



Transaction Amount

₹ 121.41T

Average Transaction Value

₹ 1.69K

Transaction Count

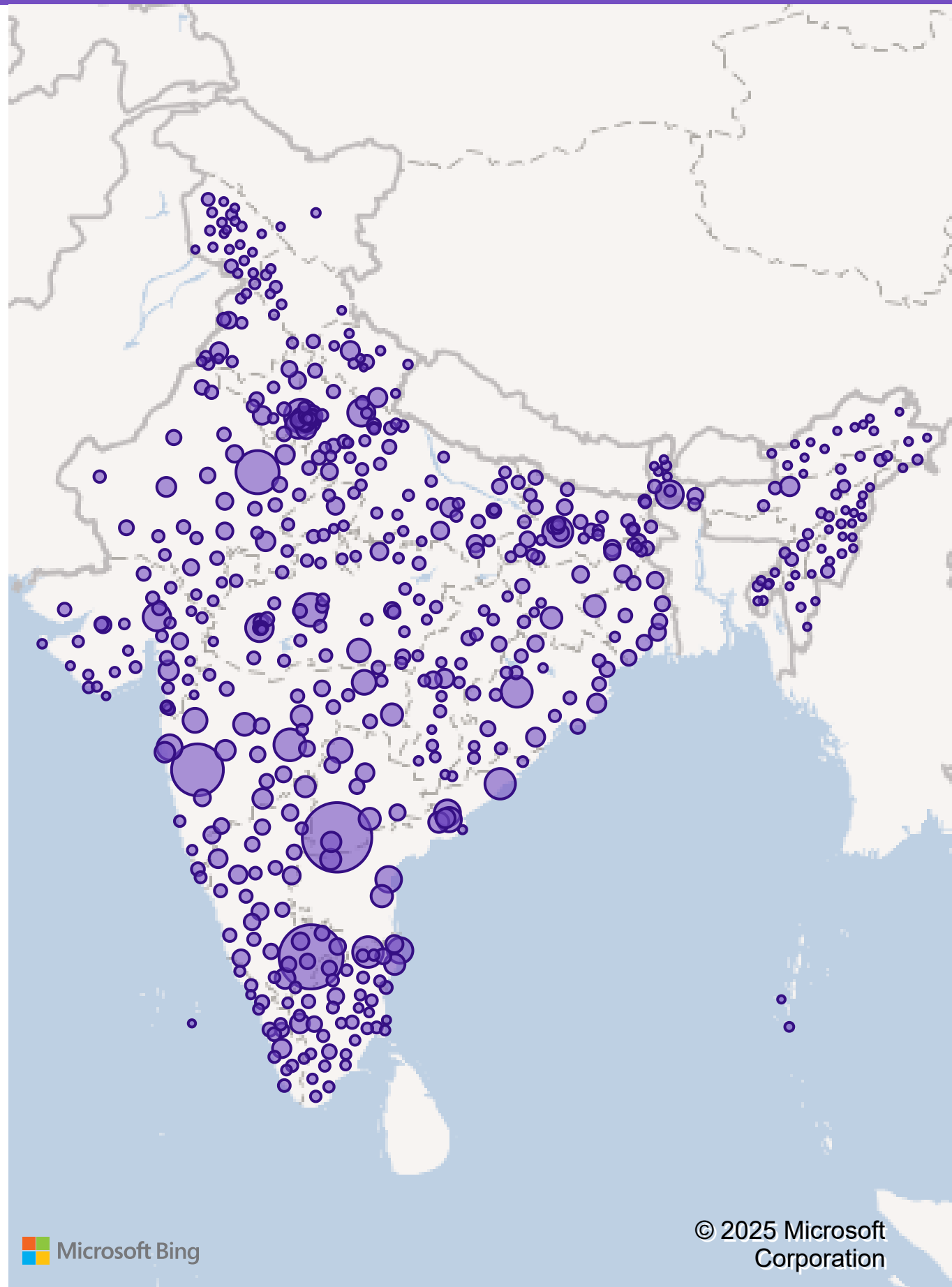
72bn

Top Transaction Type

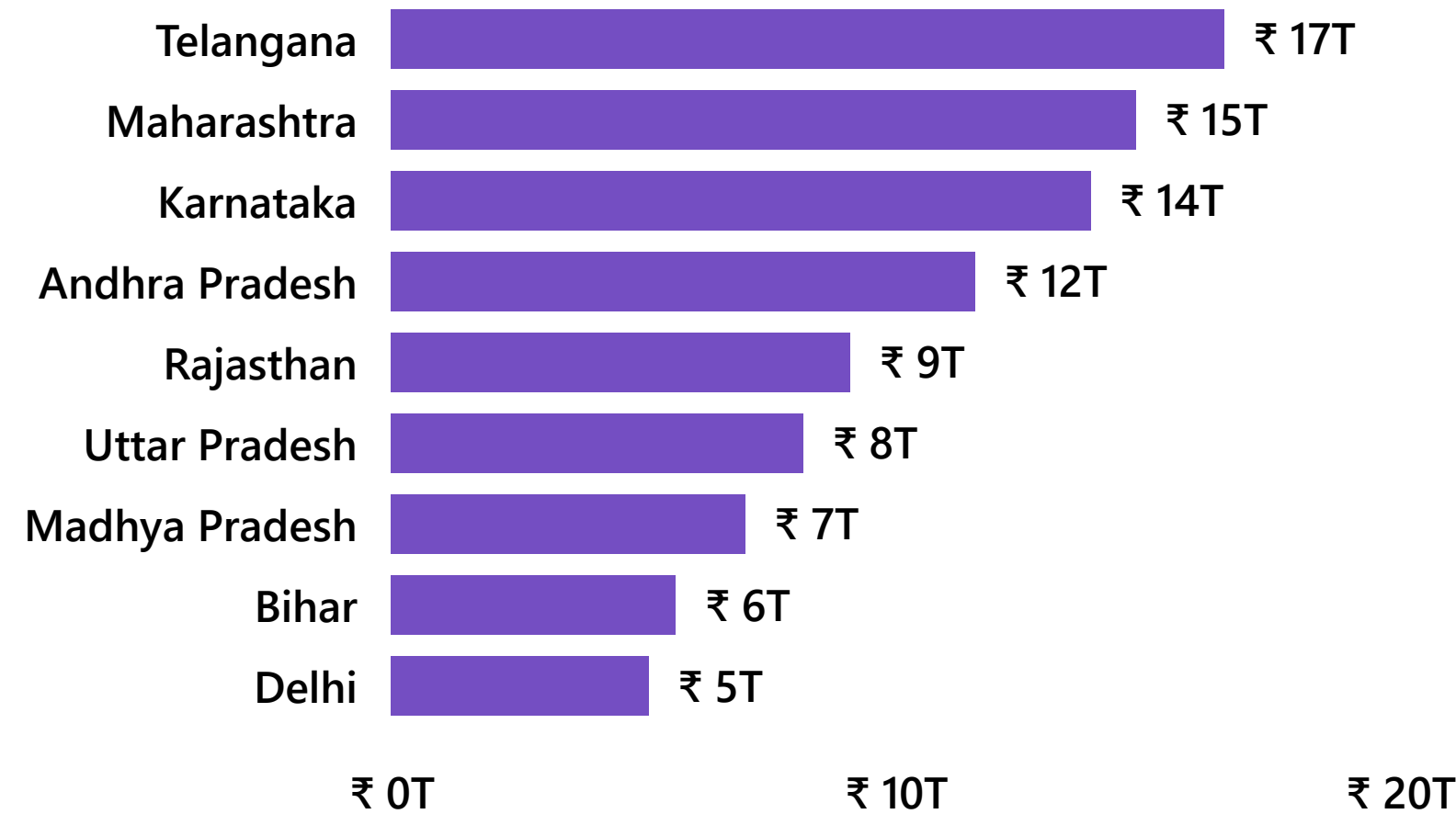
Financial Services

All

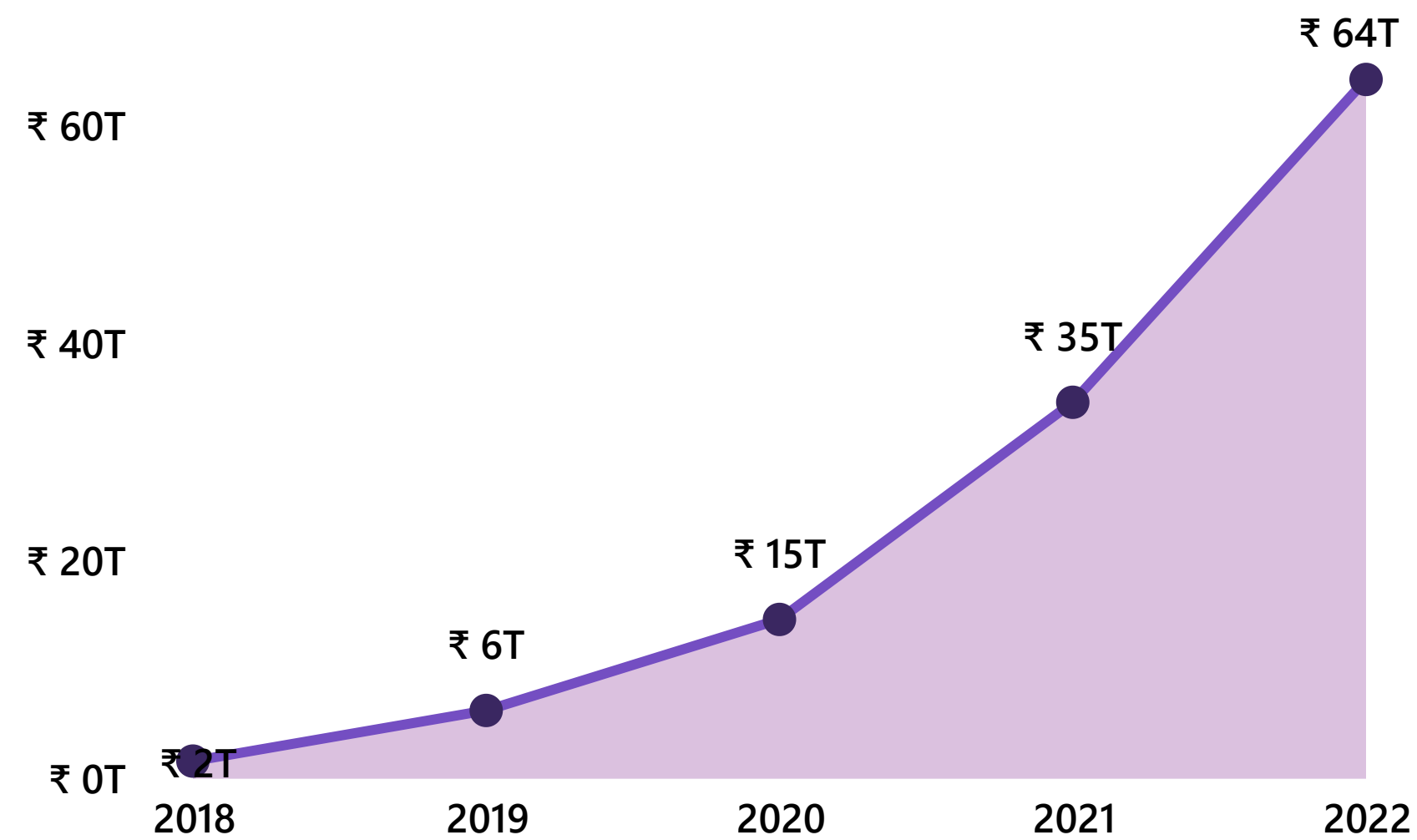
All PhonePe Transactions In India



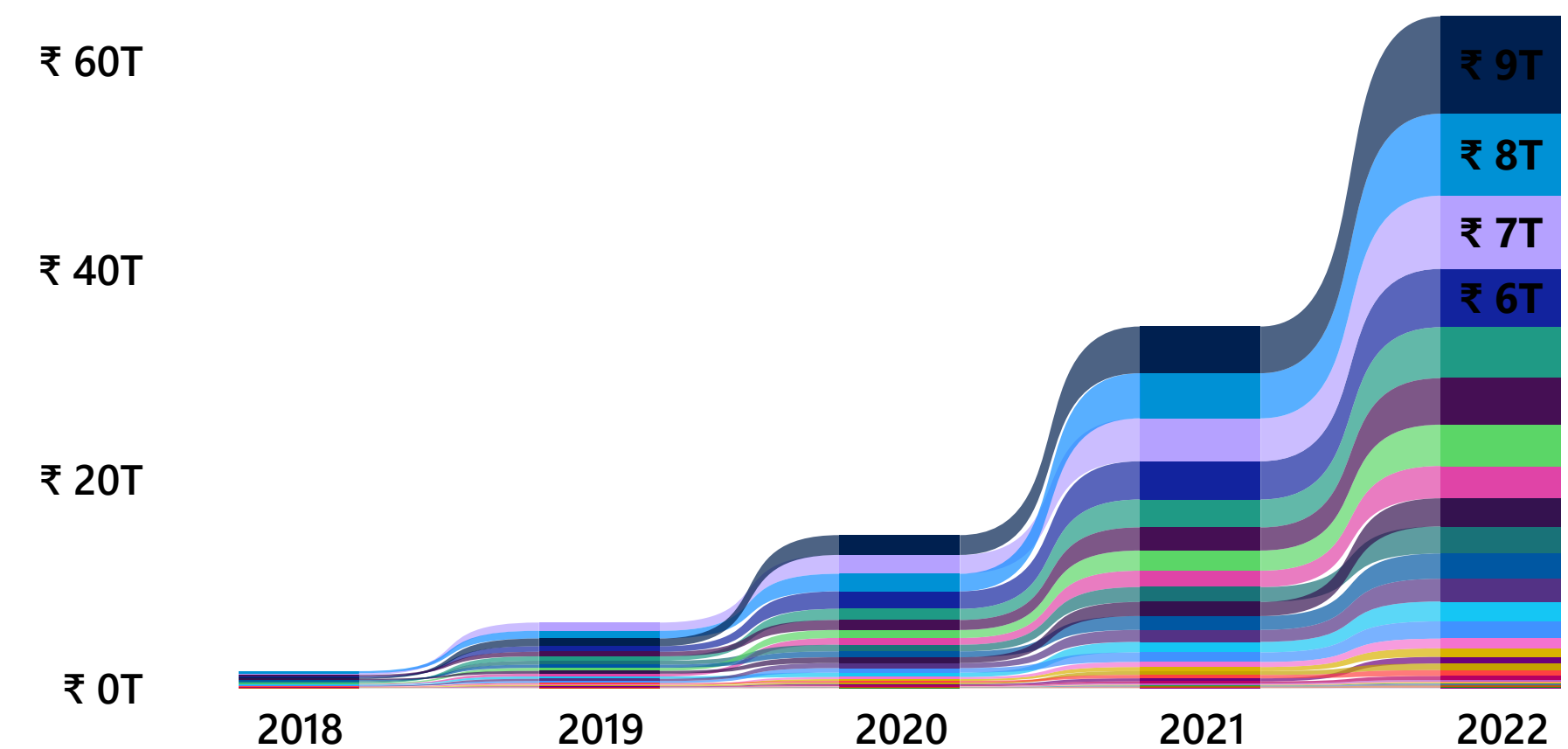
Transaction By State



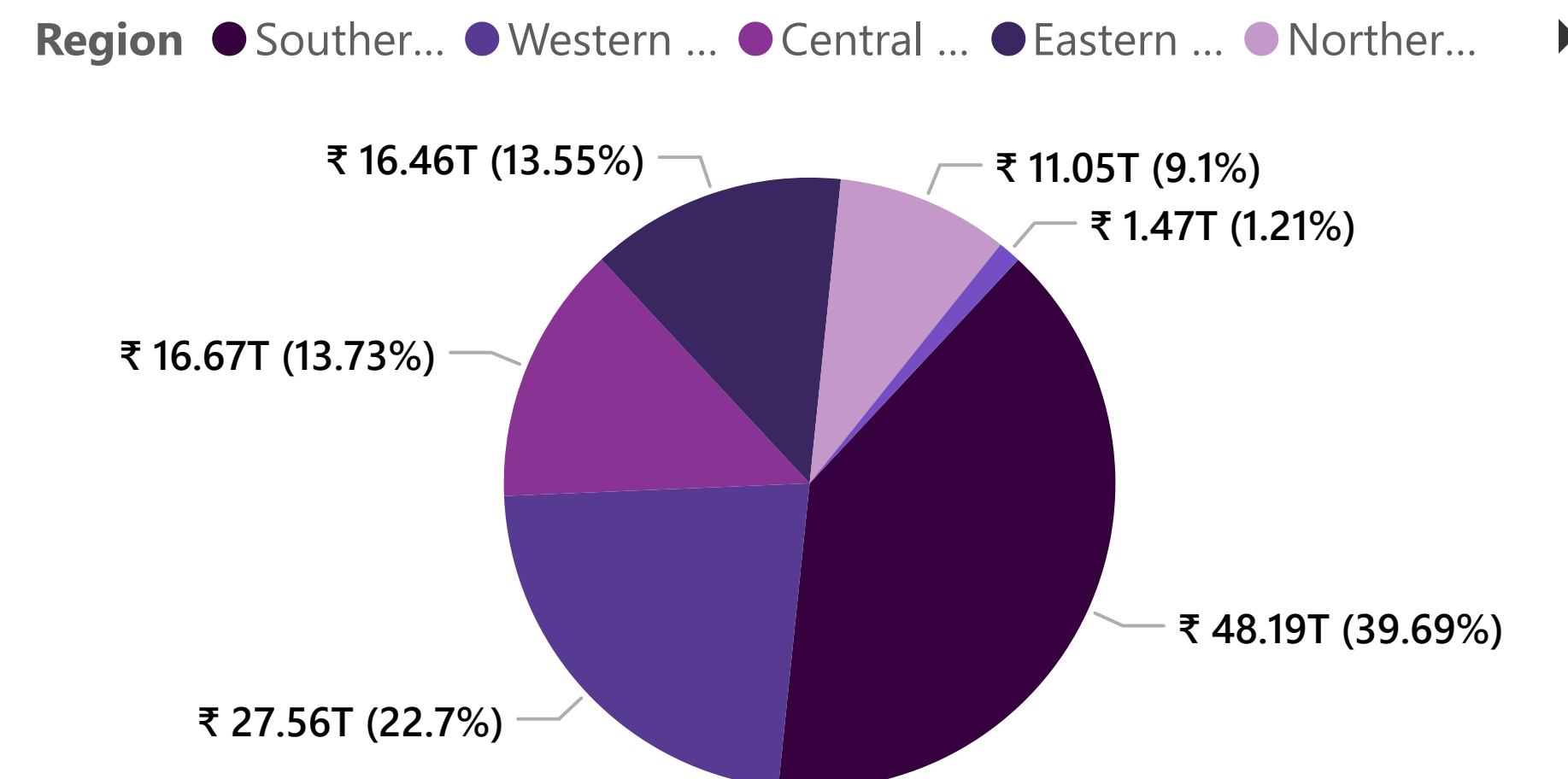
Transaction By Year



Transaction By Year And State



Transaction By Regions



<div>₹ PhonePe</div>	Transaction Amount	Average Transaction Value	Transaction Count	Top Transaction Type
	₹ 121.41T	₹ 1.69K	72bn	Financial Services

Transaction Type	State	Region	Year	Transaction Amount
