



Credit Card Transaction & Customer Risk Analytics

Strategic insights for product and risk managers at a digital bank

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Transaction Performance Overview

13M

\$639.. 202K

Total Transactions

Processed across all channels

Transaction Value

Total volume processed

Error Transactions

Approximately 1.5% error rate

Key Action

Enhance system validations and payment gateway reliability. Deploy automated reconciliation with real-time error alerts.

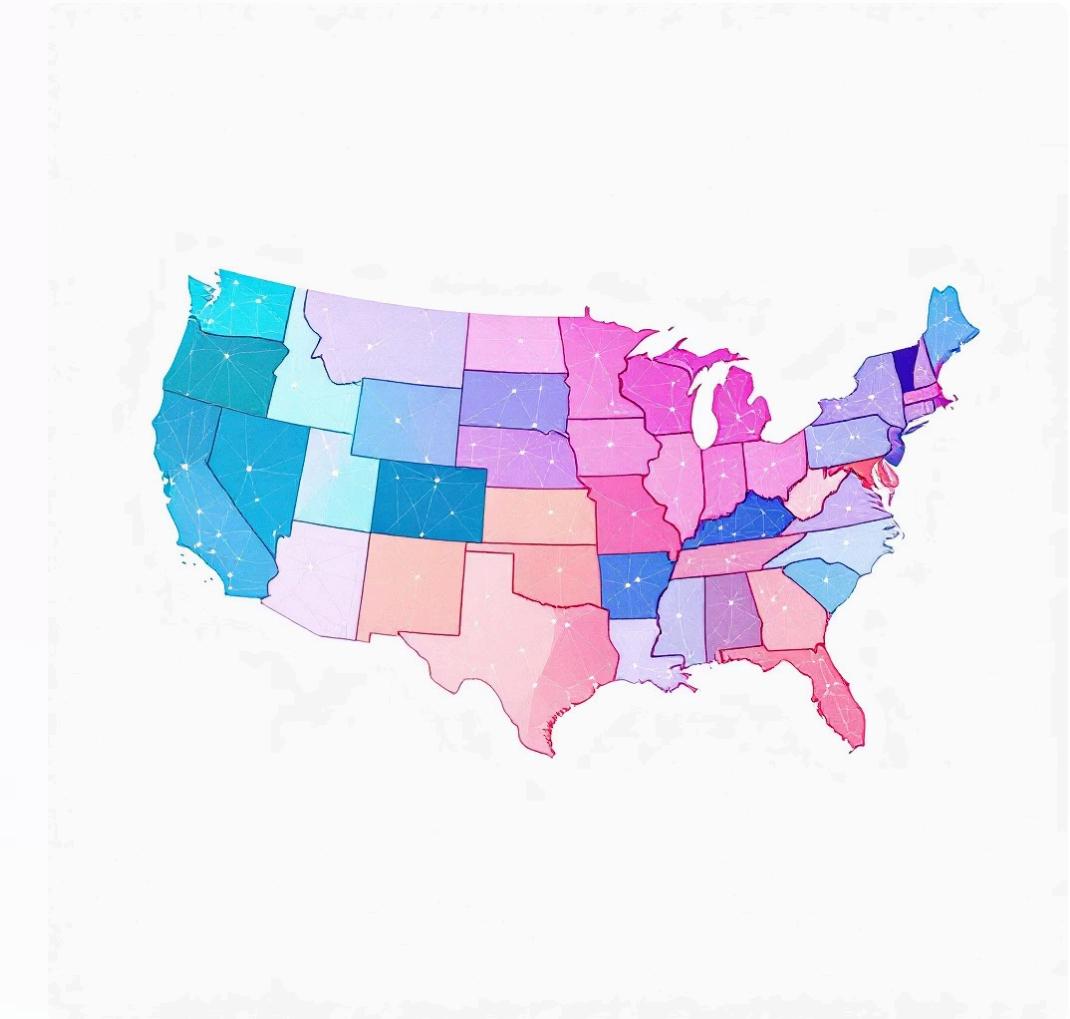
Regional Error Concentration

High-Risk States

California, Texas, and New York show significantly elevated error transaction rates

