

PhonePe

TRANSACTION INSIGHTS

PROJECT

**PRESENTED BY**

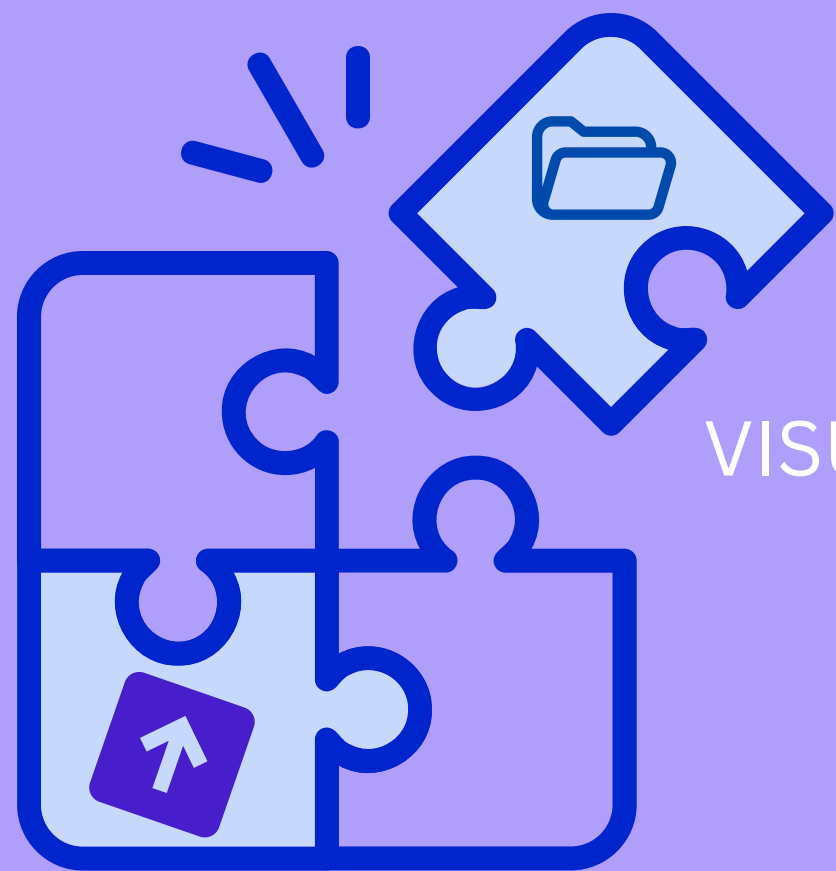
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# PROBLEM STATEMENT



## UNDERSTANDING PHONEPE TRANSACTION:

VISUALISE AND ANALYZE TRANSACTION DATA ACROSS GEOGRAPHIES TO EXTRACT REGIONAL USAGE TRENDS.



