ABSTRACT

A system for recommending a competitor to a merchant comprises: a transactions database storing transaction data relating to a plurality of transactions made at a plurality of merchants over a payment network using a plurality of payment cards; a merchant database storing merchant data relating to the plurality of merchants; and a competitor identification component in communication with the transactions database. The competitor identification component is configured to: determine a category of the merchant; query the merchant database to identify other merchants having the same category as the merchant; query the transactions database to retrieve transaction data relating to transactions made at the merchant and the other merchants over a predefined time period; based on one or more filtering criteria, determine similarity data indicative of a similarity of each of the other merchants to said merchant; and based on the similarity data, generate a recommendation of at least one competitor merchant from among the other merchants.

[Fig. 1]