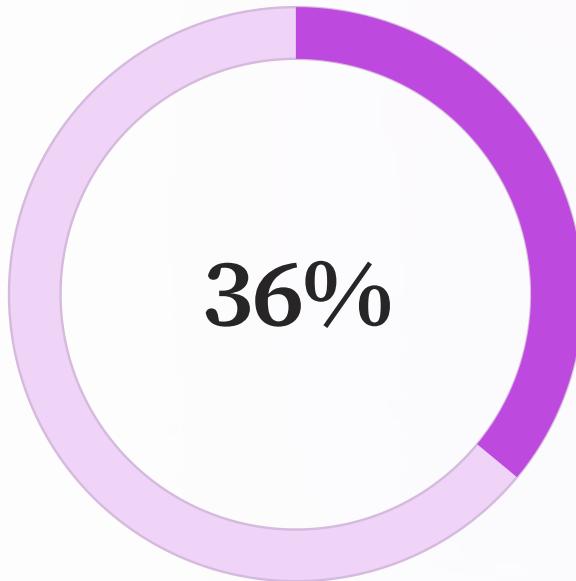
Root Causes

- Merchant integration gaps
- Network reliability issues
- High transaction volumes



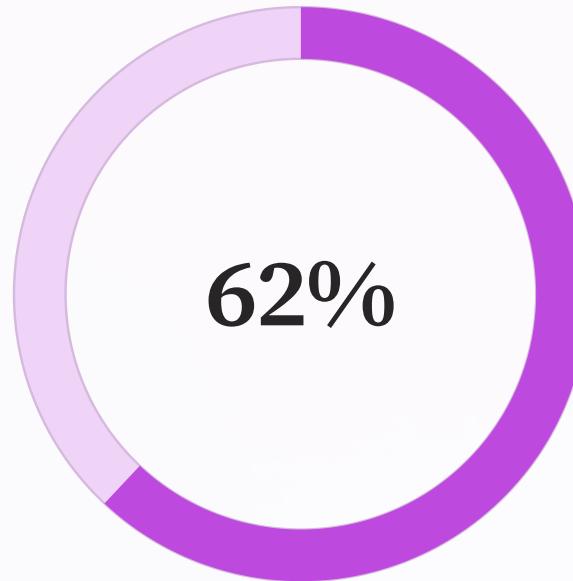
□ **Recommendation:** Conduct regional merchant reviews and strengthen monitoring infrastructure in high-volume states

