

Transaction Amount

345.52T

Transaction Count

235bn

Registered Users

38bn

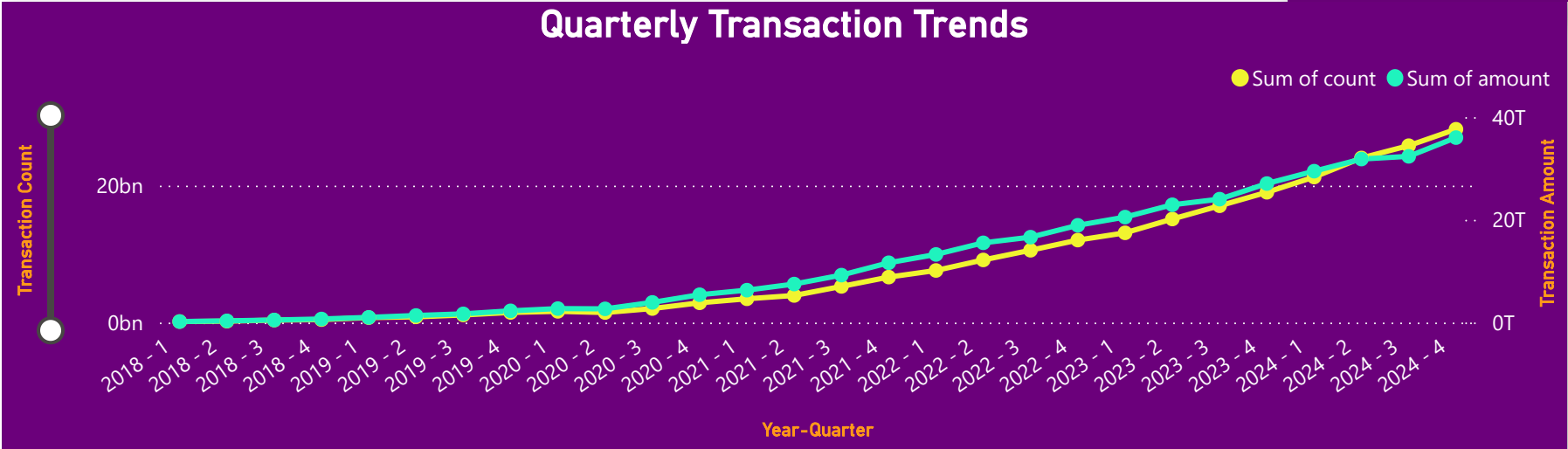
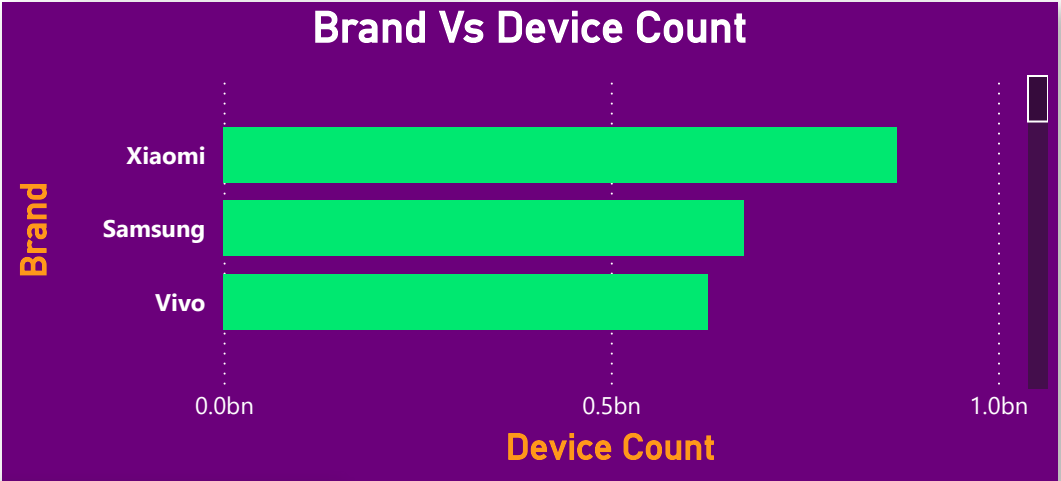
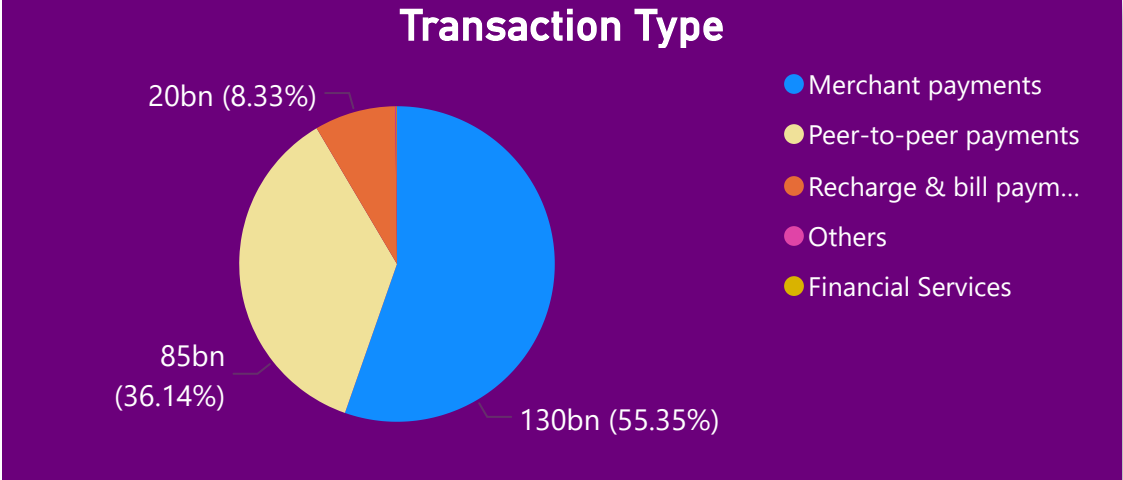
PhonePe Pulse Dashboard

