Reason for the Queries

Queries with Explanation:

1. The maximum transaction count and the corresponding state for each year from Aggregated Insurance Table

- **Population Growth:** Higher population contributes to increased demand.
- **Economic Expansion:** Thriving economies prompt more investments in insurance.
- **Awareness Campaigns:** Educational efforts enhance understanding and acceptance.
- **Market Dynamics:** New products, competitive pricing, and innovations attract customers.
- **Technological Advancements:** Accessible online platforms and mobile apps facilitate transactions.
- **Policy Changes and Promotions:** Introduction of new policies and promotional activities stimulate interest.

2. The average transaction amount for Quarter Wise Aggregated Insurance Table

- The average transaction amounts generally increase over the years, with the highest averages observed in 2023.
- Quarter 4 consistently shows higher averages, indicating potential seasonal trends or increased economic activities during that period.
- Quarter 1 of 2023 has the highest average transaction amount, suggesting significant financial activity at the beginning of the year.

3. Top 10 districts with the highest transaction count from Map transaction table

- **Economic Hubs:** Districts like Bengaluru Urban, Pune, and Hyderabad are major economic hubs with high commercial activities, leading to increased transactions.
- **Urbanization:** Metropolitan districts such as Mumbai Suburban and Jaipur may experience higher transaction volumes due to dense urban populations and business activities.
- **Technology Centers:** Districts hosting technology or IT centers, like Bengaluru Urban and Pune, often see increased digital transactions.

- ➤ **Business and Commerce:** Regions like Visakhapatnam and Bhopal may have strong business and commercial sectors contributing to transaction counts.
- ➤ **Population Density:** Areas with higher population density, such as Bengaluru Urban and Pune, are likely to have more transactions.
- ➤ **Infrastructure Development:** Districts witnessing infrastructure development projects may experience increased economic activities and transactions.
- ➤ **Tourist Destinations:** Some districts might attract a significant number of tourists, leading to higher transaction counts in sectors like hospitality and tourism.

4. The total transaction count and total transaction amount for each state and quarter from the 'TI' table

Economic Hubs:

- ➤ Bengaluru Urban, Pune, and Hyderabad are major economic hubs with thriving business and commercial activities.
- ➤ Presence of numerous businesses, industries, and IT companies in these districts contributes to high transaction volumes.

Urban Population:

- ➤ These districts have large urban populations, leading to increased transactions in various sectors such as retail, services, and real estate.

Business Centers:

- ➤ Bengaluru, Pune, and Hyderabad serve as significant business centers, attracting investments and financial transactions.

Technological Growth:

- ➤ The technological and IT advancements in Bengaluru and Hyderabad drive digital transactions, including online payments and e-commerce.

Educational Institutions:

- ➤ Pune, known for its educational institutions, attracts students and professionals, contributing to higher financial activities.

Infrastructure Development:

> Ongoing infrastructure development projects in these districts stimulate economic growth and financial transactions.

Commercial Diversity:

> Diverse commercial activities, including trade, manufacturing, and services, contribute to the overall transaction counts.

5. Number of registered users and app opens in each district

The higher number of registered users in Bengaluru and Pune for PhonePe is likely due to factors such as high urban population density, being tech hubs, a younger demographic, active economic activity, effective marketing, and competitive dynamics.

6. Top 10 total transaction amount for each state from the MI table

> Economic Activity: States with higher economic activity tend to have more transactions.
> Population Density: More populated states may have higher transaction volumes.
> Urbanization: Urban areas often drive more digital transactions.
> Tech Adoption: States with higher tech adoption and smartphone usage may see more digital transactions.
> Business Landscape: Presence of businesses and commercial activities.

7. Least 10 State that have lowest Transaction Amount

Rajasthan is not that much developed place so economic downturn, industry-specific challenges, adverse market conditions, policy changes, or unforeseen events are difficult there.

8. The top 10 brand-state combinations with the highest total transaction counts in the 'AU' table

> **Value for Money**: Xiaomi is renowned for offering feature-packed smartphones, smart devices, and other electronics at competitive prices, providing consumers with excellent value for their money.
> **Innovative Features**: Xiaomi consistently introduces innovative features in its products, staying ahead in technology trends. This includes advancements in camera technology, battery life, and user interface.
> **Diverse Product Portfolio**: Xiaomi has a diverse product portfolio, extending beyond smartphones to include smart home devices, wearables, and lifestyle products. This broad range allows consumers to find quality products across various categories.

9. Total transaction amount per year for 'Insurance' transactions

The increase in total transaction amounts for 'Insurance' transactions over the years (2020 to 2023) could be attributed to factors such as market growth, economic expansion, product innovation, increased awareness, regulatory changes, technology adoption, changing consumer behavior, and external factors like natural disasters.

10. The top 10 states with the highest total 'App Opens' in the 'MU' table

The high total 'App Opens' in Maharashtra, Rajasthan, Karnataka, Madhya Pradesh, and Uttar Pradesh can be attributed to factors such as large populations, urbanization, economic activity, tech hubs, marketing efforts, infrastructure, cultural preferences, and the presence of educational institutions.