REVERSE ENGINEER IN ADVERTISEMENT

[REPORT]

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Dept : Computer science and engineering

Title : Reverse engineer in advertisement

Sub-topic : GooglePay Dataset

General View:

- ✓ Introduction
- ✓ GPay Survey
- ✓ GooglePay usage in various Countries Worldwide
- ✓ Piechart for UPI transaction count in 2022
- ✓ Hypothesis Testing
- ✓ Conclusion

INRODUCTION

Google Pay is a digital wallet and payment platform from Google. It enables users to pay for transactions with Android

devices in-store and on supported websites, mobile apps and Google services, like the Google Play Store. Google Pay is available for contactless payments on Android devices.

The peer-to-peer functions and account access are available on iOS. However, when using an iPhone or Apple Watch for NFC payments, only Apple Pay is eligible for this use case.

Fast and easy purchases wherever they buy: In shops, customers speed through checkout when they use Google Pay on their mobile device to tap and pay. No cost: Google Pay is a free mobile app available in the Google Play Store. Customers don't pay extra transaction fees when they use Google Pay to make purchases.

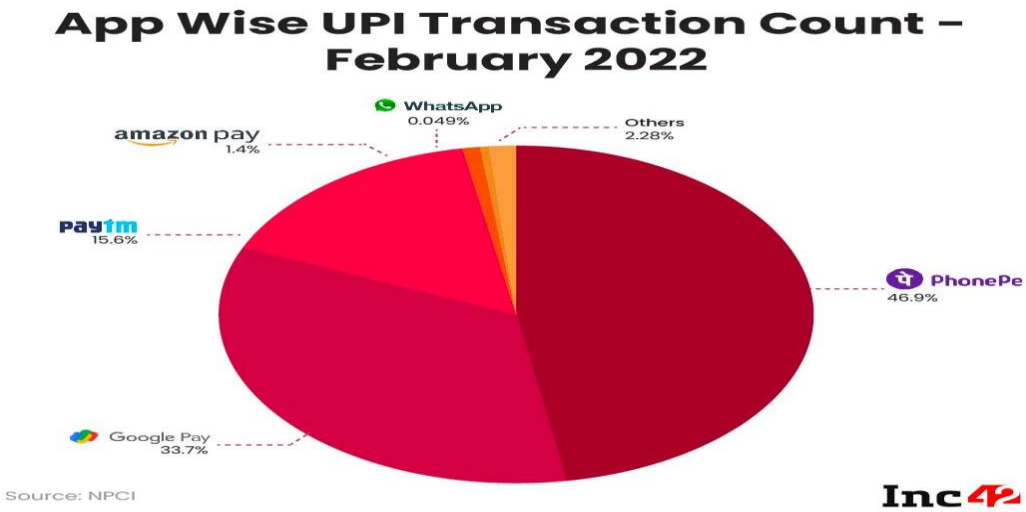
Googlepay Survey

Google Pay is second in line in UPI market leadership. The payment giant commanded a little over 37.5% of the total market share in 2021 with transactions worth INR 2.74 Lakh Cr.

Google Pay presently has over 10 Mn merchants across 19,000 pin codes, enabling 15billion transactions annually, spanning 220Million users.

According to industry forecasts, Apple Pay is projected to be the leading digital wallet with 227 million users worldwide, up from 140 million users in 2018. Samsung Pay and Google Pay are expected to reach 100 million users each in 2020.

“ Google Pay is currently available in 42 countries worldwide”



GooglePay Usage in various countries worldwide as of August 2021

1		Youngste	Middle	Aged
2	2016	45	46	12
3	2017	46	48	18
4	2018	50	52	24
5	2019	52	50	33
6	2020	58	55	35
7	2021	60	62	36
8	2022	65	62	38
9	2023	70	65	45
10				
11				
12				
13				

P = 0.004034

mu(Youngsters) =55.75

mu(Middle) = 55

mu(Aged) = 30.125

HYPOTHESIS TESTING

Steps for hypothesis testing:

Step1:

X =no.of ages using gpay—(disc)

Y = no.of.years(con)

Step2:

Alpha = 0.05 (if not given take it as 0.05)

Confident value = 95%

Step3:

Here we comparing more than two samples.so the test will be oneway ANOVA

Step4:

If two mu values will “not be equal”

