



Data-Driven Insights into India's Digital Payment Ecosystem

PhonePe Transaction Analysis Dashboard

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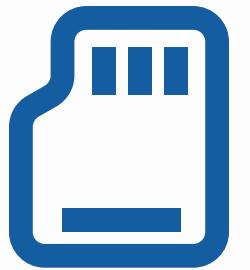
Introduction

About the Project:

This Power BI dashboard analyzes PhonePe transaction data to uncover payment patterns, user engagement, and growth trends across India.

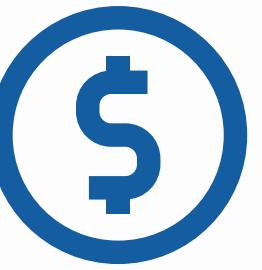
Objectives

- Transform raw PhonePe transaction data into actionable insights
- Enable KPI tracking and performance monitoring
- Understand geographic and category-wise trends
- Support strategic decision-making for FinTech stakeholders
- Build an intuitive, interactive Power BI dashboard



Transform raw PhonePe transaction data into actionable insights

→ Clean, model, and visualize large-scale digital payment data across multiple cities and categories.



Enable KPI tracking and performance monitoring

→ Create dynamic cards and charts to track metrics like total transactions, amount, top cities, and top categories.



Understand geographic and category-wise trends

→ Highlight city-level digital adoption, popular payment modes, and regional growth opportunities.

Overview

■ Page 1: National Overview

To provide a high-level summary of PhonePe transactions across India.

■ Page 2: Category Insights

To dive into performance trends across different transaction categories.

■ Page 3: Regional Performance

To visualize how digital payments vary across cities and states.



Statistics

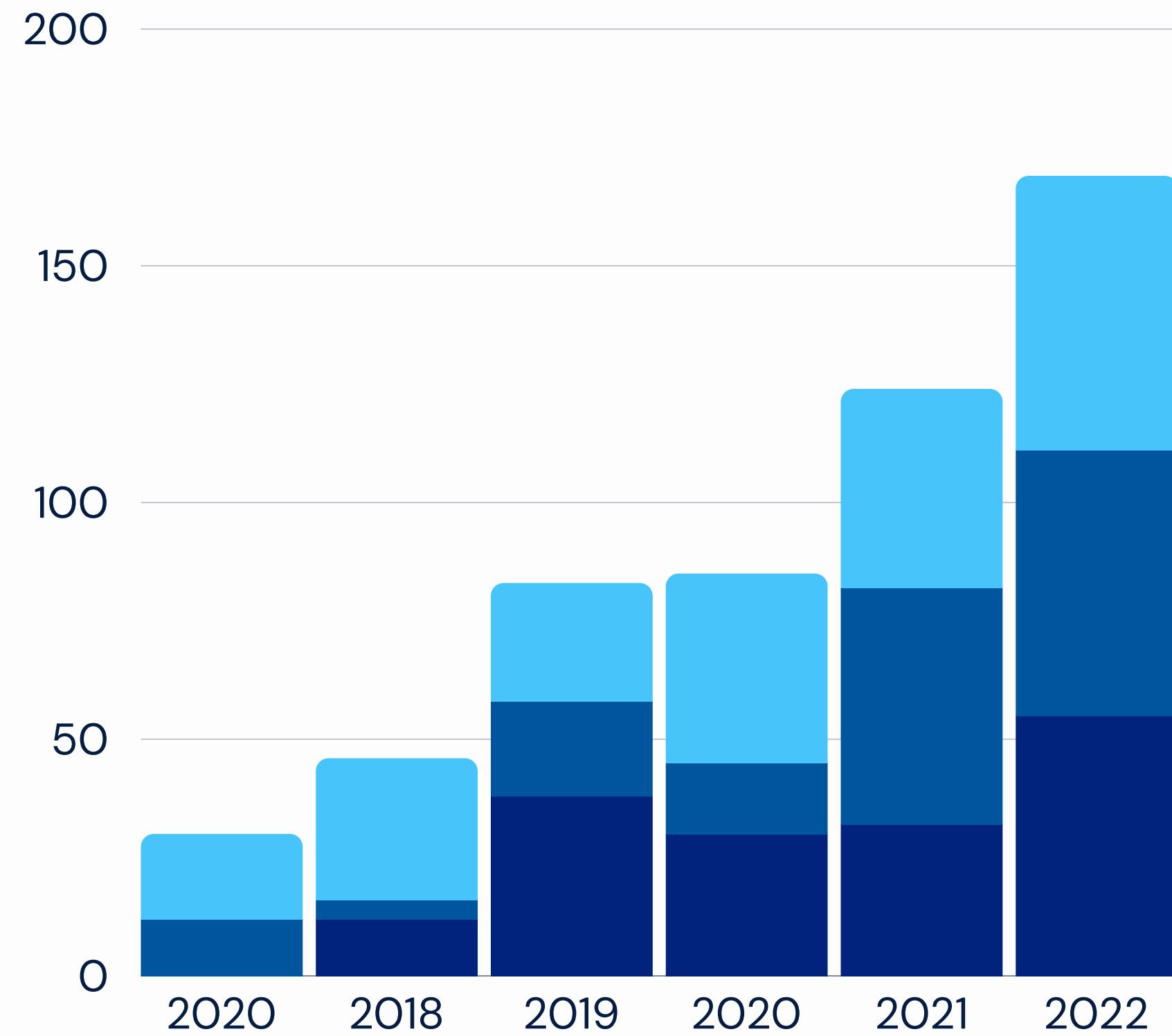
Key Metrics Extracted:

>Total Transactions:
Over X million

Top Cities: Mumbai,
Bengaluru, Delhi

Top Categories: Recharge,
Bills, P2P

Growth Trend: Q4 > Q3 in
most cities





"Curious mind + analytical tools = smarter outcomes."

THANK YOU!



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