



PhonePe

KARTE JA. BHADTE JA

CONTROL
CENTRE

STRATEGIC
OVERVIEW

CUSTOMER
INTELLIGENCE

SERVICE
PERFORMANCE

BUSINESS
INSIGHTS



Payment_Status
All

Service Type
All

Quarter
All

TOTAL REVENUE

3.47bn

TOTAL ACTIVE USERS

101K

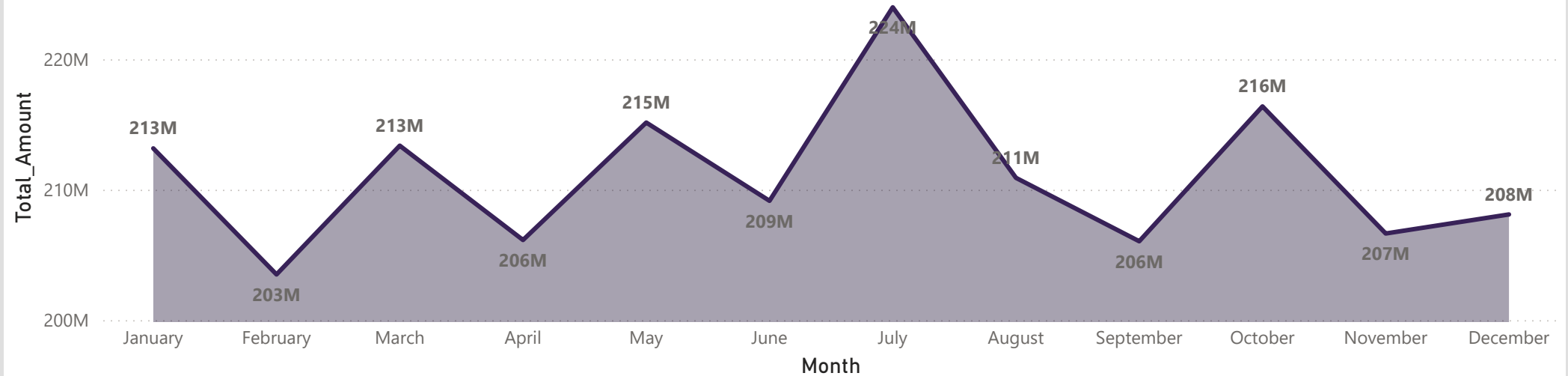
TOTAL TRANSACTION

300K

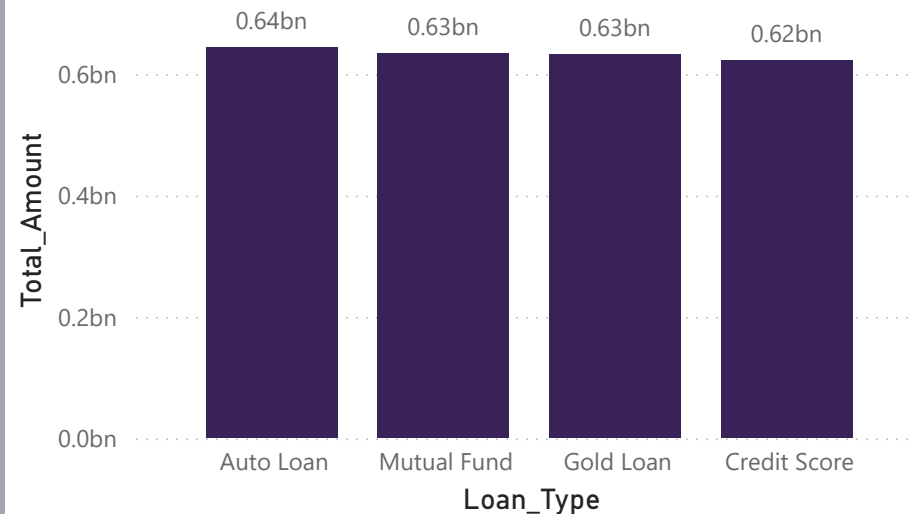
TRANSACTION SUCCESSES RATE %

0.96