Insurance Count

15M

Insured Amount

20.02bn



PhonePe Pulse Data Analysis
Dashboard - Created with
Power BI

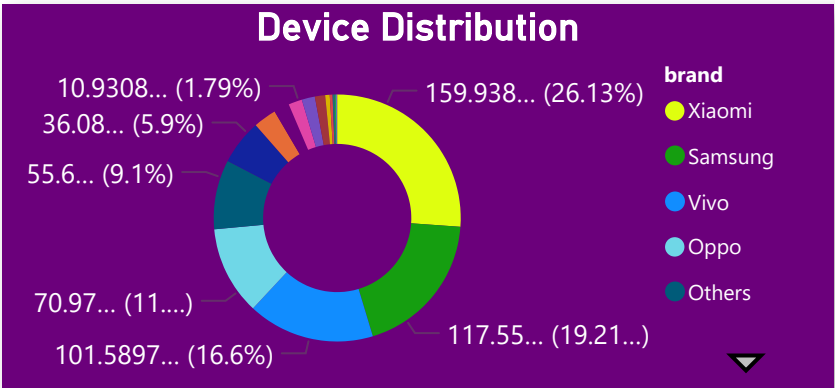
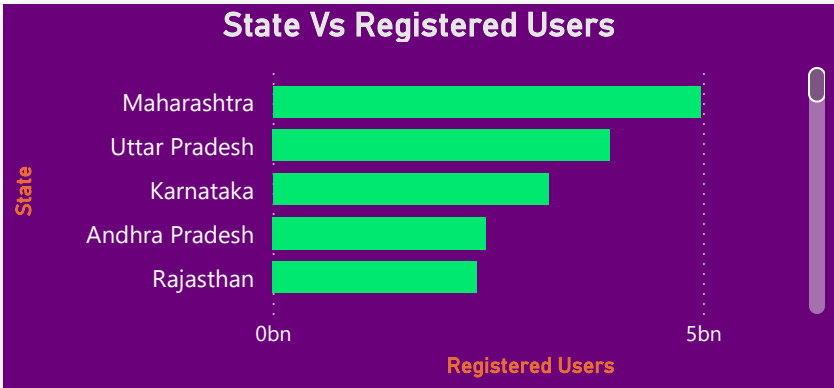
Created by: BALAJI K

