WHAT IS CLAIMED IS:

1. A method for selectively displaying information regarding commercial activity in a geographic area, comprising:

receiving, by at least one processor, data regarding a plurality of card-present payment transactions that have been conducted in the geographic area during a time interval;

determining, by at least one processor, a plurality of segments of the geographic area by generating a dynamic grid overlayed on a visual representation of the geographic area, the dynamic grid comprising a plurality of subunits, each subunit corresponding to one of the plurality of segments;

assigning, by at least one processor, each of the plurality of card-present payment transactions to the segment corresponding to the segment of the geographic area in which the card-present payment transaction was conducted;

determining, by at least one processor, aggregate transaction data for each of the plurality of segments based on data regarding the card-present payment transactions that have been assigned to that segment;

generating, by at least one processor, a transaction index for each segment of the plurality of segments, the transaction index for each segment being generated based on a comparison of the aggregate transaction data of that segment with at least one of the following: aggregate transaction data of at least one different segment of the plurality of segments, at least one predetermined metric, or any combination thereof;

determining, by at least one processor, for at least one segment of the plurality of segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one segment was involved during the time interval;

determining, by at least one processor, whether the at least one segment is an enhanced privacy protection requiring segment based on determining whether a fraction of the aggregate transaction data of the at least one segment that is attributable to at least one of the at least one merchant exceeds a threshold;

identifying, by at least one processor, for each enhanced privacy protection requiring segment, at least one analogous segment, the at least one analogous segment comprising a segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the enhanced privacy protection requiring segment, an aggregate transaction data falling within a specified range of the aggregate transaction data of the enhanced privacy protection requiring segment, or any combination thereof;

generating, by at least one processor, the visual representation comprising data regarding the transaction index of at least one of the plurality of segments, wherein generating the visual representation comprising data regarding the transaction index of at least one of the plurality of segments comprises displaying, for each enhanced privacy protection requiring segment and each analogous segment for that enhanced privacy protection requiring segment, a masked transaction index, the masked transaction index being generated based on an average of the transaction indexes of the enhanced privacy

protection requiring segment and the transaction indexes of the at least one analogous segment;

adjusting, by at least one processor, a size of each subunit of the dynamic grid overlayed on the visual representation of the geographic area in response to a user input to the visual representation to determine a plurality of re-sized segments of the geographic area;

recalculating, by at least one processor, a re-sized transaction index for each re-sized segment of the plurality of re-sized segments, the re-sized transaction index for each re-sized segment being generated based on a comparison of the aggregate transaction data of that re-sized segment with at least one of the following: aggregate transaction data of at least one different re-sized segment of the plurality of re-sized segments, at least one predetermined metric, or any combination thereof;

determining, by at least one processor, for at least one re-sized segment of the plurality of re-sized segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one re-sized segment was involved during the time interval;

determining, by at least one processor, whether the at least one re-sized segment is an enhanced privacy protection requiring re-sized segment based on determining whether the fraction of the aggregate transaction data of the at least one re-sized segment that is attributable to at least one of the at least one merchant exceeds the threshold;

identifying, by at least one processor, for each enhanced privacy protection requiring re-sized segment, at least one analogous re-sized segment, the at least one analogous re-sized segment comprising a re-sized segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the enhanced privacy protection requiring re-sized segment, an aggregate transaction data falling within a specified range of the aggregate transaction data of the enhanced privacy protection requiring re-sized segment, or any combination thereof; and

generating, by at least one processor, an updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments,

wherein generating the updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments comprises:

displaying, for each enhanced privacy protection requiring re-sized segment and each analogous re-sized segment for that enhanced privacy protection requiring re-sized segment, a re-sized masked transaction index, the re-sized masked transaction index being generated based on an average of the re-sized transaction indexes of the enhanced privacy protection requiring re-sized segment and the re-sized transaction indexes of the at least one analogous re-sized segment, wherein each re-sized segment of the plurality of re-sized segments includes a larger geographic area than each segment of the plurality of segments, wherein one or more re-sized segments of the plurality of segments include a same geographic area as one or more enhanced privacy protection requiring segments of the plurality of segments, and wherein the displayed updated visual representation for the one or more re-sized segments includes the re-sized transaction index for that re-sized segment without masking.

