

Select Dashboard Section:

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

Choose State:

All States ▼

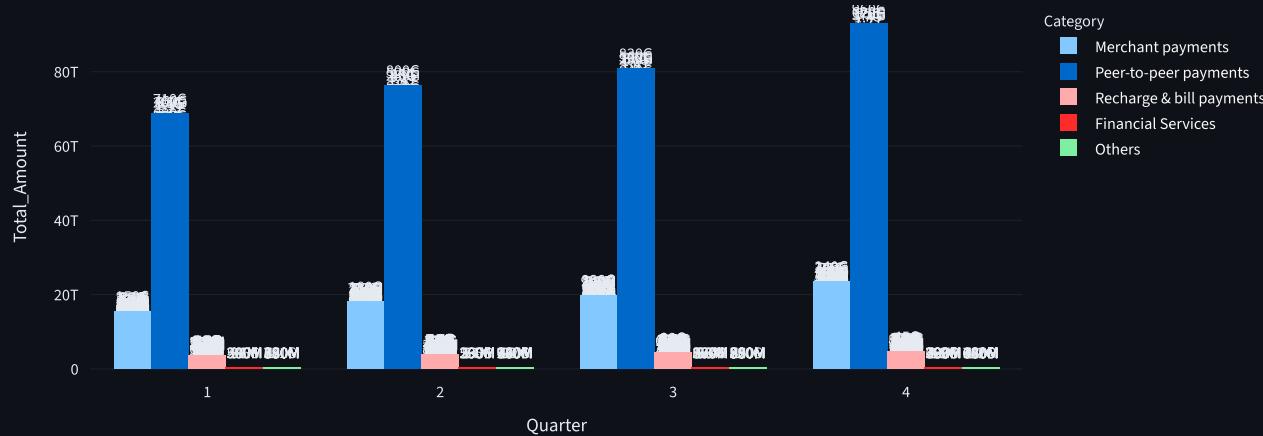
Choose Year:

All Years ▼

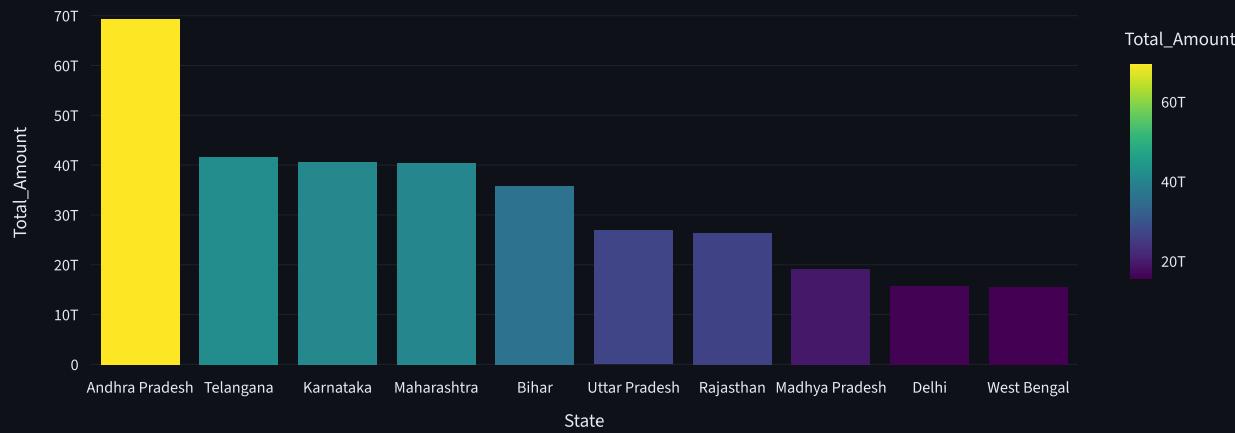
# PHONEPE TRANSACTION INSIGHTS DASHBOARD

## Case 1: Decoding Transaction Dynamics

Transaction Trend for All India



Top 10 States by Total Transaction Value



### Insights:

- Southern states like Andhra Pradesh, Telangana, and Karnataka lead transaction volumes.
- Consistent year-on-year growth shows India's increasing digital payment adoption.
- Peer-to-peer and merchant payments are dominant across states.