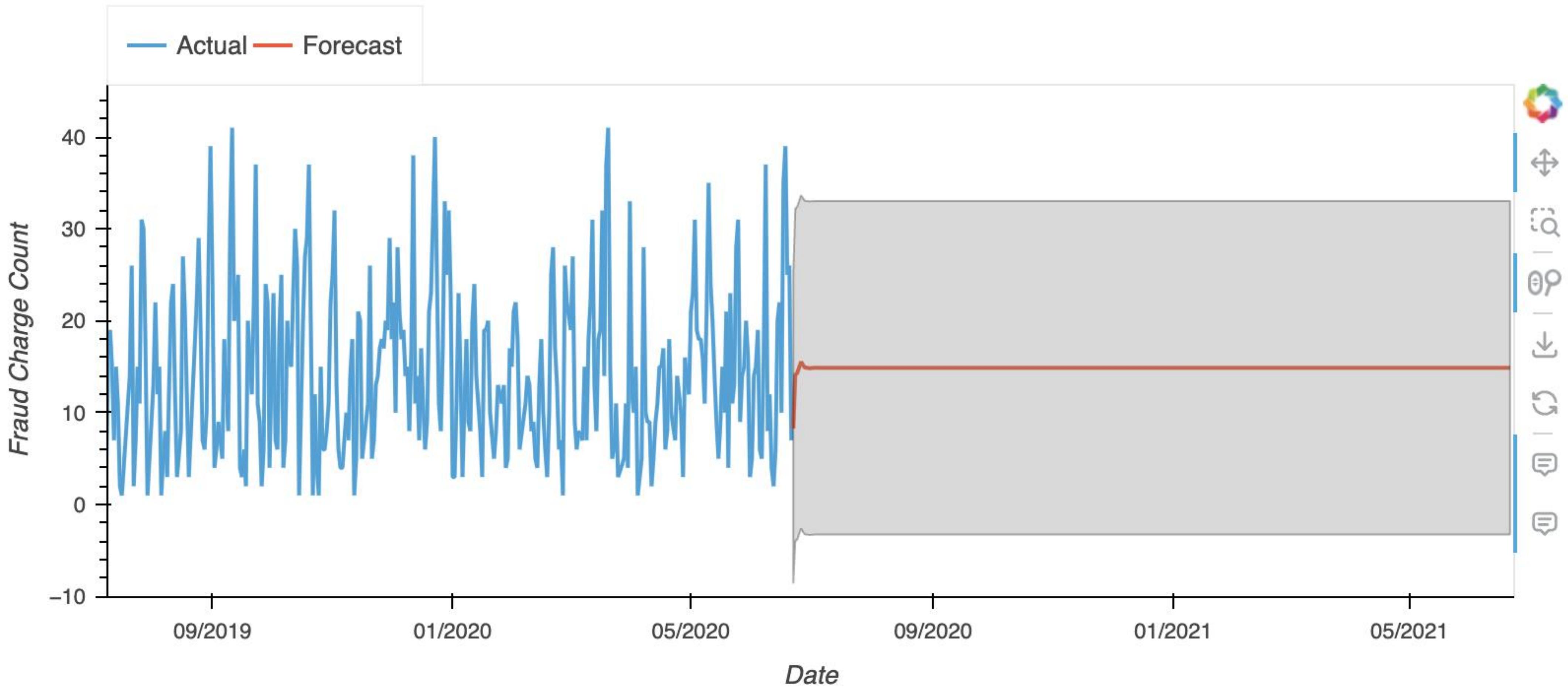
# Customer Engagement Heatmap for the Most Recent Week



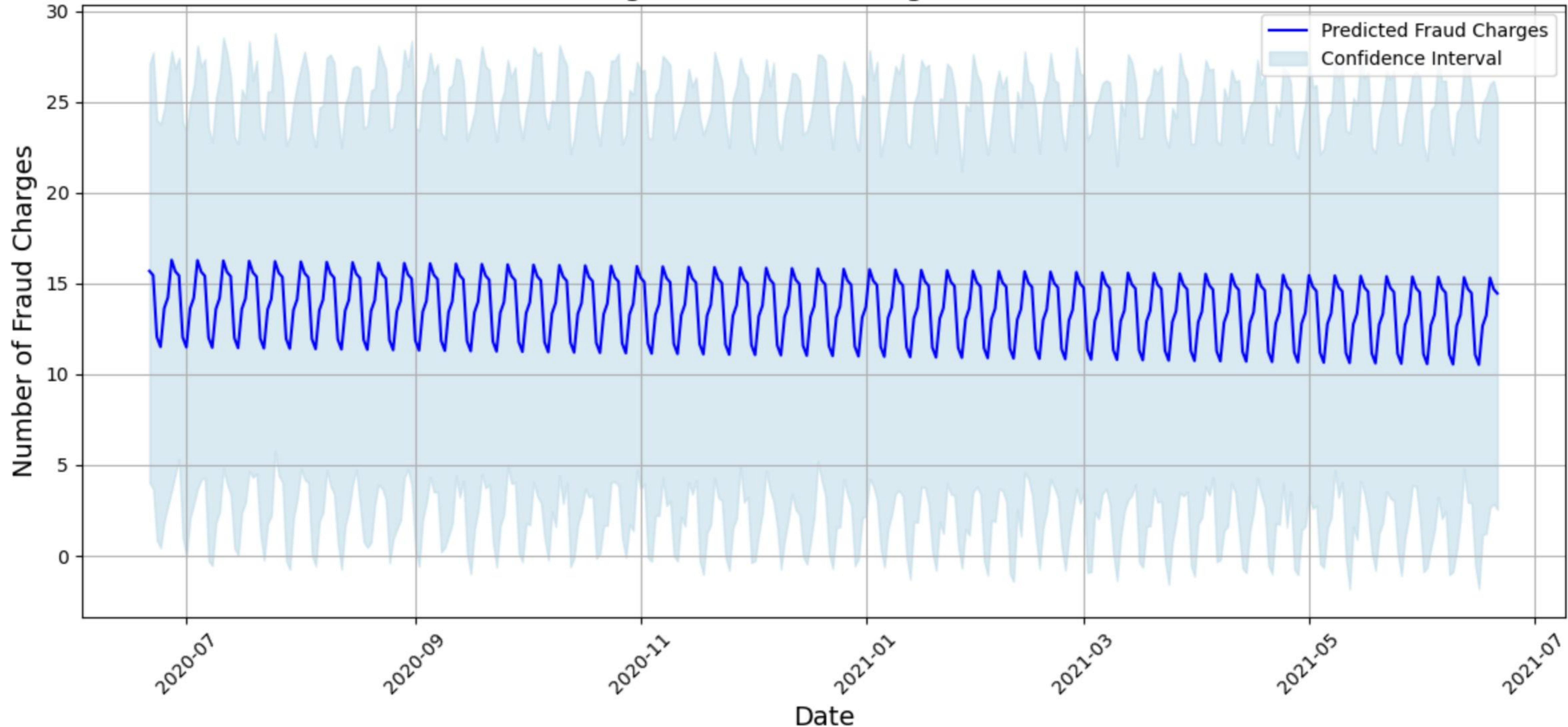
## Customer Loyalty Segmentation



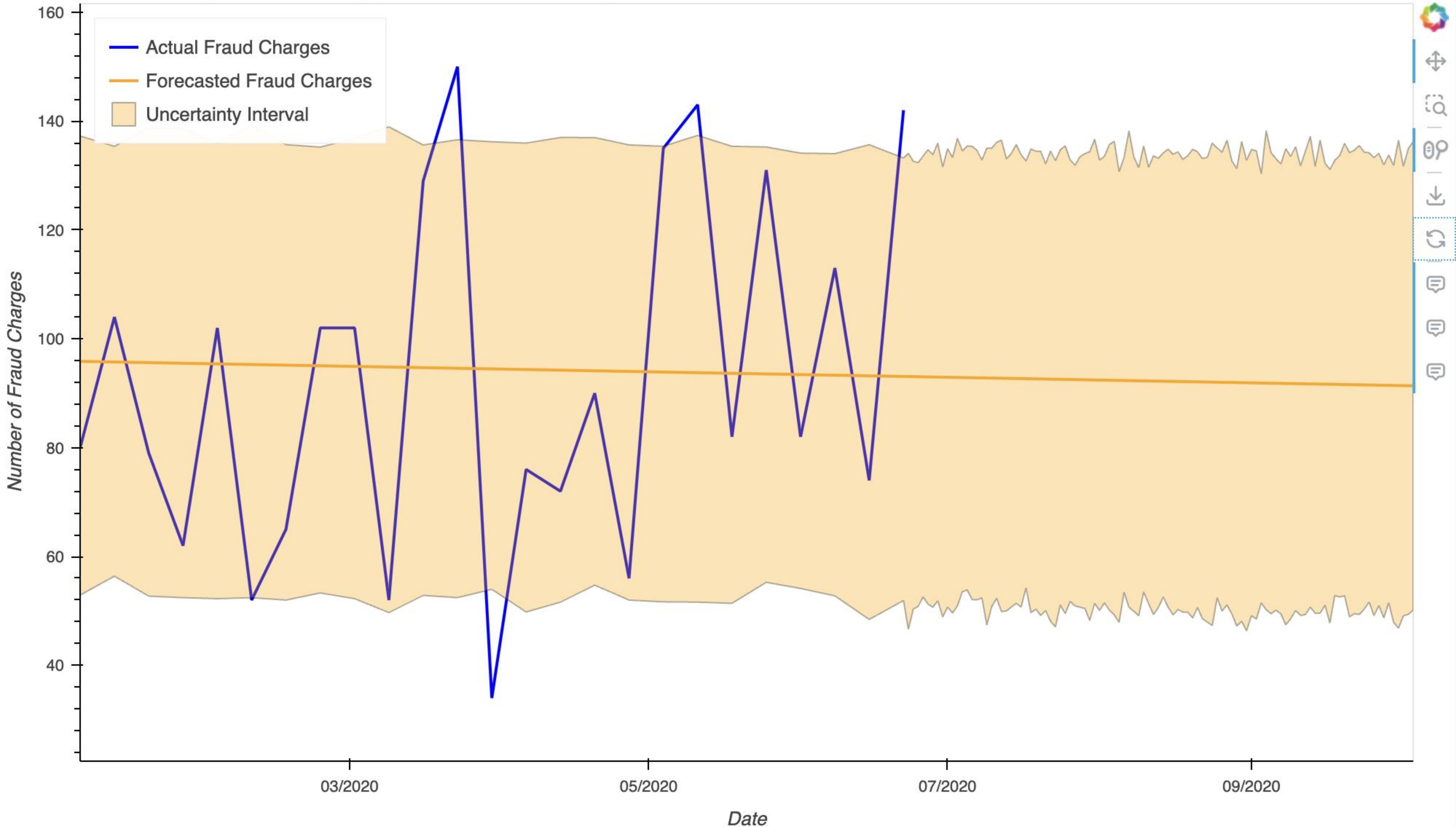
# Fraud Charge Count Forecast



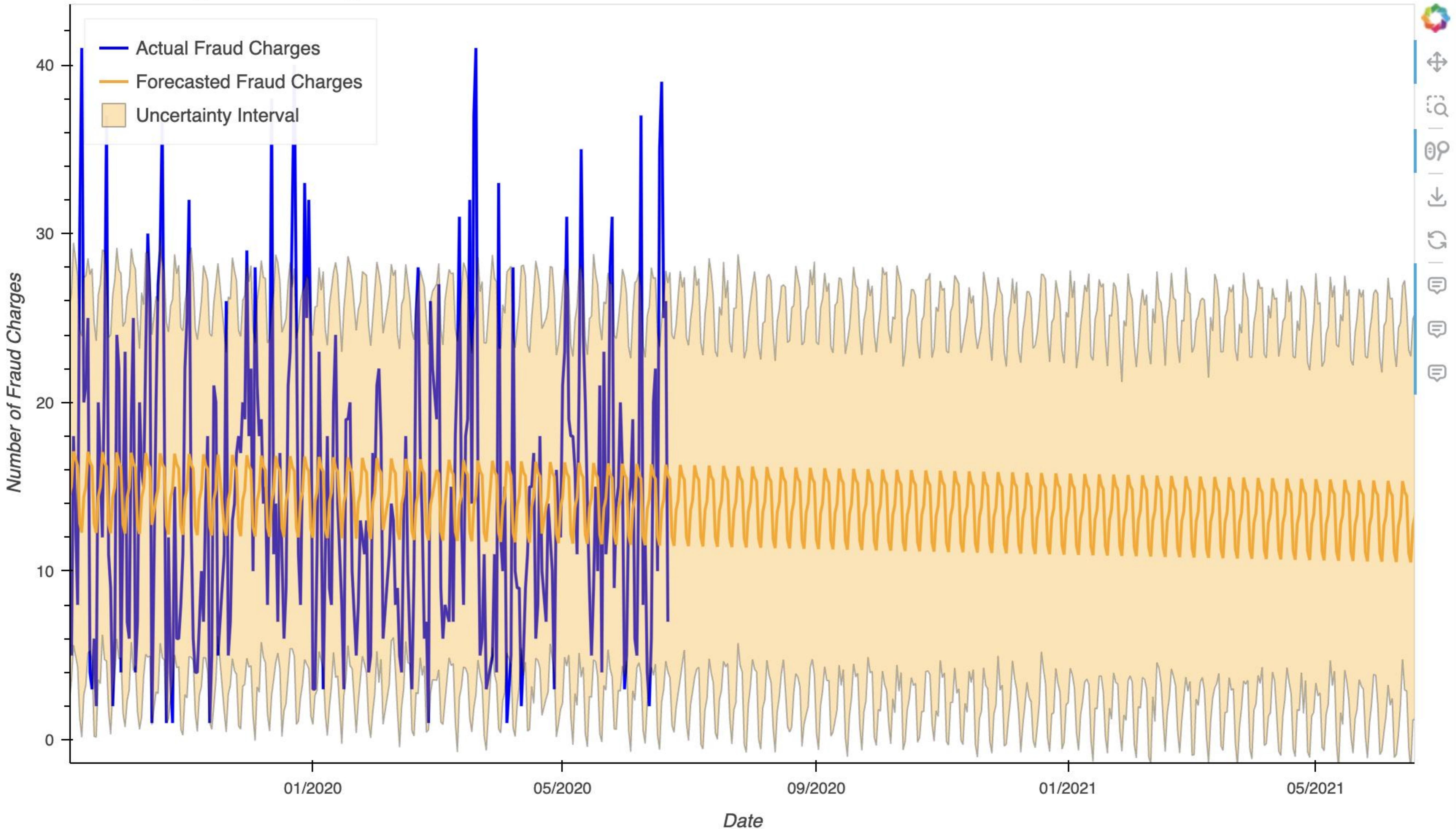
## Fraud Charge Forecast Starting from 2020-06-21



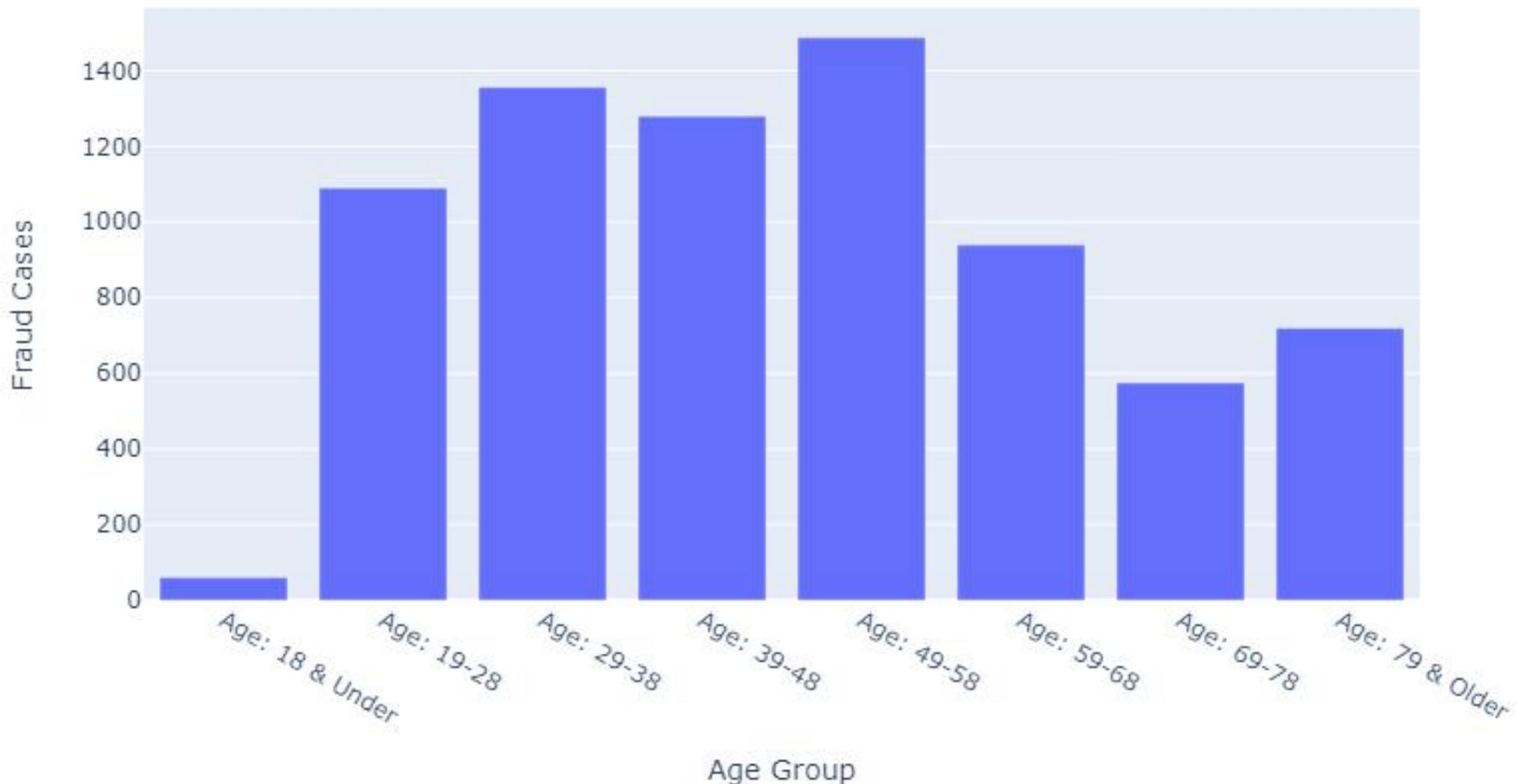
## Fraud Charge Forecasting (From 2020 Onwards)