Registered Users
38bn

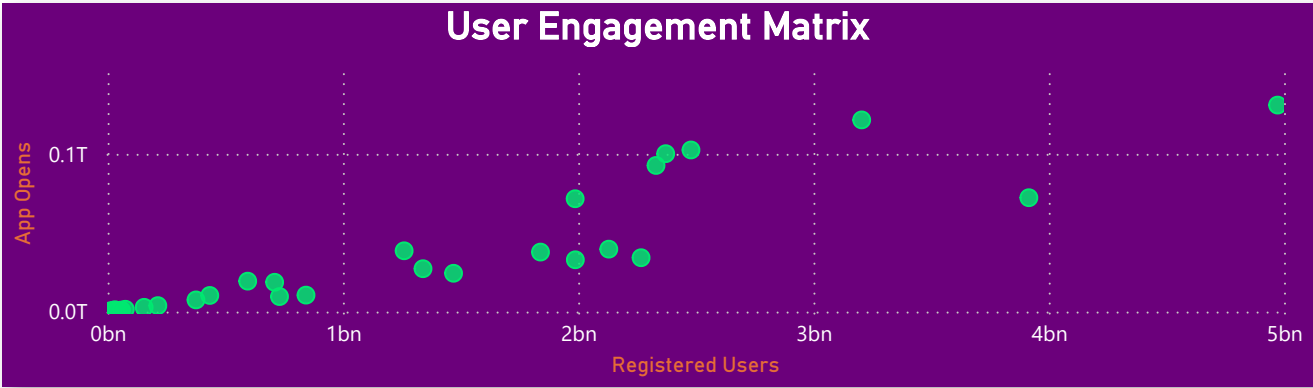
User Engagement and Growth Strategy

Engagement Score
18.70

App Opens
1T



App Opens per User
26.71



Total Device Count
3bn

Average Device Percentage
9.09%

QoQ User Growth
6.21%

Business Insights: Strong user engagement (26.71 app opens per user) indicates excellent retention despite limited market penetration (9%), with 6% quarterly growth signaling positive momentum across brands, suggesting priority focus on expanding

