

TOTAL AMOUNT SPENT

**6,876,303.63**

TOTAL AMOUNT

TOTAL NUMBER OF  
TRANSACTIONS

**49,008**

NUMBER OF TRANSACTIONS

AVERAGE AMOUNT SPENT  
PER TRANSACTION

**140.31**

AVERAGE AMOUNT

TOTAL NUMBER OF  
CARDHOLDERS

**464**

NUMBER OF CARDHOLDERS

CATEGORY	AMOUNT
HOTELS/MOTELS/INNS/RESORT	651,478.39
AIRLINES	543,854.69
EATING PLACES, RESTAURANTS	430,473.22
BOOK STORES	300,460.74
GROCERY STORES, SUPERMARKETS	198,720.88
FAST FOOD RESTAURANTS	191,223.86
LODGING-HOTELS,MOTELS,RESORTS-NOT CLASSIFIED	187,581.62
BUSINESS SERVICES-NOT ELSEWHERE CLASSIFIED	157,970.81
INDUSTRIAL SUPPLIES NOT ELSEWHERE CLASSIFIED	157,332.98
ORGANIZATIONS, CHARITABLE AND SOCIAL SERVICES	152,129.90
TRAVEL AGENCIES AND TOUR OPERATORS	140,210.97
COMPUTERS, COMPUTER PERIPHERAL EQUIPMENT, SOFTWARE	133,077.90
UTLTS-ELCTRC, GAS, HEATING OIL, SANITARY, WATER	130,275.59
MISCELLANEOUS AND SPECIALTY RETAIL STORES	128,727.55
SPORTING GOODS STORES	128,364.90
DIRECT MARKETING-OTHER DIRECT MARKETERS/NOT ELSEW.	118,487.76
CAR RENTAL	110,347.03
DENTAL/LAB/MED/OPHTHALMIC HOSP EQUIP & SUPPLIES	107,795.15
SCHOOLS & EDUCATIONAL SVC-NOT ELSEWHERE CLASSIFIED	99,444.16
ORGANIZATIONS, MEMBERSHIP-NOT ELSEWHERE CLASSIFIED	94,576.00
ELECTRICAL PARTS AND EQUIPMENT	82,294.68
HOME SUPPLY WAREHOUSE STORES	77,899.94
MISCELLANEOUS PUBLISHING AND PRINTING	77,524.34
COMMERCIAL EQUIPMENT, NOT ELSEWHERE CLASSIFIED	75,756.03
ELECTRONIC SALES	75,076.02
<b>Total</b>	<b>6,876,303.63</b>

EMPID	NUMBER OF TRANSACTIONS
198	3
362	6
348	20
<b>Total</b>	<b>29</b>

TRANSACTION NUMBER (T#)	MERCHANT	AMOUNT	DATE
9670	UNITED AIRLINES	-494.40	2017/7/10
9125	AMERICAN AIRLINES	-177.29	2017/6/29
9124	AMERICAN AIRLINES	-181.79	2017/6/29
8655	UNITED AIRLINES	-5.60	2017/6/21
7696	AMERICAN AIRLINES	-19.44	2017/6/6
7130	UNITED AIRLINES	-750.00	2017/5/29
5761	UNITED AIRLINES	-92.36	2017/5/8
48648	UNITED AIRLINES	-69.00	2018/11/23
45998	TRANSPORTES AEREOS MILITARES ECUATORIANOS	-36.45	2018/10/25
45511	AVIANCA	-390.10	2018/10/22
44947	CATHAY PACIFIC	-567.75	2018/10/15
40303	FRONTIER	-138.20	2018/8/16
40302	FRONTIER	-246.15	2018/8/16
39552	FRONTIER	-308.85	2018/8/7
39137	UNITED AIRLINES	-79.00	2018/7/31
36908	DELTA	-67.12	2018/6/27
36198	UNITED AIRLINES	-13,000.00	2018/6/15
34450	UNITED AIRLINES	-12,200.00	2018/5/21
33880	UNITED AIRLINES	-410.90	2018/5/14
<b>Total</b>		<b>-49,706.94</b>	