Financial Services	Andaman and Nicobar Islands	Southern Region	2018	₹ 1,481.4907
Financial Services	Andaman and Nicobar Islands	Southern Region	2018	₹ 10,601.4199
Financial Services	Andaman and Nicobar Islands	Southern Region	2018	₹ 76,035.7877
Financial Services	Andaman and Nicobar Islands	Southern Region	2019	₹ 113,278.9137
Financial Services	Andaman and Nicobar Islands	Southern Region	2019	₹ 116,250.4367
Financial Services	Andaman and Nicobar Islands	Southern Region	2018	₹ 121,336.0271
Financial Services	Andaman and Nicobar Islands	Southern Region	2019	₹ 158,857.9432
Others	Andaman and Nicobar Islands	Southern Region	2018	₹ 184,689.8663
Financial Services	Andaman and Nicobar Islands	Southern Region	2020	₹ 208,231.7307
Others	Andaman and Nicobar Islands	Southern Region	2019	₹ 232,624.7599
Others	Andaman and Nicobar Islands	Southern Region	2019	₹ 263,177.5944
Financial Services	Andaman and Nicobar Islands	Southern Region	2019	₹ 295,937.2111
Others	Andaman and Nicobar Islands	Southern Region	2020	₹ 313,313.0646
Others	Andaman and Nicobar Islands	Southern Region	2018	₹ 314,343.3941
Others	Andaman and Nicobar Islands	Southern Region	2020	₹ 332,393.192
Others	Andaman and Nicobar Islands	Southern Region	2018	₹ 359,838.5054
Merchant payments	Andaman and Nicobar Islands	Southern Region	2018	₹ 452,507.1686
Others	Andaman and Nicobar Islands	Southern Region	2018	₹ 468,266.0607
