

Select Dashboard Section:

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- ☐ Decoding Transaction Dynamics
- ☐ Insurance Penetration and Growth
- ☐ Market Expansion Analysis
- ☒ Device Dominance and User Engagement
- ☐ Insurance Transaction Analysis

Select State:

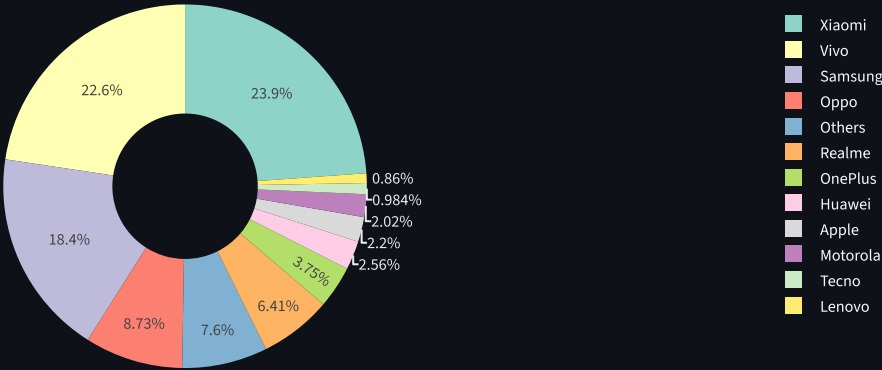
Andaman & Nicobar I... 

PHONEPE TRANSACTION INSIGHTS DASHBOARD

Case 4: Device Dominance and User engagement

Device Brand Share in {selected_state}

Device Brand Share - Andaman & Nicobar Islands



Insights:

- The pie chart shows which mobile brands dominate PhonePe usage in this state.
- Xiaomi, Samsung, and Vivo often lead in user count.
- Apple and OnePlus have a stronger share in metro or high-income regions.
- Helps identify user engagement patterns based on device brand preference.