

# POWER BI REPORT ON PHONE PE TRANSACTIONS

## Introduction

This report analyzes the leading online payment app Phone Pe Transactions and User activity in Phone Pe in India across different States and Districts, utilizing data from multiple tables to gain insights Growth of Insurance intake, State-level & District-level financial activities and user engagement, User mobile brand performance and Top Performers.

## Data

The data is in form of CSV file. The tables are imported into Power BI using Excel workbook. The data contains 9 tables mainly and for all the table dummy date column is created for yearly and quarterly analysis-

### 1. Aggregate Insurance

State	Year	Quarter	Transaction_Type	Transaction_Count	Transaction_Amount	Date
Andaman And Nicobar Islands	2023	1	Insurance	1004	1439198	February 25, 2023
Andhra Pradesh	2023	1	Insurance	34920	51963355	March 18, 2023
Arunachal Pradesh	2023	1	Insurance	606	1747475	January 24, 2023

### 2. Aggregate Transaction

State	Year	Quarter	Transaction_type	Transaction_count	Transaction_amount	Date
Andaman And Nicobar Islands	2018	1	Recharge & bill payme	4200	1845307.46736551	February 28, 2018
Andaman And Nicobar Islands	2018	1	Others	256	184689.866290222	March 13, 2018
Andaman And Nicobar Islands	2018	1	Peer-to-peer payments	1871	12138655.29975	January 9, 2018

### 3. Aggregate User

State	Year	Quarter	Brand	Transaction_count	Percentage	Date
Andaman And Nicobar Islands	2018	1	Xiaomi	1665	0.247032640949555	March 12, 2018
Andaman And Nicobar Islands	2018	1	Samsung	1445	0.214391691394659	February 25, 2018
Andaman And Nicobar Islands	2018	1	Vivo	982	0.145697329376855	February 19, 2018

### 4. Map Transaction table

State	Year	Quarter	District	Transaction_count	Transaction_amount	Date
Uttar Pradesh	2018	1	amethi district	96408	86534576.5671038	March 26, 2018
Uttar Pradesh	2018	1	siddharthnagar district	76809	95934878.0404122	February 16, 2018
Uttar Pradesh	2018	1	auraiya district	65304	61921892.8659508	February 3, 2018

### 5. Map User table

State	Year	Quarter	District	Registered_users	App_opens	Date
West Bengal	2019	1	paschim medinipur district	361979	0	March 18, 2019
West Bengal	2019	2	maldah district	305773	1715360	April 21, 2019
West Bengal	2019	2	purba medinipur district	448850	2751511	May 27, 2019

## 6. Top Transaction District

State	Year	Quarter	District	Count	Amount	Date
Andaman And Nicobar Islands	2018	1	south andaman	5688	12560249.3436658	March 14, 2018
Andaman And Nicobar Islands	2018	1	nicobars	528	1139848.80122599	January 20, 2018
Andaman And Nicobar Islands	2018	1	north and middle andaman	442	931663.077093987	March 28, 2018

## 7. Top Transaction Pincode

State	Year	Quarter	Pincode	Count	Amount	Date
Andaman And Nicobar Islands	2019	1	744103	5742	19401964.7796576	3 January, 2019
Andaman And Nicobar Islands	2019	1	744101	5156	15501306.2271959	26 February, 2019
Andaman And Nicobar Islands	2019	1	744102	3925	16683547.0947958	21 March, 2019

## 8. Top User District

State	Year	Quarter	District	Registered_users	Date
Andaman And Nicobar Islands	2018	1	south andaman	5846	January 22, 2018
Andaman And Nicobar Islands	2018	1	north and middle andaman	632	March 26, 2018
Andaman And Nicobar Islands	2018	1	nicobars	262	January 4, 2018

## 9. Top User Pincode

State	Year	Quarter	Pincode	Registered_Users	Date
Andaman And Nicobar Islands	2018	1	744103	1608	March 31, 2018
Andaman And Nicobar Islands	2018	1	744101	1108	March 7, 2018
Andaman And Nicobar Islands	2018	1	744105	1075	March 14, 2018

## Additional tables

Additional tables were created using DAX to enhance data analysis by linking state table and date table to all the 9 tables, allowing for a more granular understanding of state transaction behavior.

- State Abbreviation Table –

Created to make data less messy and to connect all tables using state column when applied filter. Created by extracting unique state names from all the tables and writing short name. For example, (Tamil Nadu – TN), (Andhra Pradesh – AP).