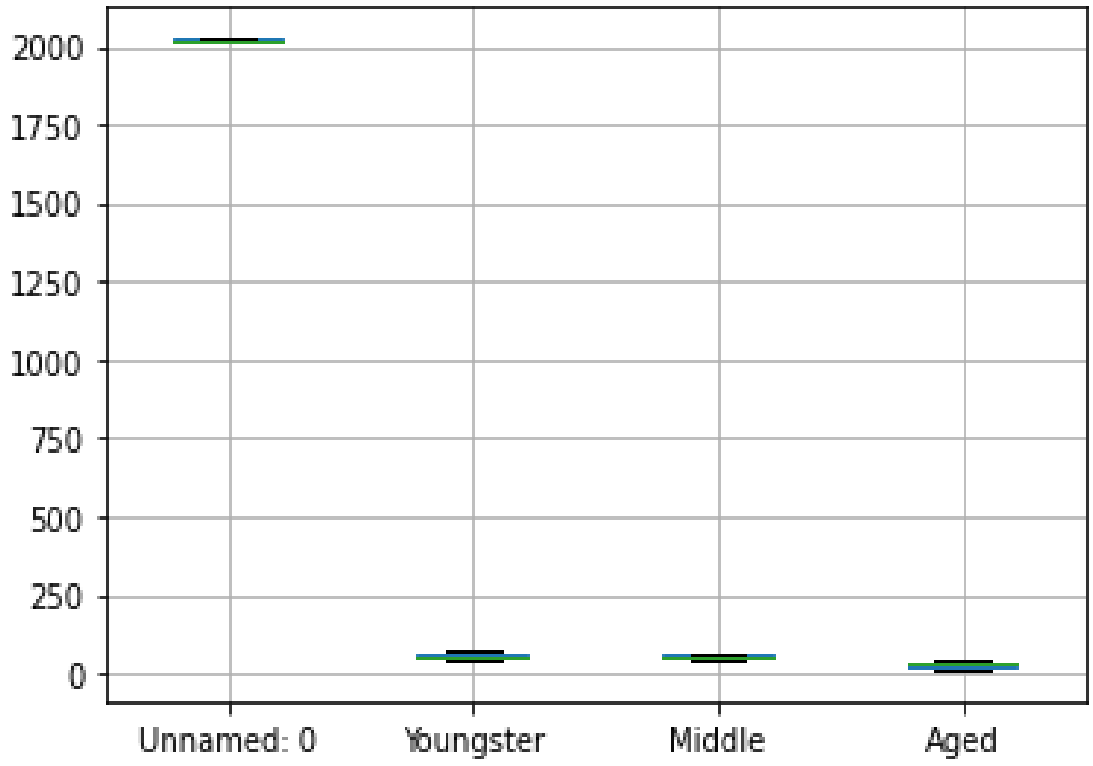
Therefore,hypothesis is “alternate”.

We know that,if two mu values “will be equal”

Therfore,hypothesis is “equal”.

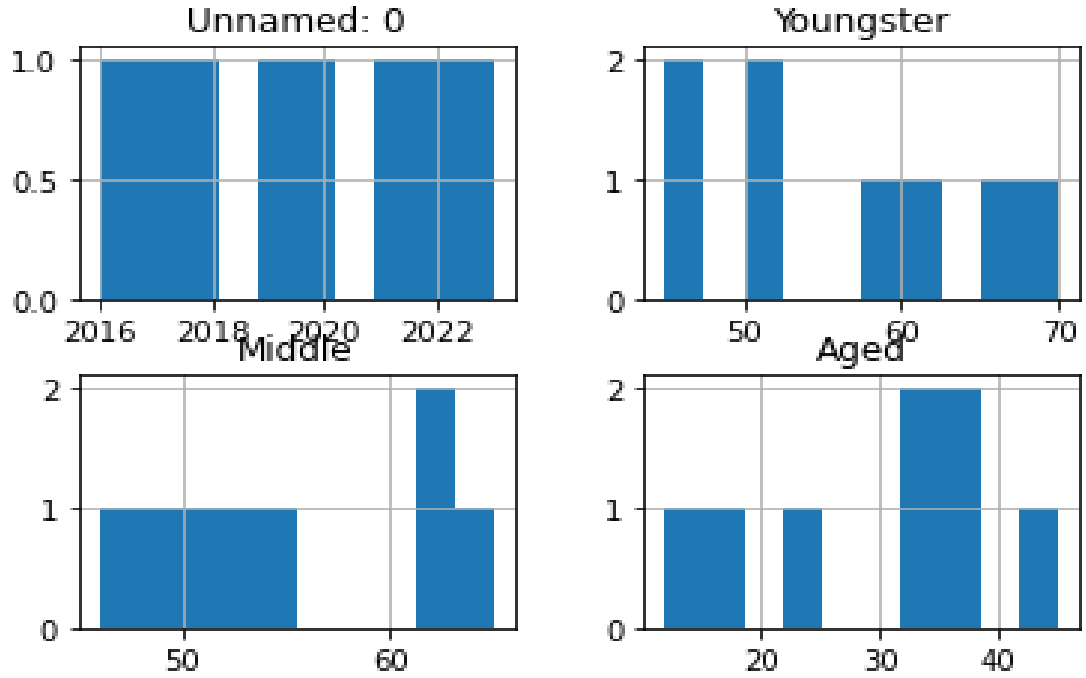
Step5:

Boxplot result



Step6:

Histogram result



Finding P value : 0.428367

Step7:

Compare P value with Alpha :

Here,P value is greater than alpha.so,it accepts null hypothesis

We know that,if P value is lesser than alpha,it rejects null hypothesis

Step8:

Here,null is accepted.

Step9:

There is a difference between usage of googlepay in Youngsters,Middle and in Aged people.

X does not affect Y.

Conclusion:

By using hypothesis testing,i analysed that the youngsters use googlepay more than the other people.Hence,the advertisement focus on youngsters more.

By using this hypothesis test,we can also conclude various datas.