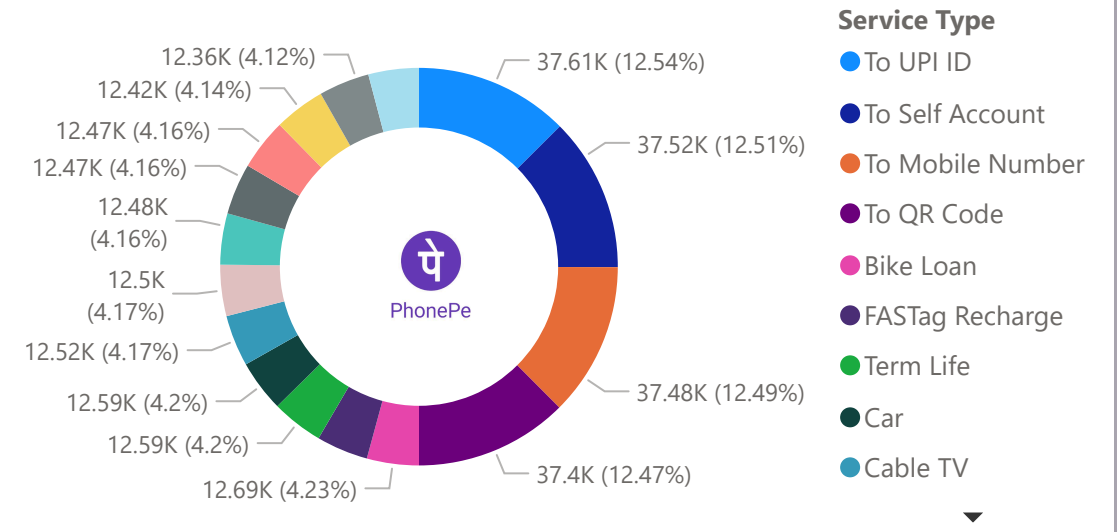
MONTHELY TRANSACTIONS TREND



LOAN BY TYPE



SERVICE BY DISTRIBUTION



AVERAGE
CUSTOMER AGE

39.03

TOTAL UNIQUE
USERS

101K

TRANSACTIONS
PER USER

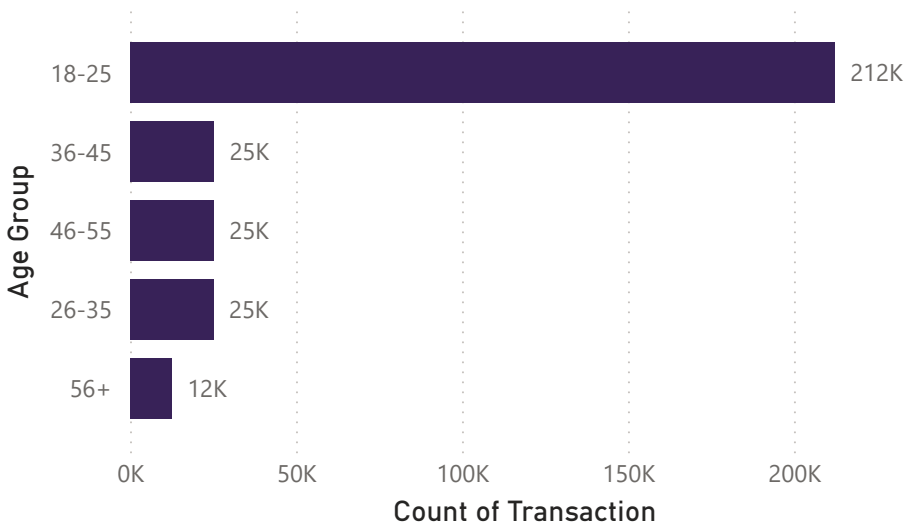
3

HIGH VALUE
CUSTOMER

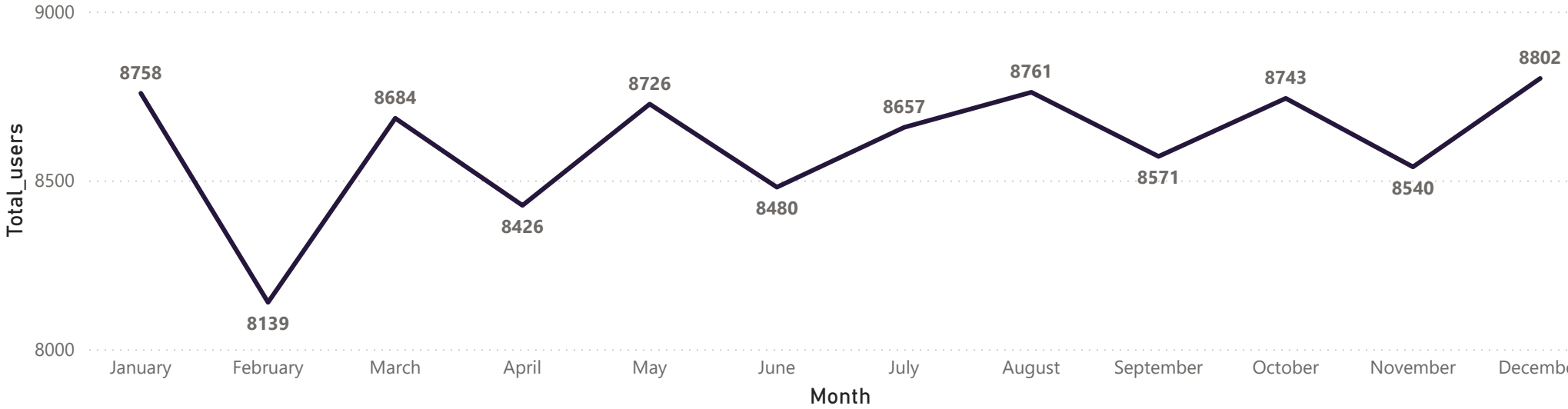
1

User_ID	Average of Age	Month	Total_Amount	New TX Count
PP1089358	30.00	December	4,999.99	1
PP1098513	18.00	January	4,999.81	1
PP1088631	58.00	February	4,999.73	1
PP1103671	27.00	July	4,999.66	1
PP1091151	37.00	September	4,999.47	1
PP1082321	25.00	July	4,999.36	1
PP1060524	30.00	March	4,999.33	1
PP1106225	35.00	February	4,999.28	1
PP1081599	25.00	May	4,999.21	1
PP1088348	32.00	July	4,999.13	1
PP1071002	20.00	December	4,999.01	1
PP1104274	36.00	August	4,998.94	1