## UNCOVERING GROWTH PATTERNS:

FINDS AND HIGHLIGHTS TRANSACTION TYPES AND VALUES WITH DIFFERENCE IN TIME AND DEMOGRAPHICS



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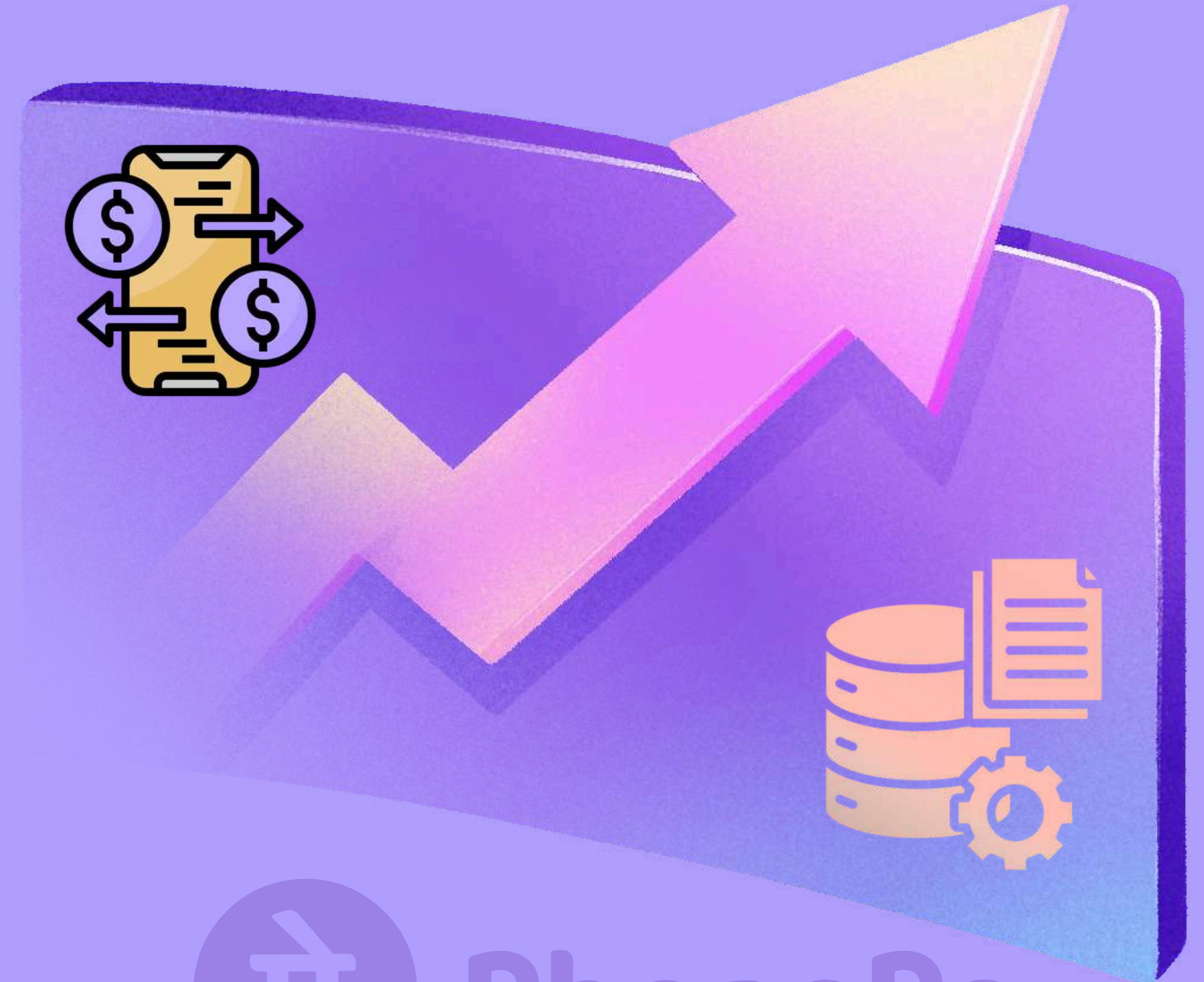
# ANALYTICAL FOCUS

PHONEPE TRANSACTION INSIGHTS PROJECT  
PURPOSE IS TO ANALYZE DIGITAL TRANSACTION  
DATA AND EXPLORE TRENDS IN TRANSACTION  
VOLUMES, INSURANCE GROWTH AND USER  
ACTIVITY FROM PULSE DATA AND DRIVE KEY  
INSIGHTS



## OBJECTIVES

- ◆ STATE AND DISTRICT TRANSACTIONS
- ◆ USER METRICS AND APP USAGE
- ◆ INSURANCE GROWTH MAPPING
- ◆ REGIONAL LEADERS VISUALIZATION



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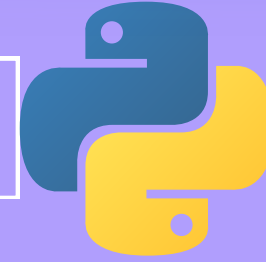