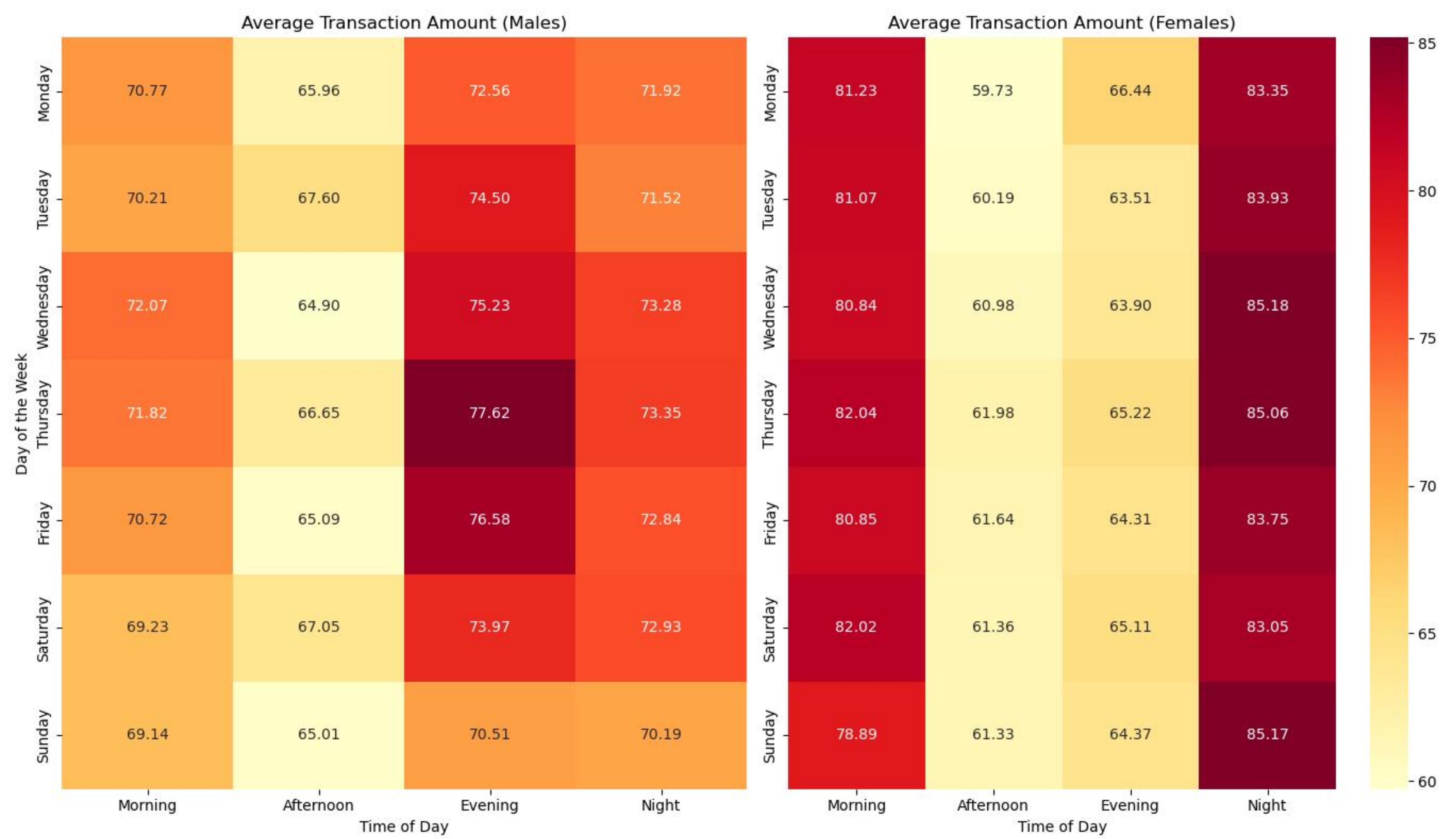


# Fraud Charge Forecasting

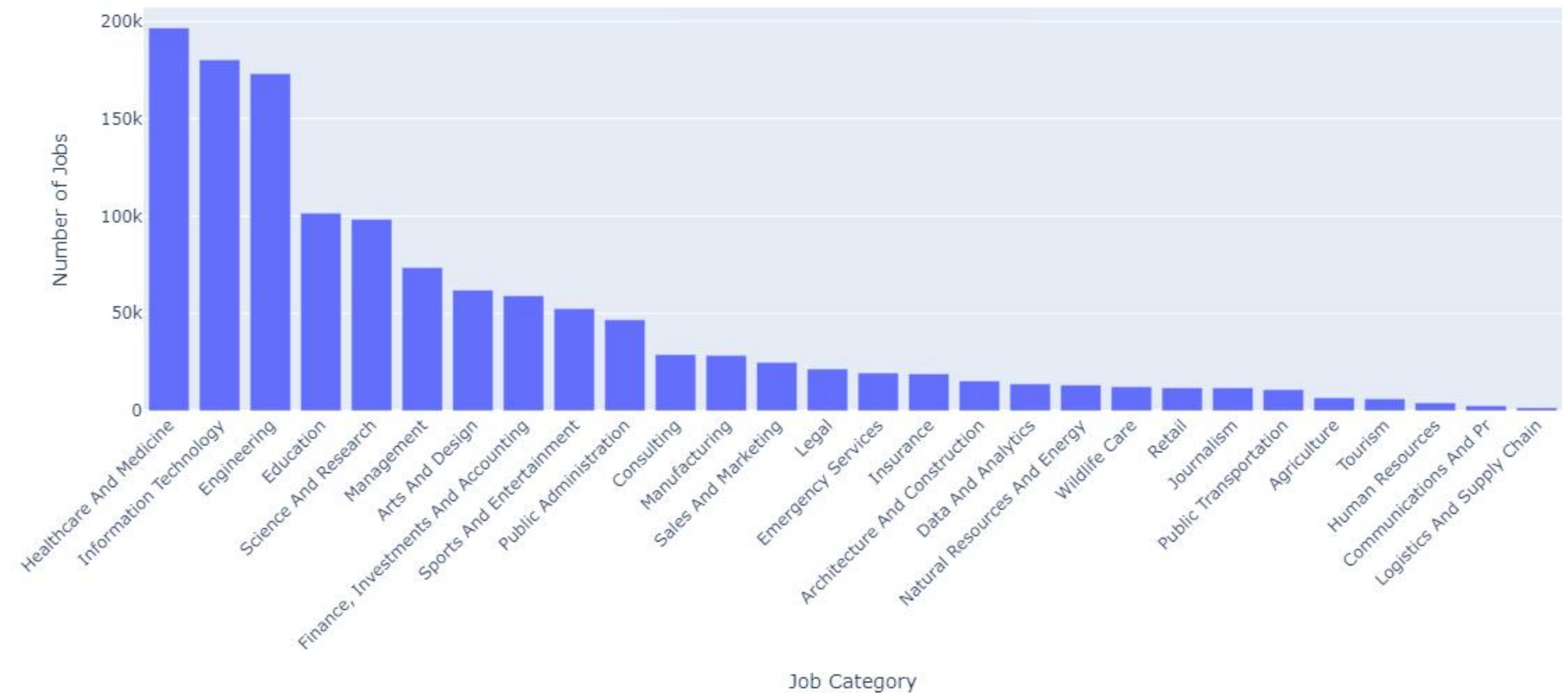


## Total Fraudulent Transactions by Age Group

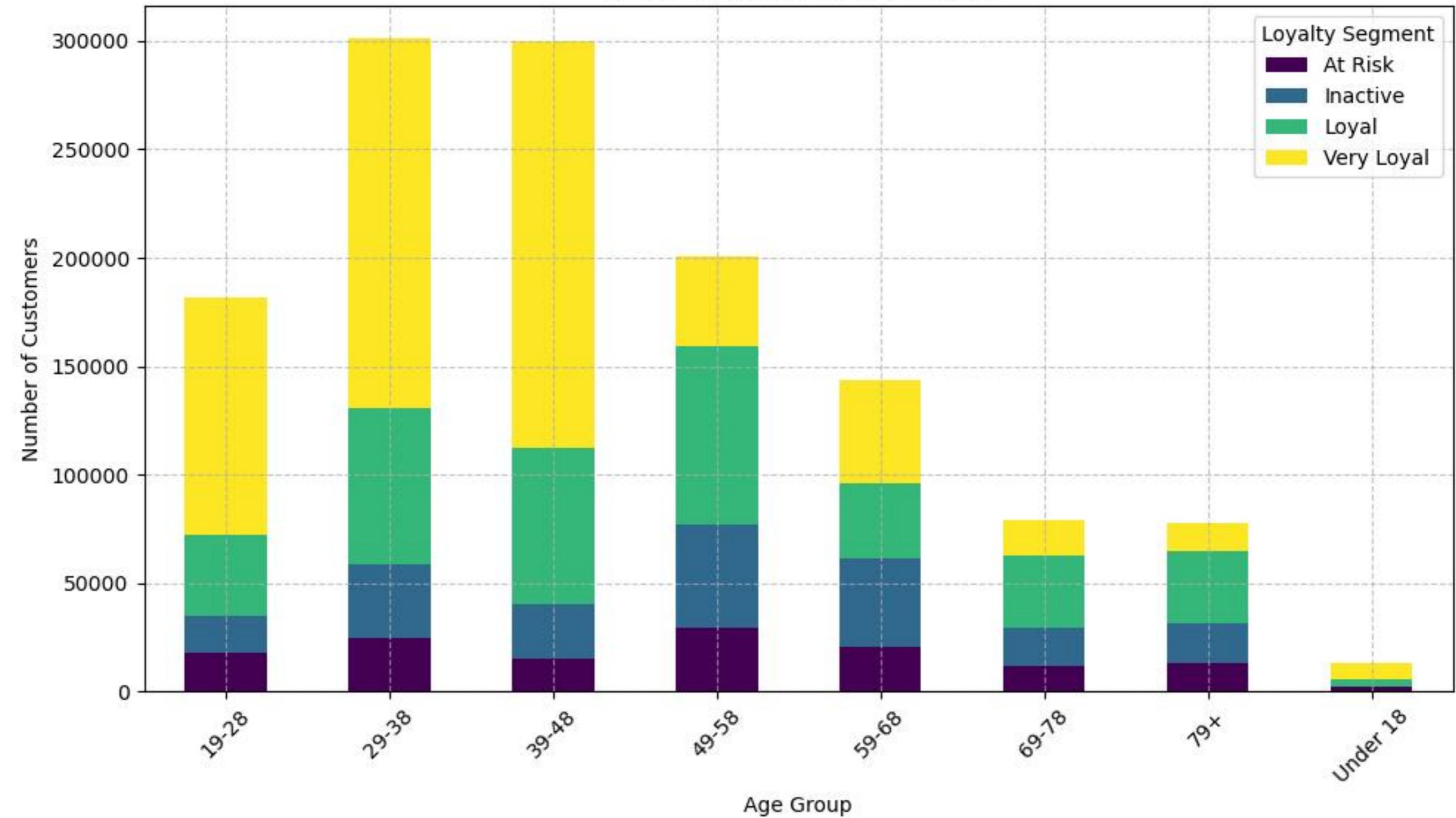


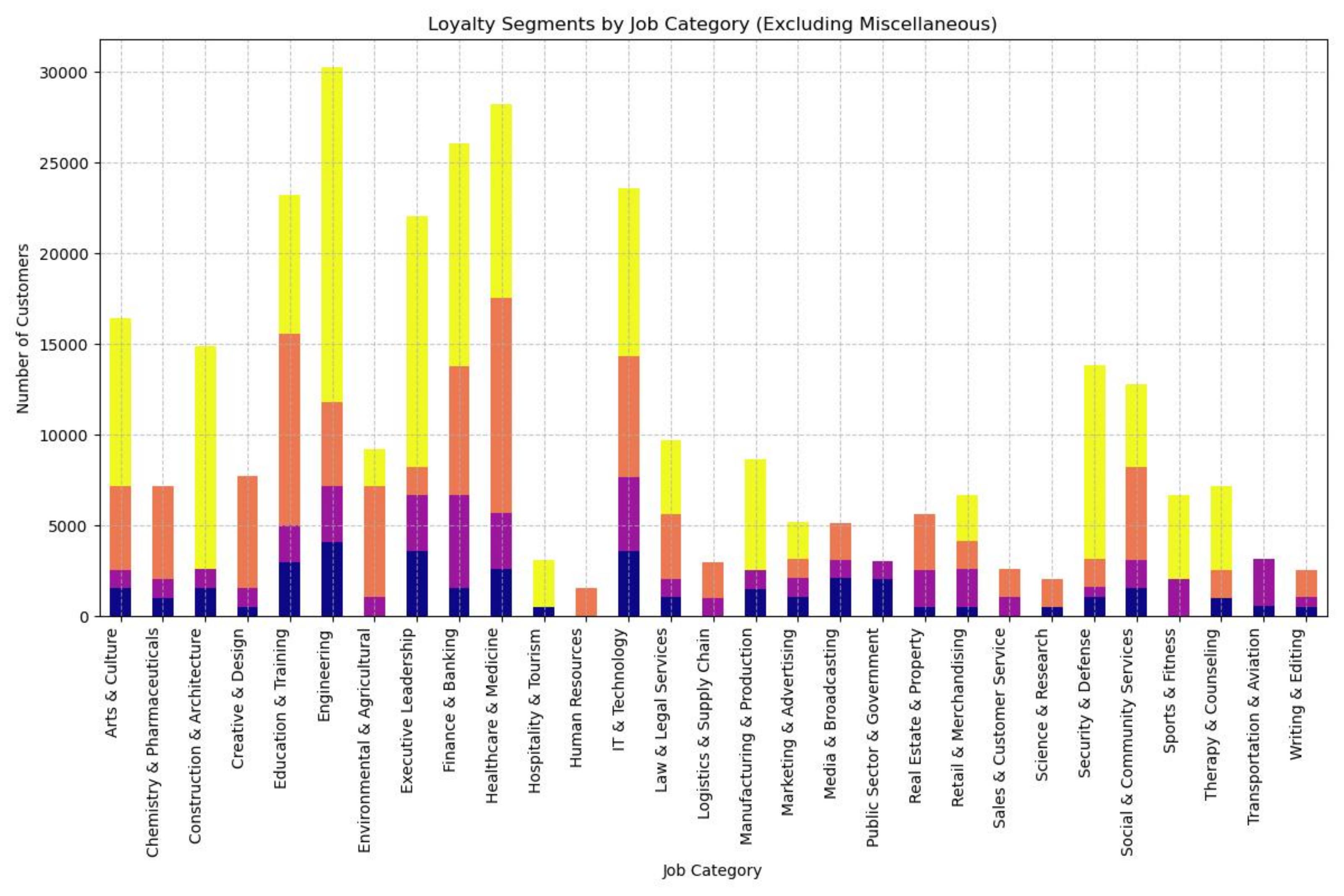


### Number of Jobs in Each Job Category

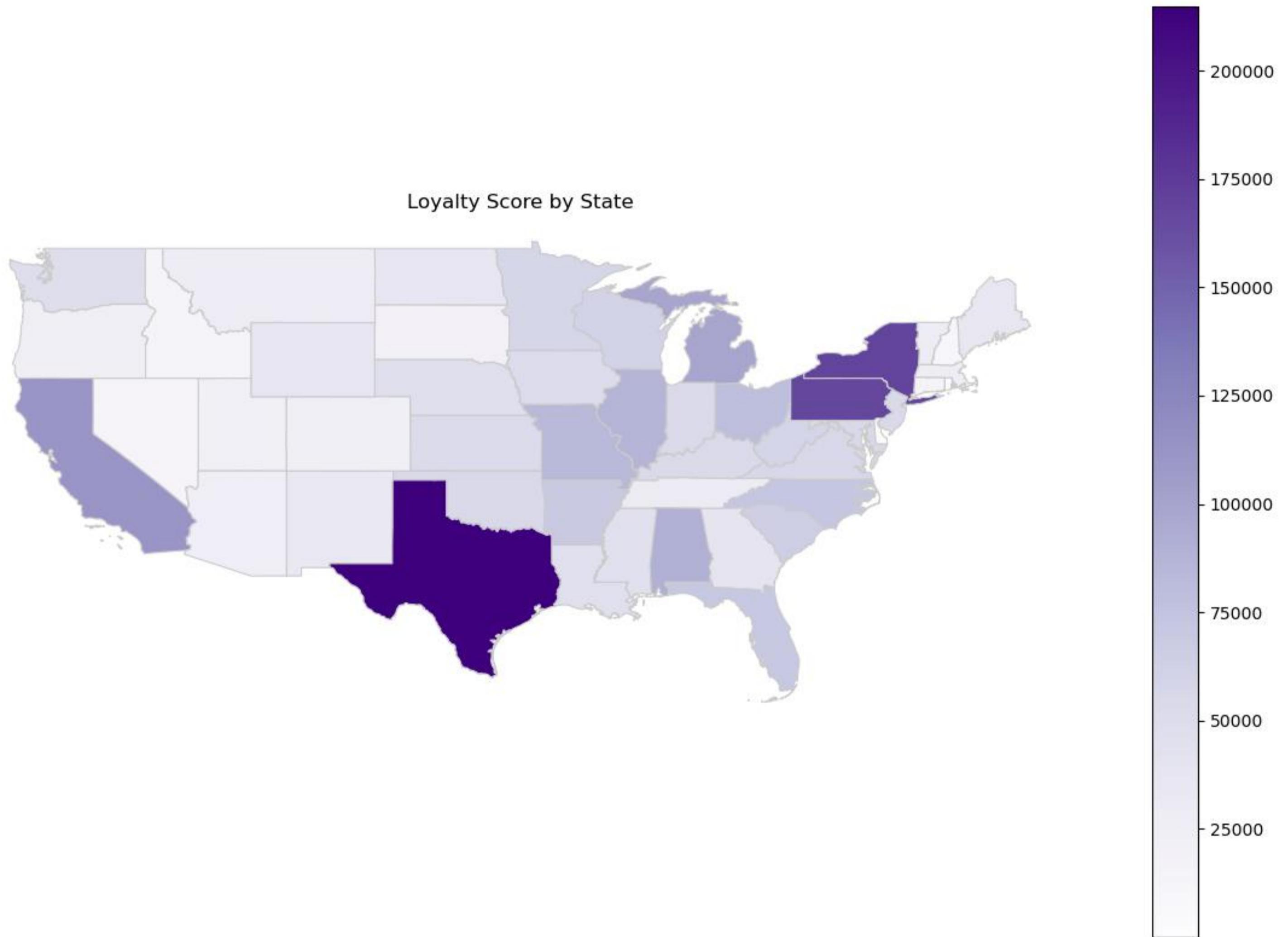