State	Abv
Andaman And Nicobar Islands	AN
Andhra Pradesh	AP
Arunachal Pradesh	AR

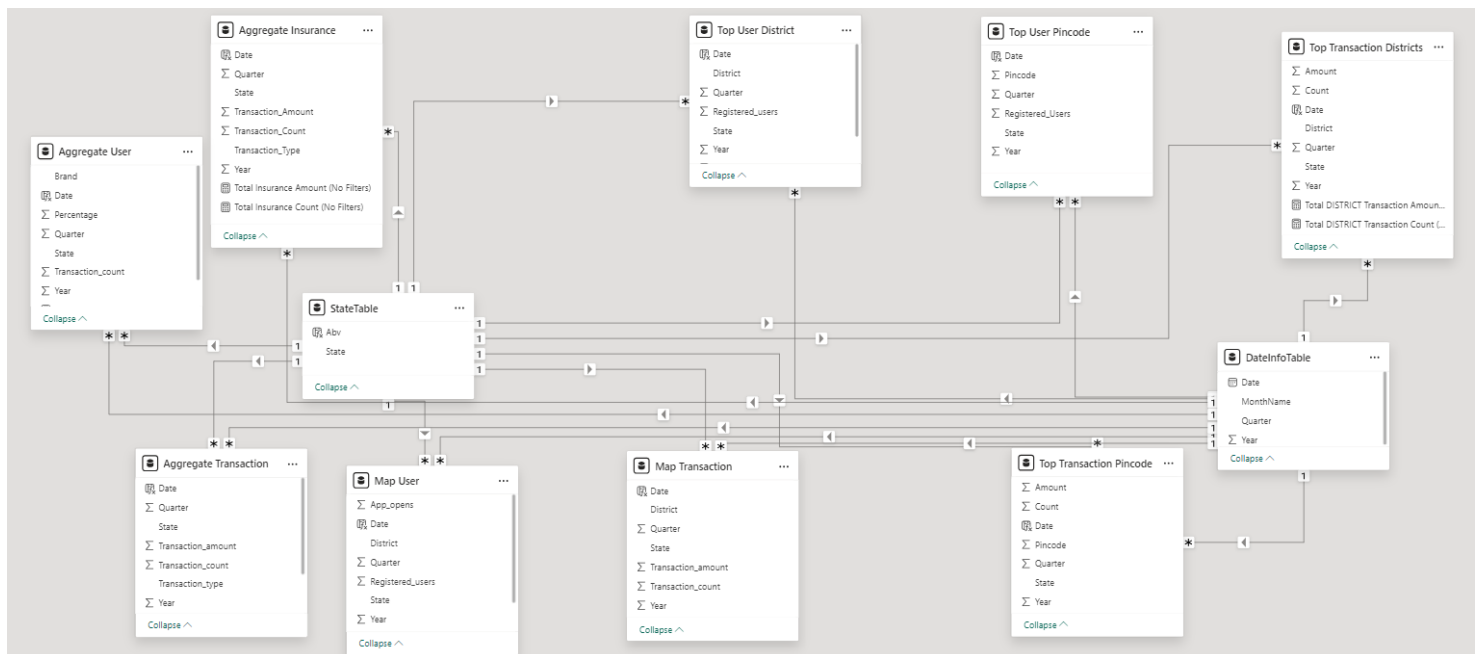
- Date Table –

Created to gain in depth Understanding yearly and quarterly and to connect all the table with this main dummy table while applying filter.

Date	MonthName	Year	Quarter
5/31/2019 12:00:00 AM	May	2019	Q2
5/20/2020 12:00:00 AM	May	2020	Q2
5/20/2022 12:00:00 AM	May	2022	Q2