DATE

2017/4/25

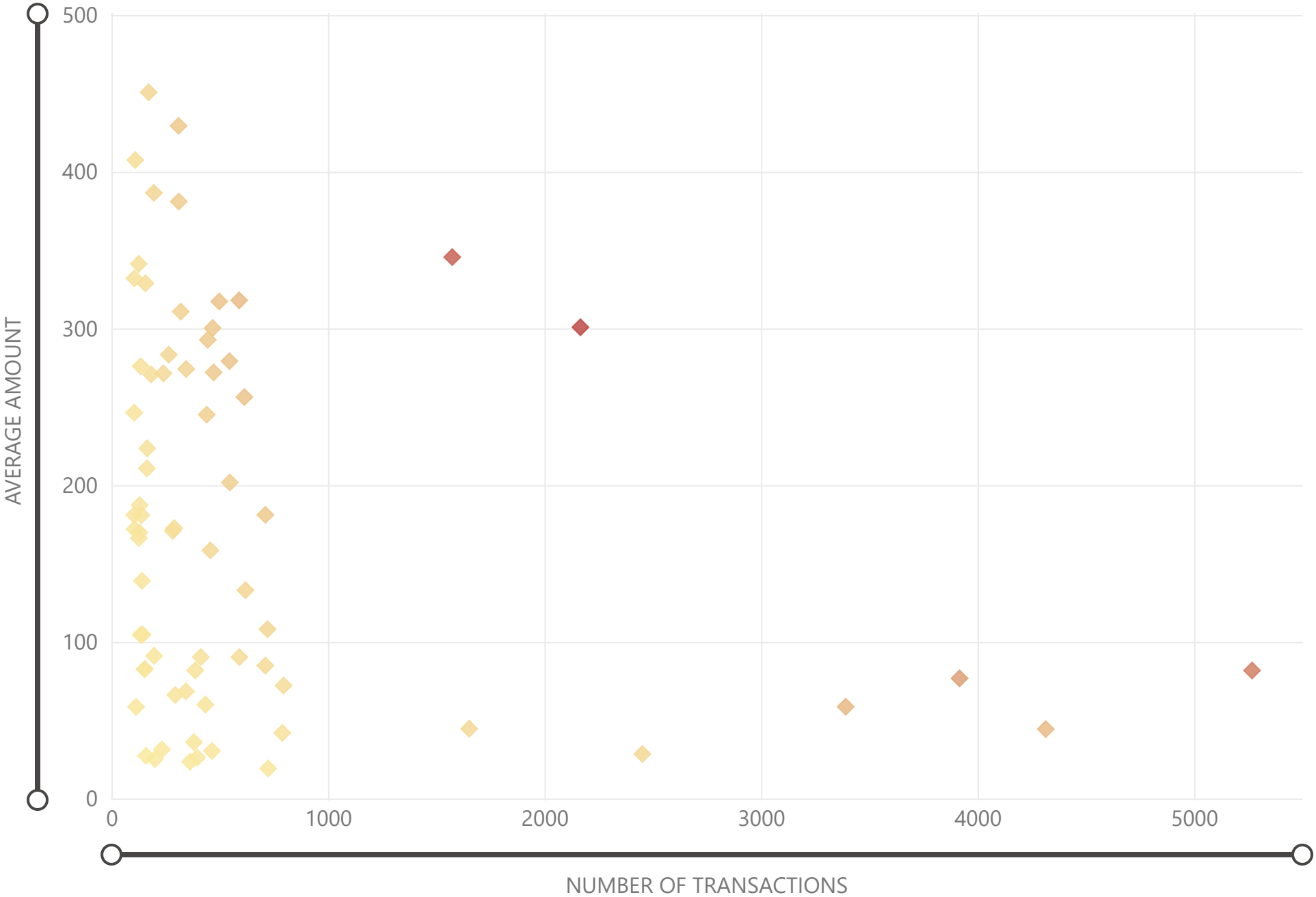
2018/11/23

NOTES:

Blue:  $-1,000 < x < 0$

Red:  $x \leq -1,000$

NUMBER OF TRANSACTIONS 和 AVERAGE AMOUNT(按 CATEGORY)



### Insights obtained from the scatter

#### • Insight 1

During the period concerned, the **top three merchant categories** that the company has **spent the largest amount of money** on are "Hotels/Motels/Inns/Resort", "Airlines", and "Eating places/restaurants". Additionally, the **majority** of merchant categories have **number of transactions below 1,000** and only **8** of them are exceptions that have transactions **more than 1,000**.

#### • Insight 2

In general, **the relationship between "average amount" and "number of transactions"** can be concluded as follows: the merchant categories with large number of transactions usually have low average amount, and those that are high in average amount often have small number of transactions. However, two merchant categories seem not to follow this pattern. To better facilitate the company's decision making, **more attention should be paid to** the merchant categories that fall into the upper left area of this scatter chart as they may generate more costs if the number of transactions increase in the future.