## Loyalty Segments by Age Group

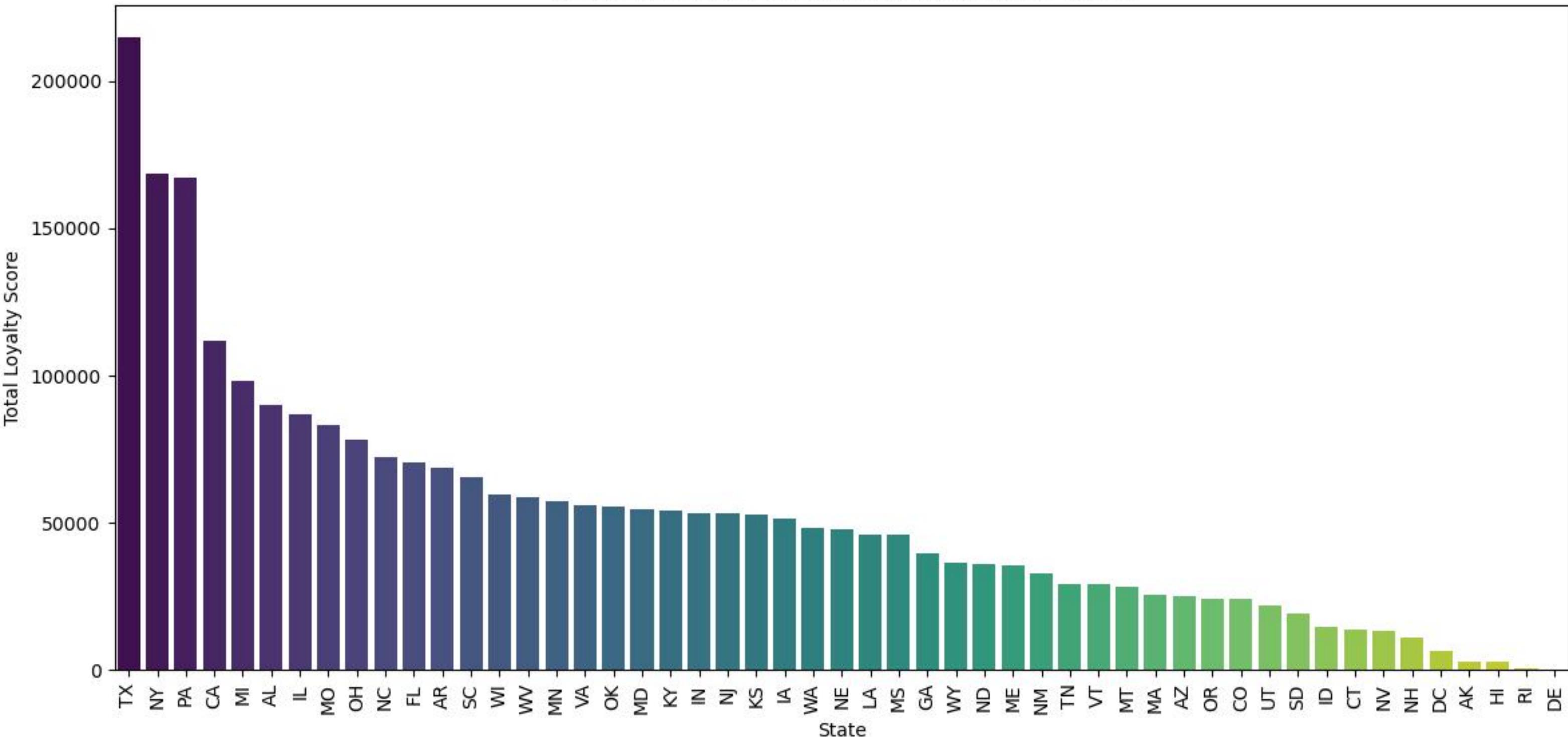




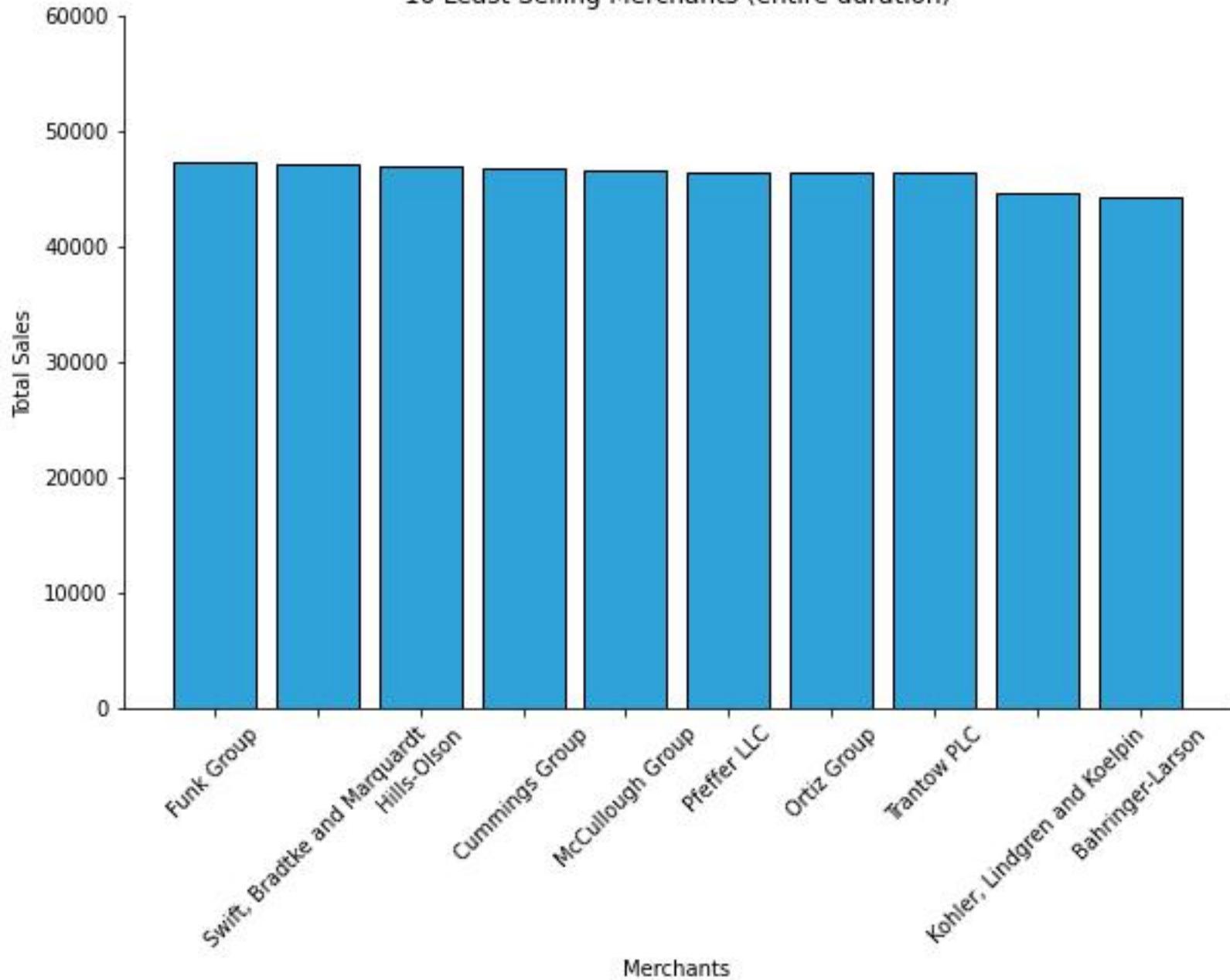
Loyalty Score by State



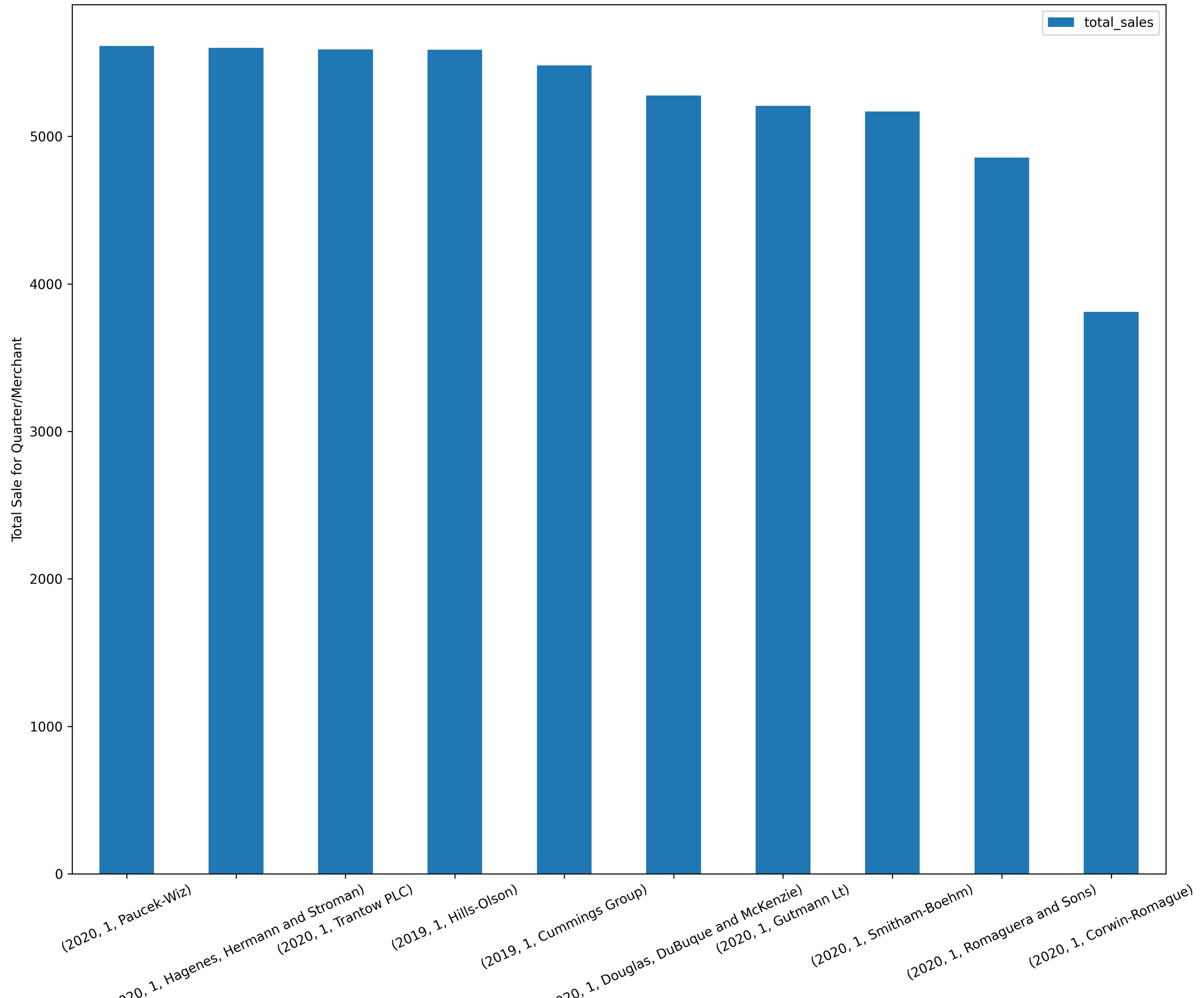
## Loyalty Score by State (Sorted in Descending Order)



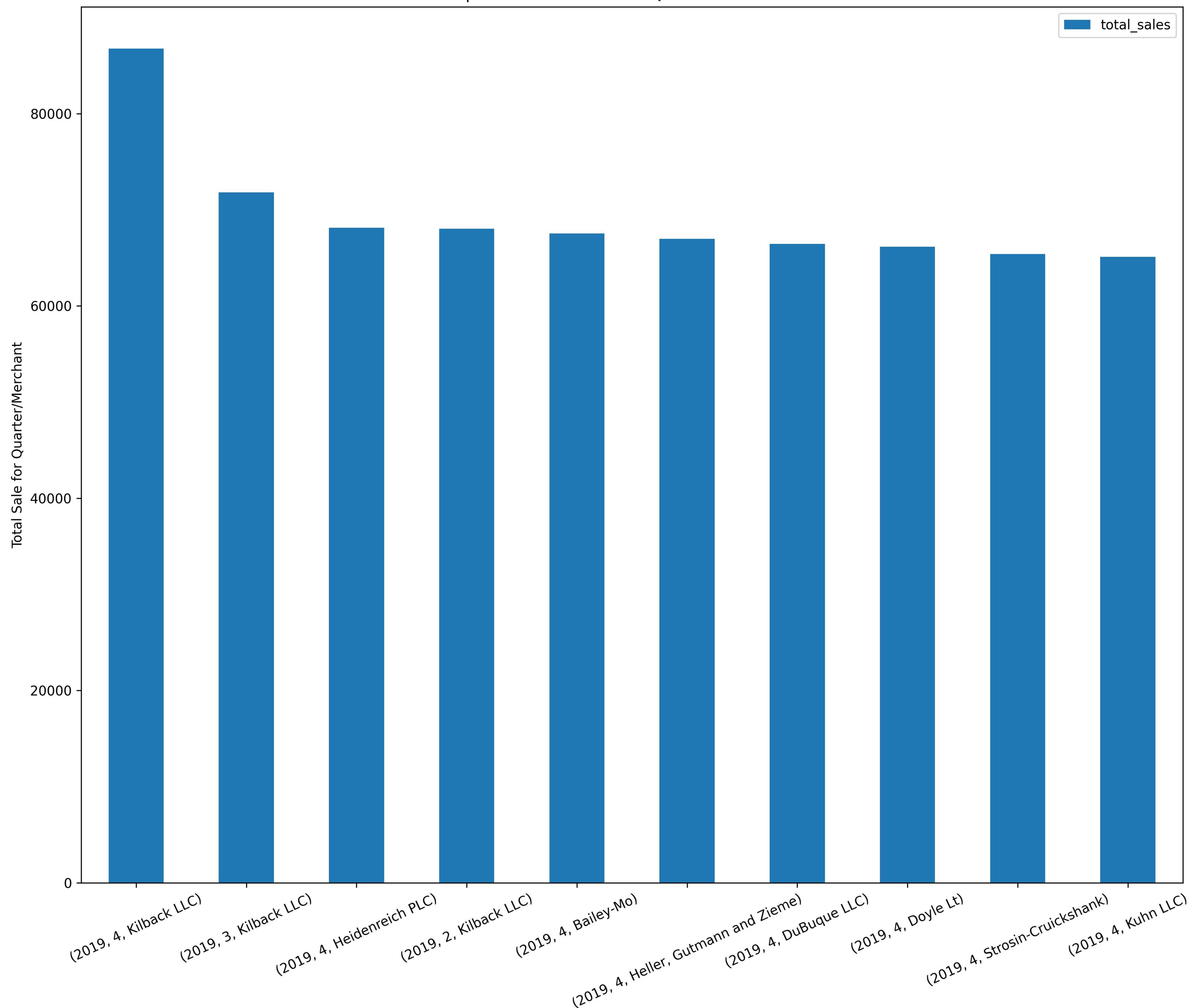
### 10 Least Selling Merchants (entire duration)



