

VISA Japan Campaign Analysis July 31 2024

Report generated Date: 2024 July 31

Card and Cardholder Information Analysis (Generated at: 1:51 pm JST)

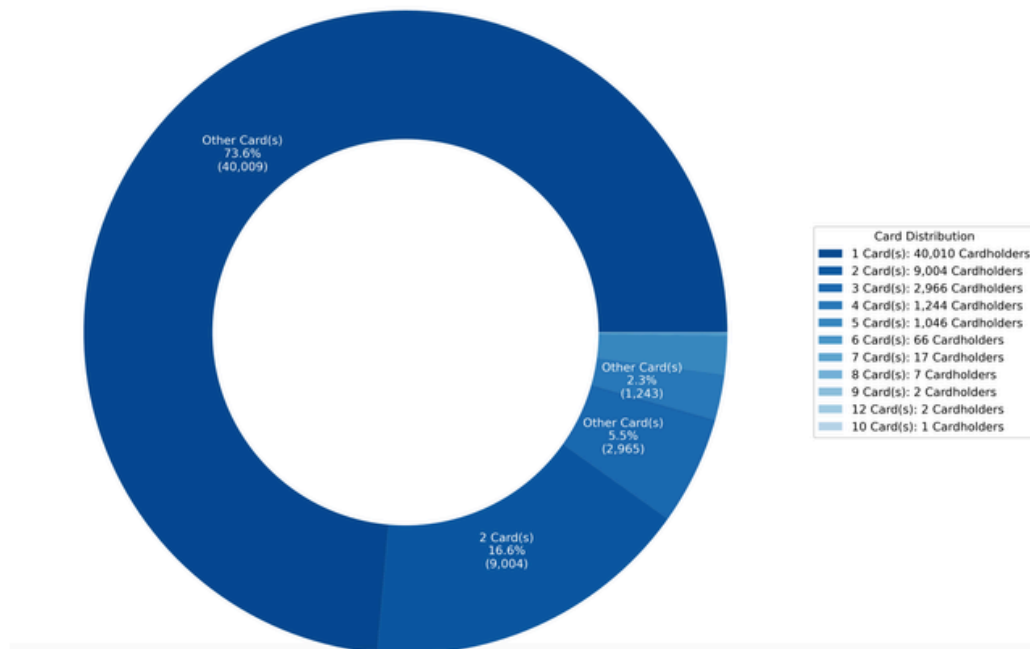
Number of unique Cardholders: 55,592

Number of unique Cards: 78,501

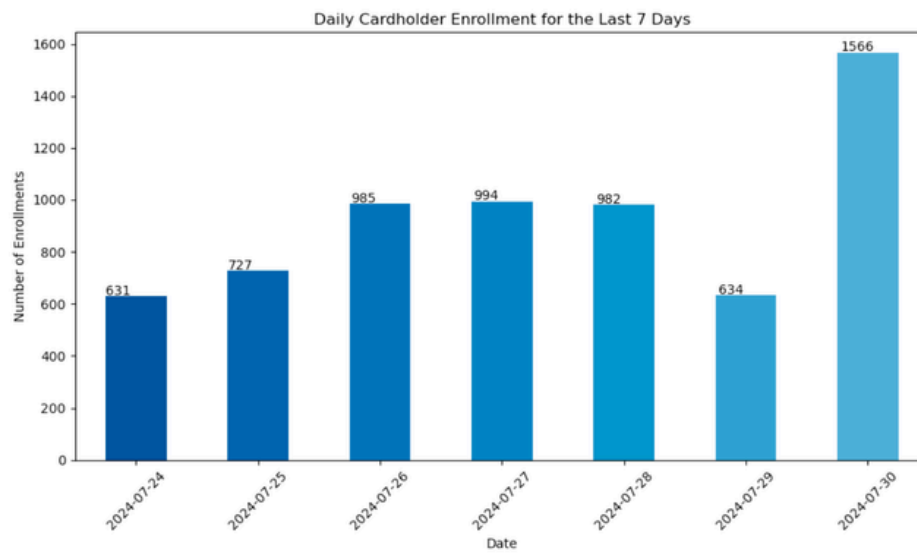
Card Count Analysis (Cards per Cardholder)