City

CITY

"ACCRA "

ABIQIUU

ACCRA

ADAIR

ADDIS ABABA

ADDISON

ADEL

ADRIAN

AGOURA HILLS

AIKEN

AKLD AIRPORT

AKLD DOMAIN

AKRON

ALAMEDA

ALAMO

Country

COUNTRY

INT

USA

State

STATE

AK

AL

AR

AZ

CA

CO

CT

DC

DE

FL

Total Amount

6,876,303.63

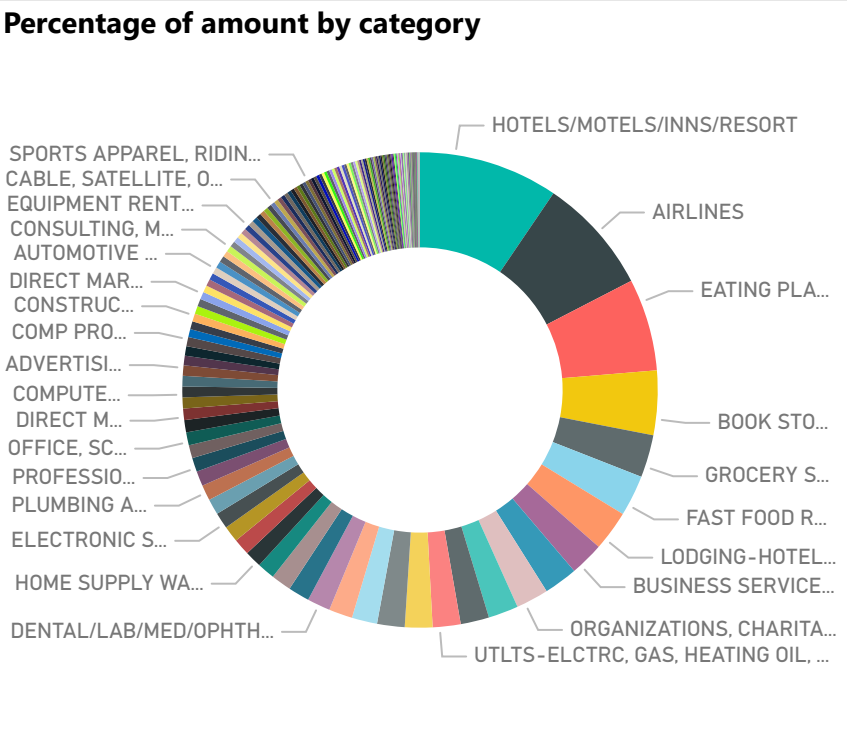
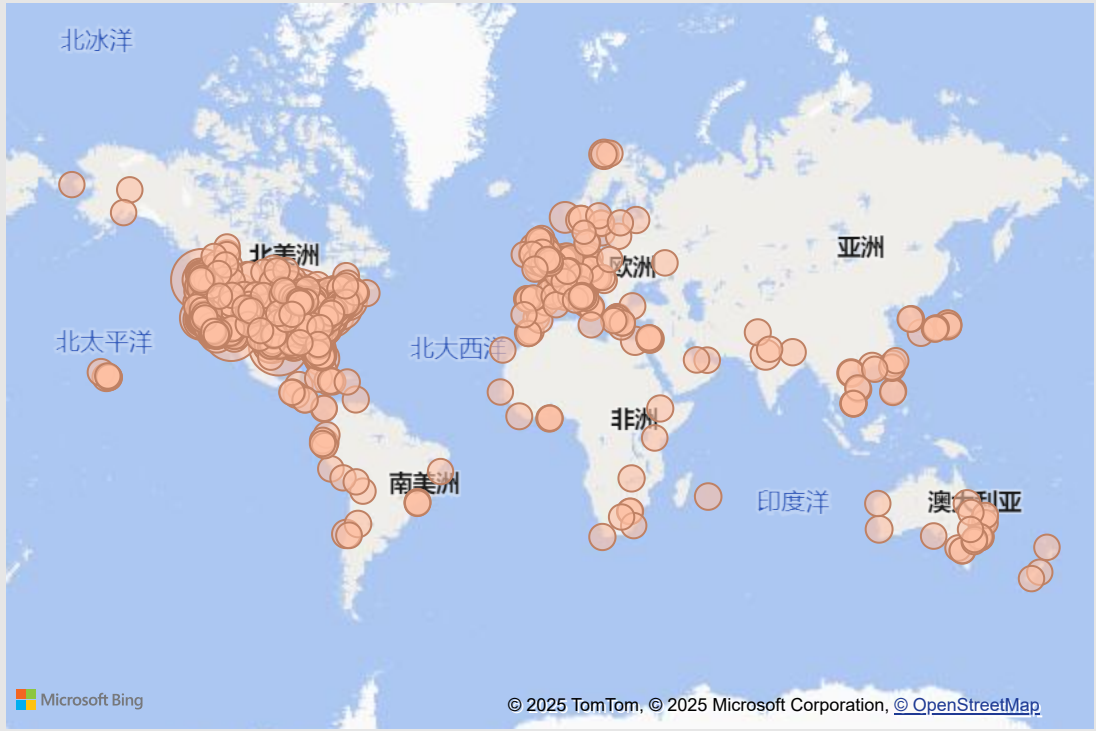
Number of transactions