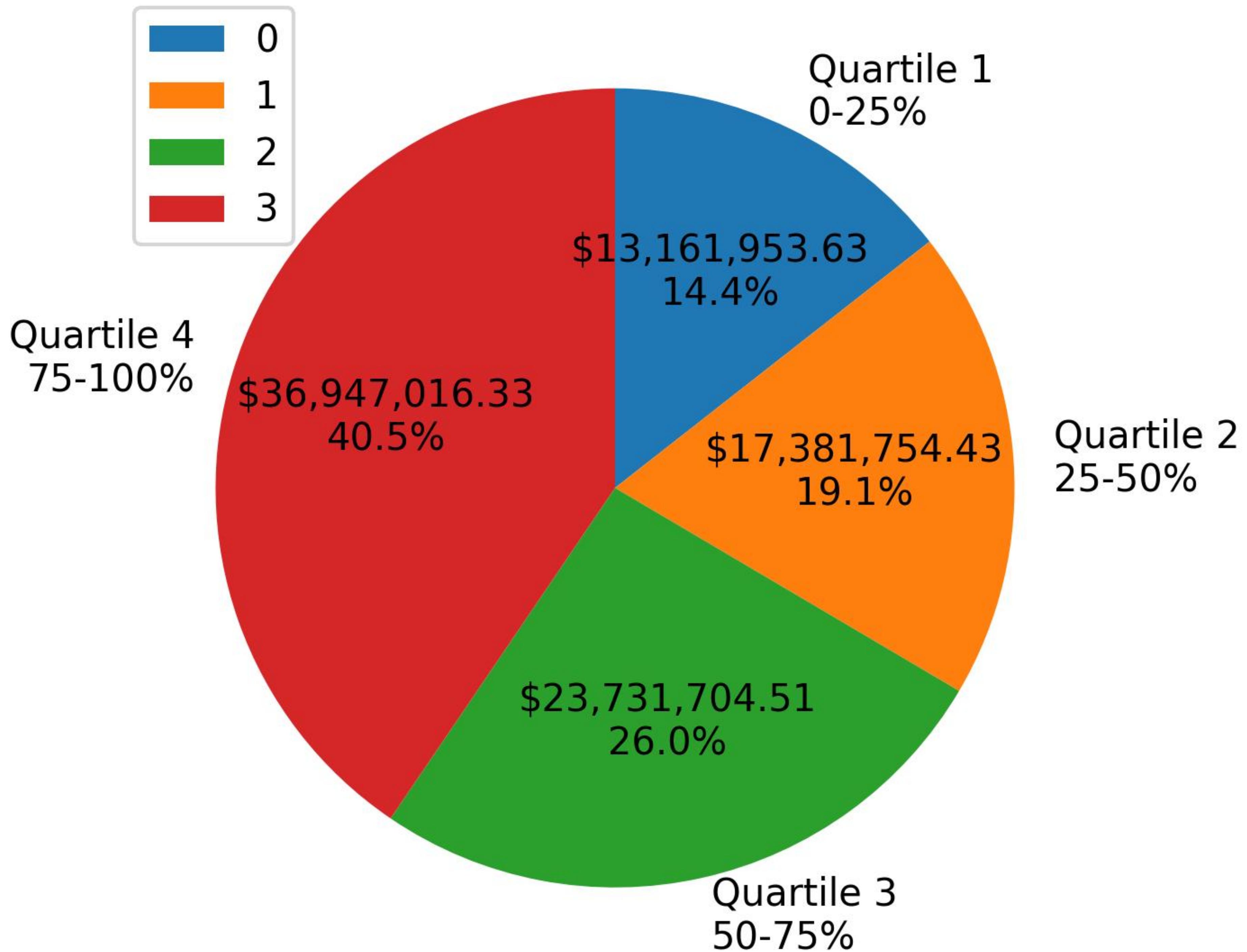
10 Least Sale for Merchant Quarter combination

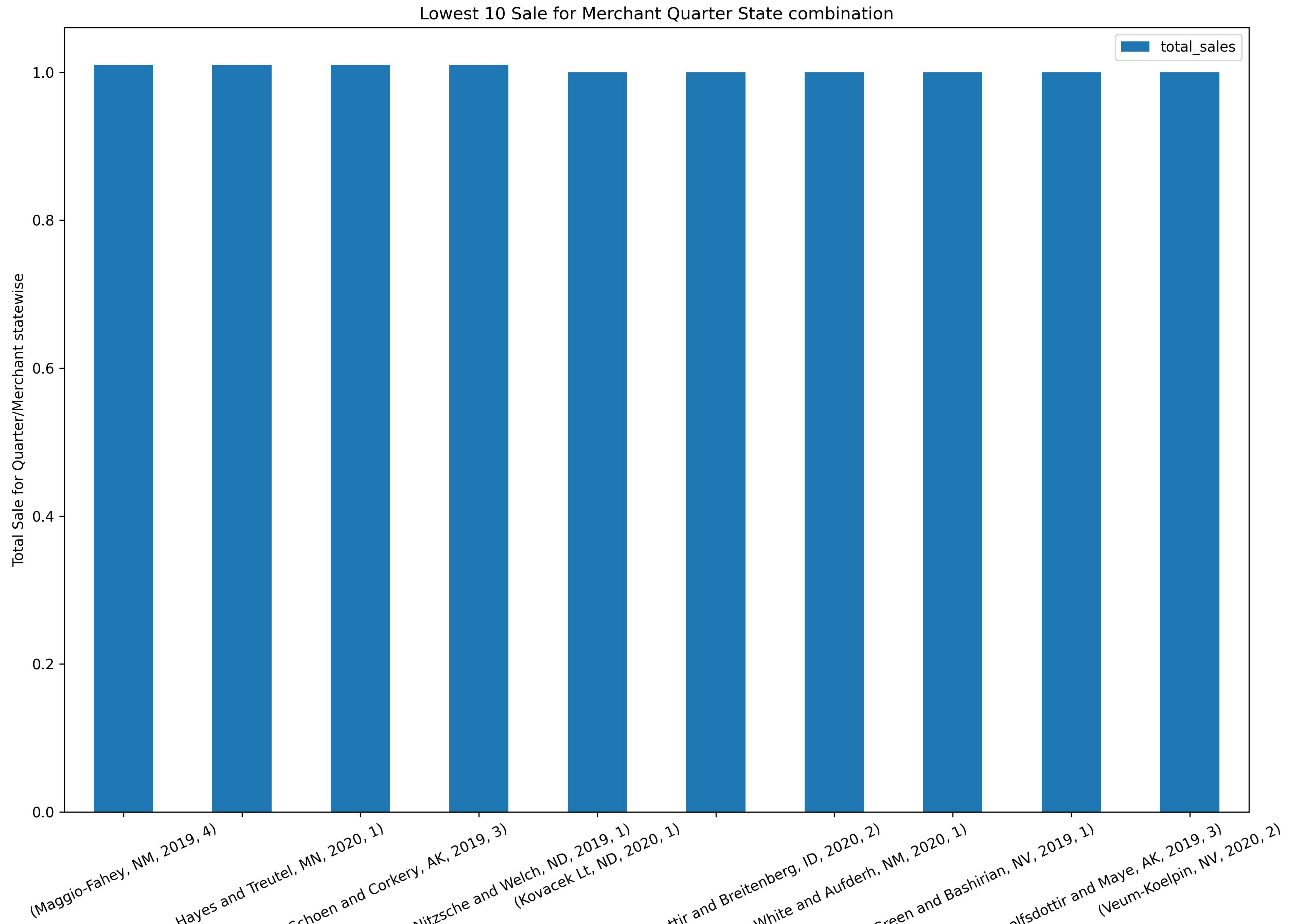


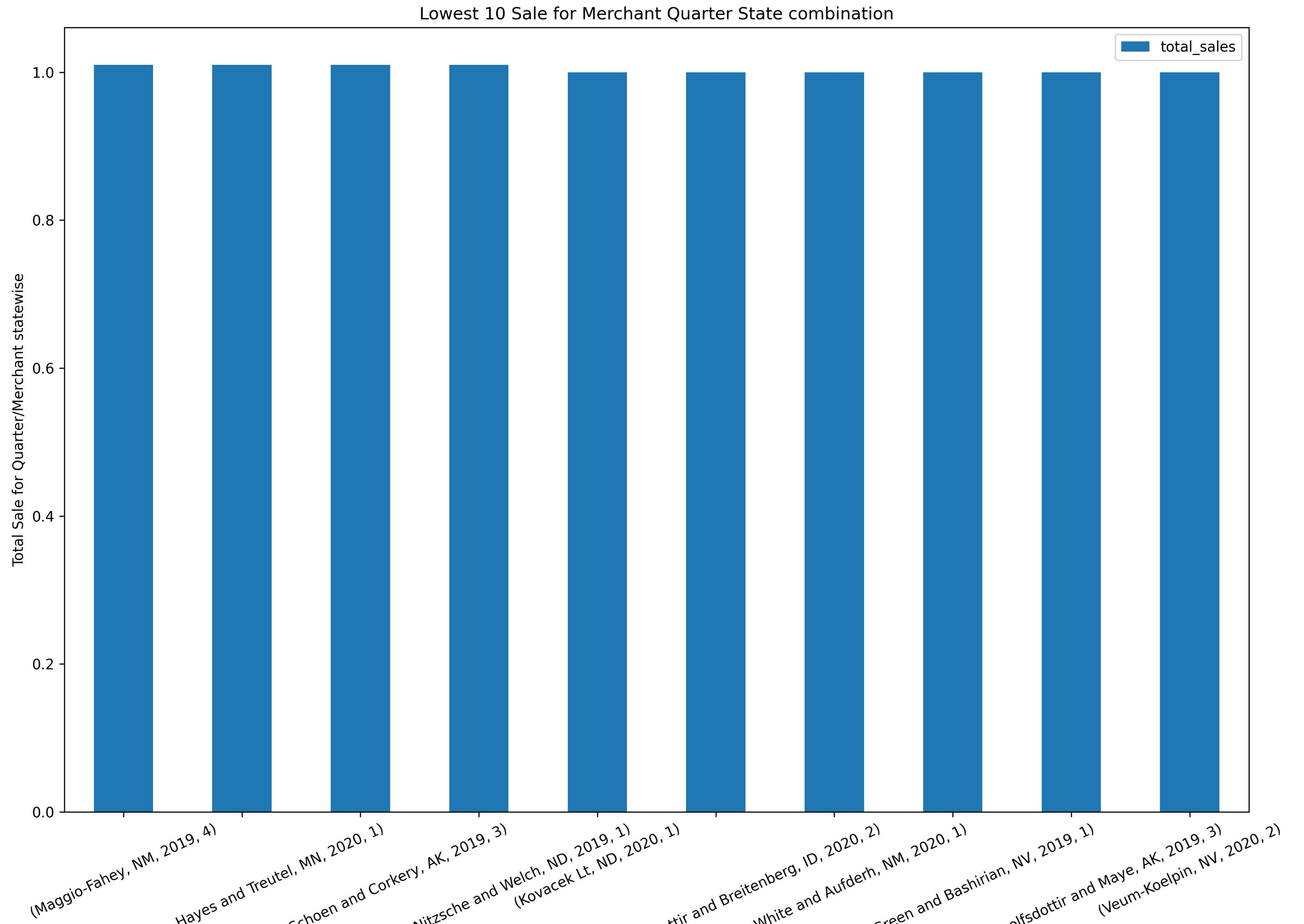
Top 10 Sale for Merchant Quarter combination

