

Mastercard City Insights

ADVANCE URBAN DEVELOPMENT BY BETTER UNDERSTANDING THE ECONOMIC HEALTH OF YOUR CITY AND ITS COMMUNITIES



Cities need a robust and reliable way to measure and address their ever-changing economic pulse

Many cities use modeled, anecdotal, or survey-based data to help guide program and policy decisions. Increasing pressures require cities to make decisions more quickly, confidently and cost effectively, driving a need for new, advanced tools that help deliver insights on-demand.

City leaders need an interactive, real-time solution that can present multiple data sources dynamically in a variety of views, to accelerate a deeper level of understanding.

The Mastercard City Insights Platform

Mastercard City Insights, available through City Possible™, empowers decision makers with urban insights gleaned through an interactive, intuitive and immersive web interface. City leaders can now answer critical questions on demand, when they need it, wherever they are.



Zoom in for a hyper local view, hone in on a specific time period, filter by data set — all to better understand the variations in economic activity that occur throughout your city.

Benefits



Assess impact of events

See how planned events – such as sports, festivals, community gatherings – affect your city



Pinpoint zones of opportunity

Focus your regeneration efforts and monitor the efficacy of related investment over time



Make confident decisions

Base investment and policy decisions on insights derived from real, transaction-based data



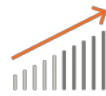
Prepare for crises

Understand and plan for weather and accident-related episodes



Get multi-dimensional

Watch economic stories unfold along the dimensions of both geography and time



Go hyper-local or macro

Identify trends and anomalies, street-to-street or border-to-border

Use Cases

DUBLIN

Analyzed the impact of severe weather and holidays to help inform policy decisions in the retail industry.

"Through City Possible we have been able to draw on Mastercard's data analytics capabilities, testing [the Mastercard City Insights] platform to better understand the impact of specific events...and how they might drive policy decisions on the local retail industry."

- **Jamie Cudden**, Smart City Program Manager, Dublin City Council

LONDON

Utilized insights to help city planners personalize experiences for international tourists.

"Using Mastercard's aggregated and anonymous merchant spend data ... along with other publicly available data sets, we have created a new visualisation of where and when international visitors' spending happened in London. And for the first time ... we are able to reveal the economic contribution of international tourism at a borough level."

- **Jasmine Whitbread**, CEO, London First

CHICAGO

Visualized spend behavior before, during and after major events to gain economic insights at macro and hyper local levels

"The advantage to cities will be the ability to quickly localize, monitor, and visualize changes in spending patterns and the subsequent economic impact due to infrastructure investment, new tourism venues, changes in neighborhood demographics, and similar localized economic development activities."

- **David Czechowski**, Senior Director of Economic-Research and Development, Choose Chicago



Mastercard City Insights is available through City Possible.

For more information, please send an email to cities@mastercard.com, or visit citypossible.com/join.