Count of Number of Cards by CARD_BRAND

0.4K (6.54%)

2.33K (37.85%)

3.21K (52.21%)

CARD_BRAND
- Mastercard
- Visa
- Amex
- Discover

Count of USER_ID by Year

Number of Accounts Opened

1,000

500

0

1990   2000   2010   2020
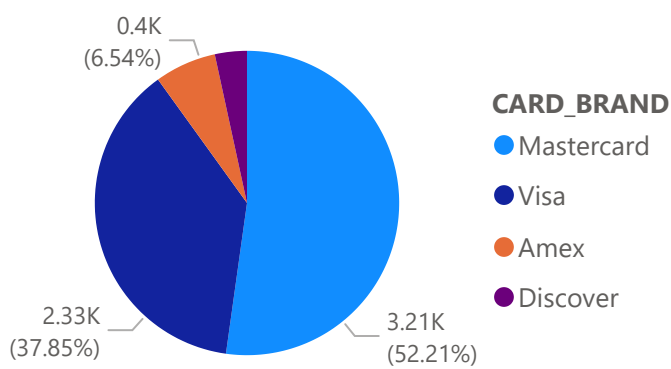
Year
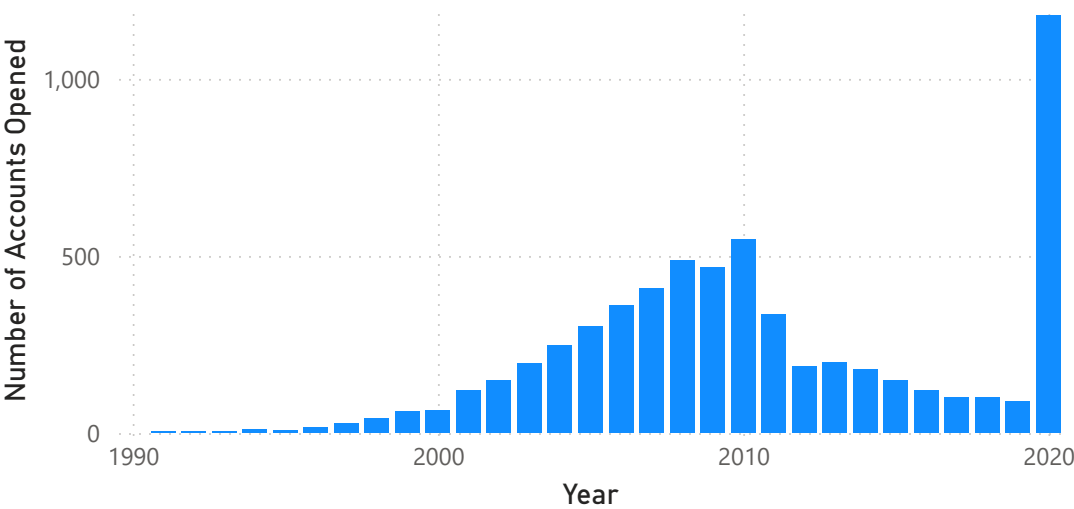
0

At Risk Customers

Transaction Volume of MERCHANTS by STATE

Arctic Ocean

NORTH AMERICA

Pacific Ocean

EUROPE

ASIA

Atlantic Ocean

AFRICA

Indian Ocean

AUSTRALIA

SOUTH AMERICA

ANTARCTICA

Microsoft Bing

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Sum of AMOUNT_IN_$ by MONTH

Sum of AMOUNT_IN_$

5M

4M

3M

2M

1M

0M

2   4   6   8   10

MONTH

Gender Pay Analysis

GENDER ● Female ● Male

Average of YEARLY_INCOME_IN_$

User Demographics

0.98K (49.2%)