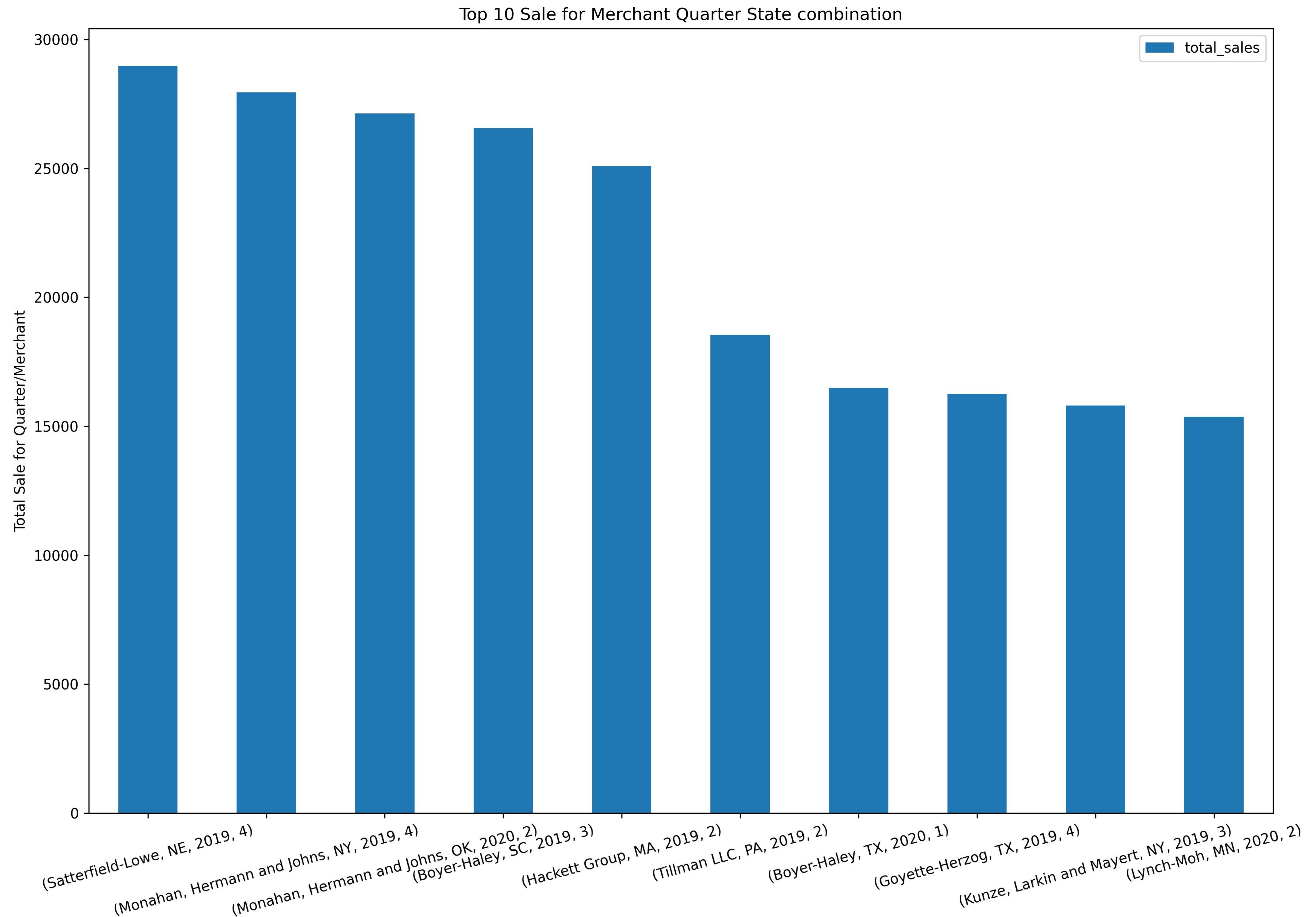


## Merchant sales quartiles - Total Sales for entire duration : \$91,222,428.90

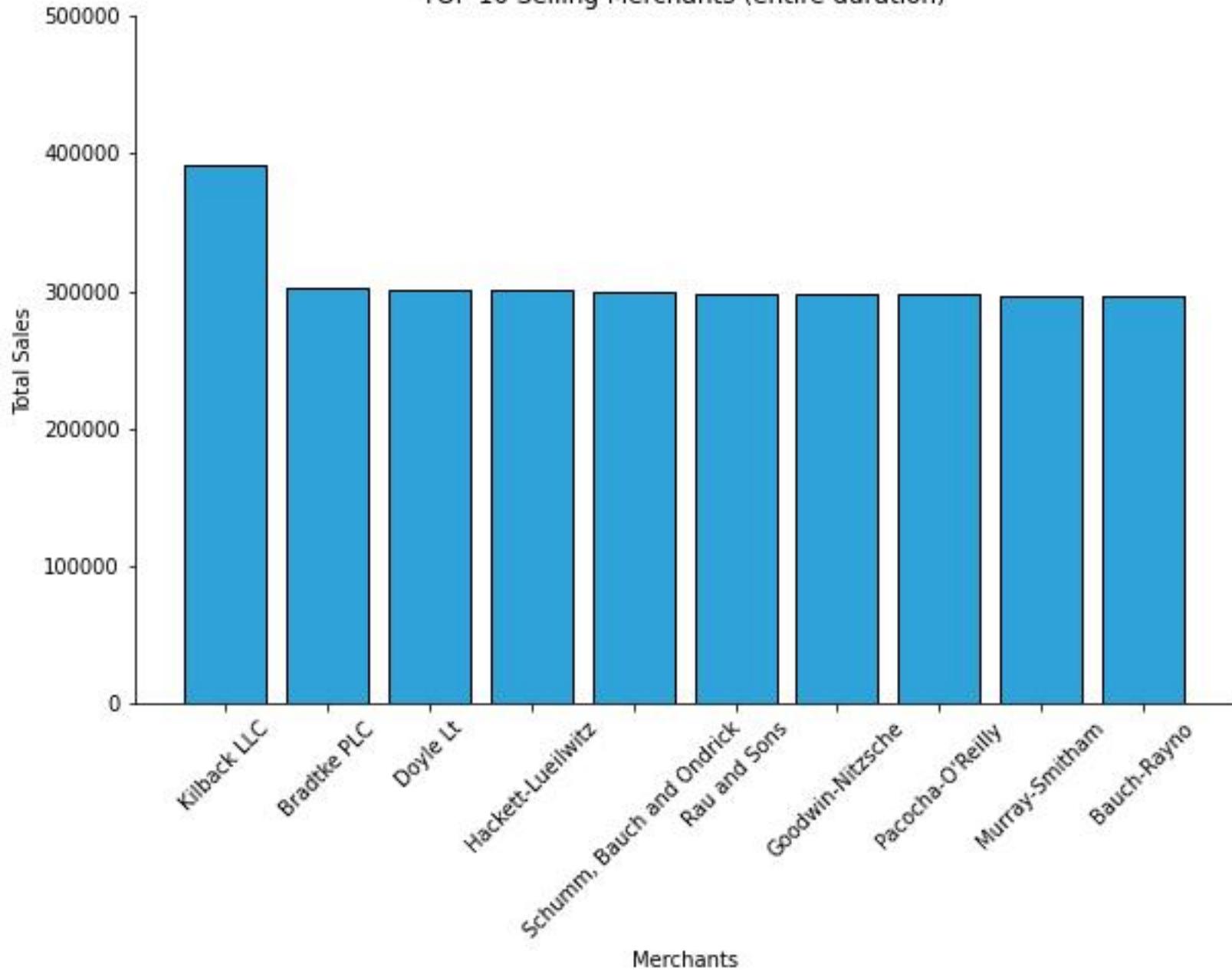






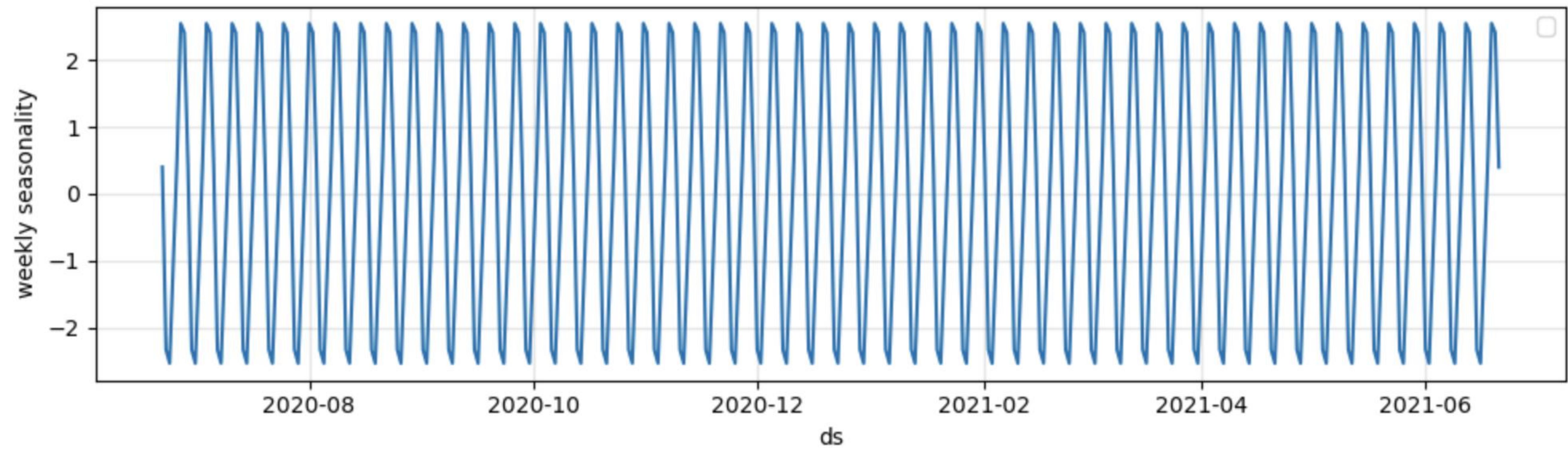
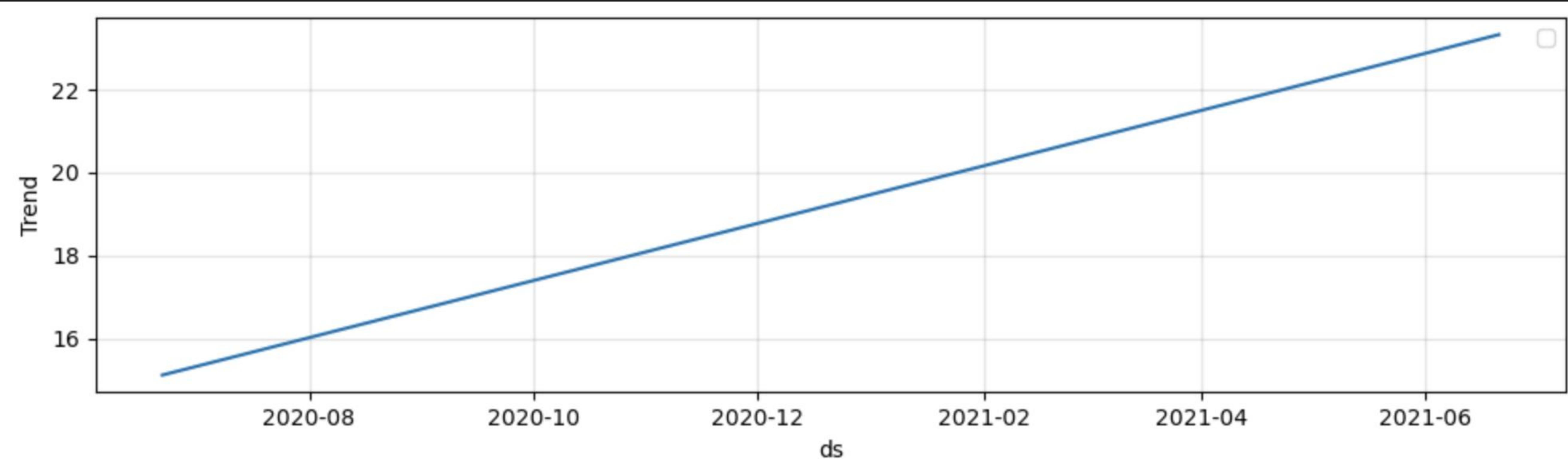


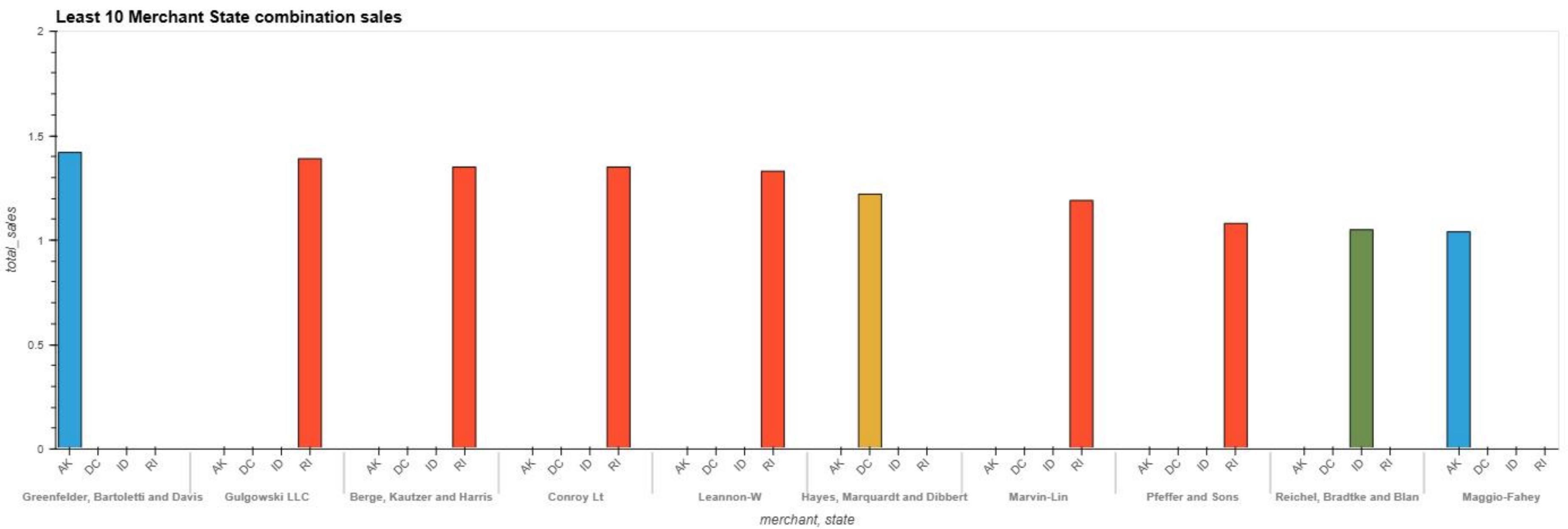
### TOP 10 Selling Merchants (entire duration)

