

PhonePe Transaction Geo-Visualization

By using EDA, Visualization we have done Geo-Visualization of PhonePe Transaction which comes under the domain of Fintech.

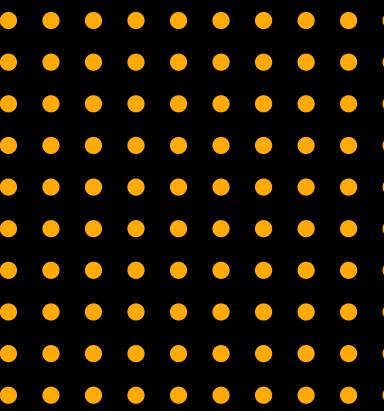
Team Members: (SQUAD-D5)

- Reshma Nambiar
- Akash Kumar
- Nikhilesh Kannan



We have done following steps:

- ✓ Load json
- ✓ Convert into correct DataFrame
- ✓ Cleaning
- ✓ Exported as csv
- ✓ Done Geoplot and EDA in plotly
- ✓ Done Geoplot and EDA in Datastudio



Work — Done by us:

PhonePe Transaction Geo-Visualization

Done most of Data conversion, Cleaning

Done most of the conversion from json to csv by herself. Also helped in EDA and cleaning of the data.

Reshma Nambiar

SQUAD-D504

Manage EDA, Geoplot and Slides

Done most of the EDA part and completed making presentation as well as geoplots.

Akash Kumar

SQUAD-D501

Combined both work together

After combining all the converted and cleaned data with EDA and geo plot we create separate visual plots.



Tools Used

In this Datathon we have used mainly 3 tools

Python Usage

- ✓ Data Conversion
- ✓ Data Cleaning
- ✓ Data Visualisation
- ✓ Pandas for Managing Data

Data Studio Usage

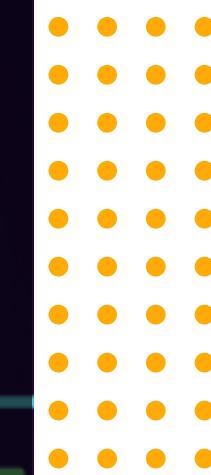
- ✓ Data Visualisation
- ✓ Geoplot
- ✓ Bar chart
- ✓ Pie chart

Canva Usage

- ✓ For presentation

4 takeaway form the whole project:

We can conclude these 4 things from the project:



Year by Year Growth

Phonepe transaction amount and valuation significantly increased from 2018 and continue to increase.

Segregation on map:

We can also notice on geoplot that in some states the phonepe transactions are significantly high as compared to others.

Transaction amount vs volume

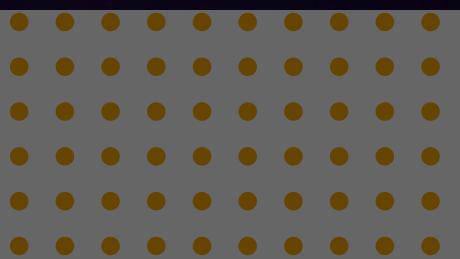
We can also notice that here transaction volume are growing significantly more than transaction amount

EDA

With all the visualization from EDA and Geoplot we can see a clear trend of growth..

Conclusion and Future Prospects

- PhonePe has highly evolved in a short span of time
- Urban areas are seen to be more concentrated. A huge market share from the rural areas can be captured for expansion
- Number of registered users also see a consistent growth.
- The majority of transactional volume comes from peer-peer payments
- Other payment segments can be explored and expanded.
- Extreme north and east regions are the least penetrated.





Thank You

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