

Visa Japan Campaign Analysis July 31, 2024

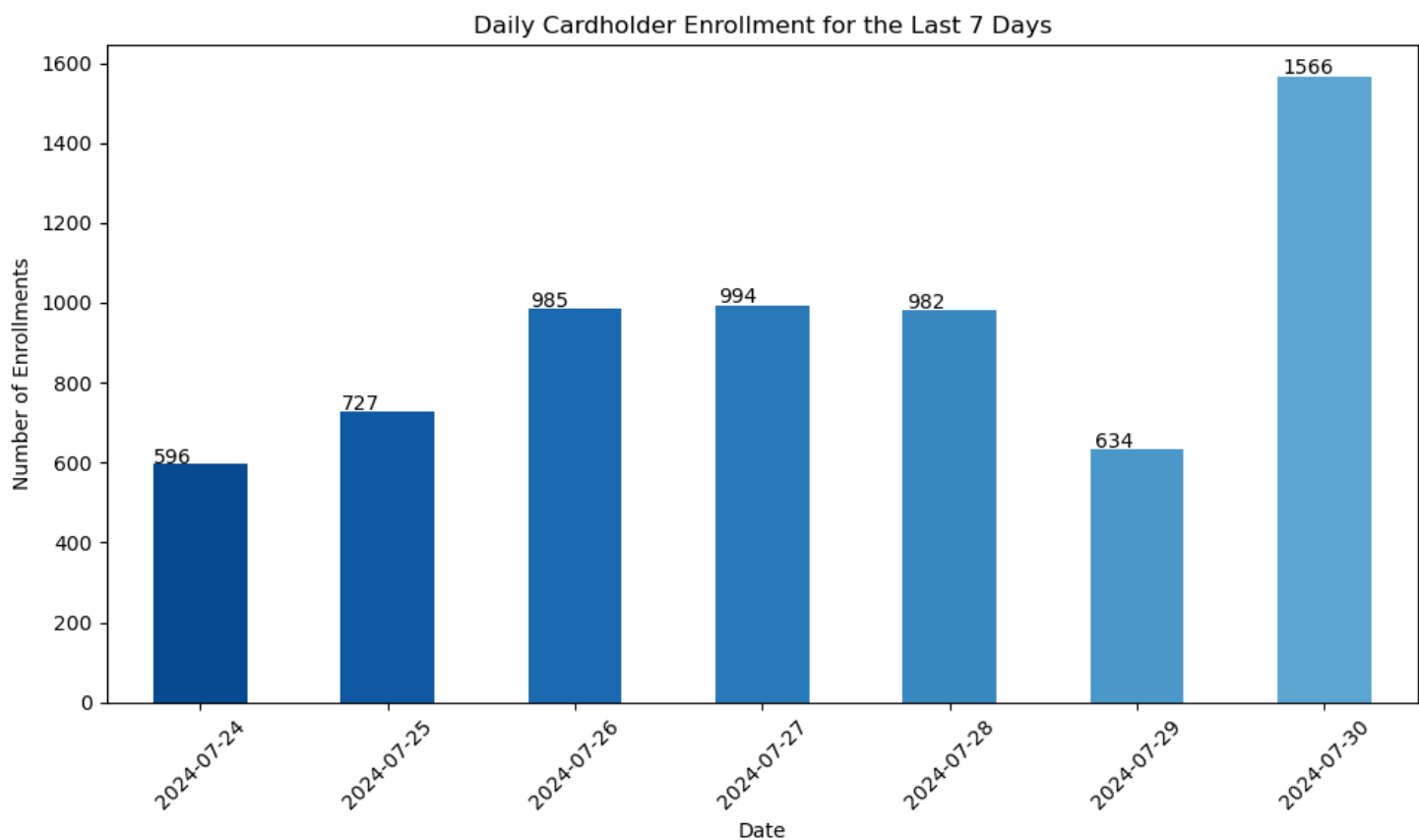
Number of unique Cardholders: 55,592

Number of unique Cards: 78,501

Card Count Analysis (Cards per Cardholder)... (Generated @ 13:52:39 JST)

