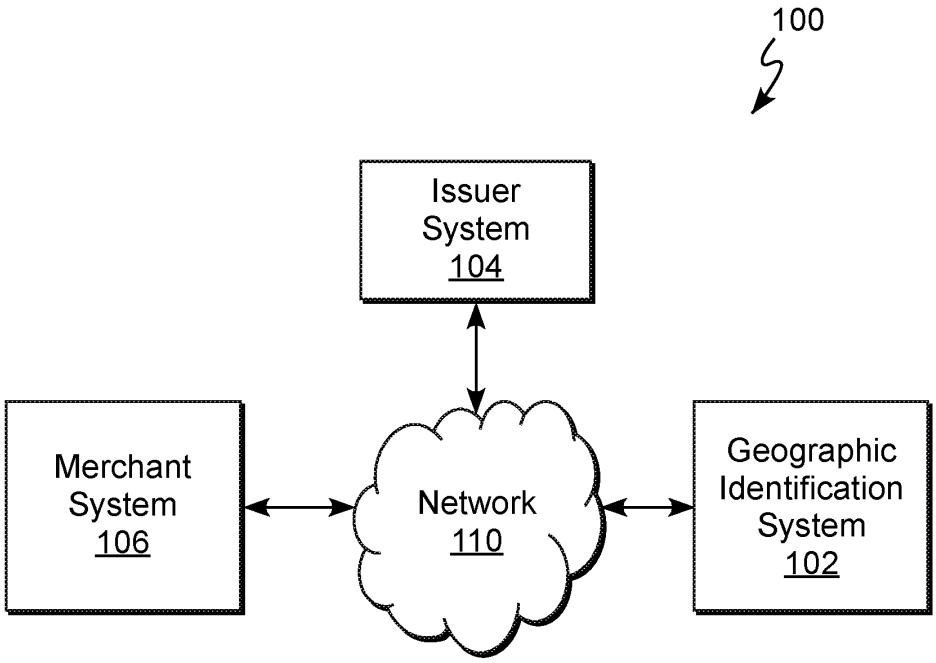

100
Issuer System 104
Merchant System 106
Network 110
Geographic Identification System 102

FIG. 1

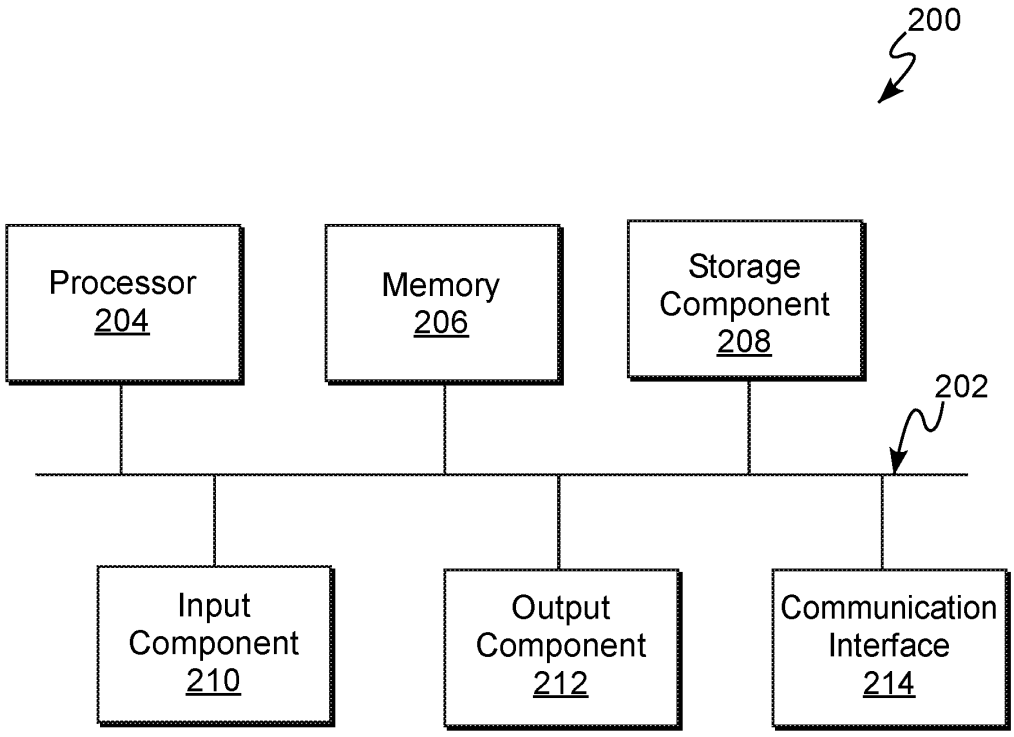

200
Processor
204
Memory
206
Storage
Component
208
202
Input
Component
210
Output
Component
212
Communication
Interface
214

