# **Phonepe Pulse Analysis**

# User Engagement and Growth Strategy

**Scenario**

PhonePe seeks to enhance its market position by analysing user engagement across different states and districts. With a significant number of registered users and app opens, understanding user behaviour can provide valuable insights for strategic decision-making and growth opportunities.

**Observations :**

**Higher – Usage Areas :**

* Karnataka and Maharashtra has more registered users of phonepe since the areas are well developed and have sufficient cash flow.
* There are more than 1 Cr users in the states.
* Even though Bengaluru Urban district have gained more App opens [10Cr] in the 2022 – final quarter, they have lost them in the next year.
* It took one more year to gain those count in the 2024 – final quarter.

**Mid – Usage Areas :**

* Tamilnadu , UP and some central India states have their users count and app opens count in a significant manner.
* But there is a stagnant stage observed in the registered users, which indicates that if we provide necessary Ads and clear vision to the people in that area, we may some possible changes in the upcoming years.

**Least – Usage Areas :**

* Least users are observed in the remote areas like Andaman& Nicobar, Uttarakhand amd some parts of East India where their user count is below 10K.
* This is due to, they are not familiar with these type of new transactions and some trust issues.
* Somehow in the remote areas there is a chance of poor network issues which leads them not showing interests in our system.

## Insurance Engagement Analysis

Scenario :

PhonePe aims to analyse insurance transactions across various states and districts to understand the uptake of insurance services among users. This analysis will provide insights into user behaviour, market demand, and potential areas for growth in insurance offerings.

**Observations :**

* From the data we can make a analysis that Highly populated states have more number of insurances and respective app opens. Other states have the counts but in the smaller.
* Initially until the first quarter of 2019, the number of app opens is NIL according to the data. It implies that the users have more active from the second quarter of 2019.
* It gives the gradual increases in the users count and app opens.

**Analysing Tips to improve :**

* + - We can make a note that East India have some lagging in the users and app opens count. We should make necessary ideas to increase the count and to give them our service in the best manner.
* There's a significant digital gap in insurance services adoption in UTs and Northeast regions.
* These regions may face issues like digital infrastructure, awareness, or insurance literacy.
* If we introduce some offers and discounts to these states, we have the possibility to increase the counts.

**To Strengthen the Developed States :**

* + - States with higher App opens are active in the insurance counts and they contribute the strength.
    - We can arrange campaigns to increase the counts and make helps to multiply the users count.

**Ideas** :

PhonePe can collaborate with local organisations and dealers in low-performing regions and make the promotions.

# Transaction Analysis Across States and Districts

**Scenario :**

PhonePe is conducting an analysis of transaction data to identify the top-performing states, districts, and pin codes in terms of transaction volume and value. This analysis will help understand user engagement patterns and identify key areas for targeted marketing efforts.

**Major Transaction Areas:**

* + - Karnataka, Maharashtra, West Bengal, Andhra Pradesh states are holding the highest values in the transaction amount. These states have more digital payments usage.
    - We can introduce referrals offers to improve the transactions from lagging and it is necessary to analyse the competition in the market with the other companies.
    - In some of the states we can see the decrease and increase of transactions amount in the same year in different quarters. It implies that we have to give more contributions in all the states irrespective of the amounts.

**Least - Transaction Areas:**

Union Territories and Islands , some of the states – Mizoram and Sikkim holds least transactions values. Islands have lower population than the other UTs. East Indian states [7 Sisters] are less interactive with other central states.

Their total contributions are less than 1 Trillion cumulatively. Islands are having lower population density than the UTs. This is the factor we need to consider in the Andaman and Lakshadweep islands.

**Strategies to Improve :**

* Distribute simple educational materials in local languages (video, flyers, WhatsApp forwards).
* Use influencers and local radio to debunk digital transaction myths.
* Collaborate with telecom providers to boost network and 4G availability.
* Collaborate with local businesses for PhonePe-only discounts

# User Registration Analysis

**Scenario :**

PhonePe aims to conduct an analysis of user registration data to identify the top states, districts, and pin codes from which the most users registered during a specific year-quarter combination. This analysis will provide insights into user engagement patterns and highlight potential growth areas.

**Key Areas with High Potential :**

* + - States like Chhattisgarh, Madhya Pradesh and Jharkhand are having high potential to increase the User counts. Because they are surrounded by well developed states in the User counts like Maharashtra, Karnataka, Uttar Pradesh and West Bengal.
    - These people have their surroundings with good number of users, if we give proper communication and help to clear their doubts regarding the products there is a possibility of reach our potential.
    - Since the states are nearby the people are easily interactive and its possible to deliver the products.

**Areas to be concentrate :**

* + - North Indian States, East Indian States are lowly concentrated in the User Registration Analyisis.
    - We can see the low level of increment throughout the years in all quarters, they are having potential to grow.

**Overall Analysis :**

* + - From the Line chart we can see the gradual increase in the users count throughout the year from quarters to quarters.
    - There is a slight deviation after 2024 – II Quarter and it reaches the near point at the year end of 2024.
    - Proper Advertise and collaborations make the users countto reach the maximum number.

# Insurance Transactions Analysis

**Scenario :**

PhonePe aims to analyse insurance transactions to identify the top states, districts, and pin codes where the most insurance transactions occurred during a specific year-quarter combination. This analysis will help in understanding user engagement in the insurance sector and informing strategic decisions.

**Year – Analysis :**

* + - Phonepe Insurance transactions are started after the II quarter of 2020.
    - There is an exponential increase in the transactions count from each year to year.
    - Initially the overall percentage is nearly 7.5% now for the previous year its nearly 31%. It shows that the phonepe achieves the count but they need to focus on the core and remote areas too.

**Remote areas :**

* + Nagaland, Mizoram and Andaman, Lakshadweep islands have the lower transactions counts. Some of the states have tribal people with lower literacy rate. If Phonepe considers these areas and introduce offers or coupons respective to the transaction amounts, there will be the consistent growth.
  + These places are attracted to the travellers and if there is a good network connections across the states, it will be easier for them to make the payments easily.
  + It can effortlessly increase the transactions counts.

**Key Areas :**

* + Karnataka, Andhra Pradesh, Maharashtra shows significant contributions in the transactions counts and amounts. Since the people in this states are exposed to the digital payments and it easy for them to purchase anything what they need.
  + By offering the referral bonuses, gift cards and some coupons in other platform purchases , phonepe can stabilize their customers.
  + The happy customers are always loyal to the company by their referrals there will be additional user engagements and payments.