TRANSACTIONS BY AGE GROUP



TOTAL_USERS BY MONTH





Payment_Status
All

Age Group
All

Quarter
All

TOTAL BILLS

12K

TRANSFER VOLUME

150K

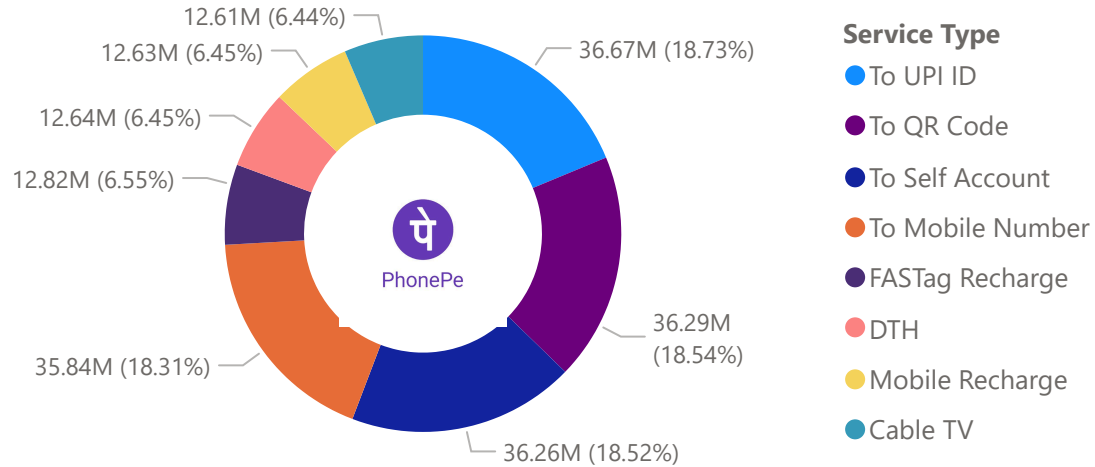
LOAN SUCCESS RATE

0.96

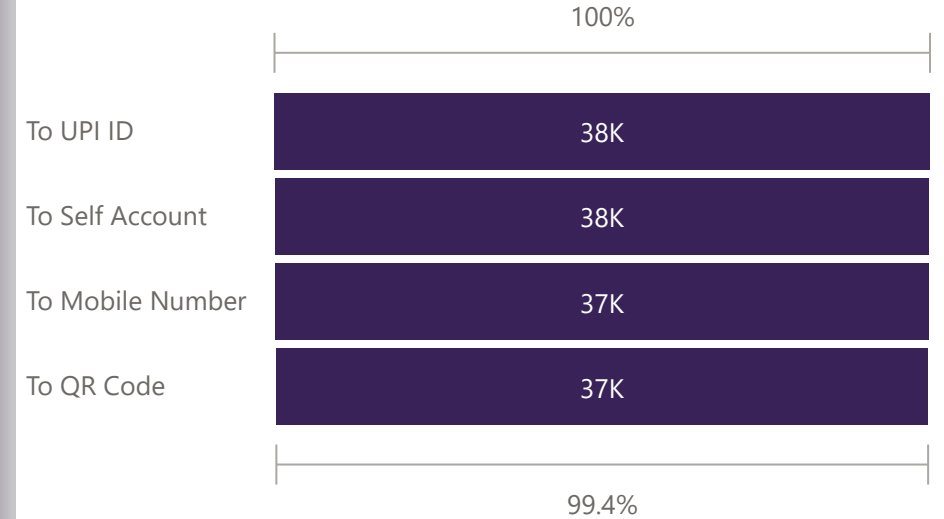
AVG TRANSACTION VALUE

11.58K

REVENUE DISTRIBUTION BY SERVICE

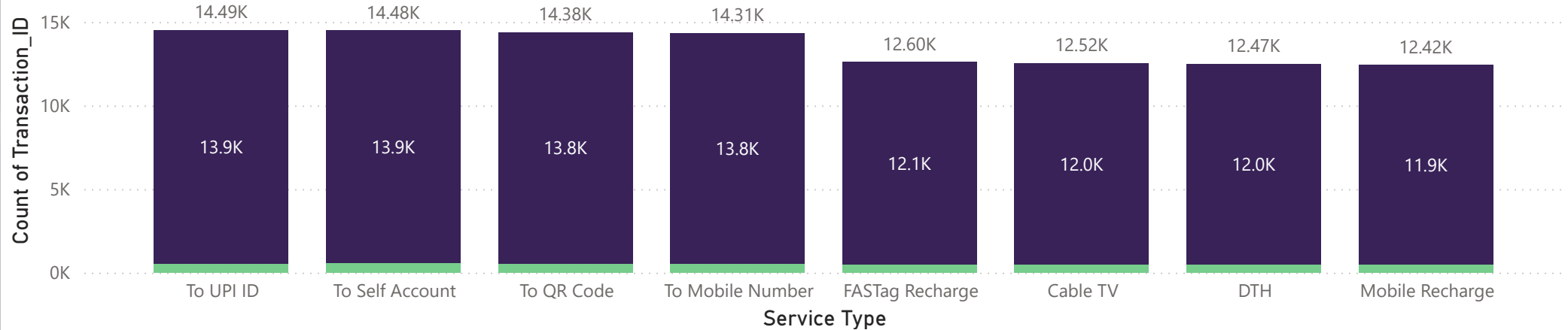


UPI TRANSACTION CHANNEL FLOW



MONTHLY TRANSACTION TRENDS

Payment_Status: Failed (Green), Successful (Dark Blue)





Payment_Status
All

Service Type
All

Quarter
All

MoM GROWTH

0.00

PEAK MONTH
AMOUNT

304.49M

YoY USER
GROWTH

0.00

TARGET
SUCCESS

0.99

TOTAL_AMOUNT BY MONTH AND SERVICE

Service Insurance Loans Money_Transfer Recharge_Bills