# TOOLS AND TECHNOLOGY



PYTHON



- DATA EXTRACTION, TRANSFORMATION AND ANALYSIS

MY SQL



- EXECUTING QUERIES TO CREATE TABLES FOR STORING TRANSACTION DATA

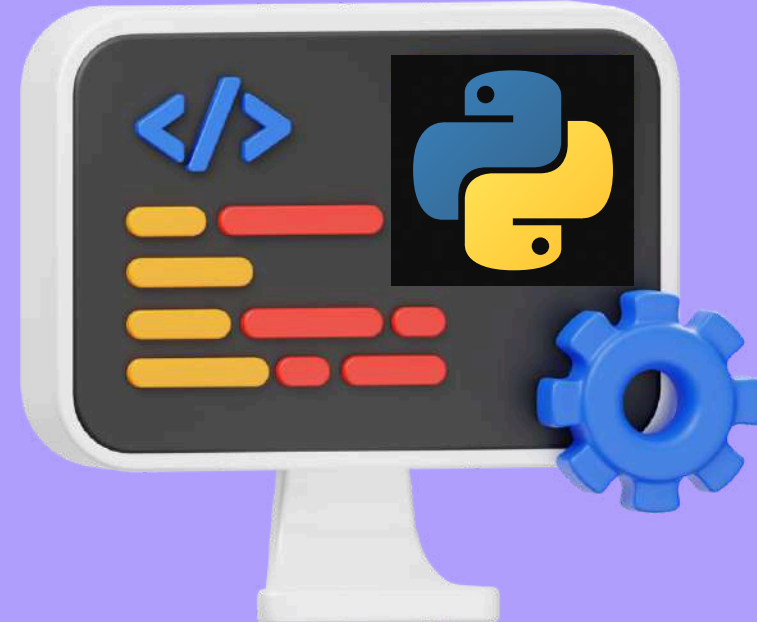
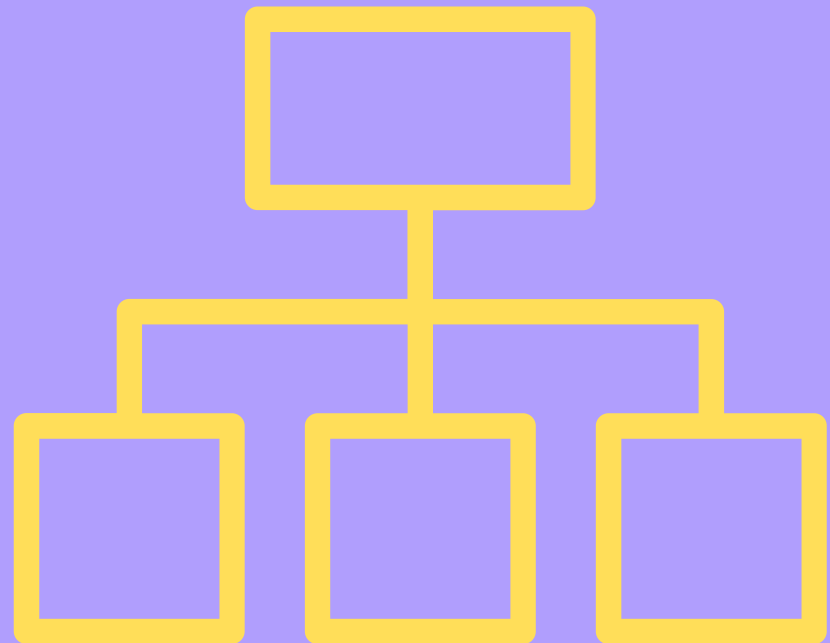
STREAMLIT



- TO BUILD REAL-TIME DASHBOARDS



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## Database Schema

**Transactions Table:** Stores number and value of transactions (by type, year, quarter).

**Map Data:** Stores state and district details for mapping.

**Top List Table:** Stores best-performing states, districts, and categories.

**Flexible Design:** Easy to use for building dashboards.





# TRANSACTION DYNAMICS

## TRANSACTION TYPES OVERVIEW

HIGHLIGHTS MERCHANT  
PAYMENTS, PEER  
TRANSFERS, AND  
RECHARGE PATTERNS.

## STATE-WISE GROWTH

TOP 10 STATES RANKED  
BY TOTAL TRANSACTION  
VALUE AND QUARTERLY  
GROWTH.

## MERCHANT PAYMENTS FOCUS

A DOMINANT CATEGORY  
DRIVING TRANSACTION  
SURGE ACROSS  
RELIGIONS.



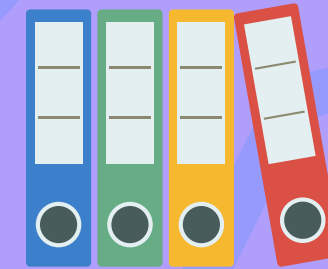
# INSURANCE GROWTH ANALYSIS



## **VOLUME GROWTH OVER TIME**

A line going up and to the right shows that more people are buying insurance on PhonePe every year.