2. The method of claim 1, wherein the visual representation is generated by at least one second processor, the at least second processor not having access to the aggregate transaction data or the data regarding a plurality of card-present payment transactions that have been conducted in the geographic area.

3. The method of claim 2, wherein the at least one second processor does not have access to the transaction index for the enhanced privacy protection requiring segments.

4. The method of claim 1, further comprising: receiving data regarding a plurality of customers that have previously completed transactions with a user; and excluding, from the plurality of card-present payment transactions, transactions that do not involve at least one of the plurality of customers that have previously completed transactions with the user.

5. The method of claim 1, wherein generating the visual representation comprising data regarding the transaction index of at least one of the plurality of segments comprises displaying, for each enhanced privacy protection requiring segment, data regarding an at least double masked transaction index, the at least double masked transaction index being generated by:

(i) generating a masked transaction index based on an average of the transaction indexes of the enhanced privacy protection requiring segment and the transaction indexes of the at least one analogous segment,

(ii) evaluating the enhanced privacy protection requiring segment and the at least one analogous segment as a group of segments to determine whether a single merchant is involved in more than a threshold percentage of a combined number of total transactions conducted therein,

(iii) in response to determining the single merchant is involved in more than the threshold percentage of the combined number of total transactions conducted in the group of segments, identifying, for the enhanced privacy protection requiring segment, the at least one analogous segment, the at least one analogous segment comprising a segment of the geographic area having at least one of the following characteristics: a more distant predetermined geographic relationship with the enhanced privacy protection requiring segment than a previous predetermined geographic relationship, an aggregate transaction data falling within a greater specified range of the aggregate transaction data of the enhanced privacy protection requiring segment than a previous specified range, or any combination thereof,

(iv) generating the at least double masked transaction index based on the average of the transaction indexes of the enhanced privacy protection requiring segment and the transaction indexes of the at least one analogous segment,

(v) repeating steps (ii)-(iv) until determining that no single merchant is involved in more than the threshold percentage of the combined number of total transactions conducted in the group of segments, and

(vi) in response to determining that no single merchant is involved in more than the threshold percentage of the combined number of total transactions conducted in the group of segments, substituting the at least double masked transaction index for the transaction index of the enhanced privacy protection requiring segment.

6. A system for selectively displaying information regarding activity in a geographic area, comprising at least one processor configured or programmed to:

receive data regarding a plurality of card-present payment transactions that have been conducted in the geographic area during a time interval;

determine a plurality of segments of the geographic area by generating a dynamic grid overlayed on a visual representation of the geographic area, the dynamic grid comprising a plurality of subunits, each subunit corresponding to one of the plurality of segments;

assign each of the plurality of card-present payment transactions to the segment corresponding to the segment of the geographic area in which the card-present payment transaction was conducted;

determine aggregate transaction data for each of the plurality of segments based on data regarding the card-present payment transactions that have been assigned to that segment;

generate a transaction index for each segment of the plurality of segments, the transaction index for each segment being generated based on a comparison of the aggregate transaction data of that segment with at least one of the following: aggregate transaction data of at least one different segment of the plurality of segments, at least one predetermined metric, or any combination thereof;

determine for at least one segment of the plurality of segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one segment was involved during the time interval;

determine whether the at least one segment is an enhanced privacy protection requiring segment based on deter-mining whether a fraction of the aggregate transaction data of the at least one segment that is attributable to at least one of the at least one merchant exceeds a threshold;

identify, for each enhanced privacy protection requiring segment, at least one analogous segment, the at least one analogous segment comprising a segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the enhanced privacy protection requiring segment, an aggregate transaction data falling within a specified range of the aggregate transaction data of the enhanced privacy protection requiring segment, or any combination thereof;