state

All

Insurance Engagement Analysis

Time -Period

All

Quarter Avg Amount

5.00bn

Insurance Count

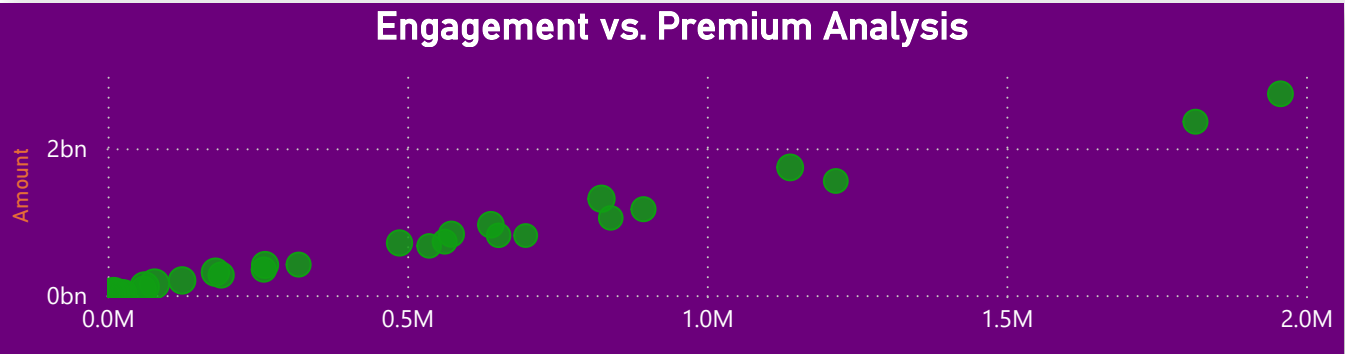
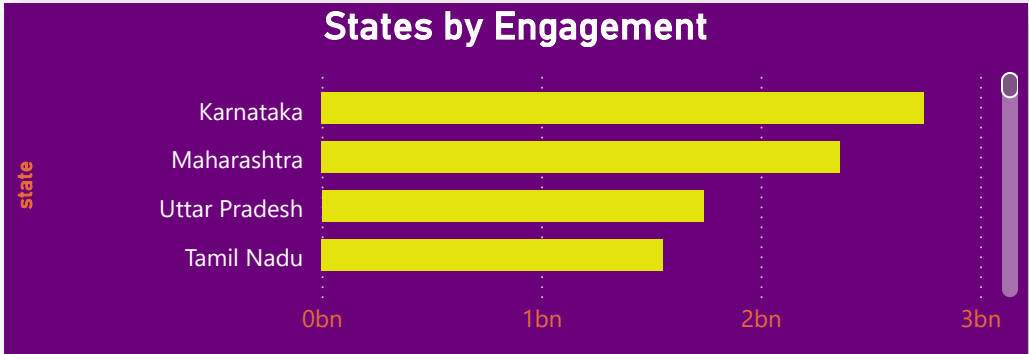
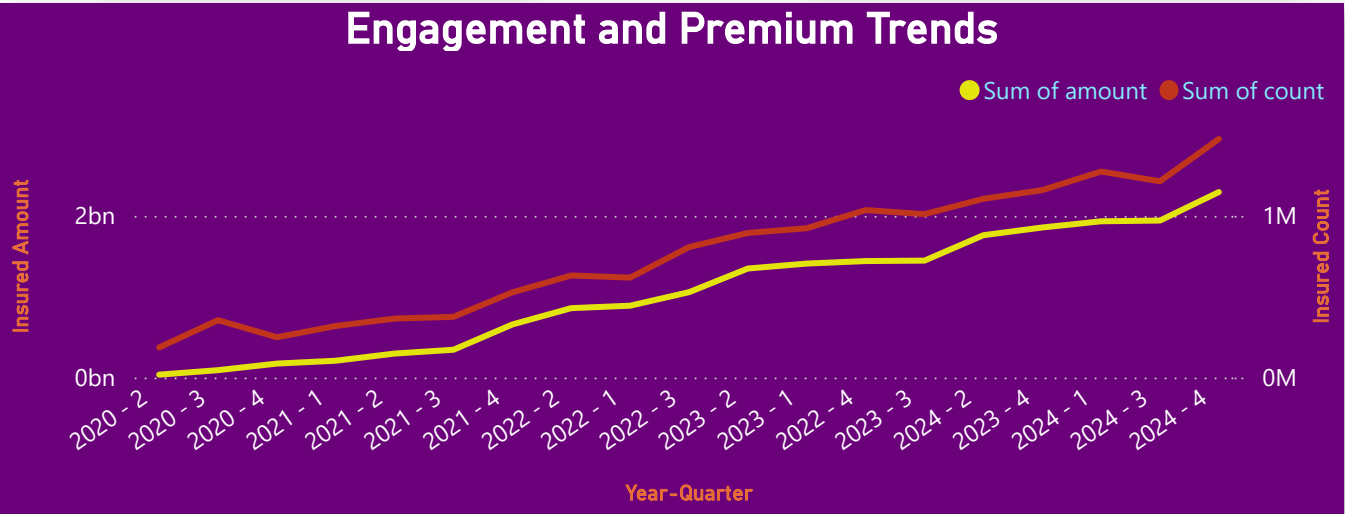
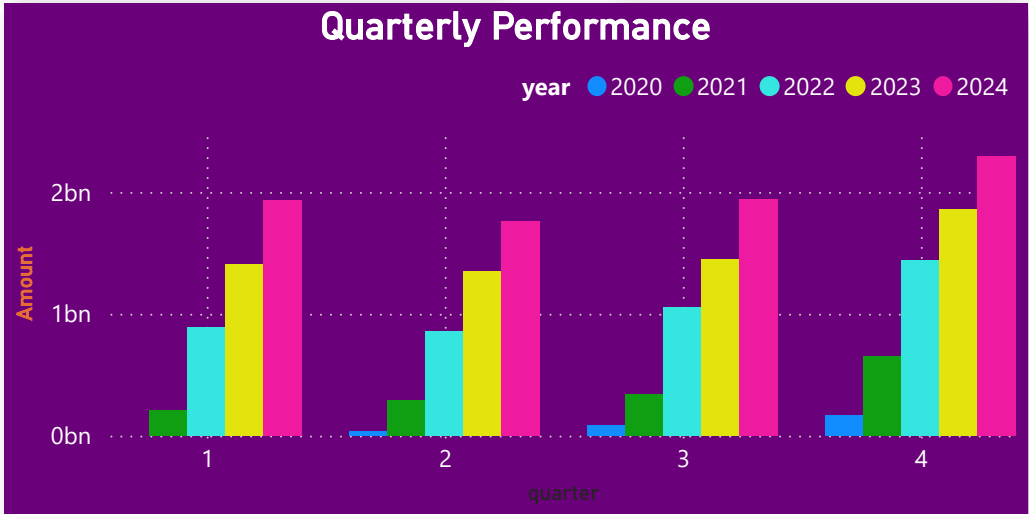
15M

