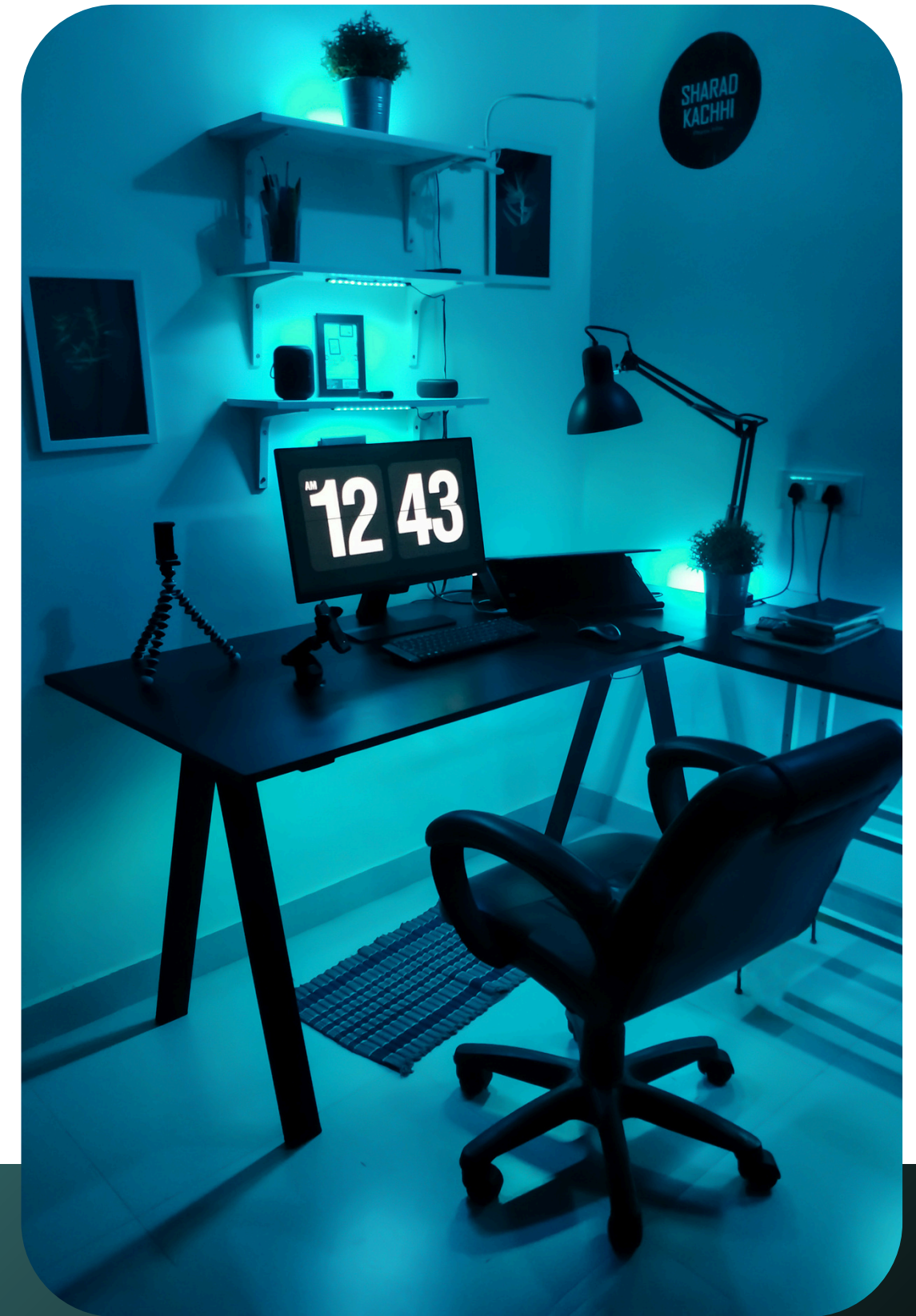# PHONEPE TRANSACTION INSIGHTS

PROBLEM STATEMENTS

•UNDERSTANDING PHONEPE TRANSACTIONS:
ANALYZE TRANSACTION DATA ACROSS GEOGRAPHIES TO EXTRACT REGIONAL USAGE TRENDS.

•UNCOVERING GROWTH PATTERNS:
HIGHLIGHT HOW TRANSACTION TYPES AND VALUES VARY WITH DEMOGRAPHICS AND TIME

INTRODUCTION

PROJECT PURPOSE

To analyze digital transaction data from PhonePe pulse and derive key insights.

ANALYTICAL FOCUS

Explore trends in transaction volumes, insurance growth, and user activity.