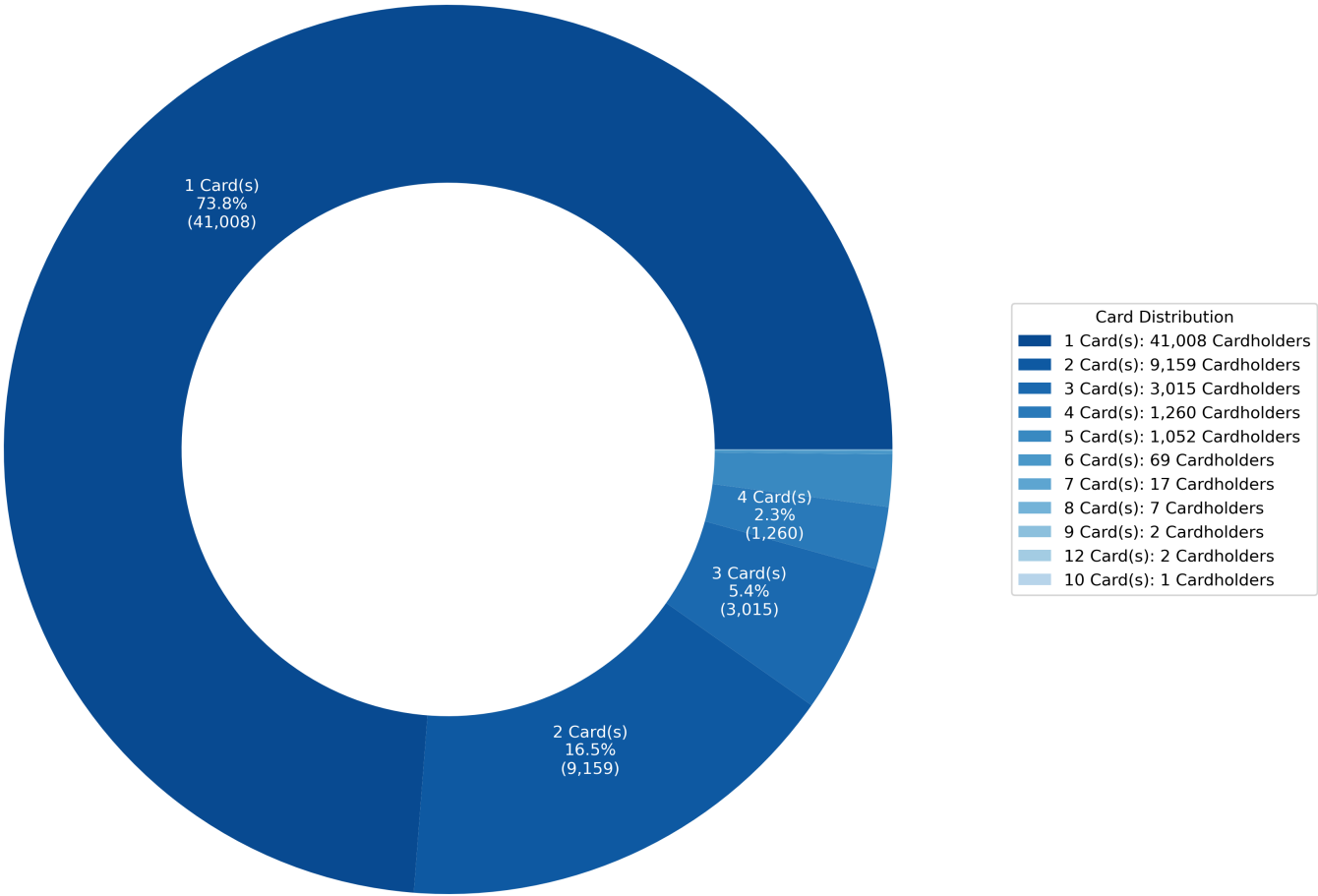
Card Count	Unique Cardholder Count	Percentage
1	41,008	73.77%
2	9,159	16.48%
3	3,015	5.42%
4	1,260	2.27%
5	1,052	1.89%
6	69	0.12%
7	17	0.03%
8	7	0.01%
9	2	0.0%
12	2	0.0%
10	1	0.0%