FIG. 2

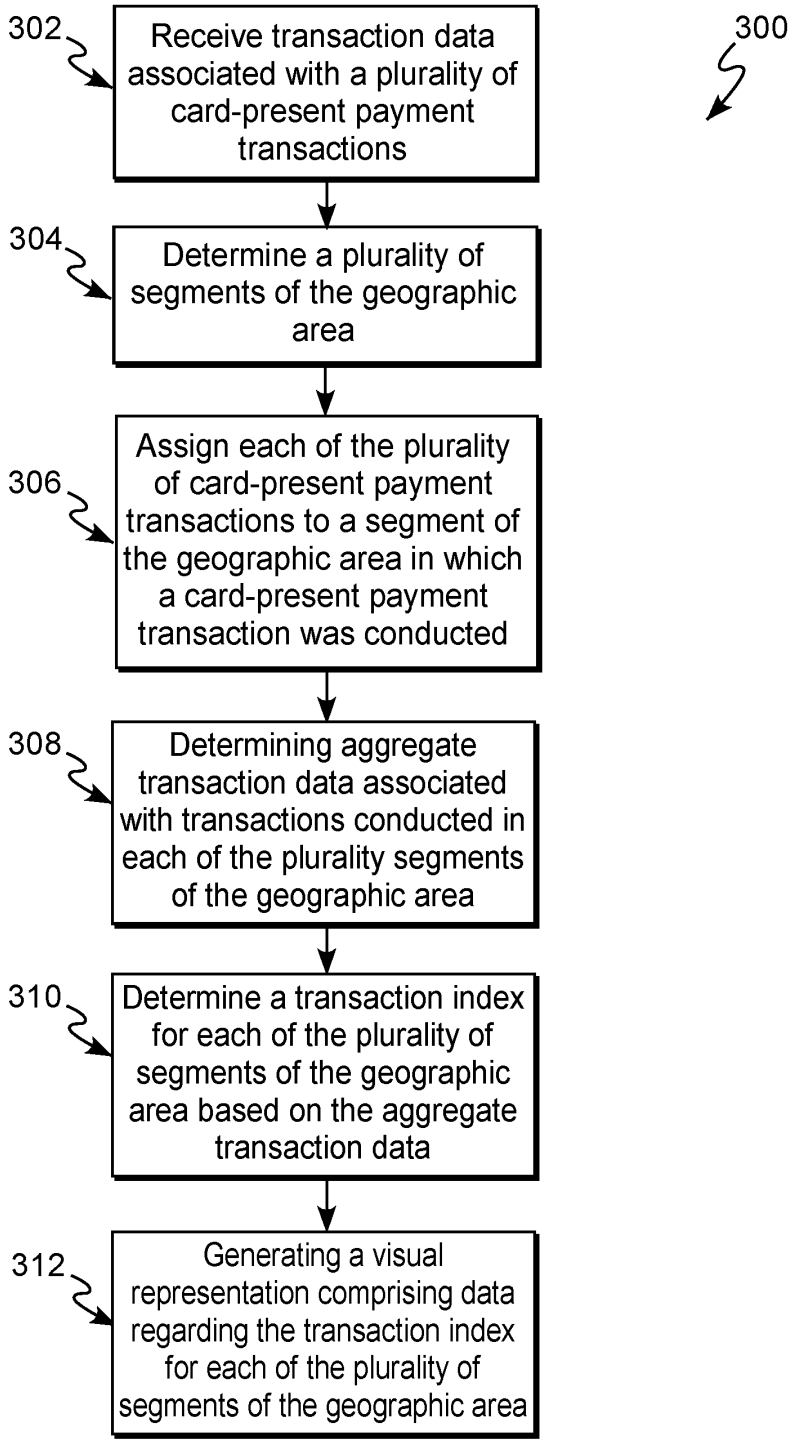

300
302
Receive transaction data associated with a plurality of card-present payment transactions
304
Determine a plurality of segments of the geographic area
306
Assign each of the plurality of card-present payment transactions to a segment of the geographic area in which a card-present payment transaction was conducted
308
Determining aggregate transaction data associated with transactions conducted in each of the plurality segments of the geographic area
310
Determine a transaction index for each of the plurality of segments of the geographic area based on the aggregate transaction data
312
Generating a visual representation comprising data regarding the transaction index for each of the plurality of segments of the geographic area