Card count	Cardholder count	Percentage
1	41,008	73.77%
2	9,159	16.48%
3	3,015	5.42%
4	1,260	2.27%
5	1,052	1.89%
6	69	0.12%
7	17	0.03%
8	7	0.01%
9	2	0.00%
12	2	0.00%
10	1	0.00%

Cardholder Distribution by Card Count

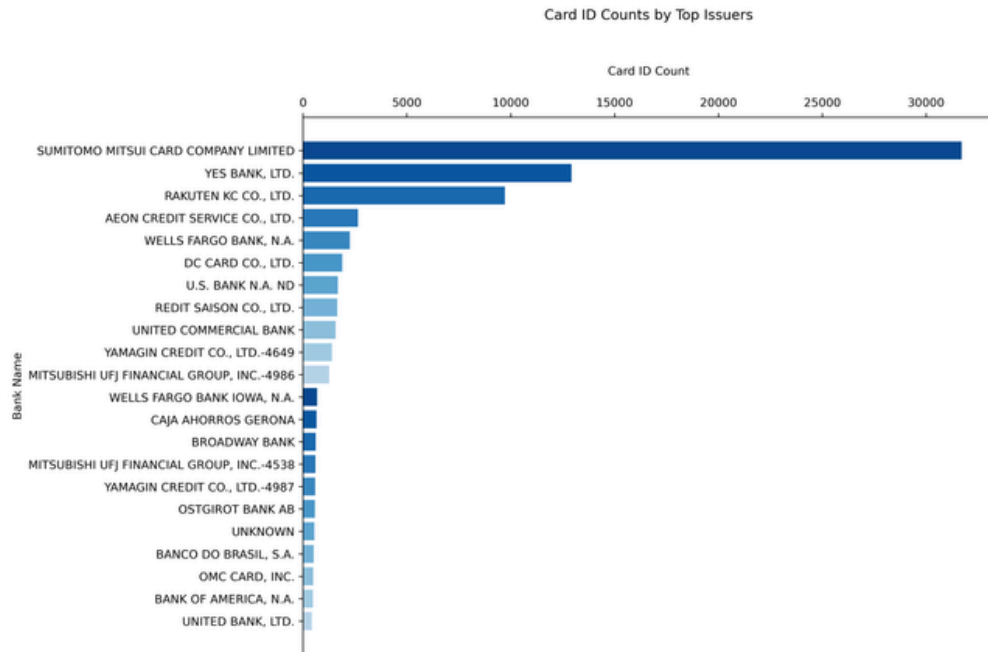


Card holder enrollment for last 7 days



Top Issuer Analysis (Generated at: 1:51 pm JST)

Issuer Bank	count
Sumitomo Mitsui Card Company Limited	31713
YES BANK, LTD.	12934
RAKUTEN KC CO., LTD.	9724
AEON CREDIT SERVICE CO., LTD.	2652
WELLS FARGO BANK, N.A.	2261
DC CARD CO., LTD.	1892
U.S. BANK N.A. ND	1687
REDIT SAISON CO., LTD.	1652
UNITED COMMERCIAL BANK	1576
YAMAGIN CREDIT CO., LTD.	1400
MITSUBISHI UFJ FINANCIAL GROUP, INC.	1257
WELLS FARGO BANK IOWA, N.A.	690
CAJA AHORROS GERONA	662
YAMAGIN CREDIT CO., LTD.	611
MITSUBISHI UFJ FINANCIAL GROUP, INC.	604
YAMAGIN CREDIT CO., LTD.	588
OSTGIROT BANK AB	577
UNKNOWN	545
BANCO DO BRASIL, S.A.	526
OMC CARD, INC.	493



Transaction Analysis (Generated at: 1:51 pm JST)