PROJECT OBJECTIVE

01 State & District Transactions

Analyze transaction volume and value trends across various Indian states and districts.

02 User Metrics & App Usage

Examine user registrations and app usage statistics to understand engagement patterns.

03 Insurance Growth Mapping

Assess the expansion of digital insurance adoption within the PhonePe ecosystem.

04 Regional Leaders Visualization

Visualize top-performing regions using dashboards and comparative analytics.

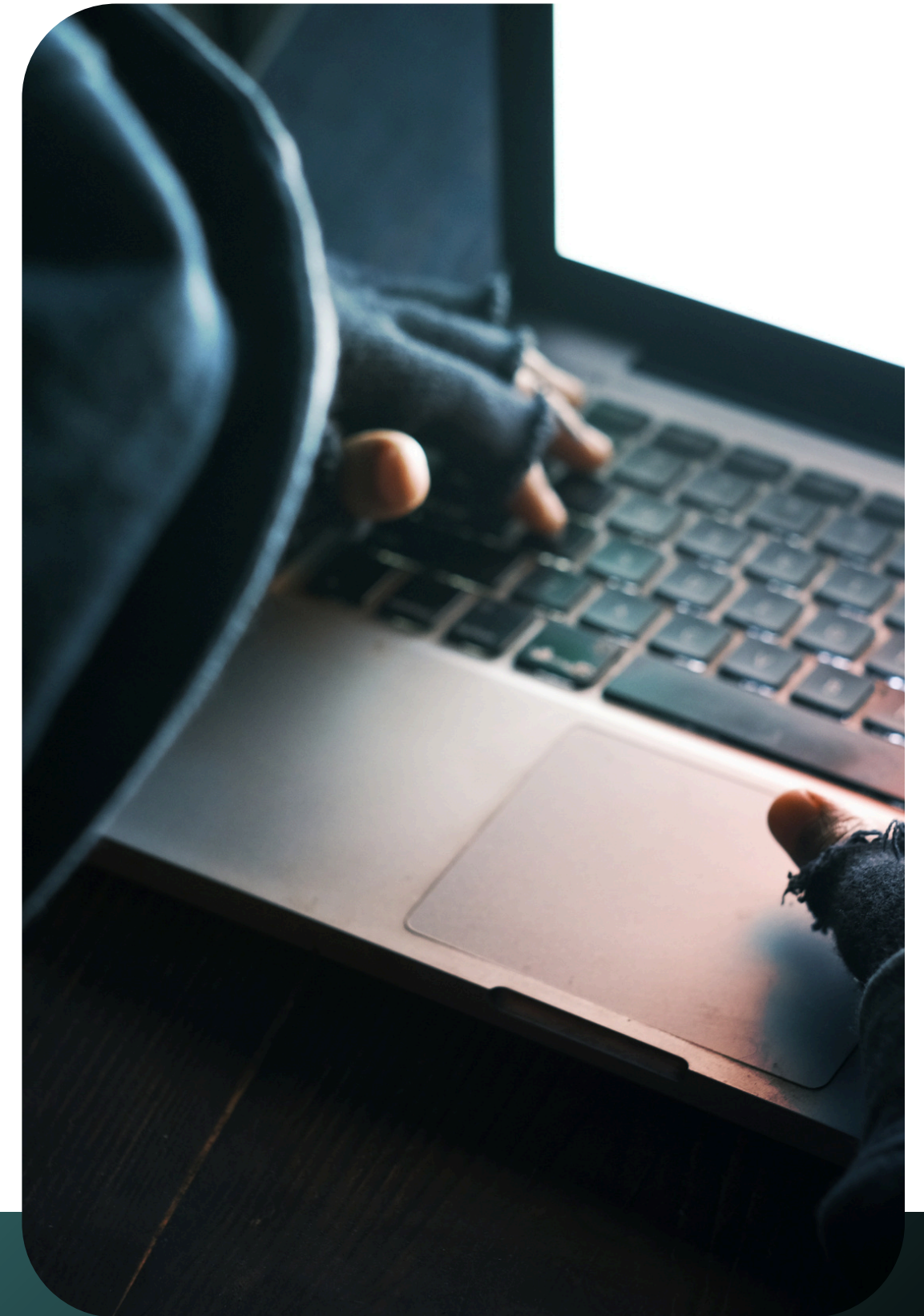# TOOLS & TECHNOLOGIES

PYTHON

Core scripting for data extraction, transformation, and analysis.

MYSQL

Used for storing structured transaction data and executing queries.

STREAMLIT

Interactive web framework for building real-time dashboards.

THANK YOU.....