

UPI Transactions Data Analysis Dashboard

Comprehensive Insights into Customer Behavior, Payment Patterns, and Merchant Performance



 20M+ Transaction Amount Analyzed

 Demographics: Age, Gender, City, Device

 Bank & Merchant Performance

 80% Success Rate | Monthly Trends | Balance Analysis

Prepared by Pragati Kumari

Tools Used - Power BI | SQL | Excel | Python

20M

Total Transaction Amount

20K

Number of Transactions

994

Average Transaction Amount

80.00

Success Rate (%)

Age Group

All

BankNameReceived

All

PaymentMethod

All

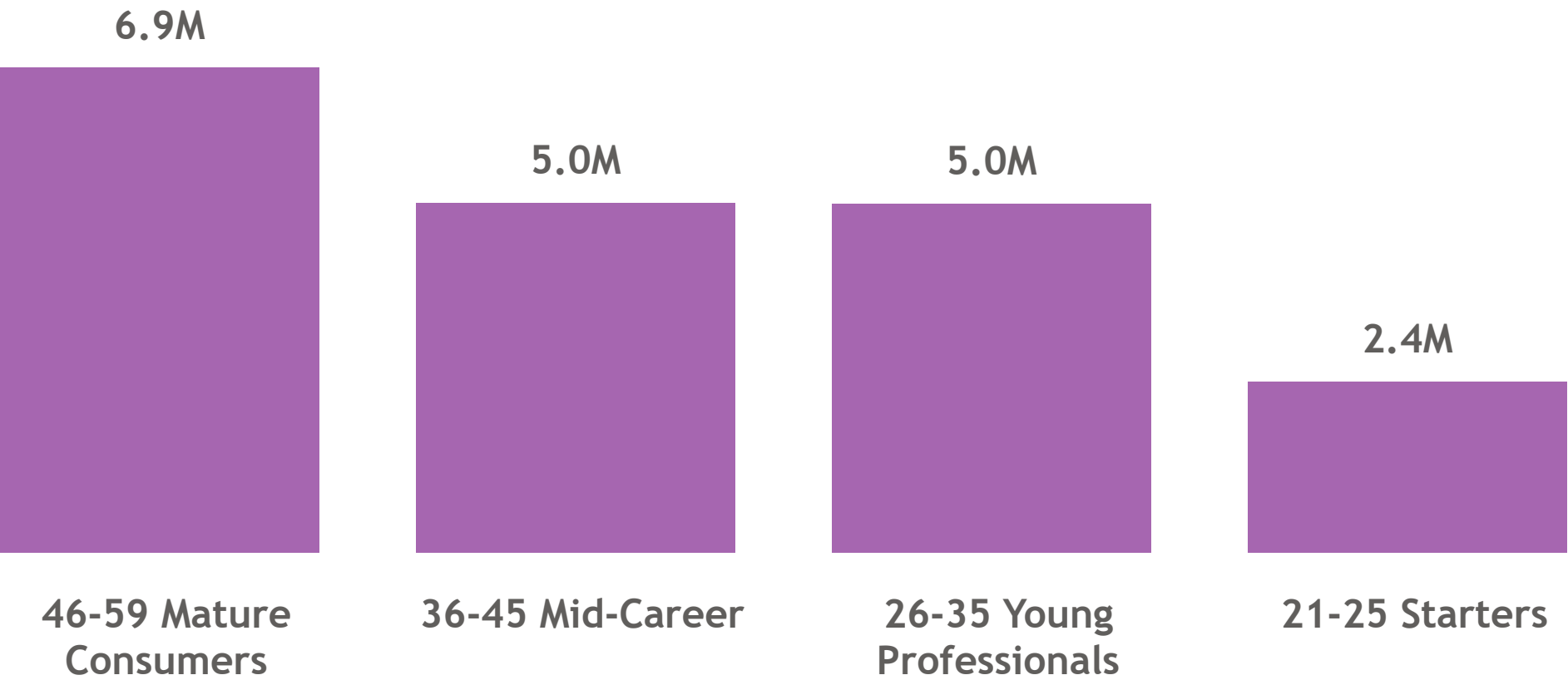
Gender

All

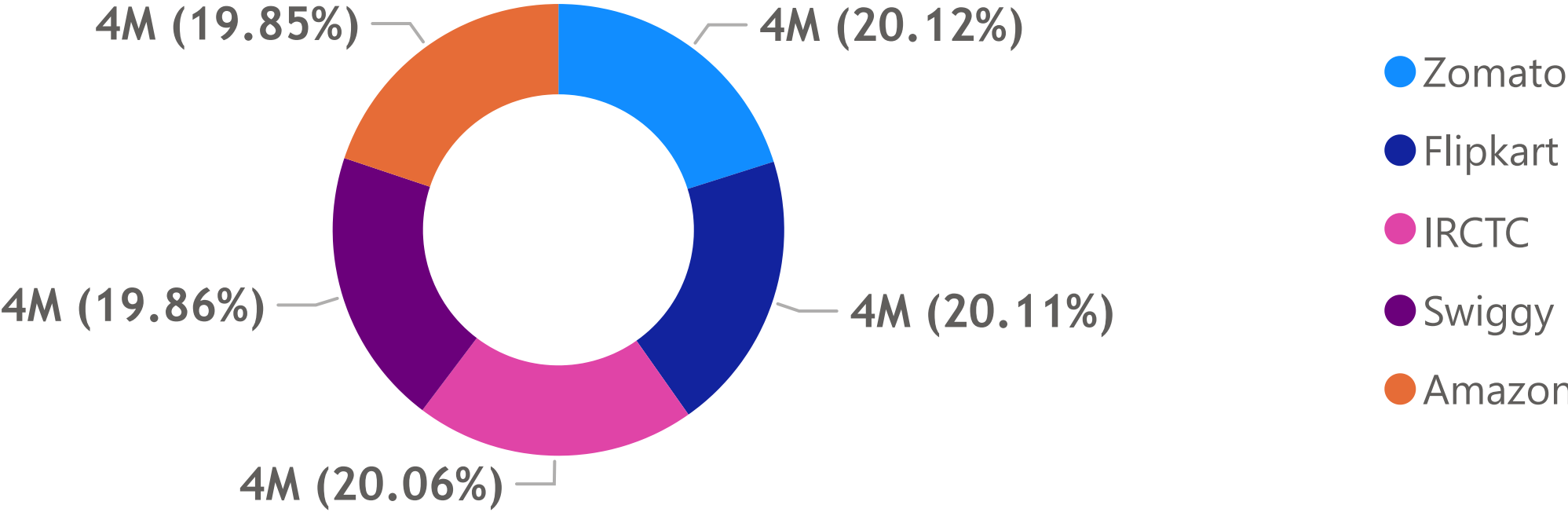
TransactionType

All

Transaction Amount by Age Group



Transactions by Merchant Name



Transaction Amount by Transaction Date & Purpose



BankNameReceived

All

BankNameSent

All

City

All

DeviceType

All

Gender

All

Age Group

All

MerchantName