Insurance Amount

20.02bn

Engagement Value (Avg)

1.38K



Insights: Insurance activity is concentrated in five states—Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu, and Kerala



District

All

Transaction Analysis Across States and Districts

state

All

Time Period

All

Avg Transaction Value

1.47K

Active Districts

843

Active States

36

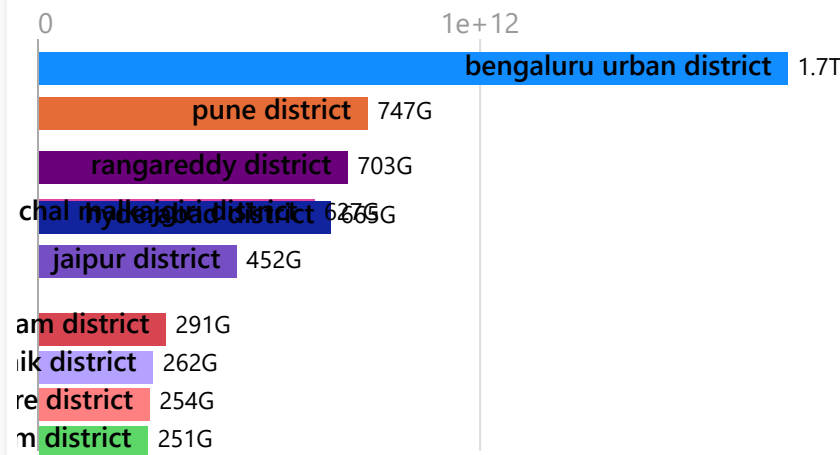
Transaction Count

235bn

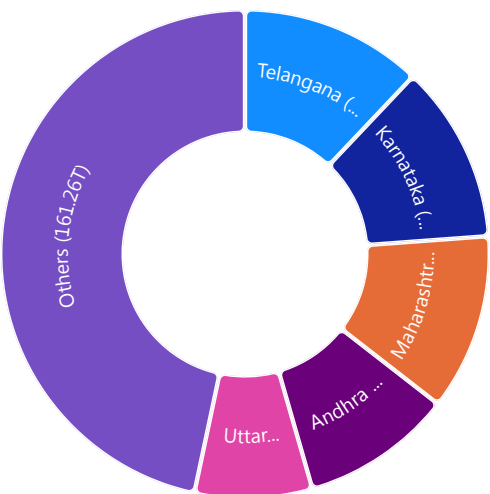
Transaction Amount

345.52T

Transaction Amount By District



Transaction Amount and Avg Transaction Value By State



State Telangana Karnataka Maharashtra Andhra Pradesh Uttar Pradesh Others

Strategic Insights:

- **Success Concentration:** Tech-hub metros (Bengaluru, Hyderabad, Pune) lead performance

