DANA is a fintech company offering online and offline payment solutions in Indonesia. DANA’s app offers bill payment, digital goods, money transfers, and QR payment.

As a payment platform, DANA powers millions of transactions each day across thousands of online and offline brick-and-mortar merchants in Indonesia, serving over 30 million users.

**Payment Company Background**

**“Merchant Platform” Project Objective**

Determine best practices for a self-service merchant platform that offers:
1. Merchant registration
2. Merchant analytics
3. Merchant advertising tools

DANA and MIT Team goals:
1. # of self-registered merchants
2. # of merchants that actively use DANA’s analytics tools
3. # of merchants that use DANA’s advertising platform

**Output**

**Data/Analytics and Monetization Strategy**

Determined what data needs to be collected in order to create value-add features for merchants

- Data – Merchant/User/Transaction
  - Customer Segmentation
  - Personalization
  - Monetization

Met with merchants to understand willingness to pay:

- PHD
- FORE
- RANCH MARKET
- Carls Jr.
- Caribou

**Self-Service Advertising Platform**

Created wire frames for the self-service advertising tool

**Self-Service Loyalty Platform**

Created wire frames for the self-service loyalty program

Researched and presented on:
- Industry conversion ratios
- Cash balance to cover rewards
- Pricing models