## **CATEGORY DISTRIBUTION**



Pie charts and bar graphs show that health and car insurance are the most popular types people buy on the app.

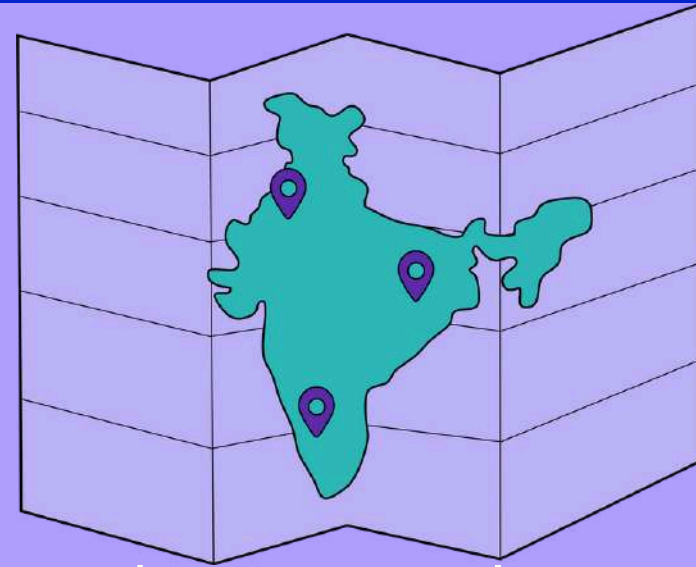


## **ADOPTION DRIVERS**

The data shows that states with better internet access and more people using smartphones have the highest number of insurance buyers.



# MARKET EXPANSION VIA TRANSACTIONS



India-Wide Reach: A map of India shows that people are using PhonePe for payments in almost every part of the country.



Top Performing States: States like Telangana and Maharashtra are the leaders. People there use PhonePe for the largest amount of money transactions.



Regional Opportunity Zones: The map also shows some areas where fewer people use PhonePe. These are seen as new opportunities for the company to grow by promoting the app there.







# DEVICE USAGE AND USER ACTIVITY

User Registrations by Brand: Most people who use PhonePe have phones made by Xiaomi, Samsung, and Vivo.

App Open Frequency: This measures how many times a day or week the average user opens the PhonePe app to send money or pay.

Brand-Based Engagement: The data shows which phone brands (like Samsung or Xiaomi) have users that are the most active on the PhonePe app.





# USER ENGAGEMENT STRATEGY

1

## REGISTRATION GROWTH



LINE CHART SHOWS CONTINUOUS INCREASE IN USER REGISTRATIONS ACROSS INDIA.

2

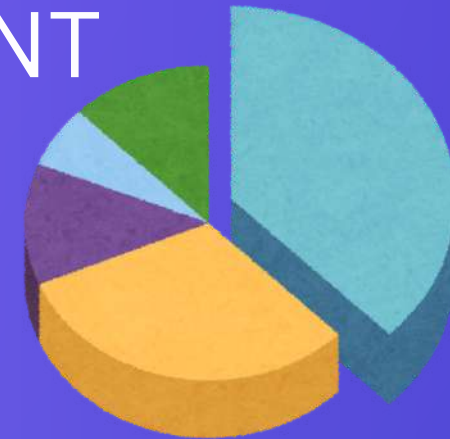
## APP OPEN RATES



BAR GRAPHS HIGHLIGHT FREQUENT USAGE AND BRAND-SPECIFIC ENGAGEMENT

3

## DISTRICT SHARE ANALYSIS



PIE CHART REFLECTS LEADING DISTRICTS LIKE BENGALURU URBAN AND PUNE.