generate the visual representation comprising data regarding the transaction index of at least one of the plurality of segments, wherein generating the visual representation comprising data regarding the transaction index of at least one of the plurality of segments comprises displaying, for each enhanced privacy protection requiring segment and each analogous segment for that enhanced privacy protection requiring segment, a masked transaction index, the masked transaction index being generated based on an average of the transaction indexes of the enhanced privacy protection requiring segment and the transaction indexes of the at least one analogous segment;

adjust a size of each subunit of the dynamic grid overlayed on the visual representation of the geographic area in response to a user input to the visual representation to determine a plurality of re-sized segments of the geographic area;

recalculate a re-sized transaction index for each re-sized segment of the plurality of re-sized segments, the re-sized transaction index for each re-sized segment being generated based on a comparison of the aggregate transaction data of that re-sized segment with at least one of the following: aggregate transaction data of at least one different re-sized segment of the plurality of re-sized segments, at least one predetermined metric, or any combination thereof;

determine for at least one re-sized segment of the plurality of re-sized segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one re-sized segment was involved during the time interval;

determine whether the at least one re-sized segment is an enhanced privacy protection requiring re-sized segment based on determining whether the fraction of the aggregate transaction data of the at least one re-sized segment that is attributable to at least one of the at least one merchant exceeds the threshold;

identify for each enhanced privacy protection requiring re-sized segment, at least one analogous re-sized segment, the at least one analogous re-sized segment comprising a re-sized segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the enhanced privacy protection requiring re-sized segment, an aggregate transaction data falling within a specified range of the aggregate transaction data of the enhanced privacy protection requiring re-sized segment, or any combination thereof; and

generate an updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments,

wherein generation of the updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments comprises:

displaying, for each enhanced privacy protection requiring re-sized segment and each analogous re-sized segment for that enhanced privacy protection requiring re-sized segment, a re-sized masked transaction index, the re-sized masked transaction index being generated based on an average of the re-sized transaction indexes of the enhanced privacy protection requiring re-sized segment and the re-sized transaction indexes of the at least one analogous re-sized segment, wherein each re-sized segment of the plurality of re-sized segments include a larger geographic area than each segment of the plurality of segments, wherein one or more re-sized segments of the plurality of segments include a same geographic area as one or more enhanced privacy protection requiring segments of the plurality of segments, and wherein the displayed updated visual representation for the one or more re-sized segments includes the re-sized transaction index for that re-sized segment without masking.

7. The system of claim 6, wherein the at least one processor comprises at least one second processor configured or programmed to generate the visual representation, wherein the at least second processor does not have access to the aggregate transaction data or the data regarding a plurality of card-present payment transactions that have been conducted in the geographic area.

8. The system of claim 7, wherein the at least second processor does not have access to the transaction index for the enhanced privacy protection requiring segments.

9. The system of claim 6, wherein the at least one processor is further configured or programmed to:

receive data regarding a plurality of customers that have previously completed transactions with a user; and exclude, from the plurality of card-present payment transactions, transactions that do not involve at least one of the plurality of customers that have previously completed transactions with the user.

10. A computer program product for selectively displaying information regarding activity in a geographic area, the computer program product comprising at least one non-transitory computer-readable medium comprising program instructions that, when executed by at least one processor, cause the at least one processor to:

receive data regarding a plurality of card-present payment transactions that have been conducted in the geographic area during a time interval;

determine a plurality of segments of the geographic area by generating a dynamic grid overlayed on a visual representation of the geographic area, the dynamic grid comprising a plurality of subunits, each subunit corresponding to one of the plurality of segments;

assign each of the plurality of card-present payment transactions to the segment corresponding to the seg-ment of the geographic area in which the card-present payment transaction was conducted;

determine aggregate transaction data for each of the plurality of segments based on data regarding the card-present payment transactions that have been assigned to that segment;

generate a transaction index for each segment of the plurality of segments, the transaction index for each segment being generated based on a comparison of the aggregate transaction data of that segment with at least one of the following: aggregate transaction data of at least one different segment of the plurality of segments, at least one predetermined metric, or any combination thereof;

determine, for at least one segment of the plurality of segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one segment was involved during the time interval;