## Data Modeling

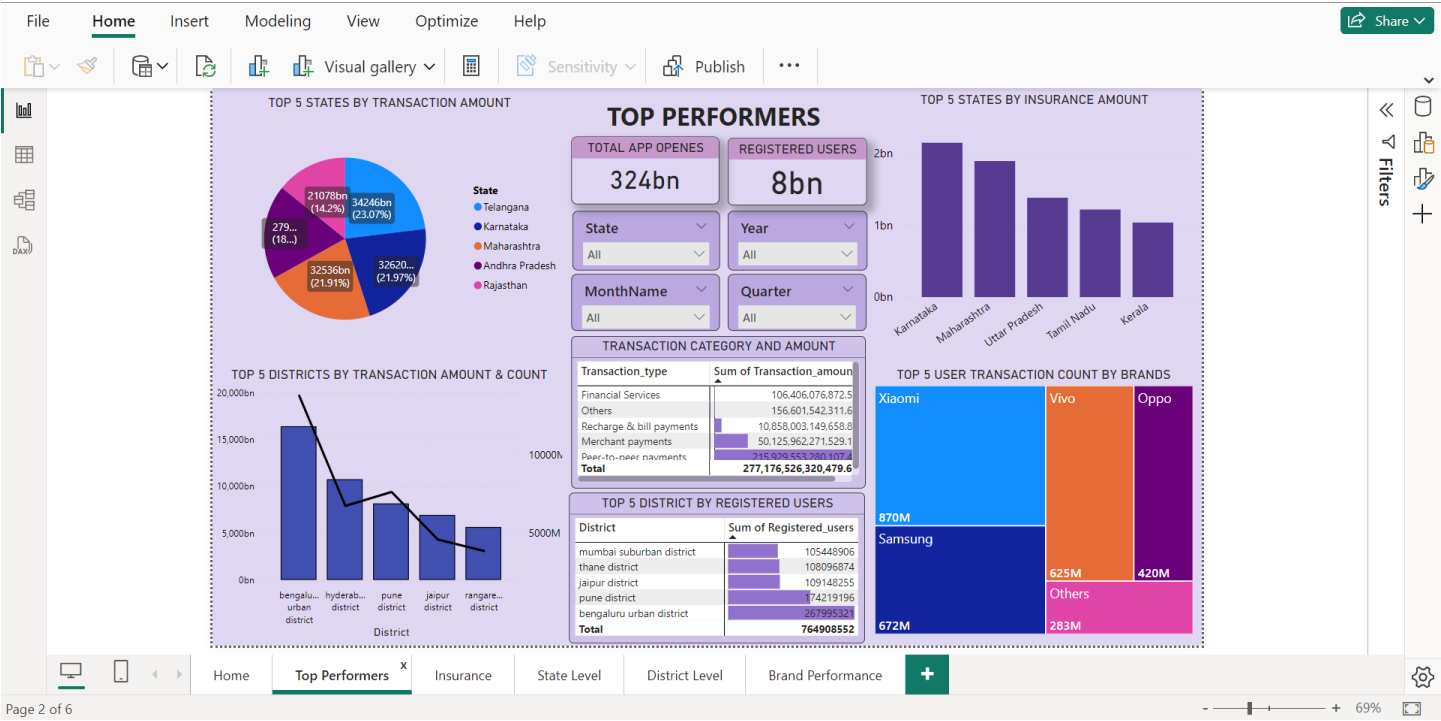
The tables were connected using appropriate relationships based on common fields like State column and Year column from all the tables to the additionally created tables and to analyse across different parameters like insurance, type of transaction, state wise user and financial activities, district wise user and financial activity, brand performance of different mobile phones users are using and top performers in them.