State

All

District

All

User Registration Analysis

Time Period

All

Registered Users

9bn

App Opens

402bn

Registration Rate

2.20%

State Rank by
Registration

1

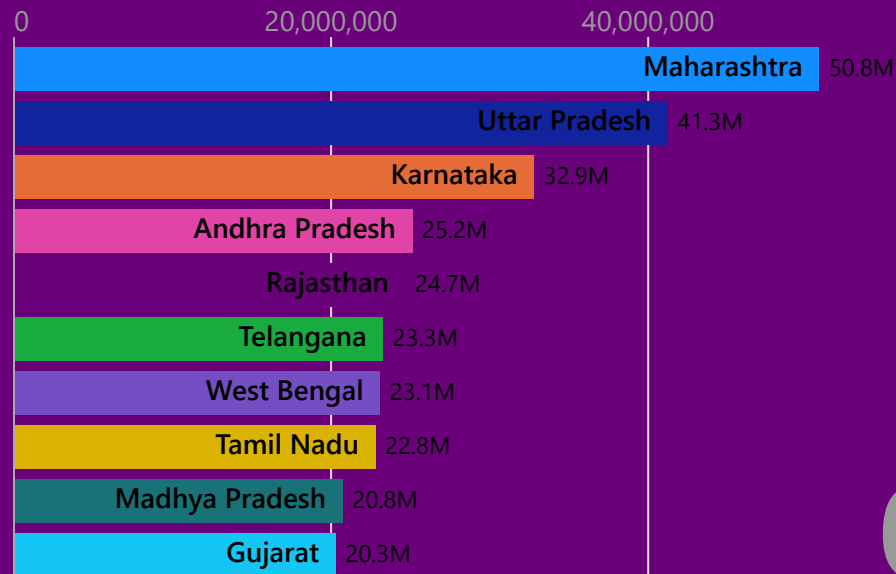
Registration Performance

Average (1-3%)

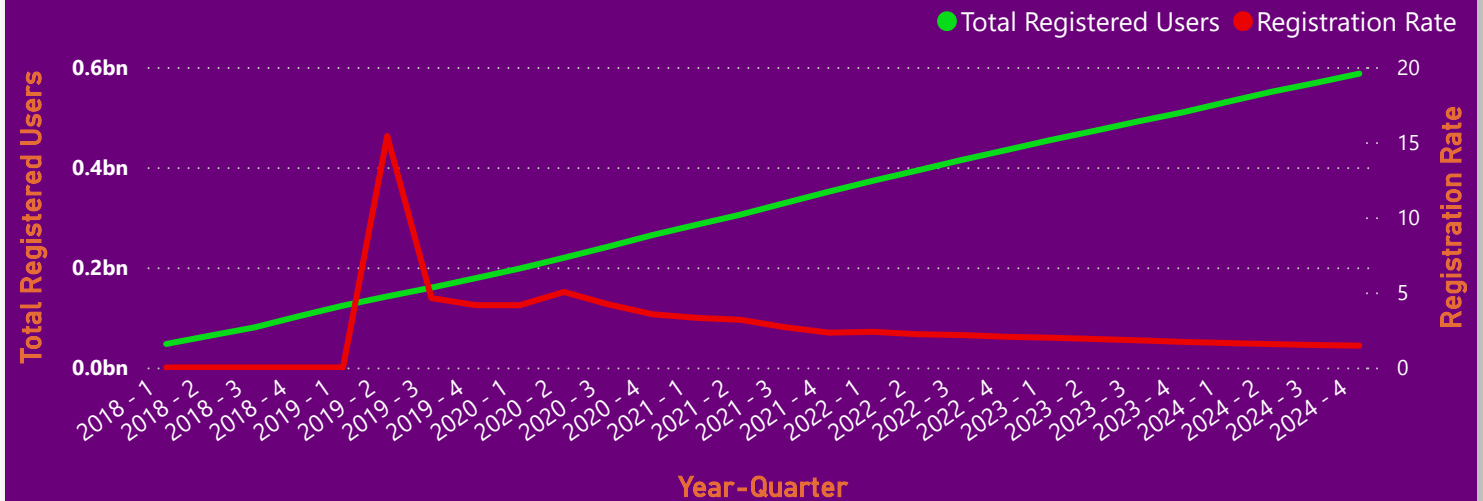
Registration
Efficiency

10.52M

Registered Users by State and Time Period



Total Registered Users and Registration Rate by Year-Quarter



💡 Big Opportunity:

