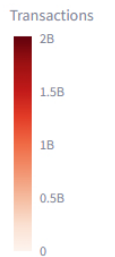


Transaction 2021_Q4 

With the increasing reliance on digital payment systems like PhonePe, understanding the dynamics of transactions and user engagement is crucial for improving services and targeting users effectively. This project aims to analyze and visualize aggregated values of payment categories, create maps for total values at state and district levels, and identify top-performing states, districts, and pin codes.

Total Transactions

Total Revenue (₹)



PhonePe Pulse Data Analysis

Settings

localhost:8501

Deploy

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Business Case Study

Select Business Case Study:

Decoding Transaction Dynamics...


Decoding Transaction Dynamics on ...

User Engagement and Growth Strat...

Transaction Analysis Across States a...

User Registration Analysis

Insurance Transactions Analysis



PhonePe Transaction Insights

Decoding Transaction Dynamics on PhonePe

This dashboard explores how PhonePe transactions vary across states, quarters, and categories. It highlights trends like growth, stagnation, or decline in different regions and use cases. These insights help guide strategic decisions and targeted improvements.

Select

Choose an option

PhonePe Pulse Data Analysis

Settings

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Navigation

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Business Case Study

Select Business Case Study:

Decoding Transaction Dynamics...



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This dashboard explores how PhonePe transactions vary across states, quarters, and categories. It highlights trends like growth, stagnation, or decline in different regions and use cases. These insights help guide strategic decisions and targeted improvements.

Select

Choose an option

State-wise Transaction Trends

Most Popular Payment Category

Top 10 States by Total Transaction Value

Payment Category-wise Trends