Customer Demographics Drive Performance



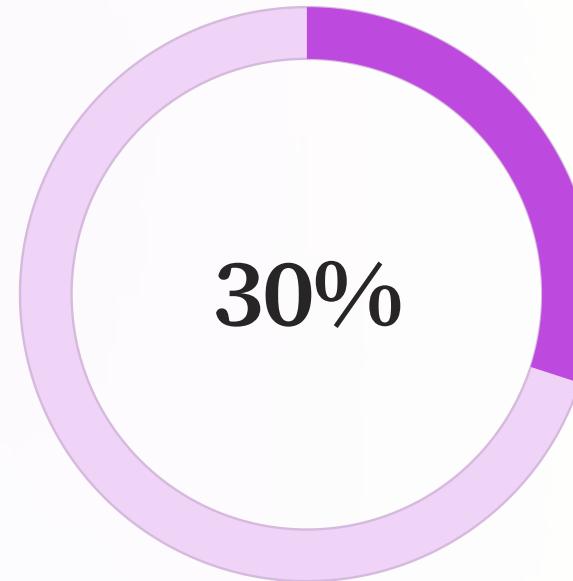
Middle-Aged Users

Ages 30-49 dominate customer base



Debit Card Usage

Primary transaction method

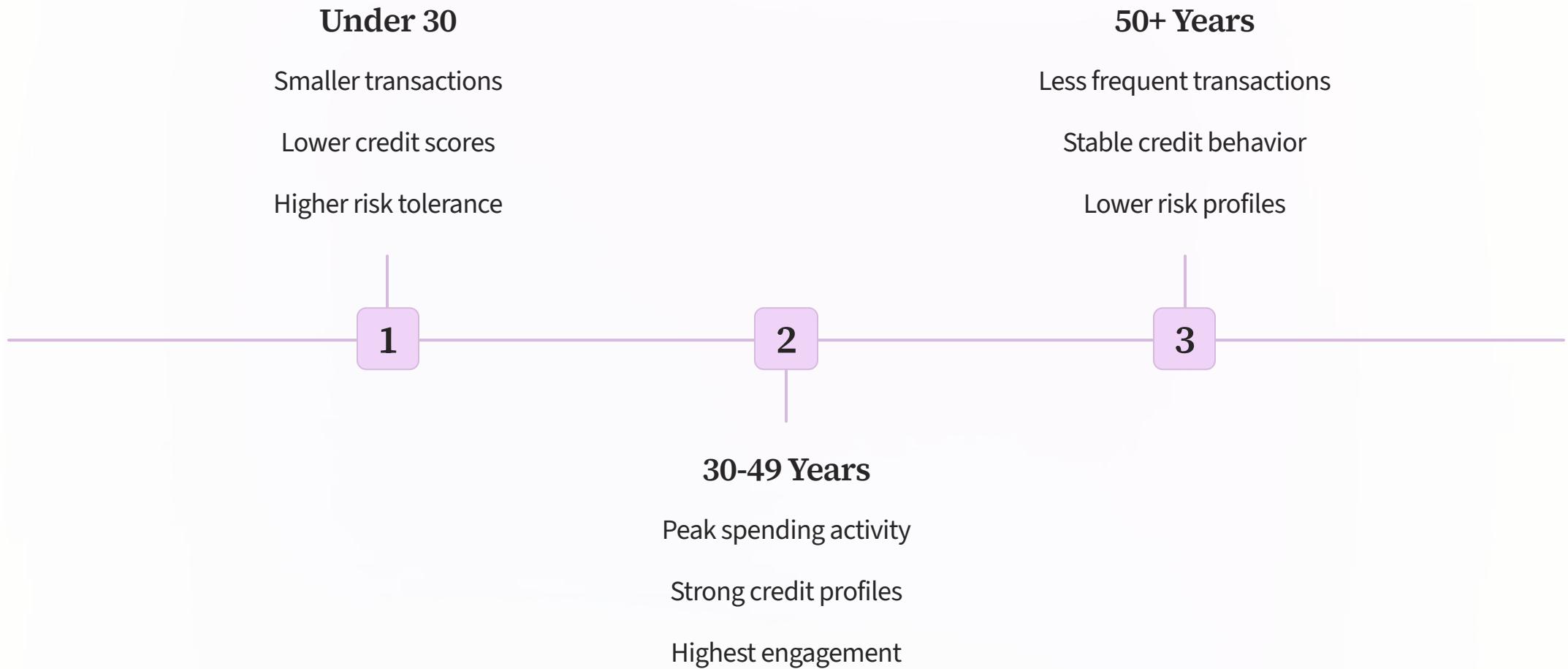


Credit Card Share

Higher profit margins

Strategic Focus: Middle-aged customers (30-49) contribute most to transaction value—optimize campaigns and credit offerings for this segment

Age-Based Financial Behavior Patterns



Youth Strategy

Launch starter credit programs with credit-building tools and educational content

Senior Strategy

Offer premium low-risk cards with exclusive loyalty rewards and concierge services



Credit Score: The Performance Indicator

700-800 Range

- Highest avg. transactions per customer
- Strong financial discipline
- Best retention candidates

