

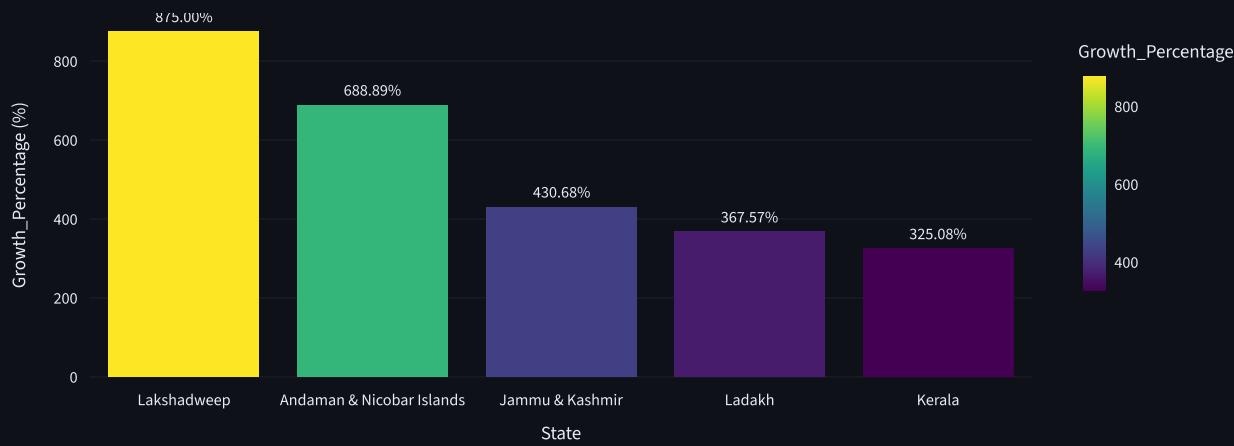
Select Dashboard Section:

- Dashboard Overview
- Decoding Transaction Dynamics
- Insurance Penetration and Growth
- Market Expansion Analysis
- Device Dominance and User Engagement
- Insurance Transaction Analysis

PHONEPE TRANSACTION INSIGHTS DASHBOARD

Case 5: Insurance Transaction Analysis

Top 5 States With Highest Growth In Transaction In A Year



Insights:

- Lakshadweep (875%) and Andaman & Nicobar Islands (688.9%) lead with the sharpest insurance adoption jumps, driven by digital outreach in small populations.
- Northern territories like Jammu & Kashmir and Ladakh follow closely, showing increasing integration of insurance into financial habits.
- Kerala (325%) reflects strong policyholder expansion, signaling regional trust in digital insurance systems.
- The data highlights untapped growth opportunities in smaller or previously underrepresented regions.