How can Visa help small-medium businesses across the US thrive?

Small-medium businesses (SMBs) are key part of the US economy:

99% of US businesses, 40% of US economy

However, SMBs are a fundamentally overlooked and underserved segment, because:

- Strong heterogeneity makes discussions about the SMB landscape heavily convoluted
- Policymakers have no way of judging opportunities for investment

Using Visa transactional data and US census demographic data, we want to investigate:

SMB Affinity Index

SMB Affinity Index is a proxy for how likely households in a metro are to spend at an SMB compared to a large business

Key questions

Using Visa transactional data and US census demographic data, we want to investigate:

- Where in the US is the most potential for increasing SMB revenue growth?
- How can Visa help unlock that growth?
- How can Visa make the discussion about SMBs more approachable?

K-Nearest Neighbor model for US county features provides targeted insights

Where and how to unlock SMB growth

Drivers:

- Walkable areas
- High income
- High education
- Young population
- Tech-savvy

Example: Boston

Detractors:

- Low population density
- Senior population
- Non-diverse population

Example: Detroit

Our model shows Visa where and how to improve SMB revenue growth in the US

SMB revenue growth improvements of up to 85pp serve as targeted opportunities for investment and policy work with local leaders

SMB Affinity Index gives Visa a standardized way to report on SMB success in publications and public policy initiatives on Capitol Hill