FIG. 3

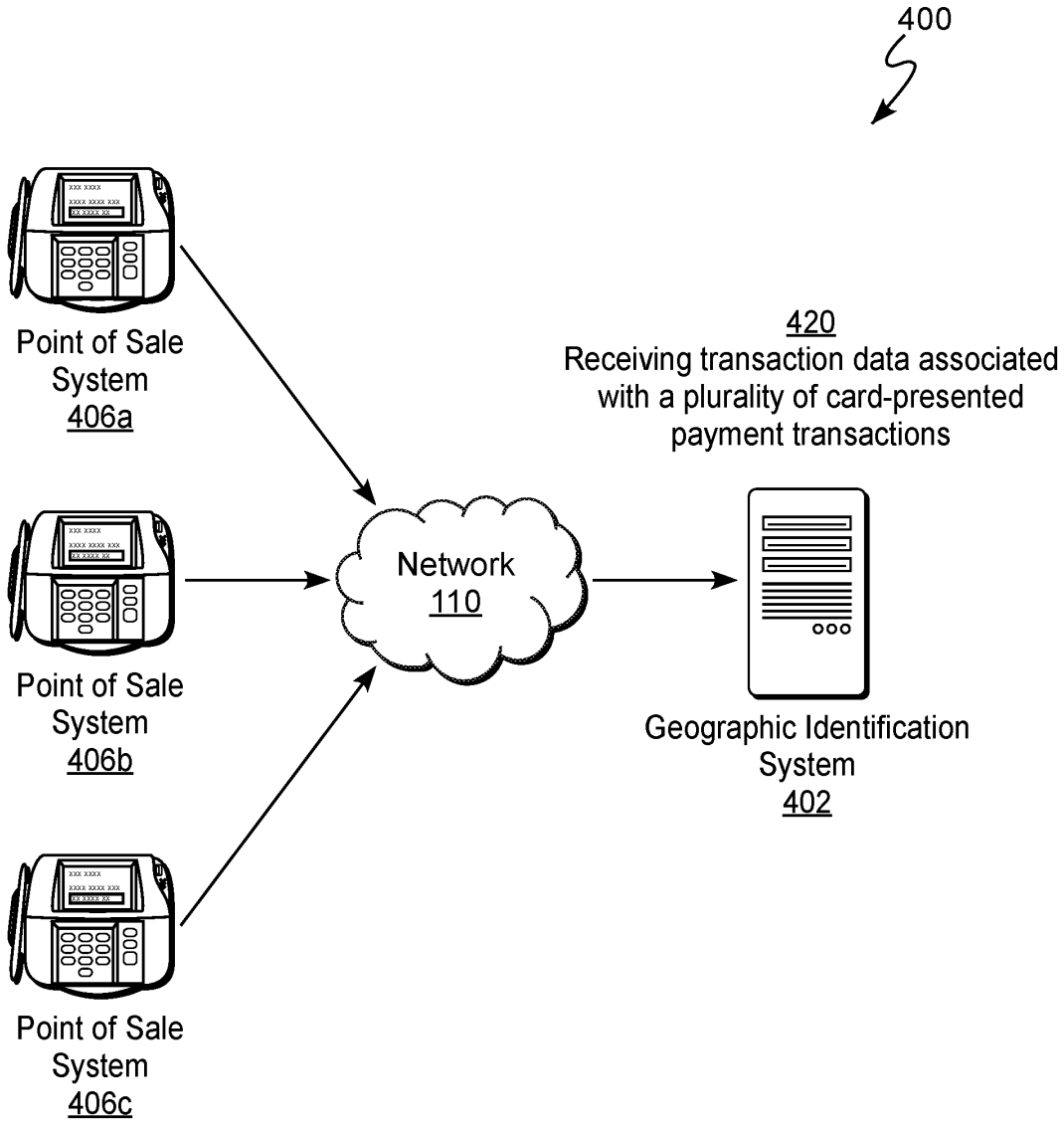

400
Point of Sale System 406a
Point of Sale System 406b
Point of Sale System 406c
Network 110
420
Receiving transaction data associated with a plurality of card-presented payment transactions