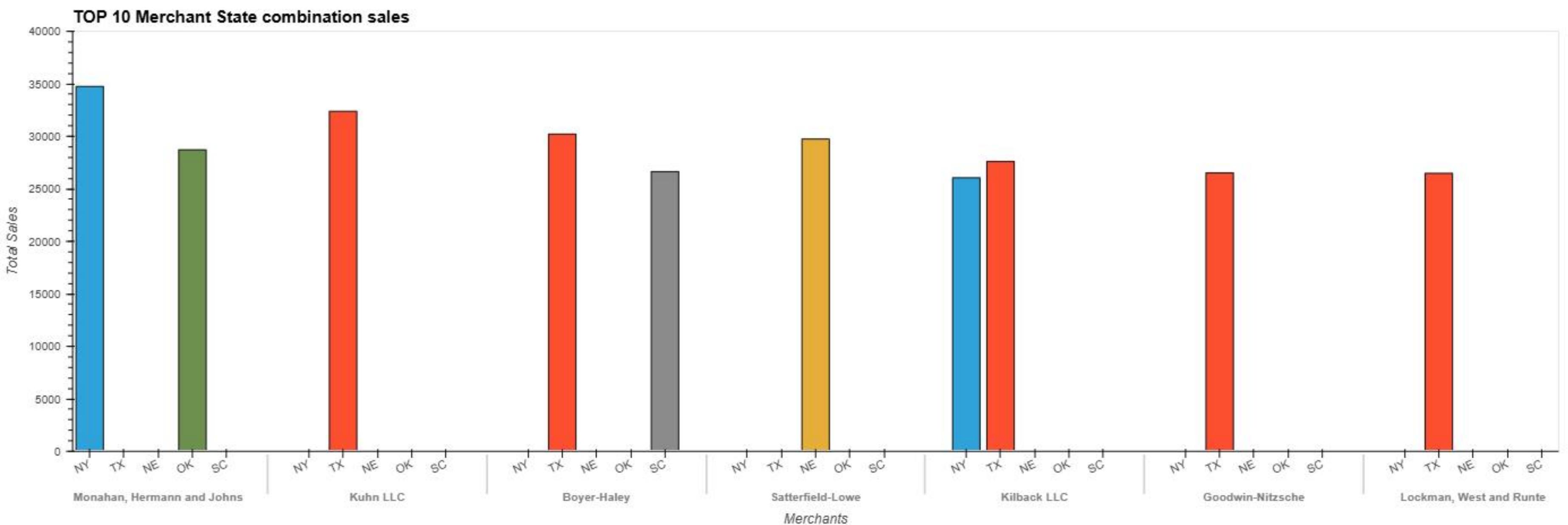


## Total Monthly Transactions Over Time

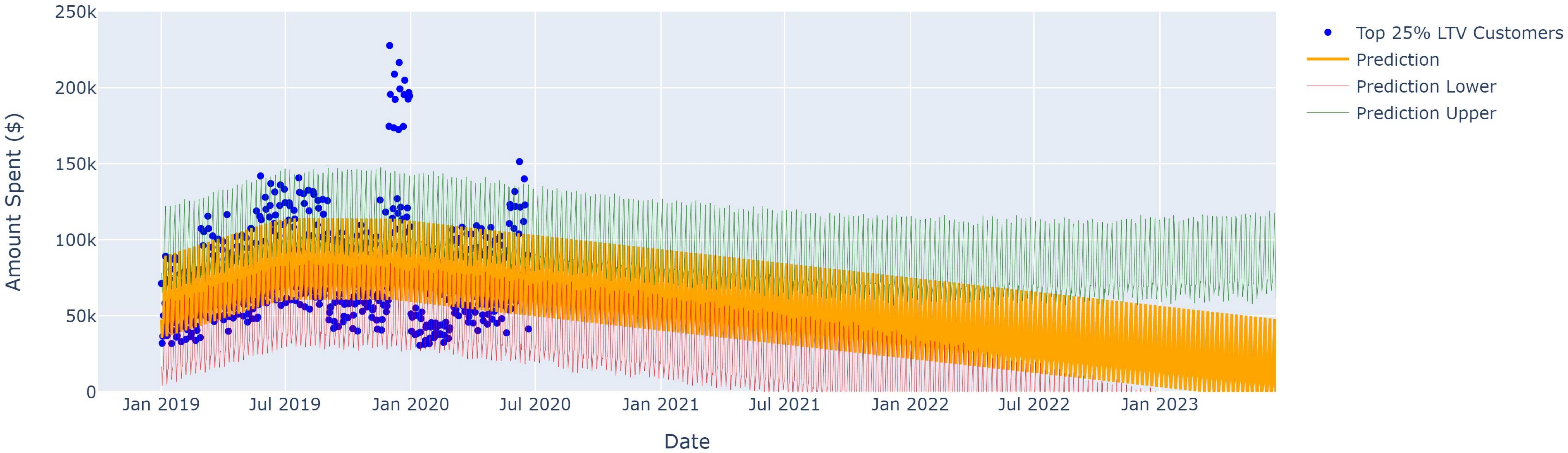




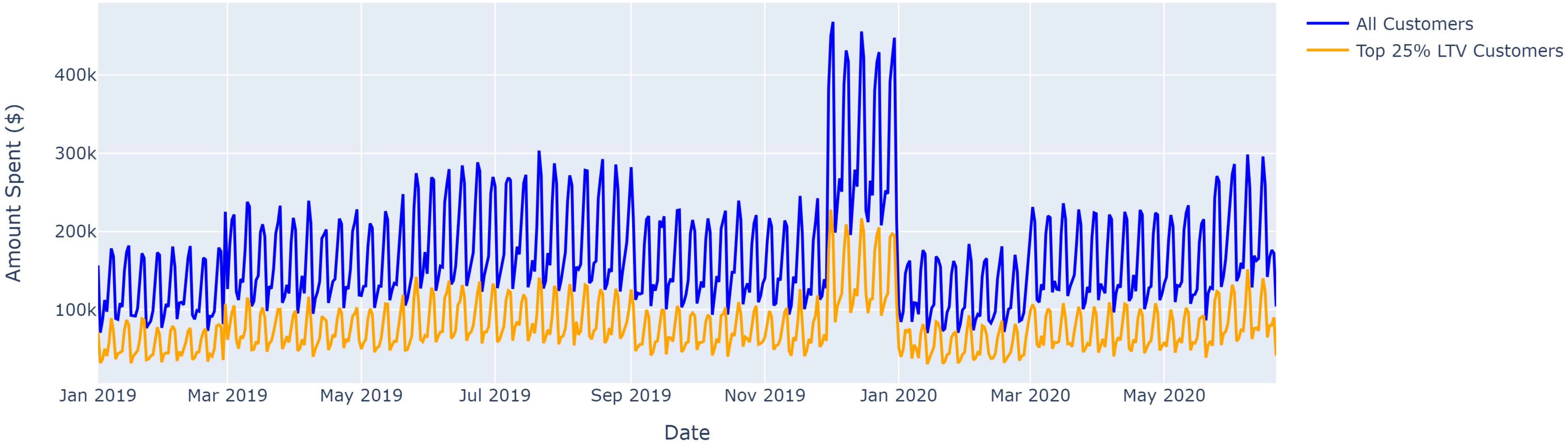




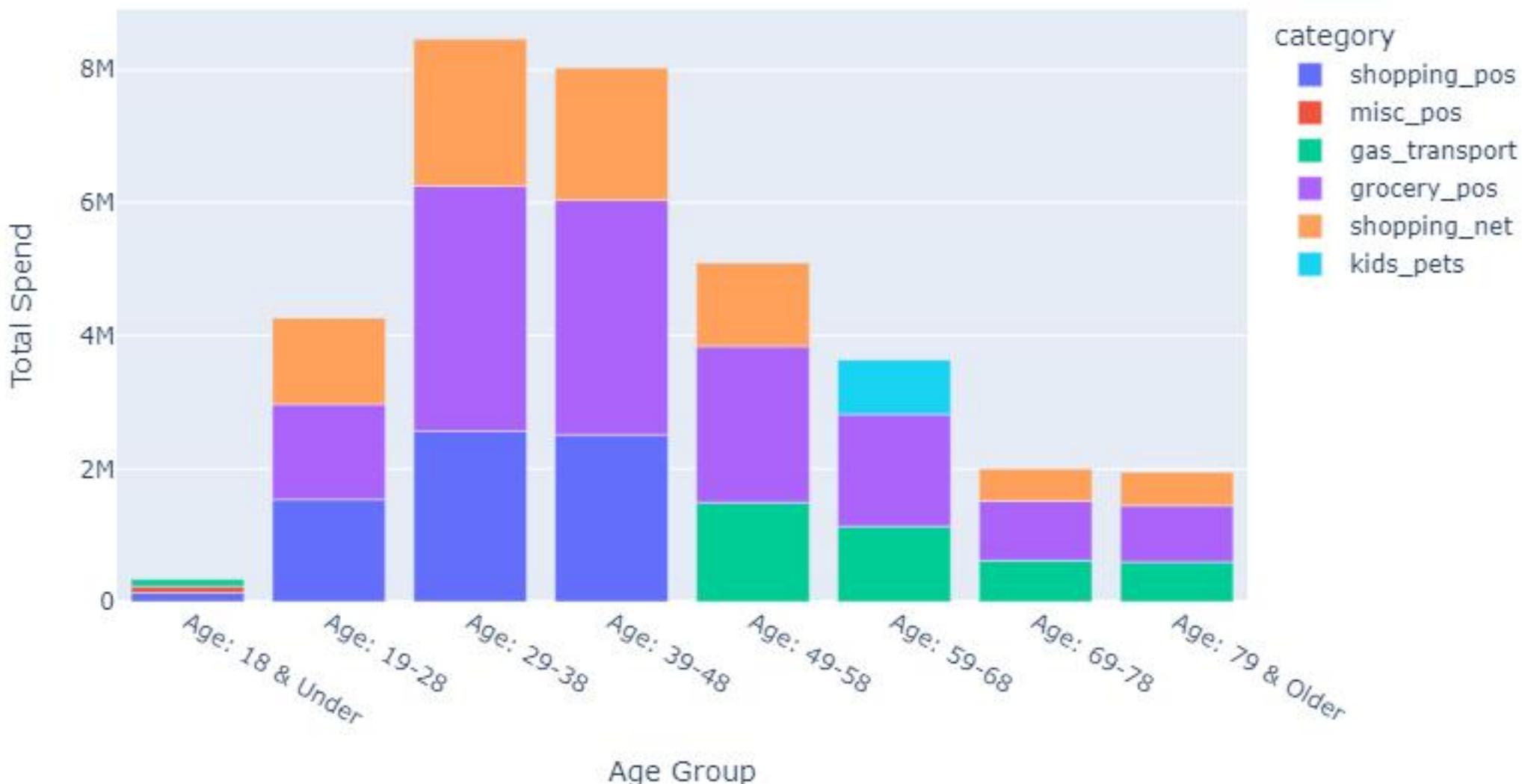
## Prophet Forecast of Top 25% LTV Customers



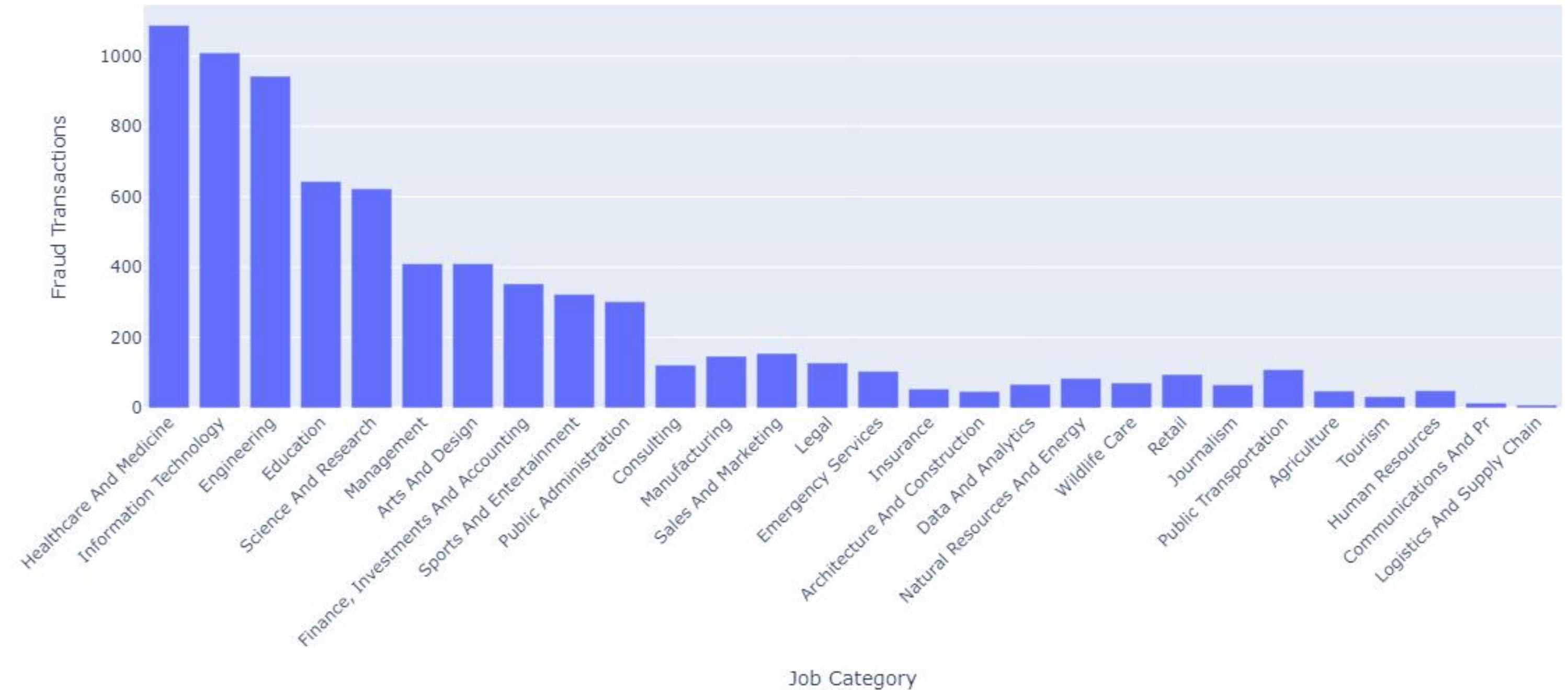
## All Customers vs. Top 25% LTV Customers Total Spending per Day



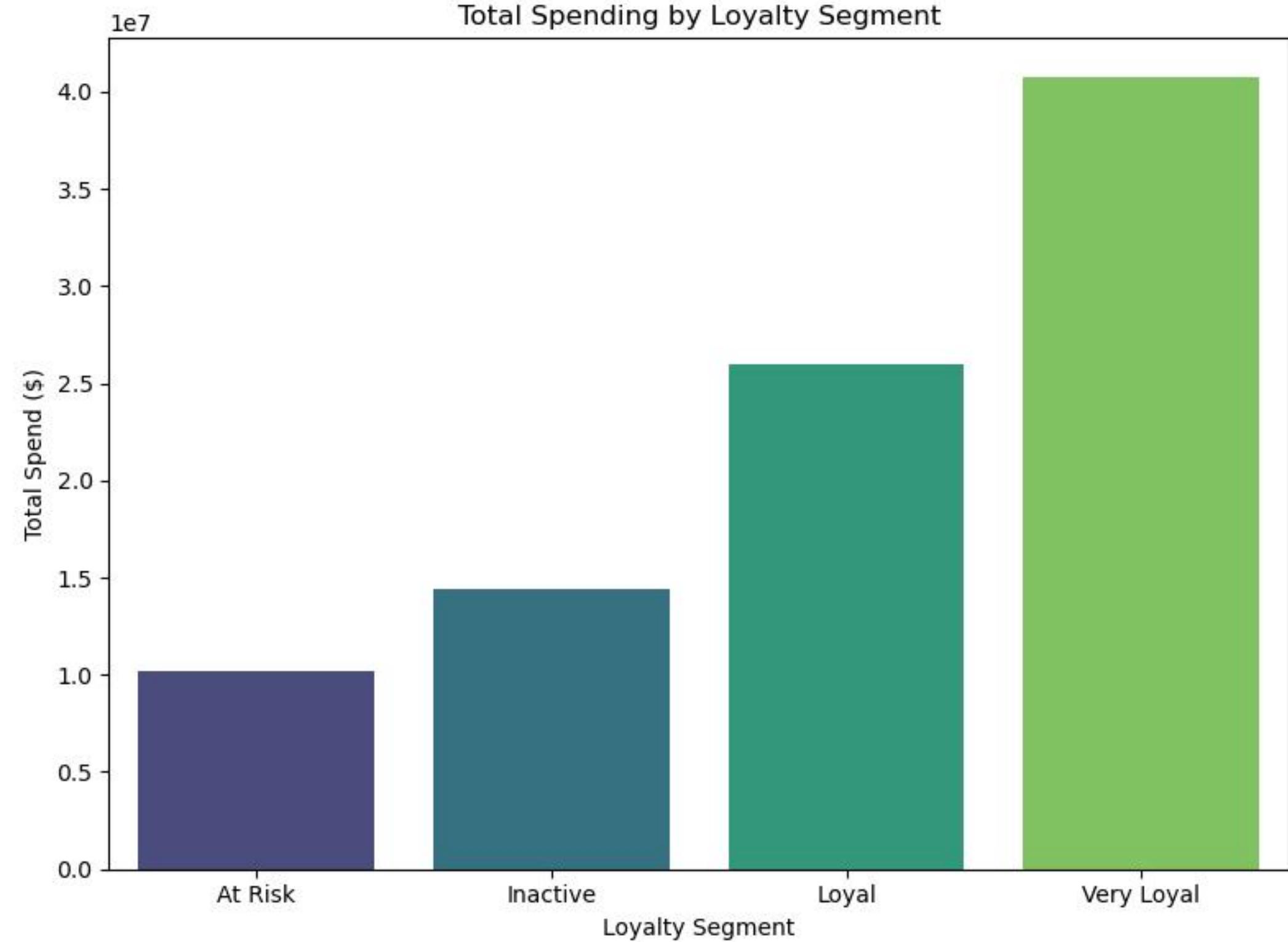
## Top 3 Spending Categories by Age Group



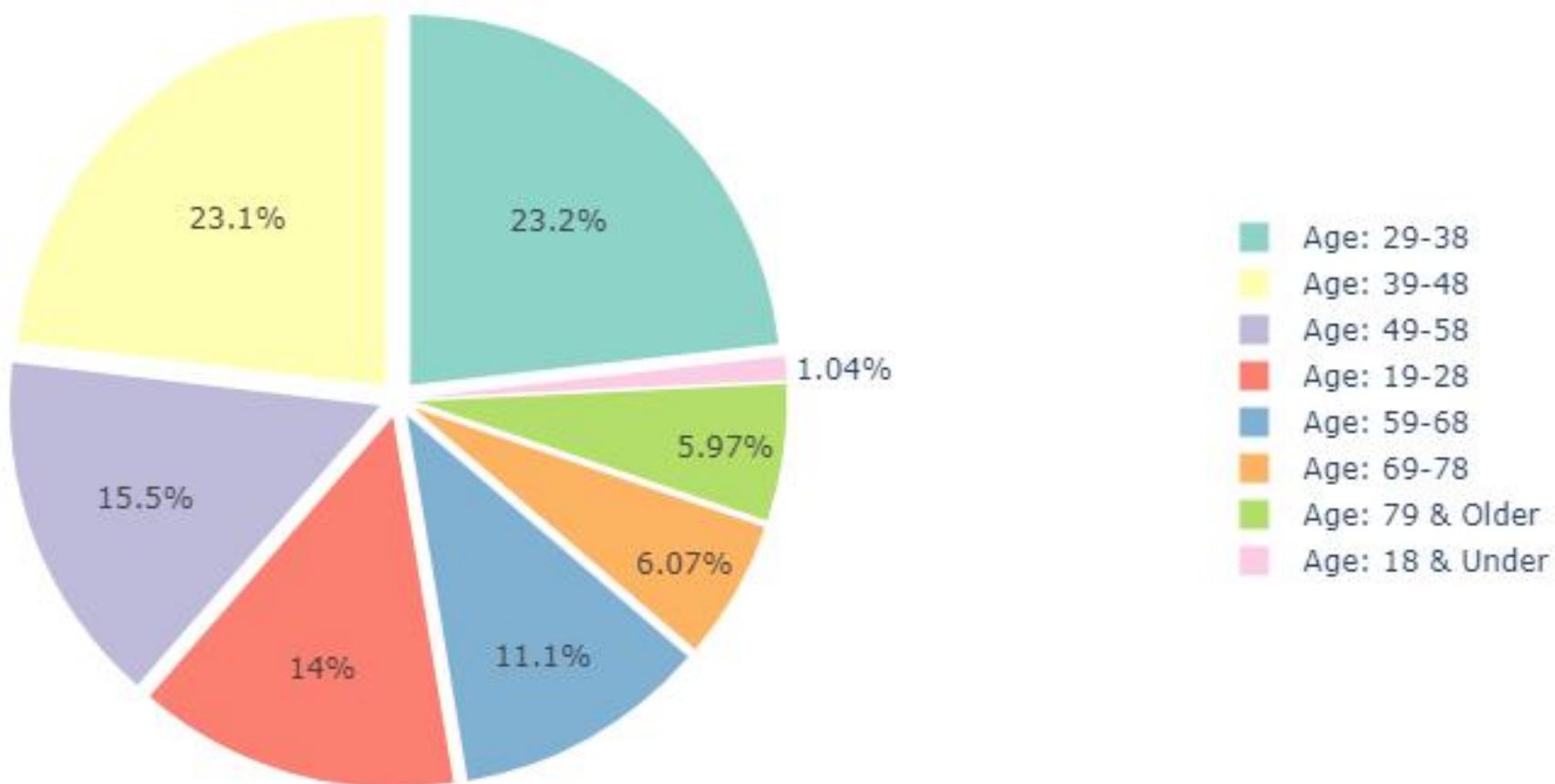
## Number of Fraud Transactions by Job Category