Below 600

- Higher transaction failure rates
- Elevated fraud risk
- Requires monitoring

Dual Strategy Approach

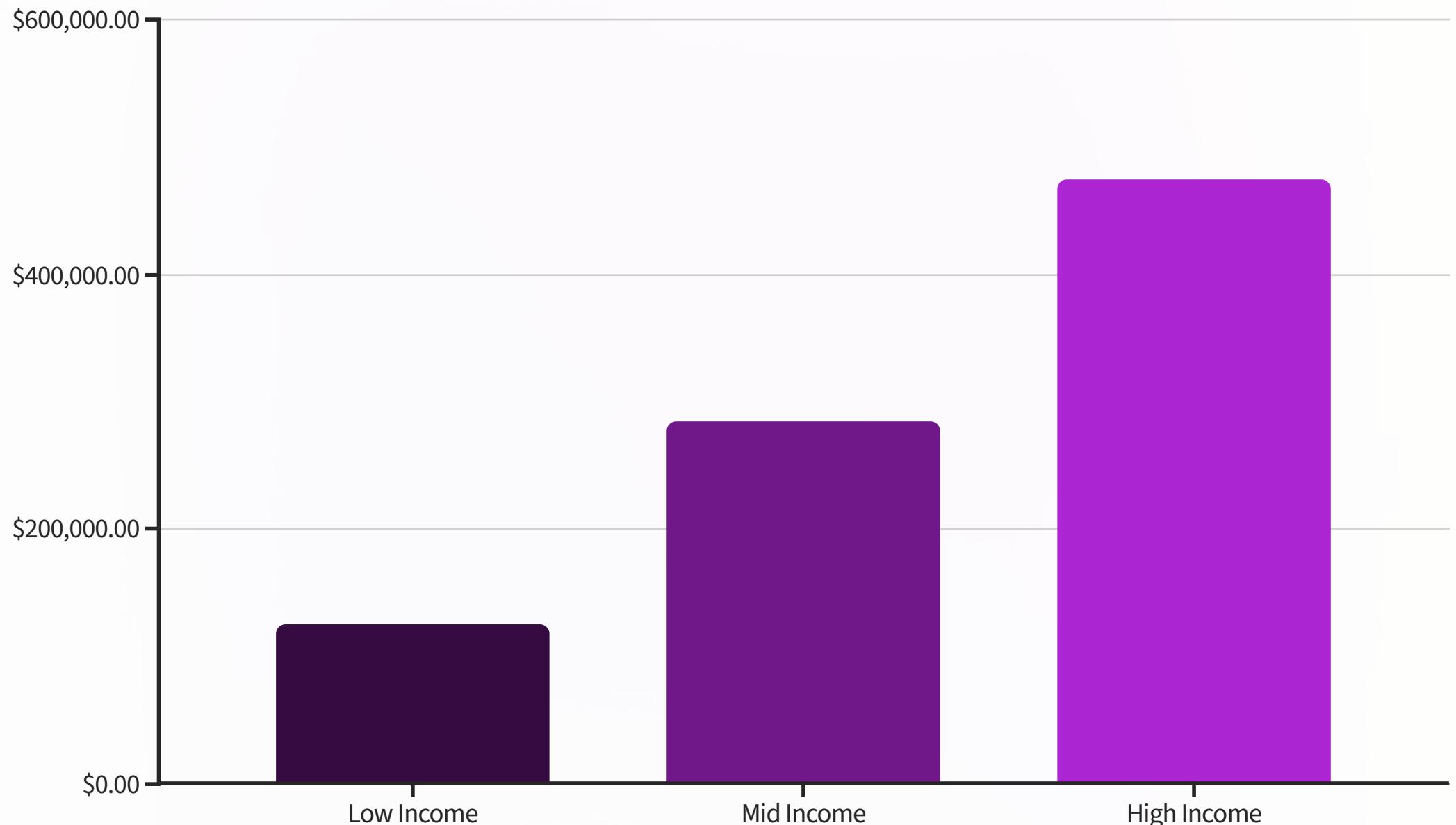
High Score Customers

- Personalized rewards programs
- Higher credit limit offers
- Exclusive benefits access

Low Score Customers

- Risk-based credit policies
- Frequent monitoring protocols
- Credit improvement initiatives

Income Drives Transaction Activity



Key Finding

Mid-to-high income groups generate majority of revenue with consistent spending patterns

Action Plan

Develop premium products and cross-selling strategies targeted at high-income, low-risk segments