All

PaymentMethod

All

Purpose

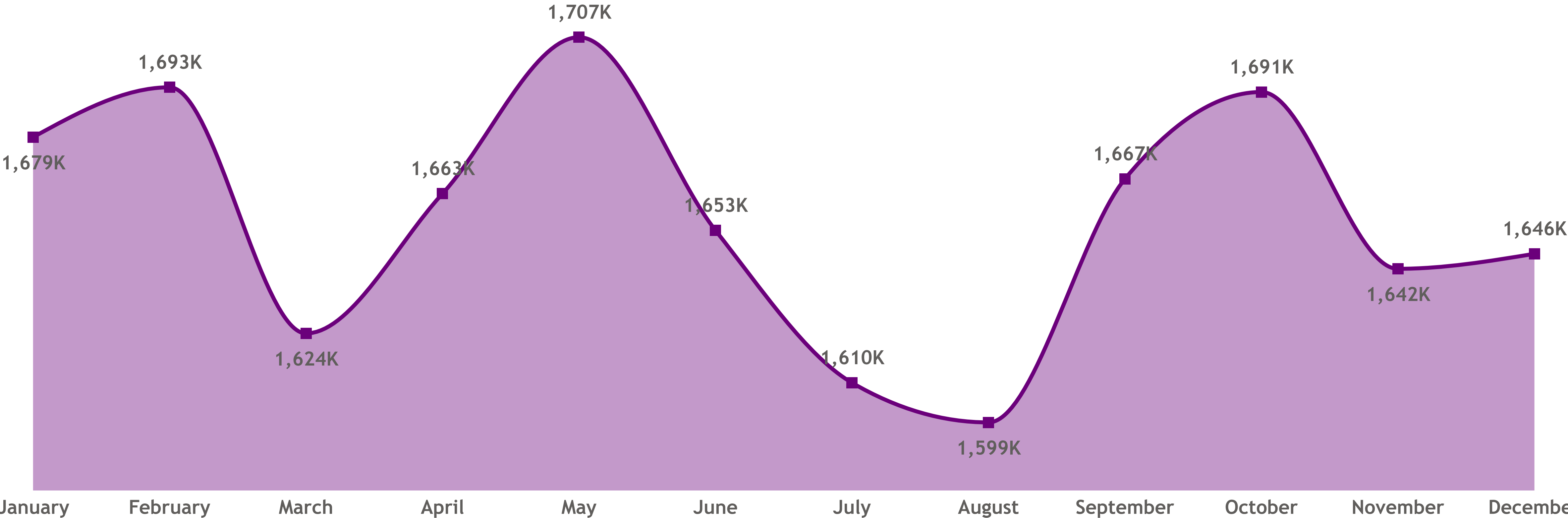
All

TransactionType

All

Transaction by Month [Line] (Year 2024).

- Column Chart Transaction
- Line Chart Transaction
- Line Chart Balance
- Column Chart Balance



BankNameReceived

All

BankNameSent

All

City

All

DeviceType

All

Gender

All

Age Group

All

MerchantName

All

PaymentMethod

All

Purpose

All

TransactionType

All

City	Bangalore		Delhi		Hyderabad		Mumbai	
Currency	EUR		USD		GBP		INR	
Month	Amount	Remaining Balance	Amount	Remaining Balance	Amount	Remaining Balance	Amount	Remaining Balance
January							1,678,735	8,231,686
February			1,692,738	8,352,849				
March	1,623,693	8,251,925						
April					1,662,907	8,442,456		
May							1,706,786	8,222,007
June			1,652,588	8,535,972				
July	1,609,833	8,330,594						
August					1,598,709	8,433,286		
September							1,667,044	8,433,149