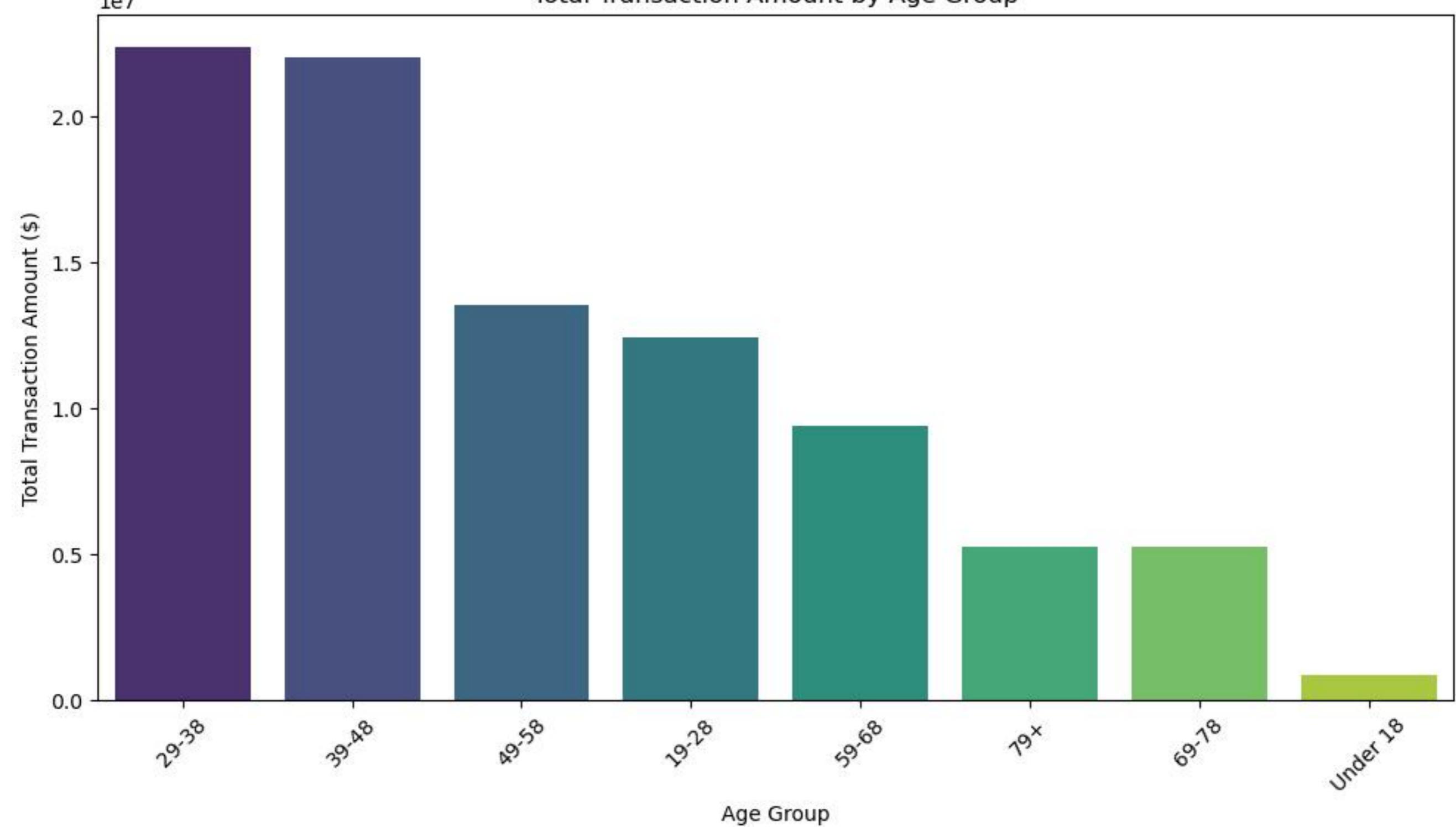
### Total Spending by Loyalty Segment

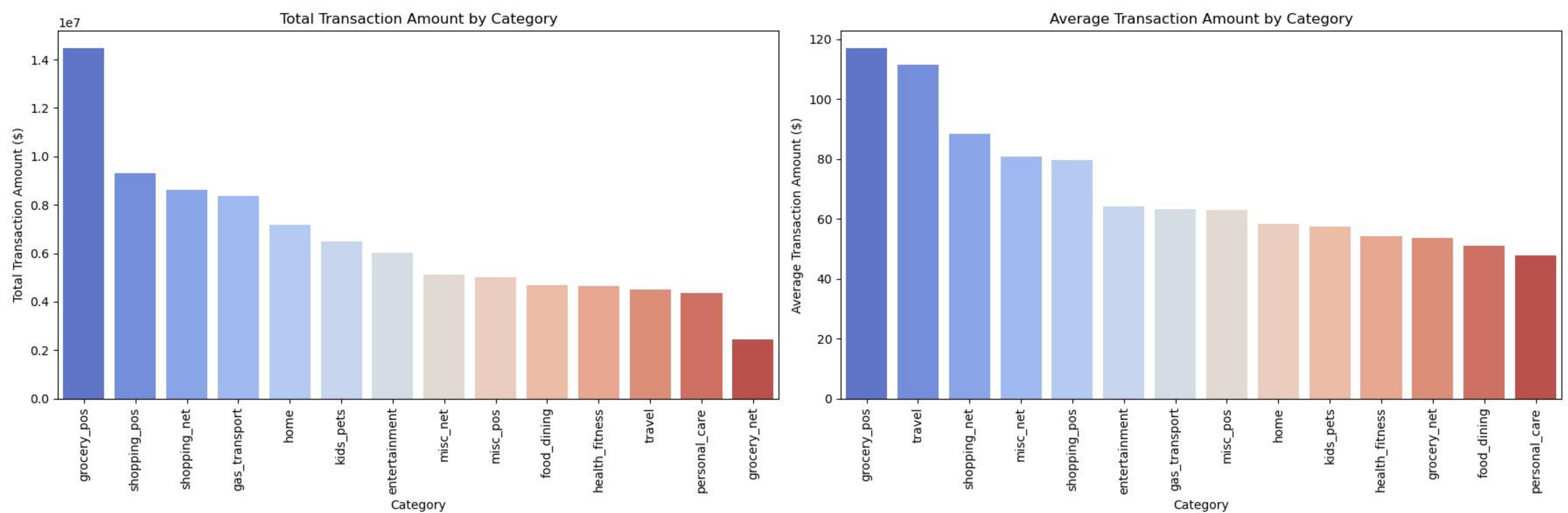


Percentage of Total Transactions Spent by Each Age Group

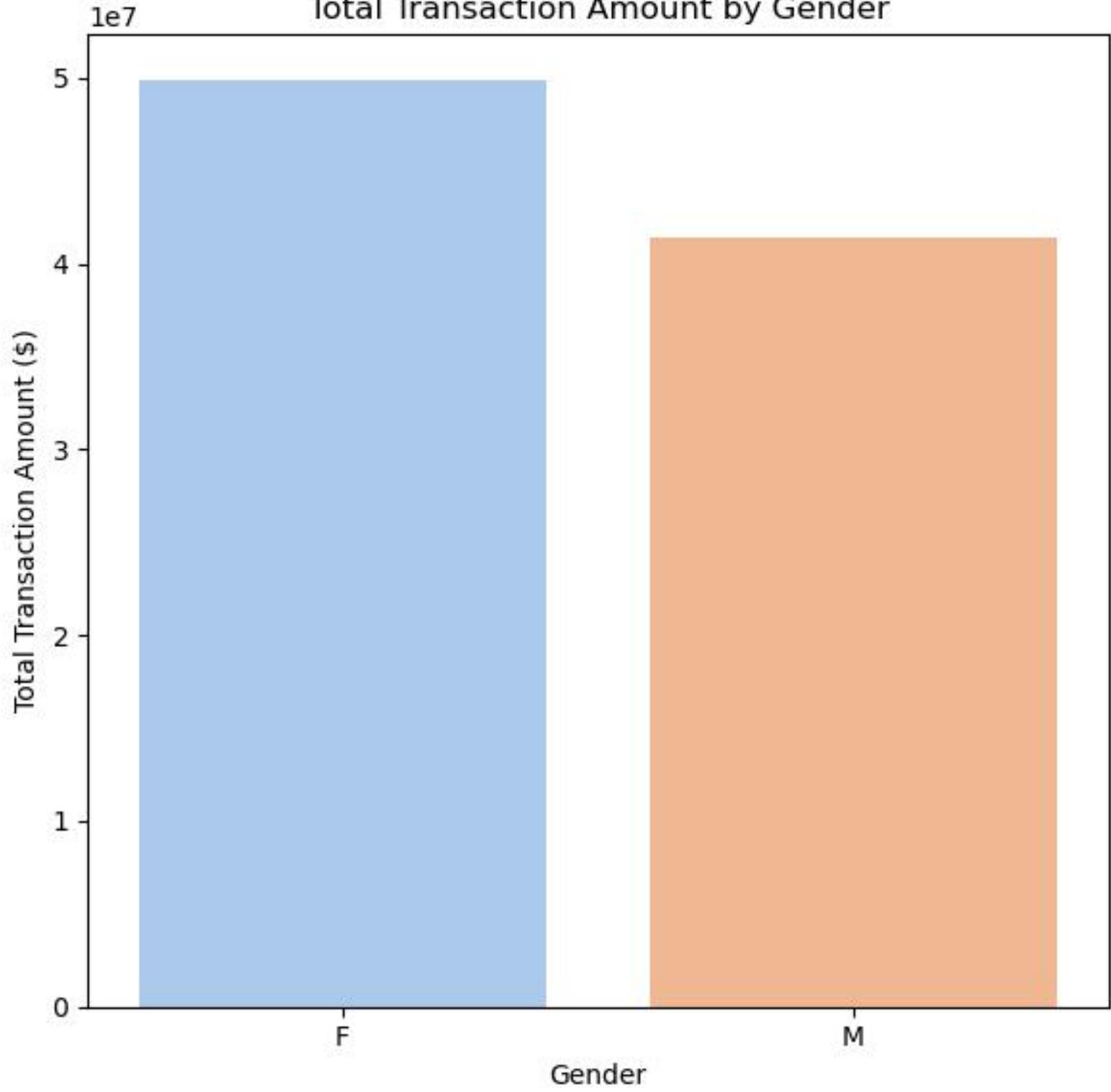


### Total Transaction Amount by Age Group

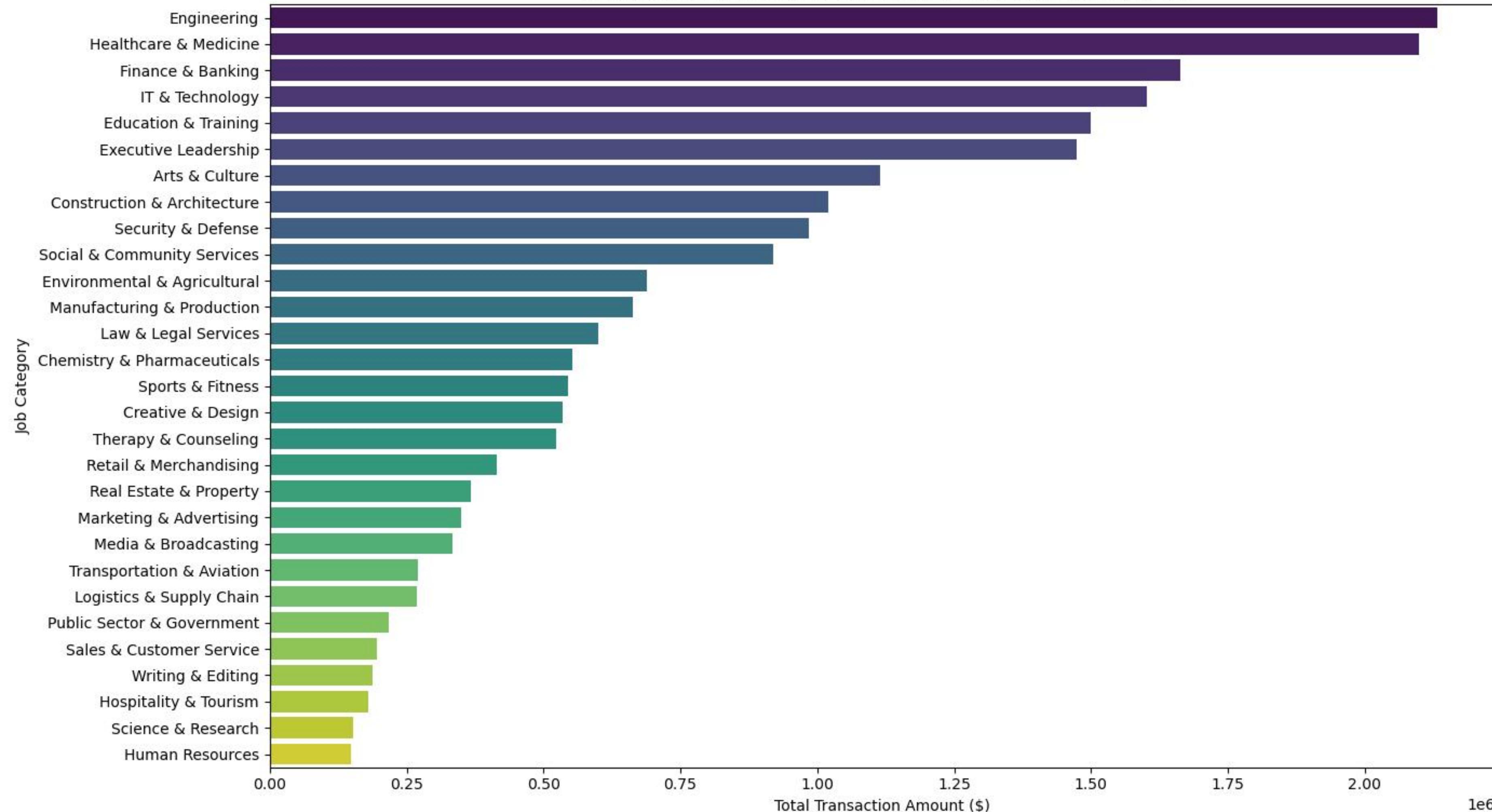


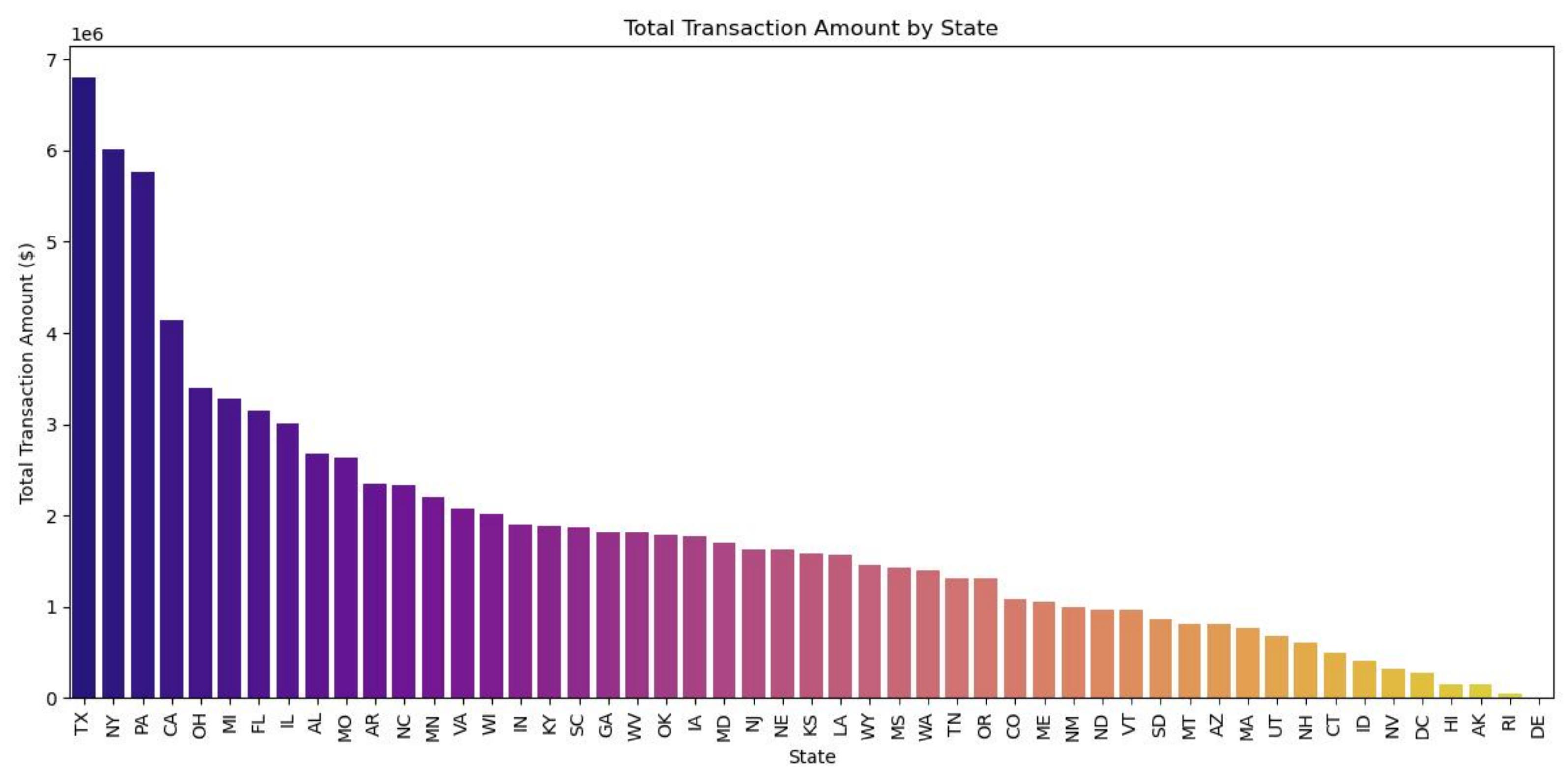


## Total Transaction Amount by Gender

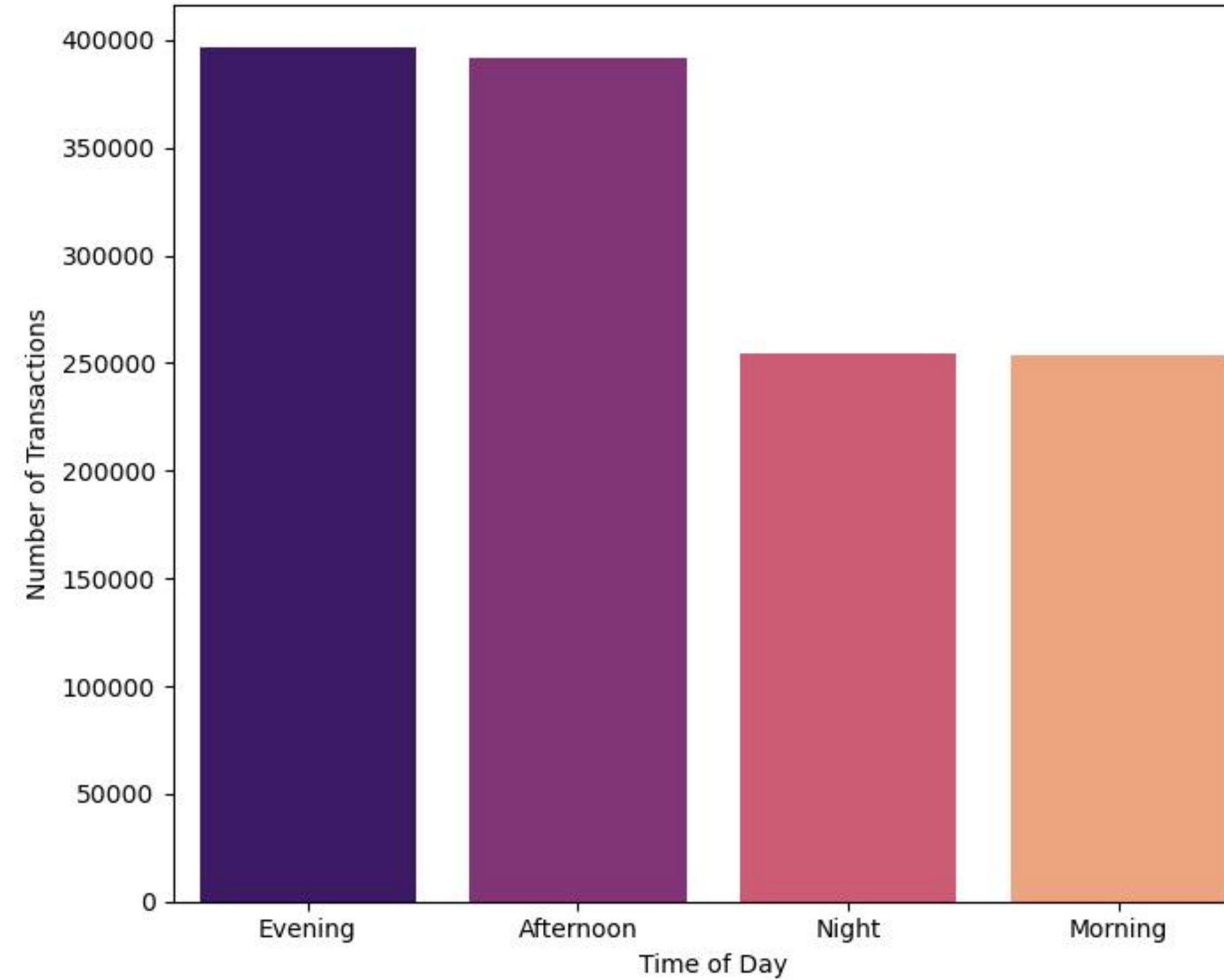


Total Transaction Amount by Job Category (Excluding Miscellaneous)