Optimize Credit Limits for Growth

1 Sweet Spot Identified

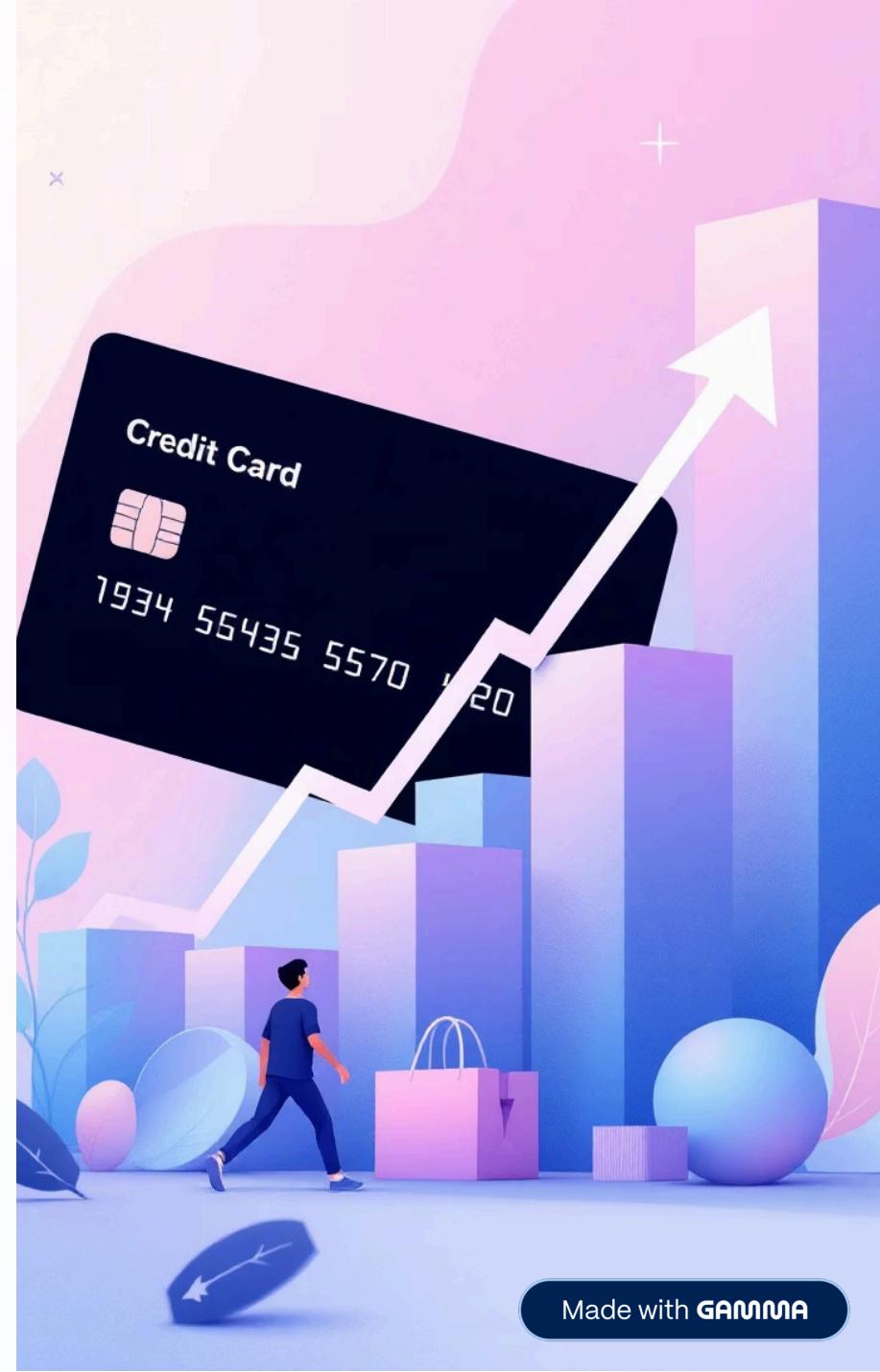
\$9,000-\$13,000 credit limits show most active spending patterns and optimal utilization

2 Strategic Increases

Gradually raise limits for customers with consistent repayment history and strong credit