Geographic Identification System 402

FIG. 4A

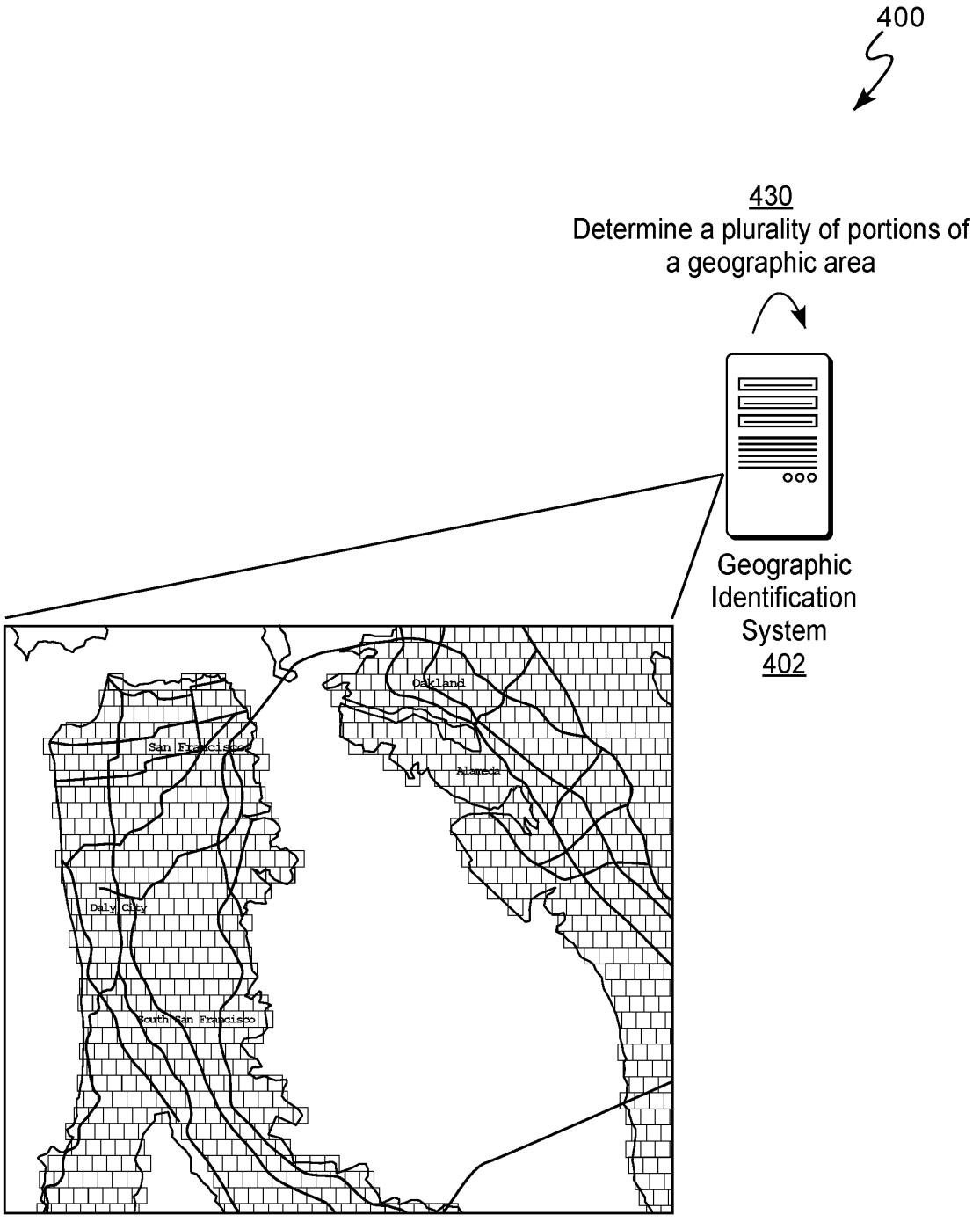

400
430
Determine a plurality of portions of a geographic area
Geographic Identification System
402
Oakland
Alameda
Daly City
South San Francisco