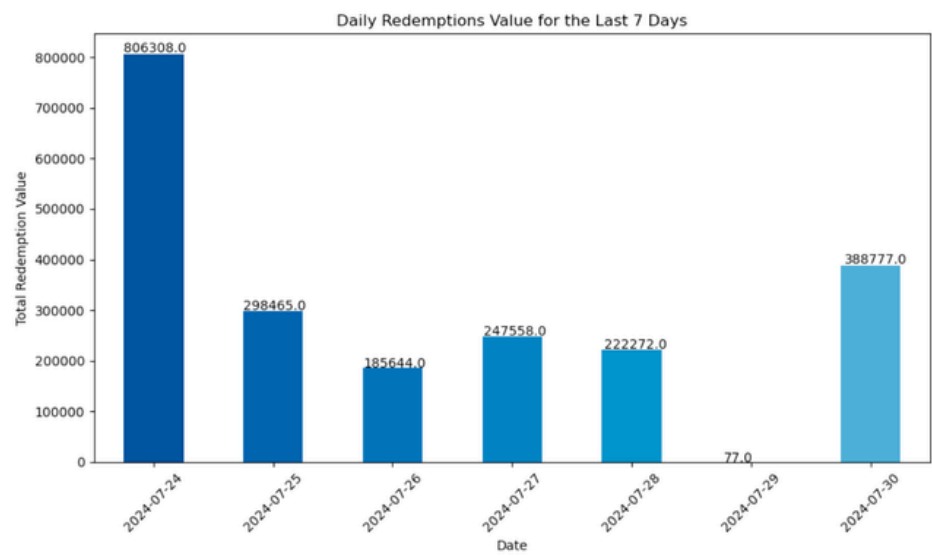
Metrics	Value
Authorized & Eligible Total Transaction Count	71,504
Authorized & Eligible Total Transaction Value	¥70,854,066
Authorized & Eligible Average Transaction Value	¥990.91
Authorized & Eligible Total Cashback	¥10,563,113
Authorized & Eligible Average Cashback	¥147.73

Redemption Analysis (Generated at: 1:51 pm JST)

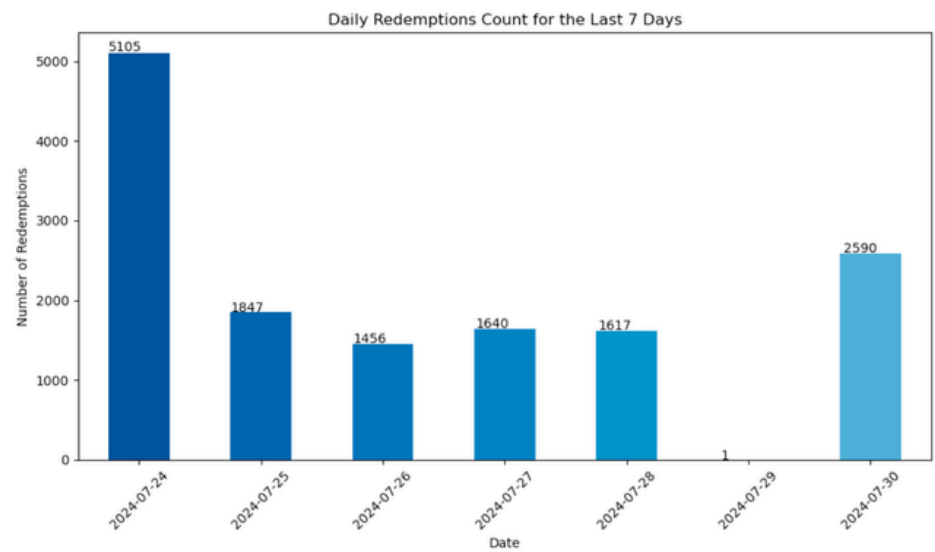
Metrics	Value
Total Redemptions count	50,179

Total Cashback (given)	¥7,524,525
Average Cashback (given)	¥149.95

Daily Redemptions for last 7 days



Daily Redemption Count for last 7 days



Merchant-wise Total Redemption Analysis (Generated at: 1:51 pm JST)

Merchant Name	Sum of cashback
Mcdonalds	¥2,860,060
Sukiya	¥1,252,230
Katsuya	¥1,193,036
Mosburger	¥865,002
Nakau	¥740,016

Karayama	¥614,181
----------	----------