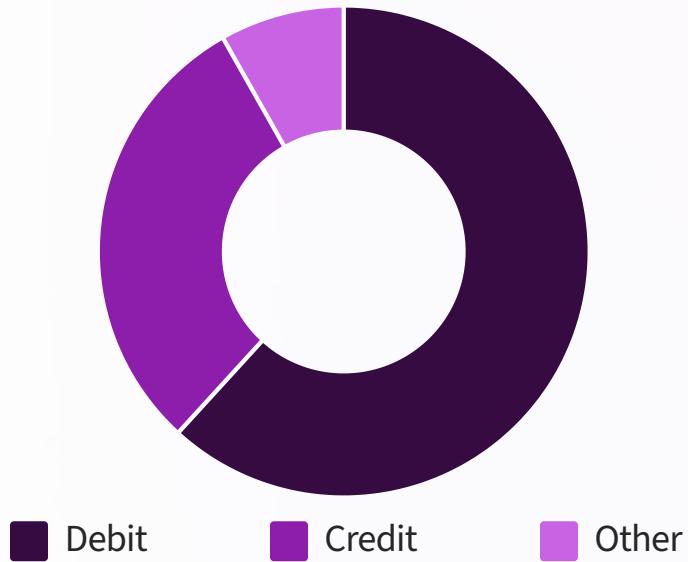
3 Monitor Performance

Track spending behavior and default rates after limit adjustments to refine strategy

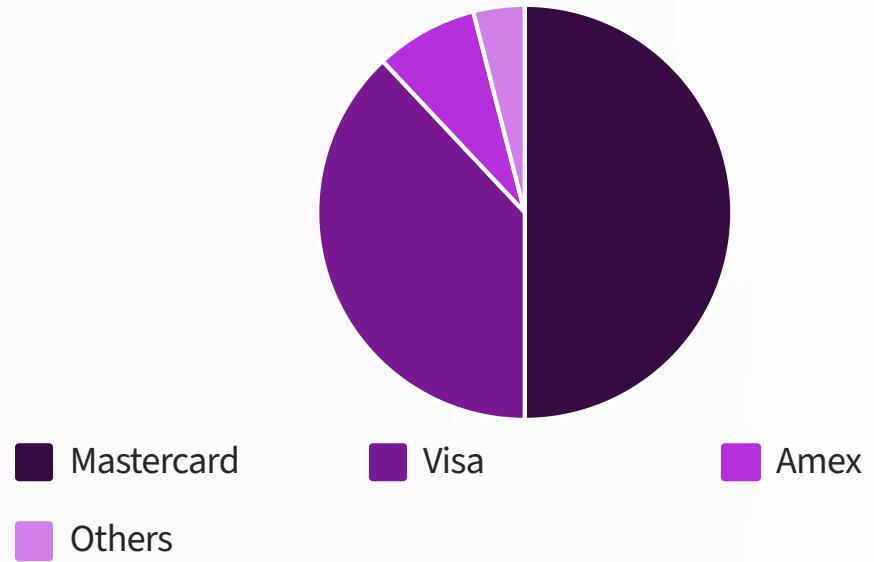


Card Type & Brand Performance

Card Type Mix



Brand Distribution



1

2

Shift to Credit

Promote credit card adoption with cashback, EMI options, and rewards to boost profitability

Balance Brands

Strengthen Mastercard partnership while launching targeted Visa and Amex promotions

Strategic Roadmap: Risk & Growth

01

Deploy Real-Time Fraud Monitoring

Implement advanced analytics in California, Texas, and New York to reduce error concentration

02

Enhance Customer Segmentation

Use income, credit score, and age data to personalize credit limits, rates, and marketing

03

Accelerate Credit Card Growth

Launch flexible repayment options and co-branded retail benefits to shift from debit dominance

04

Strengthen Risk Controls

Adopt risk-based pricing and enhanced KYC validation to manage exposure while maintaining profitability

Bottom Line: Balance aggressive growth in high-performing segments with disciplined risk management in vulnerable areas to maximize portfolio value