Others	Andaman and Nicobar Islands	Southern Region	2019	₹ 497,094.6484
Others	Andaman and Nicobar Islands	Southern Region	2020	₹ 539,449.7722
Others	Andaman and Nicobar Islands	Southern Region	2019	₹ 671,471.2226
Financial Services	Andaman and Nicobar Islands	Southern Region	2020	₹ 706,932.1397
Financial Services	Andaman and Nicobar Islands	Southern Region	2020	₹ 961,836.713
Merchant payments	Andaman and Nicobar Islands	Southern Region	2018	₹ 1,024,491.0134

Recommendations for Improvement

Optimize Strategies in High-Transaction States-

- Focus marketing and business strategies on states like Telangana, Maharashtra, and Karnataka to leverage high transaction volumes.

Enhance Financial Services-

- Invest in innovative digital payment solutions to meet the growing demand in the financial services sector.

Expand to Underrepresented Areas:

- Explore opportunities in regions with lower transaction densities to capture untapped markets.

Monitor and Adapt to Trends:

- Regularly analyze transaction trends and adapt strategies to maintain the positive growth observed from 2018 to 2022.

Leverage Location Data for Targeted Marketing:

- Utilize location-based transaction data to tailor marketing campaigns and business strategies effectively.

By implementing these recommendations, businesses can optimize their operations, target the right markets, and enhance their financial services offerings.