NETWORK ANALYSIS OF TRANSACTION DATA FOR TARGET IDENTIFICATION

ABSTRACT

A device may generate a transaction network associated with a plurality of accounts. The plurality of accounts may include a set of client accounts associated with a set of clients of an account manager, and a set of non-client accounts associated with a set of non-clients of the account manager. The transaction network may identify transactions among the set of client accounts and the set of non-client accounts. The device may identify, based on the transaction network, a community of accounts including a subset of client accounts for which transactions satisfy a threshold, and a non-client account that has transacted with one of the subset of client accounts. The device may determine target information, associated with the non-client account, including information associated with targeting a non-client, associated with the non-client account, by the account manager. The device may provide the target information and information associated with the community of accounts.

Fig 4