FIG. 4B

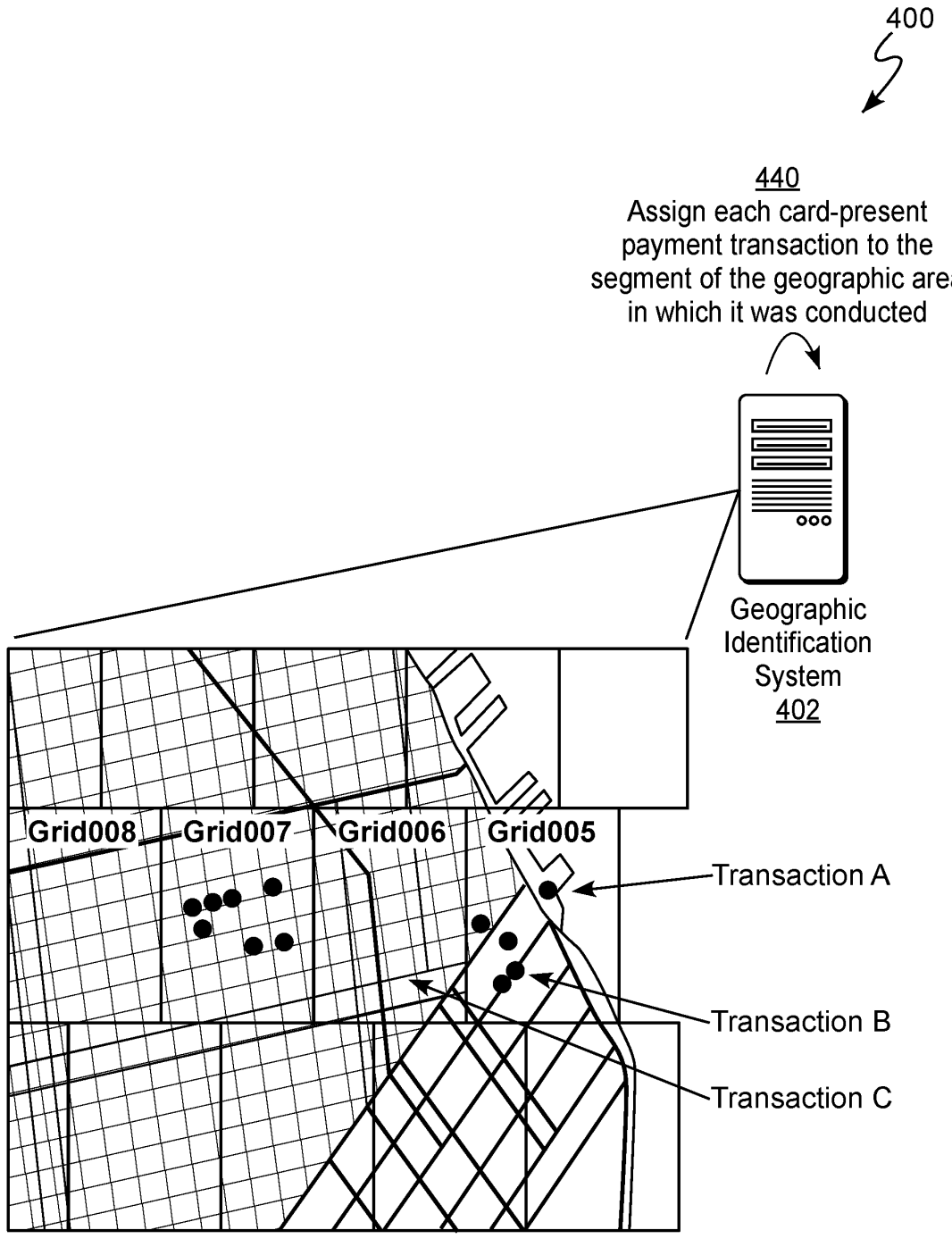
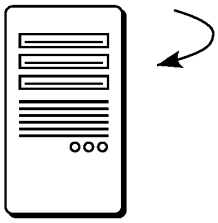