49008

Average amount

140.31

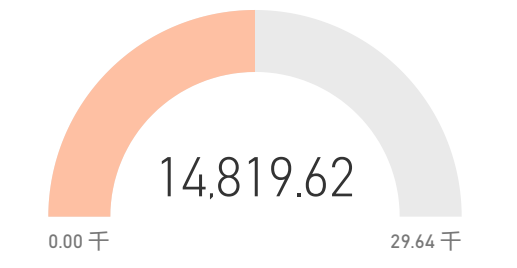
MERCHANT	CATEGORY	AMOUNT
ACADEMIC CAP & GOWN	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	442.94
ADAM BLOCK DESIGN	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	3,252.50
CORPORATE IMAGING CONC	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	470.94
CUSTOMINK LLC	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	13,144.75
DANCEWEAR SOLUTIONS	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	427.01
DOWNSTREAM MFG & OUTFI	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	685.00
ETSY.COM	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	174.88
ETSY.COM - BAXTERMILL	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	429.99
ETSY.COM - CULTURAL BIN	ACCESSORY AND APPAREL STORES-MISCELLANEOUS	244.65
总计		6,876,303.63



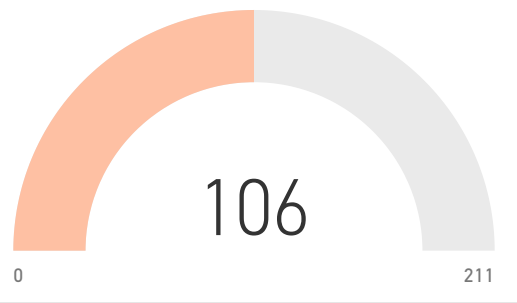
Discoveries from this dashboard:

- Introduction  
This dashboard allows you to **alter the geographic scope of the dataset** by filtering the country, states, or even cities to meet your requests. You can obtain deeper understanding on how the transaction situations in different regions are like from this dashboard.
- Insight 1  
As shown in the **map**, for the USA domestic transactions, **the majority of them cluster in the eastern coastal areas and the mid-east regions**. For international transactions, the majority of **transactions are intensively distributed in western Europe**. The reason behind this may be the imbalance of regional development. The well-developed regions attract cardholders to consume more, which is presented as the uneven distribution of transactions.
- Insight 2  
From the **transaction by category chart**, we can find that **transactions concentrate on several major categories in different regions**. For the USA domestic transactions, most of them relate to hotels, airlines and restaurants. For international trades, the majority of them are about lodging hotels, travel agencies and hotels. These concentrated categories reflect the consumption tendency of cardholders.