1.02K (50.8%)
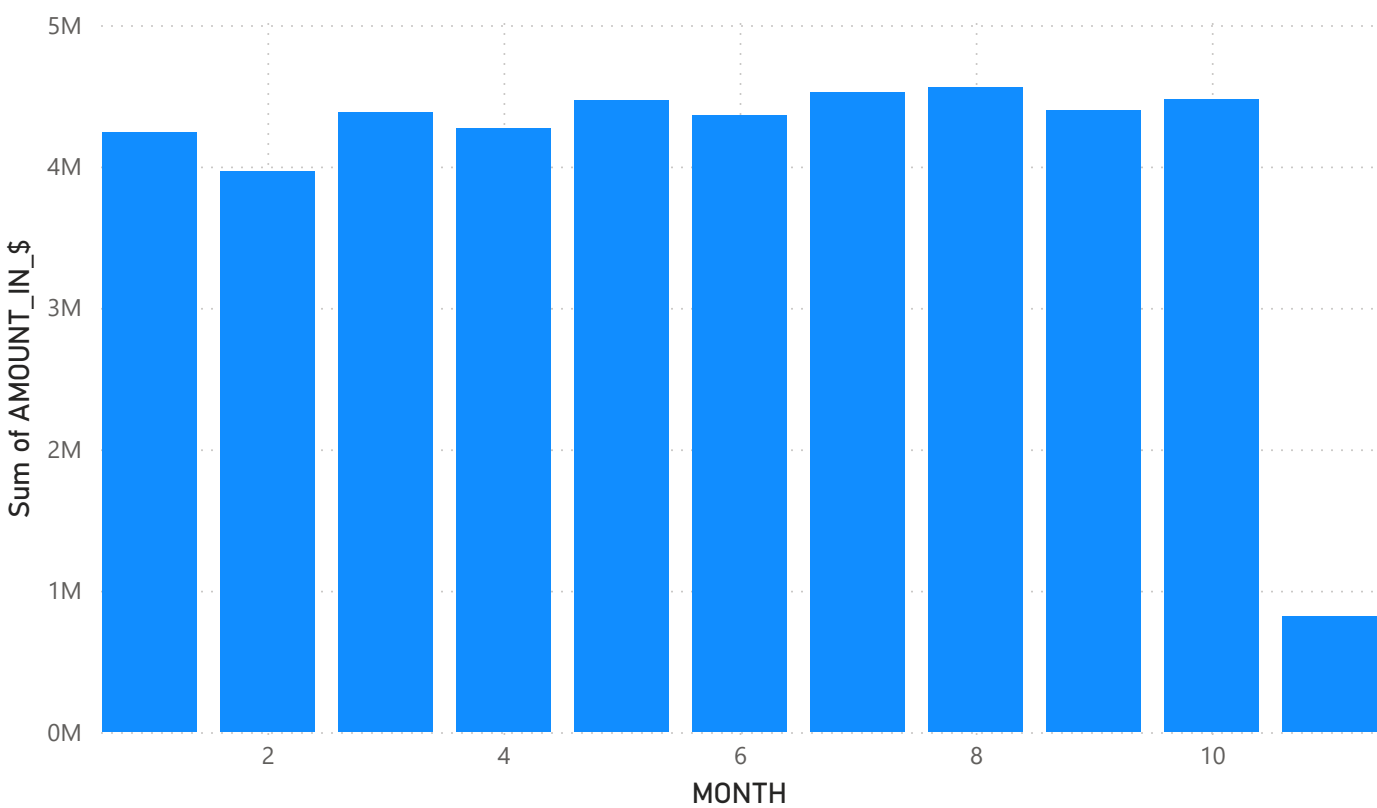
GENDER
● Female
● Male
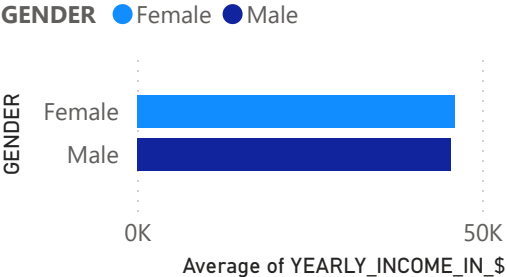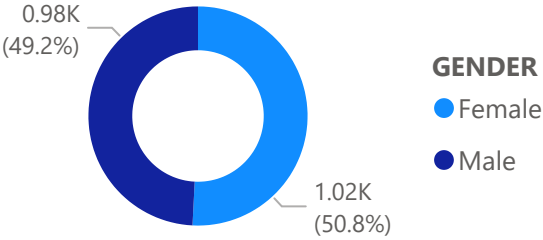
Type of Transaction Errors