400
440
Assign each card-present payment transaction to the segment of the geographic area in which it was conducted
Geographic Identification System
402
Grid008
Grid007
Grid006
Grid005
Transaction A
Transaction B
Transaction C

FIG. 4C

450
Determining aggregate transaction data associated with transactions conducted in each of the plurality segments of the geographic area



Geographic Identification System
402

460
Determine a transaction index for each of the plurality of segments of the geographic area based on the aggregate transaction data

FIG. 4D

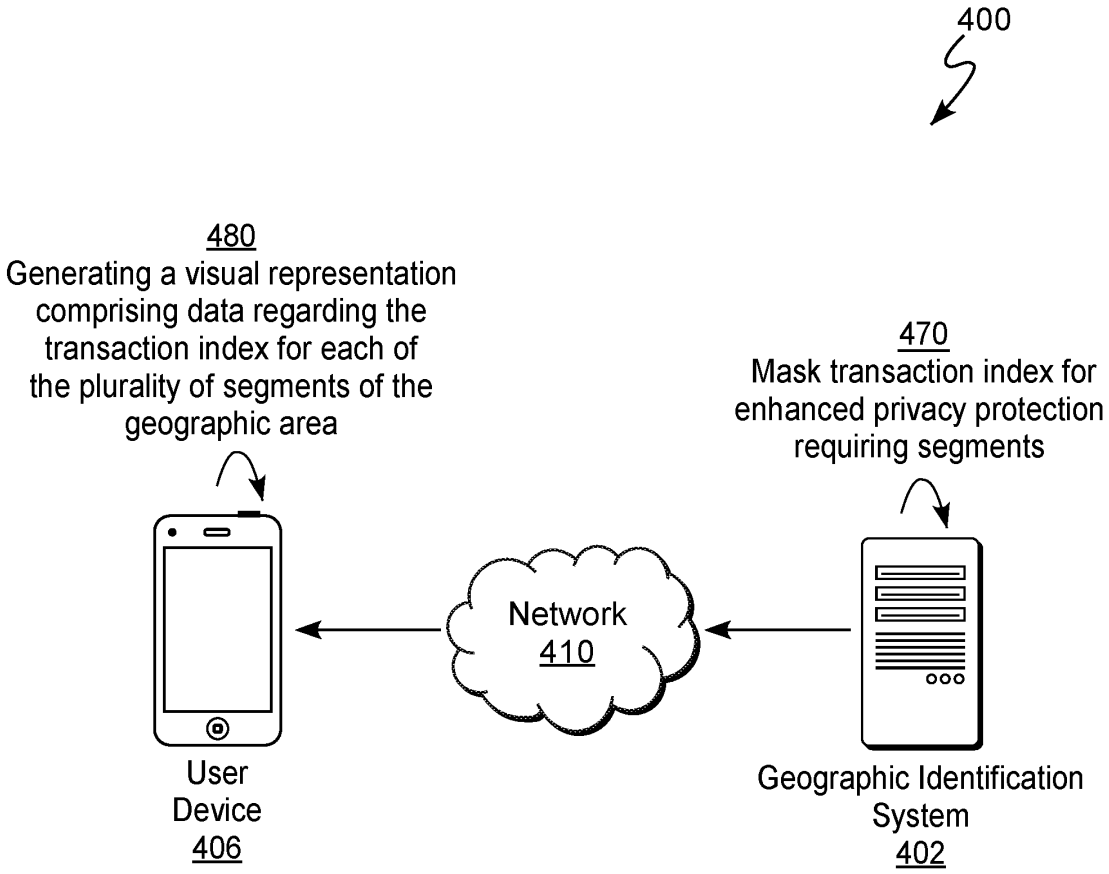

400
480
Generating a visual representation comprising data regarding the transaction index for each of the plurality of segments of the geographic area
470
Mask transaction index for enhanced privacy protection requiring segments
Network
410
User Device
406
Geographic Identification System
402