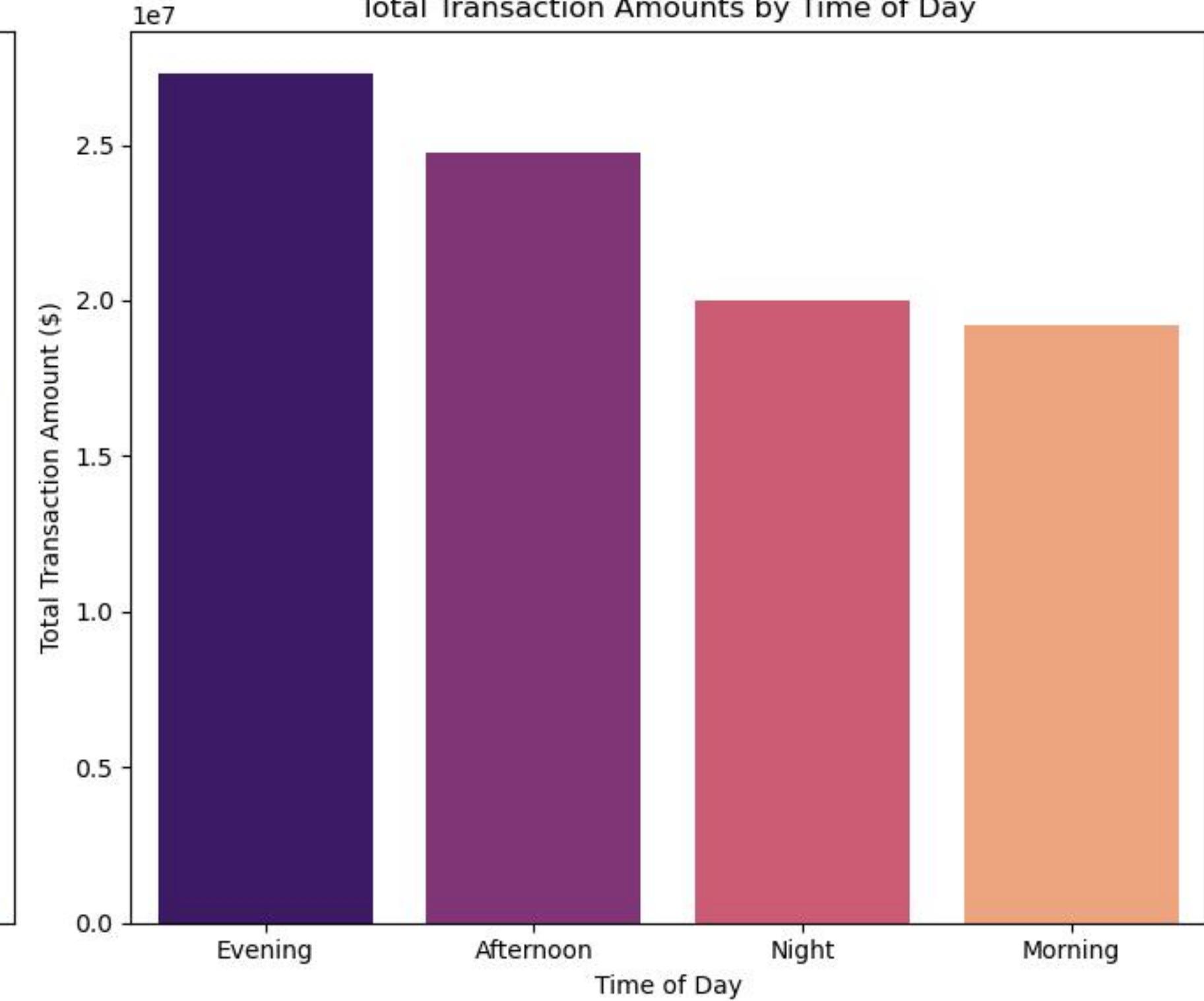




### Number of Transactions by Time of Day

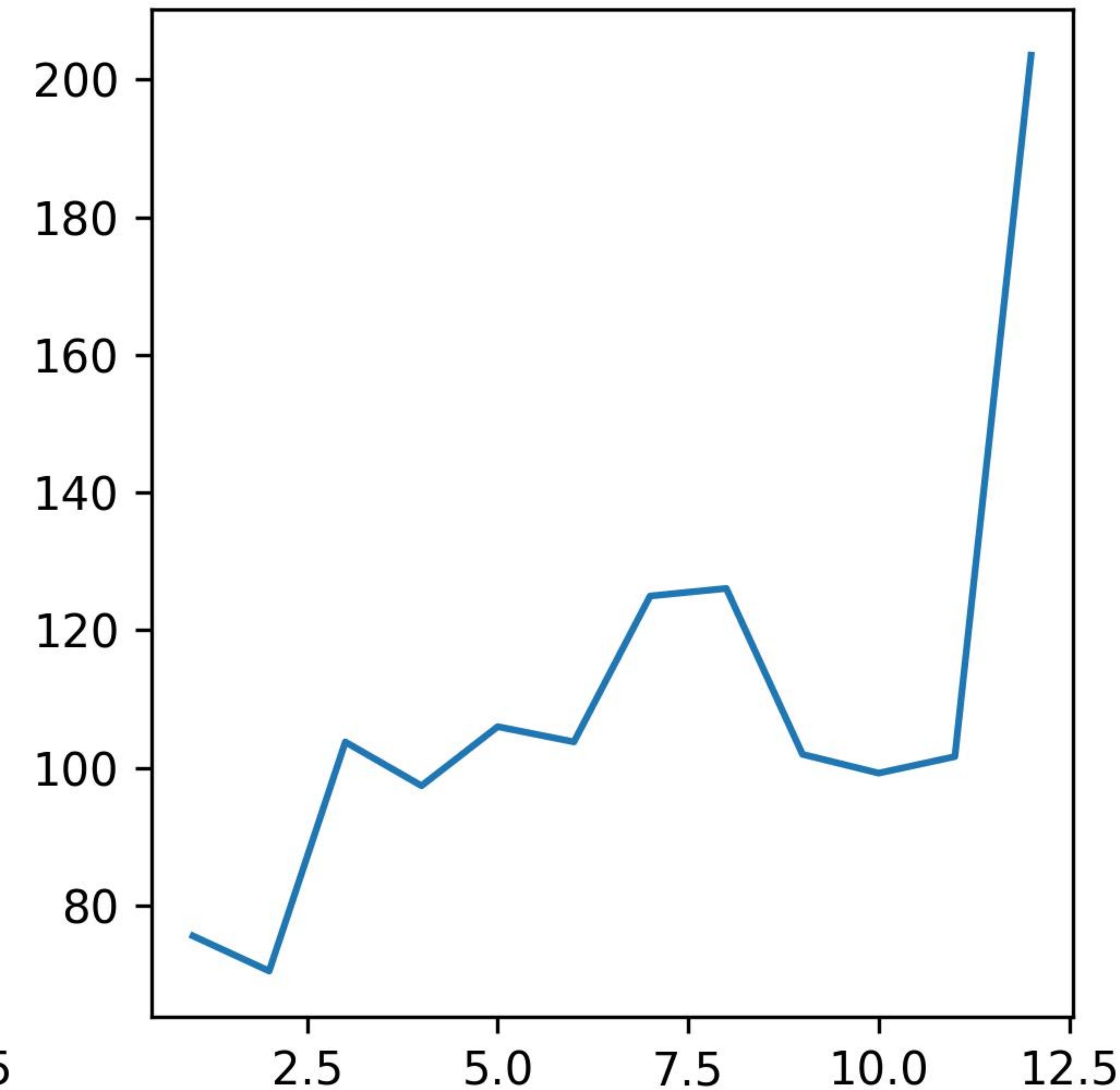
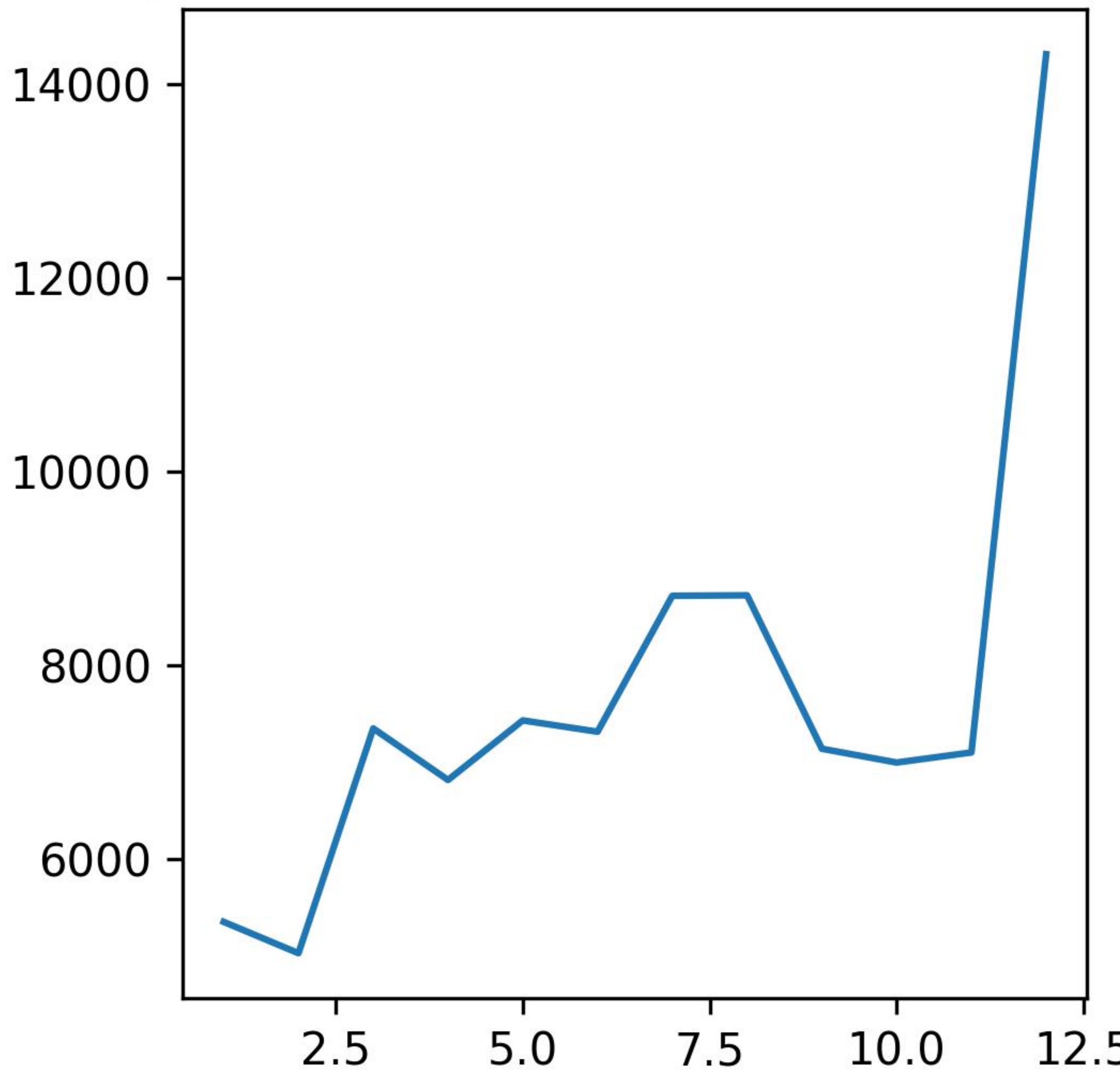


### Total Transaction Amounts by Time of Day

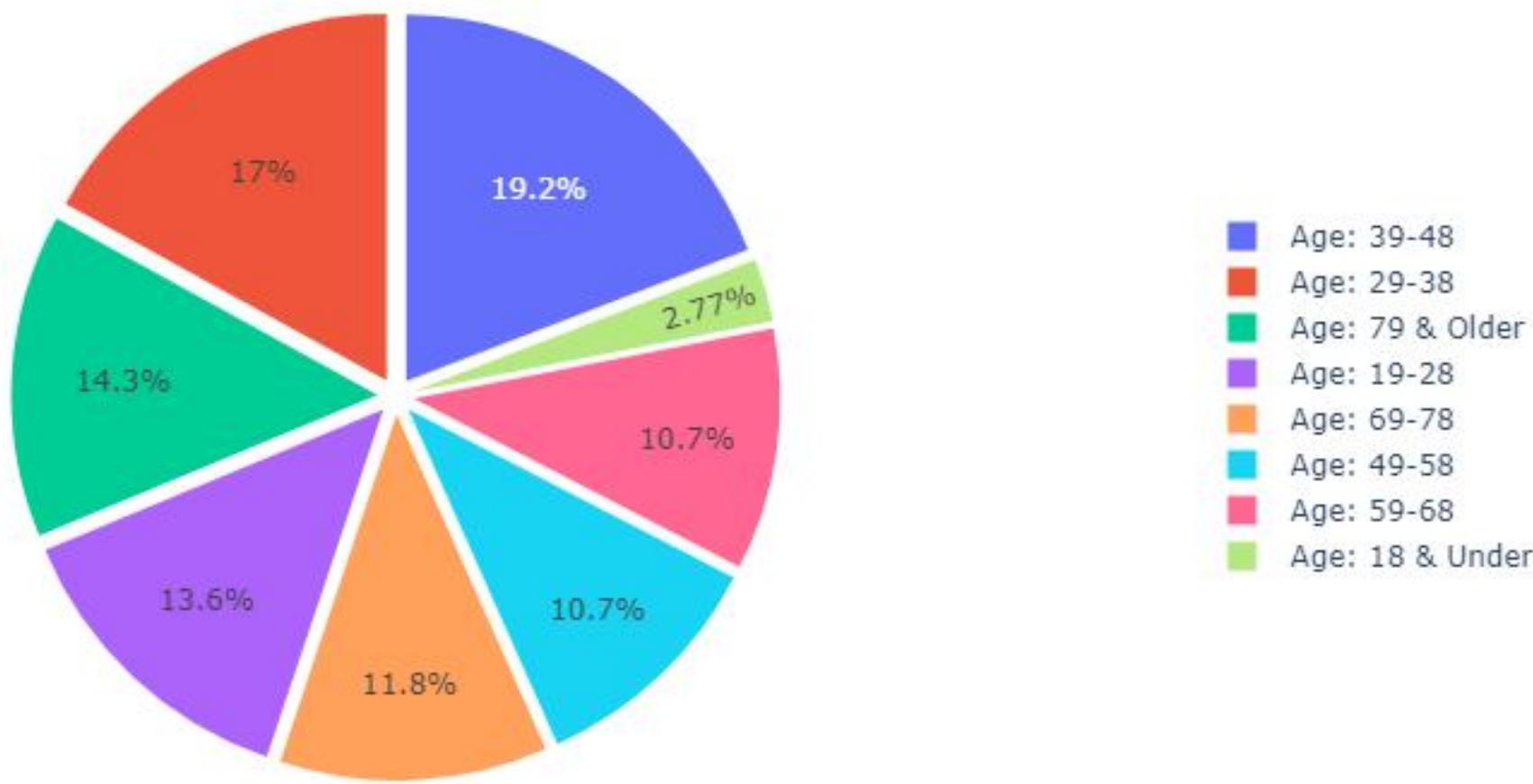


# Average transactions in one year per merchant

## 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