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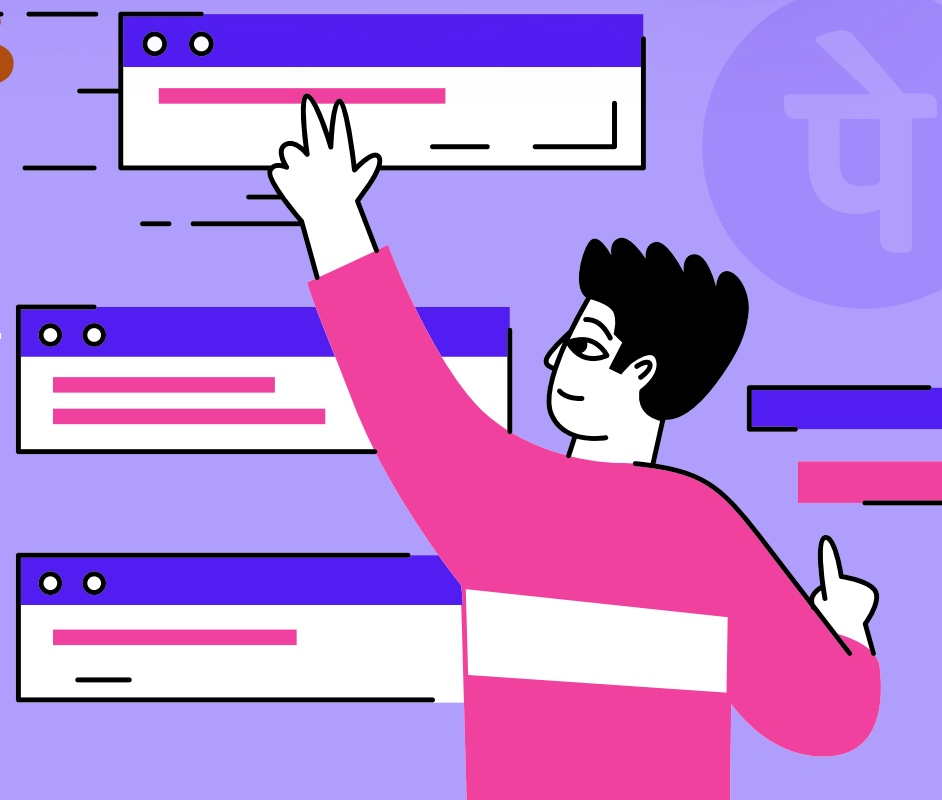




# CONCLUSION

## DASHBOARD EFFECTIVENESS

THE PROJECT SUCCESSFULLY DELIVERED A REAL\_TIME,INTERACTIVE DASHBOARD ENABLING DYNAMIC QUERYING AND VISUALIZATION OF PHONEPE TRANSACTION DATA USING STREAMLIT AND MYSQL.



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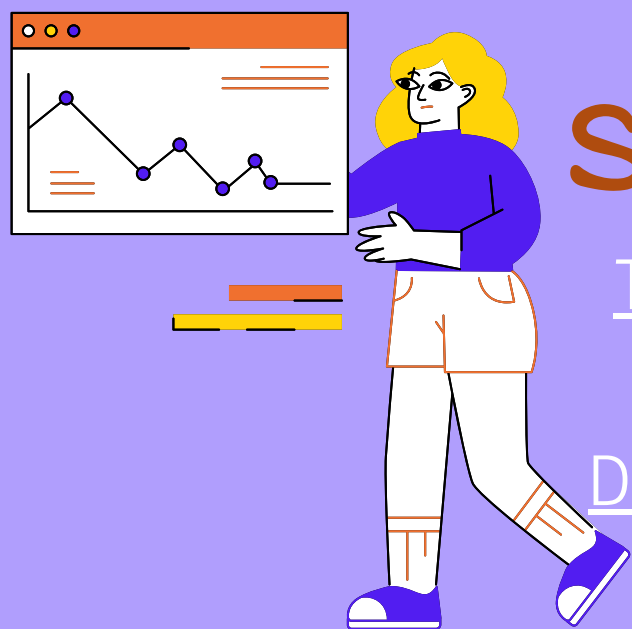
## INSIGHT-DRIVEN DESIGN

DATA ANALYSIS AND INTERPRETATION GUIDED THE DASHBOARD DESIGN,ENSURING THE UI AND FEATURES EFFECTIVELY HIGHLIGHT TRANSACTION PATTERNS,USER BEHAVIOUR, AND REGIONAL TRENDS.



## SCALABILITY AND USABILITY

THE SYSTEM IS SCALABLE AND ADAPTABLE,WITH POTENTIAL TO EXPAND BY ADDING NEW METRICS,INTEGRATING LARGER DATASETS,AND SUPPORTING BORDER USE CASES FOR BUSINESSES AND POLICY MAKERS.





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Thank you