Daily Cardholder Enrollment Plot



Cardholder Distribution by Card Count

Cardholder Distribution by Card Count

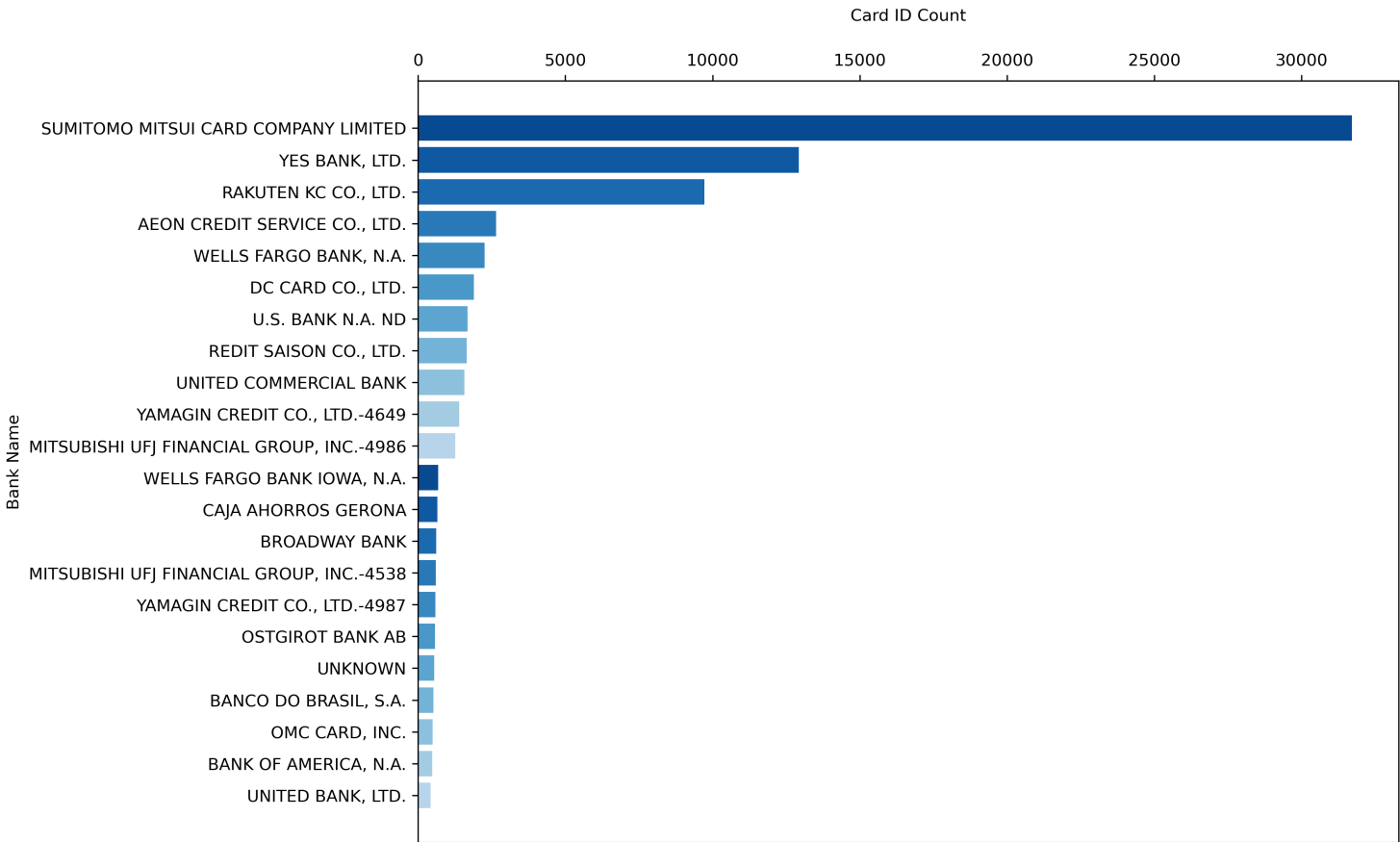


Top Issuers Analysis (Top 22) (Generated@ 13:52:39 JST)

Bank Name	Card ID Count
SUMITOMO MITSUI CARD COMPANY LIMITED	31,713
YES BANK, LTD.	12,934
RAKUTEN KC CO., LTD.	9,724
AEON CREDIT SERVICE CO., LTD.	2,652
WELLS FARGO BANK, N.A.	2,261
DC CARD CO., LTD.	1,892
U.S. BANK N.A. ND	1,687
REDIT SAISON CO., LTD.	1,652
UNITED COMMERCIAL BANK	1,576
YAMAGIN CREDIT CO., LTD.-4649	1,400
MITSUBISHI UFJ FINANCIAL GROUP, INC.-4986	1,257
WELLS FARGO BANK IOWA, N.A.	690
CAJA AHORROS GERONA	662
BROADWAY BANK	611
MITSUBISHI UFJ FINANCIAL GROUP, INC.-4538	604
YAMAGIN CREDIT CO., LTD.-4987	588
OSTGIROT BANK AB	577
UNKNOWN	545
BANCO DO BRASIL, S.A.	526
OMC CARD, INC.	493
BANK OF AMERICA, N.A.	477
UNITED BANK, LTD.	425

