

Select Dashboard Section:

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

Select Year:

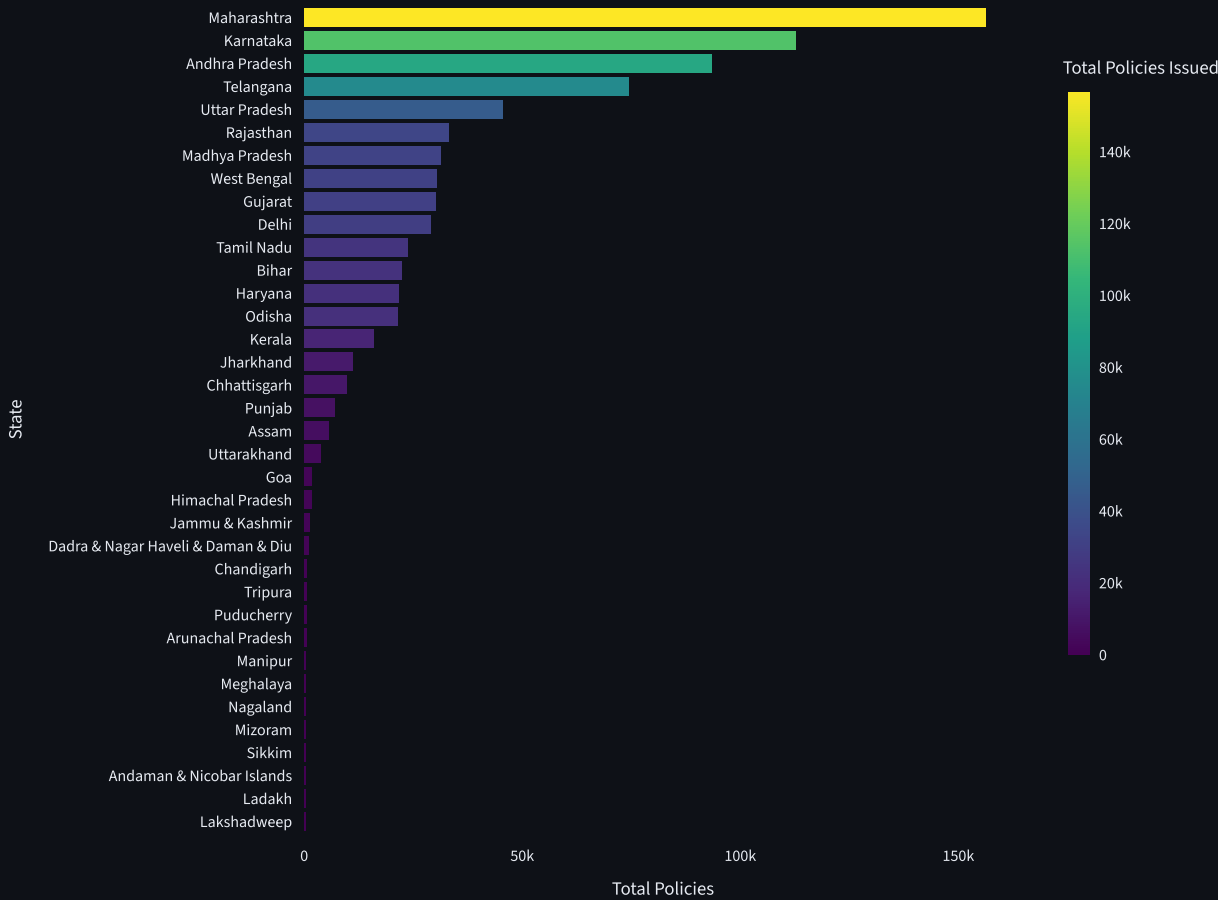
2020

# PHONEPE TRANSACTION INSIGHTS DASHBOARD

## Case 2: Insurance Penetration and Growth Potential Analysis

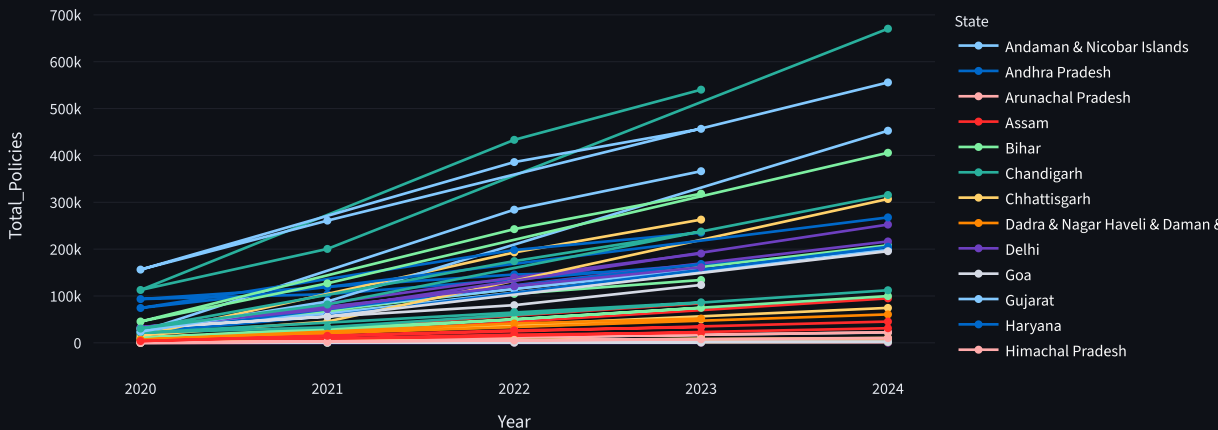
### Insurance Policies By States 2020

Insurance Policy Distribution By States - 2020



### Yearly Growth Trend (Top 5 States)

Top 5 States By Insurance Policy Growth (2018-2024)



Insights:

- In {selected\_year}, Karnataka, Maharashtra, and Tamil Nadu lead in total insurance policies, confirming high penetration in digitally mature regions.
- The horizontal bar chart highlights clear state-wise differences, while the line chart shows consistent multi-year growth patterns among the top performers.