FIG. 4E

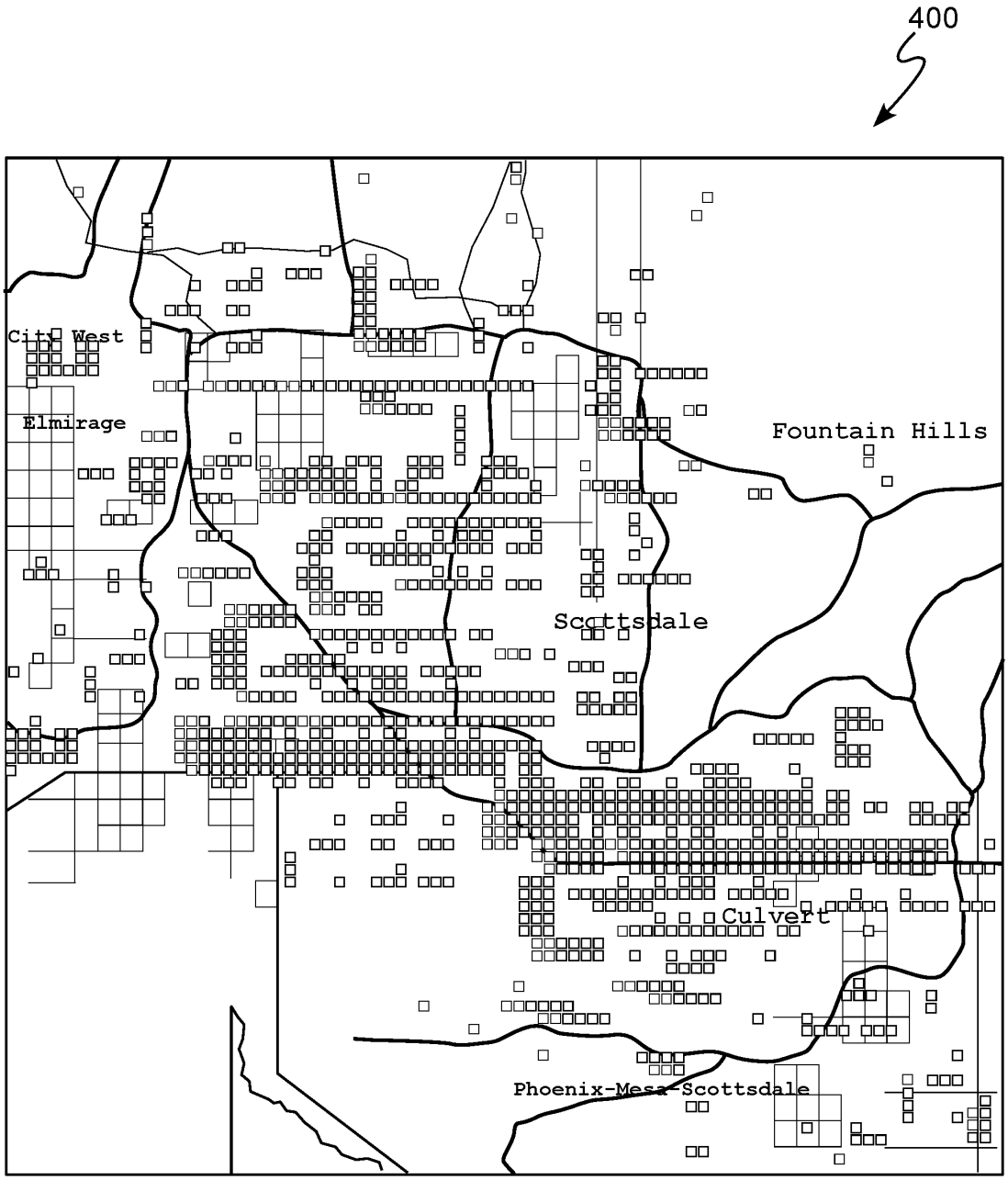

400
City West
Elmirage
Fountain Hills
Scottsdale
Culvert
Phoenix-Mesa-Scottsdale

FIG. 4F