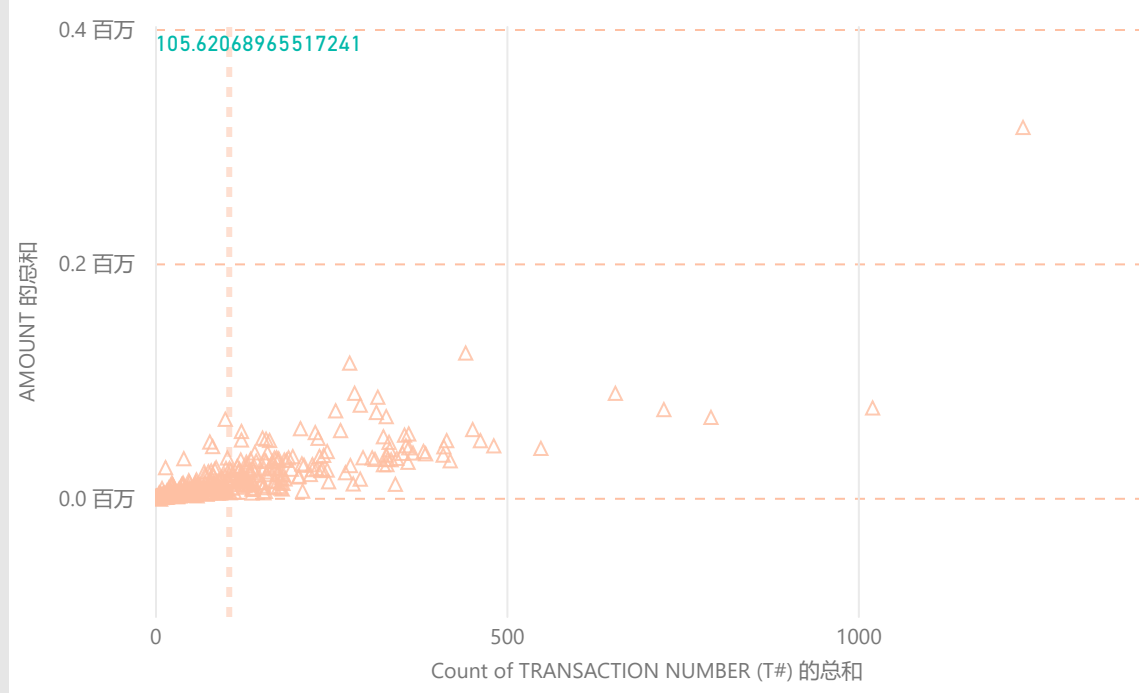
Average amount per employee



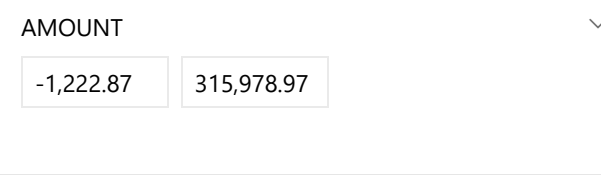
Average count of transaction number



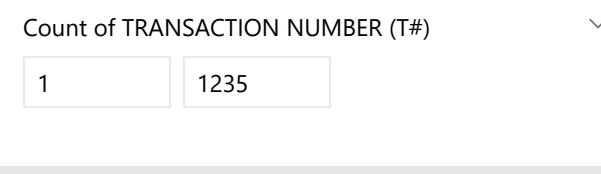
Count of TRANSACTION NUMBER (T#) 的总和 和 AMOUNT 的总和(按 EMPID)



Amount



Count of transaction number



Min of recency



EMPID	Count of TRANSACTION NUMBER (T#) 的总和	AMOUNT 的总和	Min of Recency
190	1235	315,978.97	0
327	442	123,509.72	193
270	277	114,918.51	0
12	284	89,186.43	297
77	655	89,145.72	99
66	317	85,831.82	406
195	292	79,044.96	0
141	1021	76,661.61	0
126	724	75,261.06	56
158	257	74,183.94	0
46	315	72,779.30	154
22	329	69,242.36	0
362	791	68,604.65	2
308	100	66,978.35	17
280	207	58,954.71	7
22	452	58,228.65	0
总计	49008	6,876,303.63	

Count of TRANSACTION NUMBER (T#) 的总和(按 EMPID)



## Discoveries from this dashboard:

### • Introduction

In this dashboard, the consumption level of each employee can be measured. You can classify and compare employees with three consumption behavior indicators: transaction amount, number of transactions and recency. The details can be dynamically viewed by changing the intervals of these indicators.

### • Insight 1

By changing the Amount slicer, you can see which employee had spent beyond a specified amount. For example, employees who spent above 120,000 are employee 190 and 327. The company can further verify what they had spent their money on. Moreover, when altering the Count of Transaction Number slicer, it can be seen that the bigger the number of transactions, the bigger the average amount spent. One of the reasons for that is employee 190 had both high amount and transaction number (as shown in the scatter chart), thus pushing up the average.

### • Insight 2

Recency refers to the number of days left until the employee's last transaction. It can be used to check user activity level. For instance, the company may find out that employee 115 had spent a lot but stopped spending for 584 days. The company can further investigate and see what had happened to the employee.