Top Issuers Analysis

Card ID Counts by Top Issuers



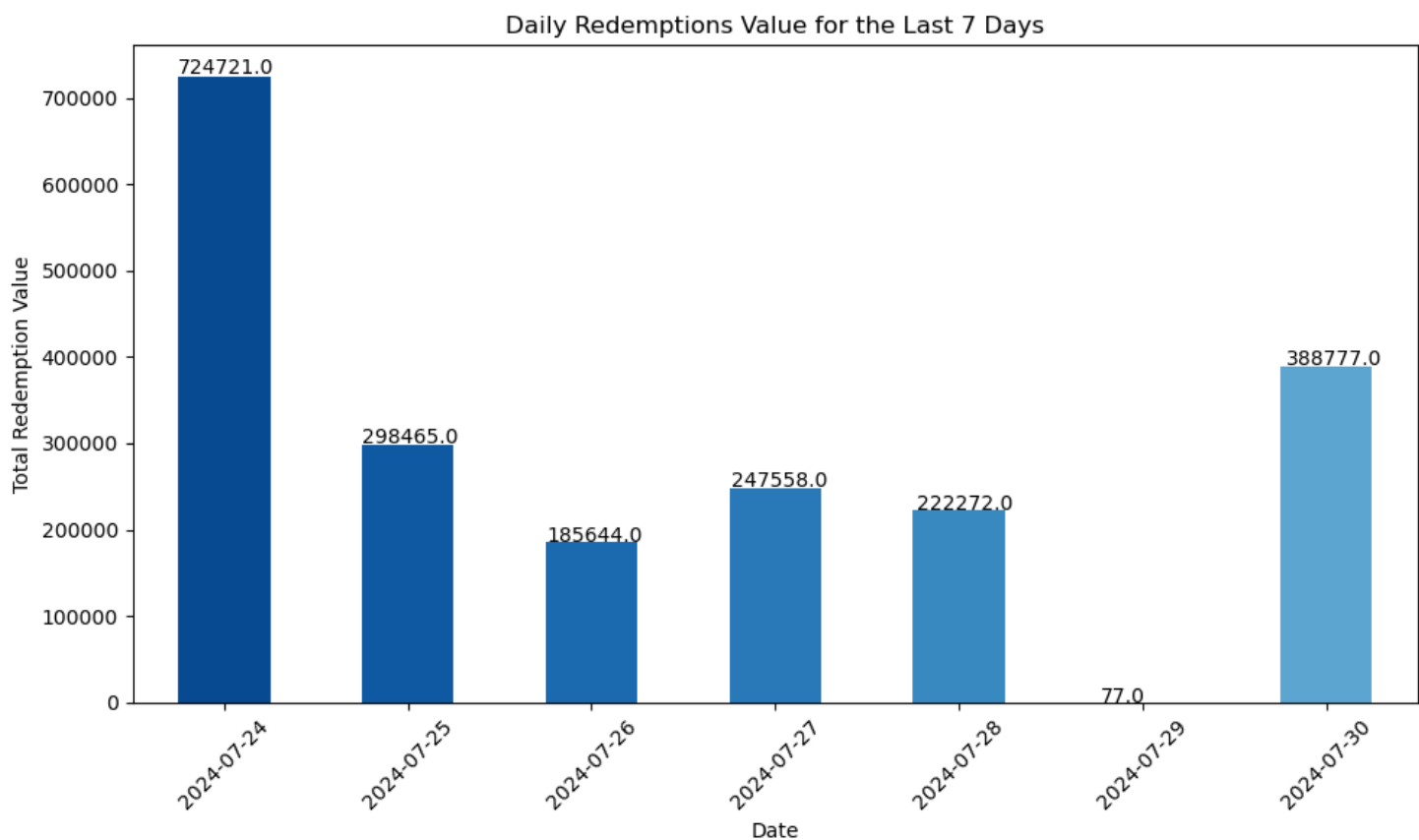
Authorized & Eligible Transactions Analysis (Generated @ 13:52:38 JST)