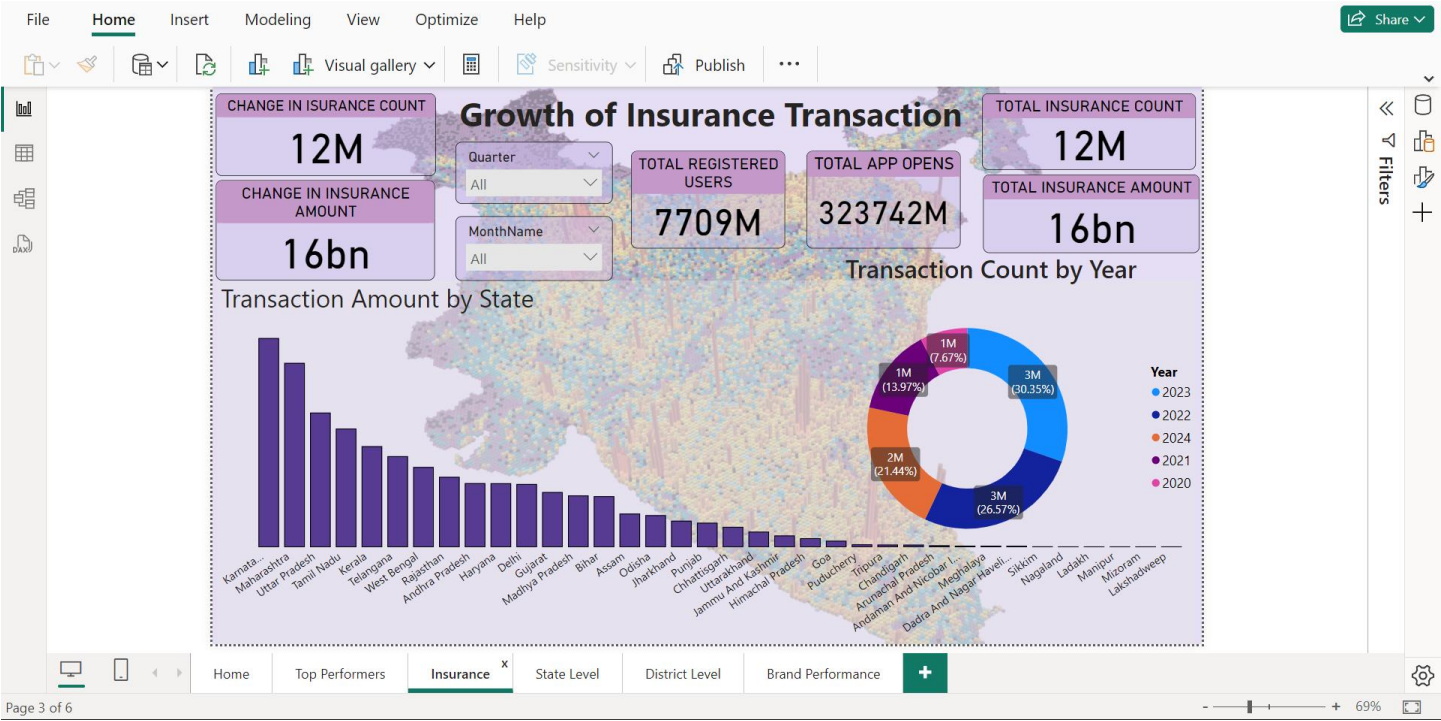
## Reports



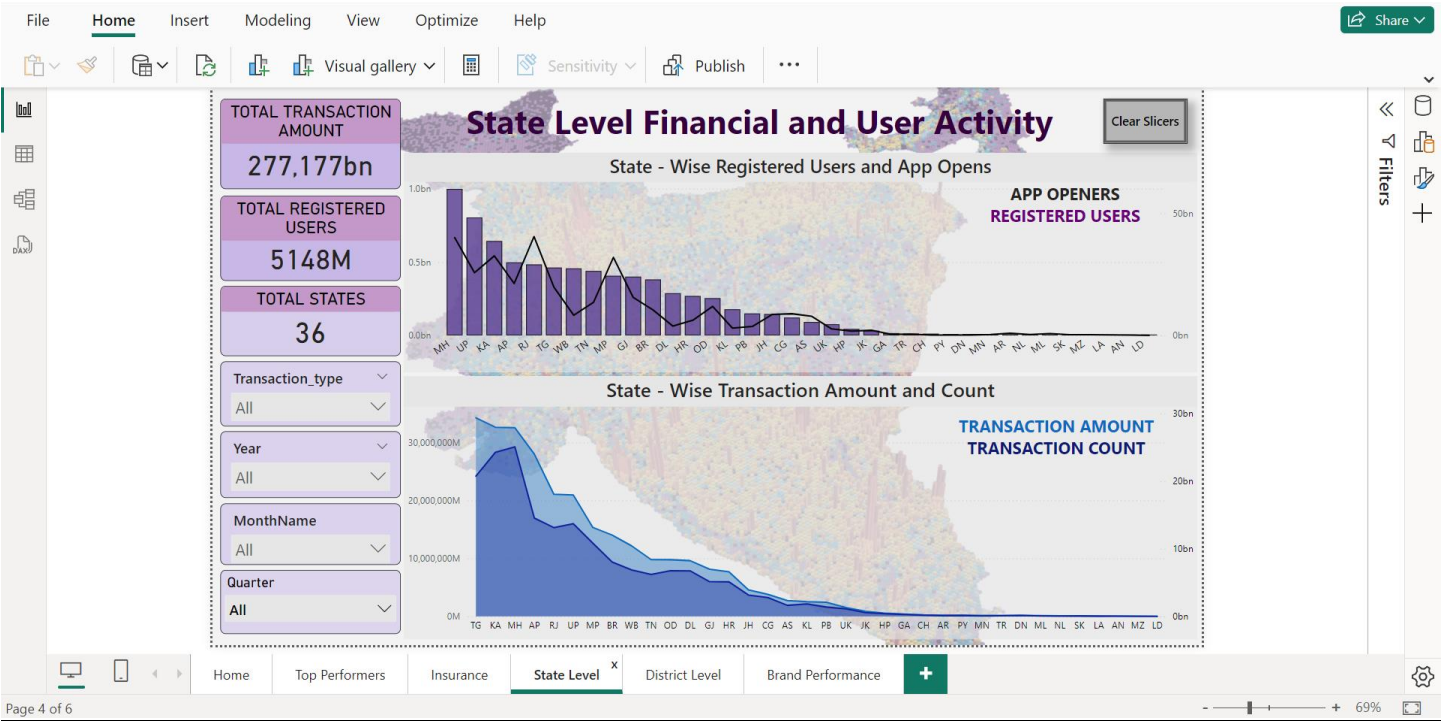
TOP PERFORMERS –



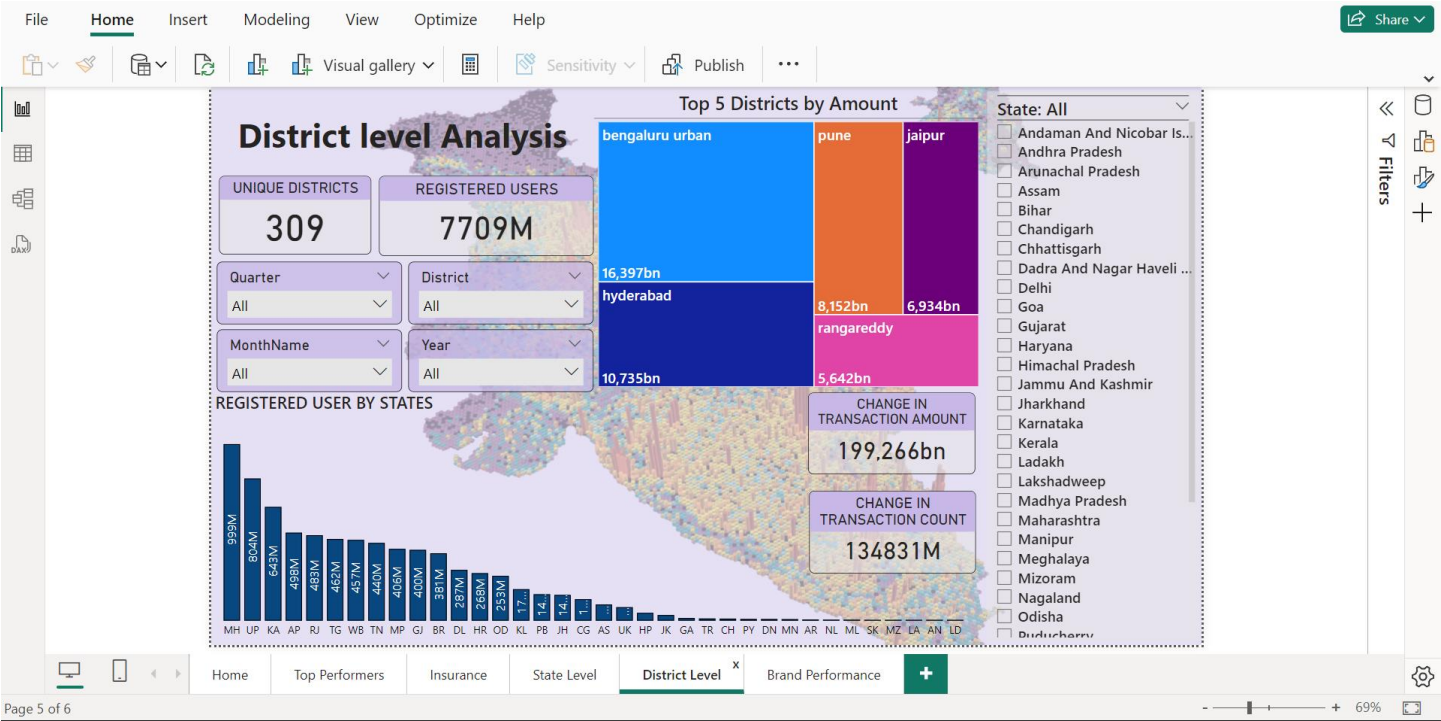
INSURANCE GROWTH –



STATE LEVEL FINANCIAL AND USER ACTIVITIES –



DISTRICT LEVEL FINANCIAL AND USER ACTIVITIES –





USER BRAND PERFORMANCE –