determine whether the at least one segment is an enhanced privacy protection requiring segment based on deter-mining whether a fraction of the aggregate transaction data of the at least one segment that is attributable to at least one of the at least one merchant exceeds a threshold;

identify, for each enhanced privacy protection requiring segment, at least one analogous segment, the at least one analogous segment comprising a segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the enhanced privacy protection requiring segment, an aggregate transaction data falling within a specified range of the aggregate

transaction data of the enhanced privacy protection requiring segment, or any combination thereof;

generate the visual representation comprising data regarding the transaction index of at least one of the plurality of segments, wherein generating the visual representation comprising data regarding the transaction index of at least one of the plurality of segments comprises displaying, for each enhanced privacy protection requiring segment and each analogous segment for that enhanced privacy protection requiring segment, a masked transaction index, the masked transaction index being generated based on an average of the transaction indexes of the enhanced privacy protection requiring segment and the transaction indexes of the at least one analogous segment;

adjust a size of each subunit of the dynamic grid overlayed on the visual representation of the geographic area in response to a user input to the visual representation to determine a plurality of re-sized segments of the geographic area;

recalculate a re-sized transaction index for each re-sized segment of the plurality of re-sized segments, the re-sized transaction index for each re-sized segment being generated based on a comparison of the aggregate transaction data of that re-sized segment with at least one of the following: aggregate transaction data of at least one different re-sized segment of the plurality of re-sized segments, at least one predetermined metric, or any combination thereof;

determine for at least one re-sized segment of the plurality of re-sized segments of the geographic area, data regarding a total number and/or total amount of transactions in which each of at least one merchant located in the at least one re-sized segment was involved during the time interval;

determine whether the at least one re-sized segment is an enhanced privacy protection requiring re-sized segment based on determining whether the fraction of the aggregate transaction data of the at least one re-sized segment that is attributable to at least one of the at least one merchant exceeds the threshold;

identify for each enhanced privacy protection requiring re-sized segment, at least one analogous re-sized segment, the at least one analogous re-sized segment comprising a re-sized segment of the geographic area having at least one of the following characteristics: a predetermined geographic relationship with the

enhanced privacy protection requiring re-sized segment, an aggregate transaction data falling within a specified range of the aggregate transaction data of the enhanced privacy protection requiring re-sized segment, or any combination thereof; and generate an updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments,

wherein generation of the updated visual representation comprising data regarding the re-sized transaction index of at least one of the plurality of re-sized segments comprises: displaying, for each enhanced privacy protection requiring re-sized segment and each analogous re-sized segment for that enhanced privacy protection requiring re-sized segment, a re-sized masked transaction index, the re-sized masked transaction index being generated based on an average of the re-sized

transaction indexes of the enhanced privacy protection requiring re-sized segment and the re-sized transaction indexes of the at least one analogous re-sized segment, wherein each re-sized segment of the plurality of re-sized segments include a larger geographic area than each segment of the plurality of segments, wherein one or more re-sized segments of the plurality of segments include a same geographic area as one or more enhanced privacy protection requiring segments of the plurality of segments, and wherein the displayed updated visual representation for the one or more re-sized segments includes the re-sized transaction index for that re-sized segment without masking.

11. The computer program product of claim 10, wherein the at least one processor comprises at least a second processor, wherein the at least one non-transitory computer-readable medium further comprises program instructions that, when executed by the at least second processor, cause the at least second processor to generate the visual representation,

wherein the at least second processor does not have access to the aggregate transaction data or the data regarding a plurality of card-present payment transactions that have been conducted in the geographic area, and

wherein the at least second processor does not have access to the transaction index for the enhanced privacy protection requiring segments.

12. The computer program product of claim 10, wherein the at least one non-transitory computer-readable medium further comprises program instructions that, when executed by the at least one processor, cause the at least one processor to:

receive data regarding a plurality of customers that have previously completed transactions with a user; and

exclude, from the plurality of card-present payment transactions, transactions that do not involve at least one of the plurality of customers that have previously completed transactions with the user.