"Improving registration rate from 2.20% to 5% = 2.5x more users instantly"

Average Transaction

1.47K

Decoding Transaction Dynamics on PhonePe

Total Amount

345.52T

Time Period

All

Most Popular Category

Merchant payments

Total Count

235bn

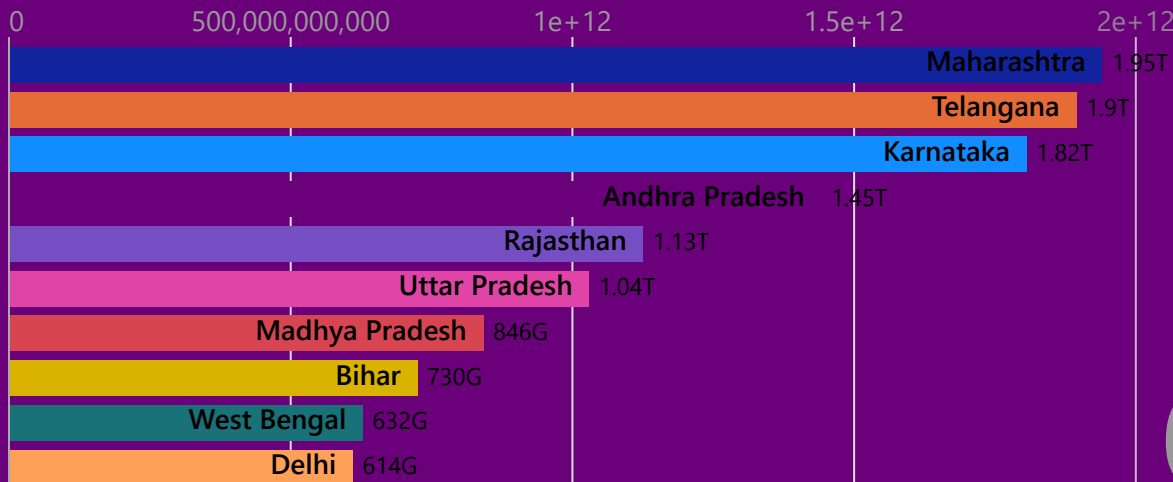
transaction_type

All

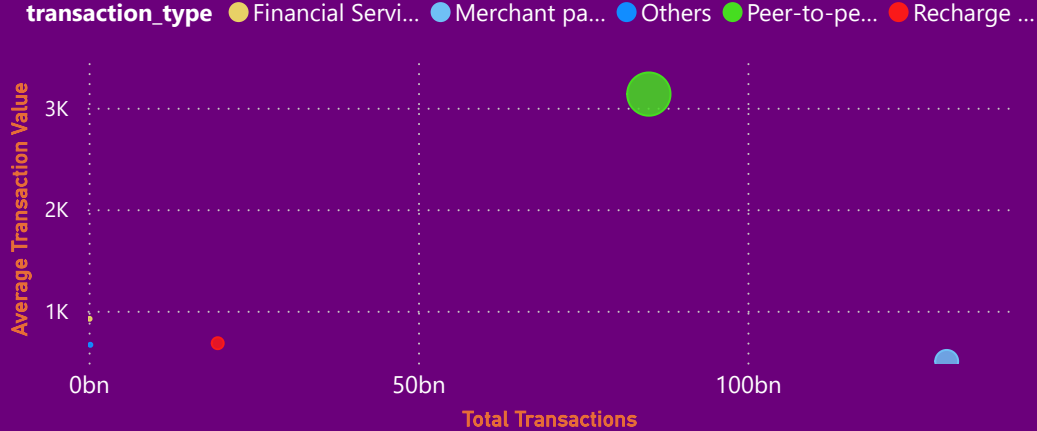
state

All

State-wise Transaction Trends



Transaction Volume vs Value Analysis



Opportunity Markets: Lowest Transaction Volume States



Key Insights:

Digital Commerce Leadership: Average transaction of ₹1.47K with Merchant Payments dominating indicates PhonePe