ERRORS:
- Insufficien...
- Bad PIN
- Technical ...
- Bad Card ...
- Bad CVV
- Bad Expir...
- Bad Zipco...
- Bad PIN,I...
- Insufficien...
- Bad Card ...
- Bad PIN,T...
- Bad Card ...
- Bad Expir...
- Bad Card ...
- Bad CVV,...
- Bad Expir...
- Bad Expir...
- Bad CVV,I...

Count of Errors
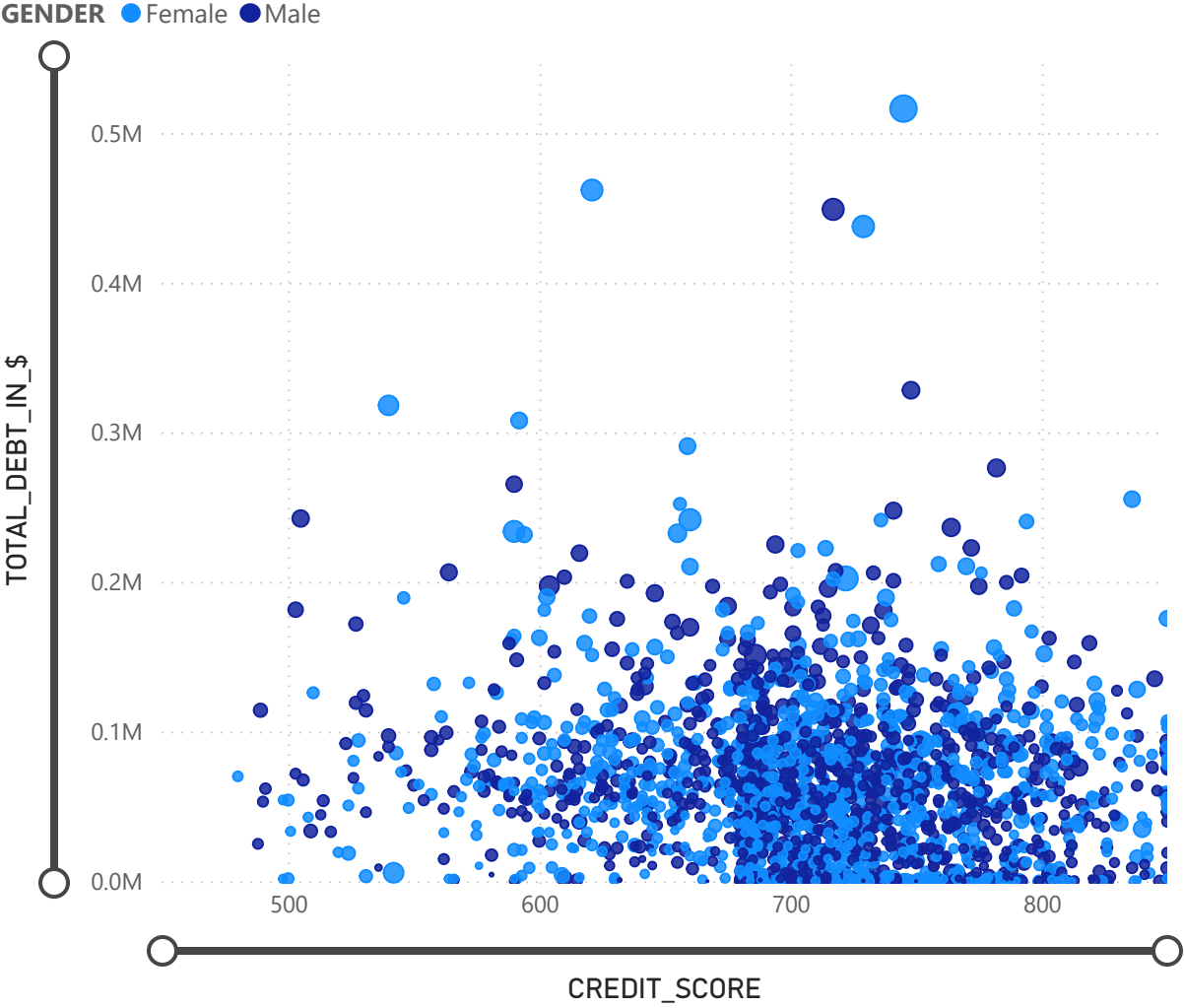
Key influencers   Top segments