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

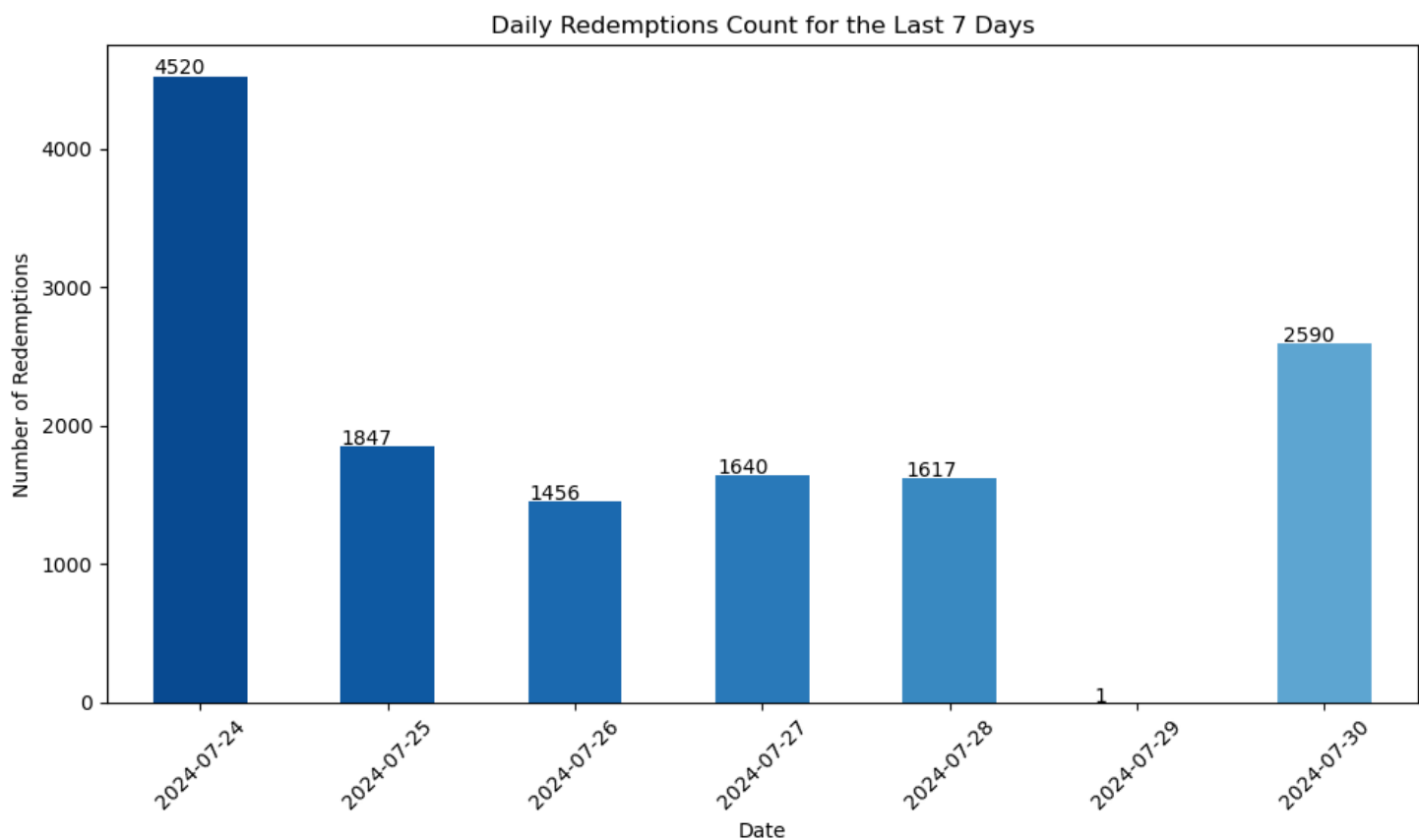
Redemption Analysis (Generated @ 13:52:40)

Metrics	Value
Total Redemption Count	50,179
Total Cashback Given	¥7,524,525
Average Cashback Given	¥149.95

Daily Redemptions Value Plot



Daily Redemptions Count Plot



Merchant-wise Total Redemption Analysis (Generated @ 13:52:40)

Metrics	Value
Mcdonalds	¥2,860,060
Sukiya	¥1,252,230
Katsuya	¥1,193,036
Mosburger	¥865,002
Nakau	¥740,016
Karayama	¥614,181

Total Redemptions Value By Merchants

