

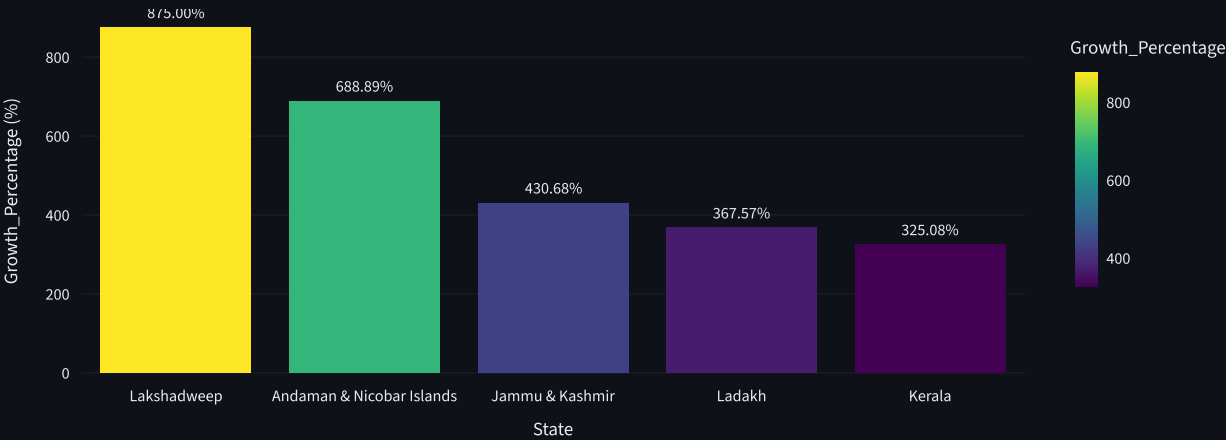
Select Dashboard Section:

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# PHONEPE TRANSACTION INSIGHTS DASHBOARD

## Case 5: Insurance Transaction Analysis

Top 5 States With Highest Grwoth 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.