What influences CREDIT_SCORE to

Increase ▾ ?

When...   ....the average of CREDIT_SCORE increases by

NUM_CREDIT_CARDS is more than 2 → 30.44

TOTAL_DEBT_IN_$ is 16870 or less → 22.37

Sum of AMOUNT_IN_$ goes down 24521.64 → 4.07

Credit Score vs Debt

GENDER ● Female ● Male

TOTAL_DEBT_IN_$

CREDIT_SCORE
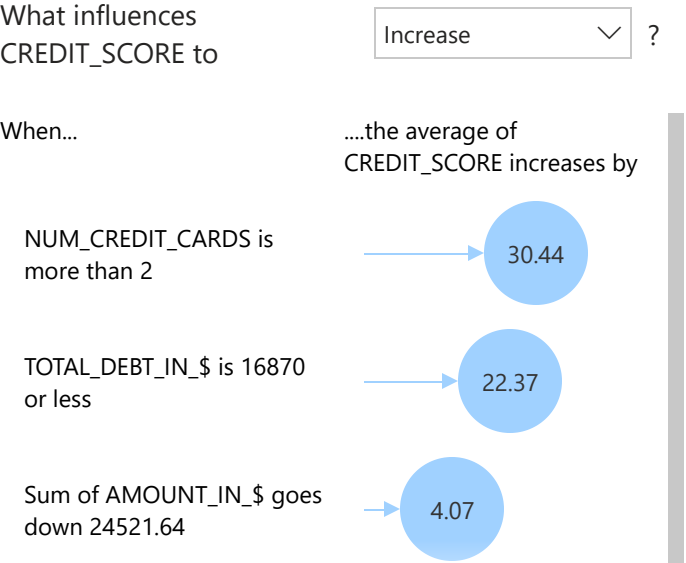
Average of Num. Of CreditCards by AgeGroup

GENDER ● Female ● Male

Average of NUM_CREDIT_CARDS

AgeGroup: 60+, 46-60, 36-45, 26-35, 18-25

DIM_MERCHANTS

- MCC
- MERCHANT_CITY
- MERCHANT_ID
- MERCHANT_SK
- MERCHANT_STATE
- ZIP

Collapse ∧

1

DIM_DATE

- Σ DAY
- Σ HOUR
- Σ MINUTE
- Σ MONTH
- TRANSACTION_ID
- Σ YEAR

Collapse ∧

FACT_TRANSACTIONS

- Σ AMOUNT_IN_$
- CARD_ID
- ERRORS
- MERCHANT_SK
- TRANSACTION_ID
- USE_CHIP
- USER_ID

Collapse ∧

DIM_CARDS

- Σ ACCT_AGE_YRS
- ACCT_OPEN_DATE
- CARD_BRAND
- CARD_ID
- CARD_ON_DARK_WEB
- CARD_TYPE
- Σ CREDIT_LIMIT_IN_$
- HAS_CHIP
- Σ MONTH

Collapse ∧

1

DIM_USERS

- AgeGroup
- BIRTH_MONTH
- BIRTH_YEAR
- CREDIT_SCORE
- CURRENT_AGE
- CURRENT_AGE (bins)
- GENDER
- NUM_CREDIT_CARDS
- PER_CAPITA_INCOME_IN_$

Collapse ∧

1