



PhonePe

KARTE JA. BHADTE JA

CONTROL
CENTRE

STRATEGIC
OVERVIEW

CUSTOMER
INTELLIGENCE

SERVICE
PERFORMANCE

BUSINESS
INSIGHTS

TOTAL REVENUE

3.47bn

TOTAL ACTIVE USERS

101K

TOTAL TRANSACTION

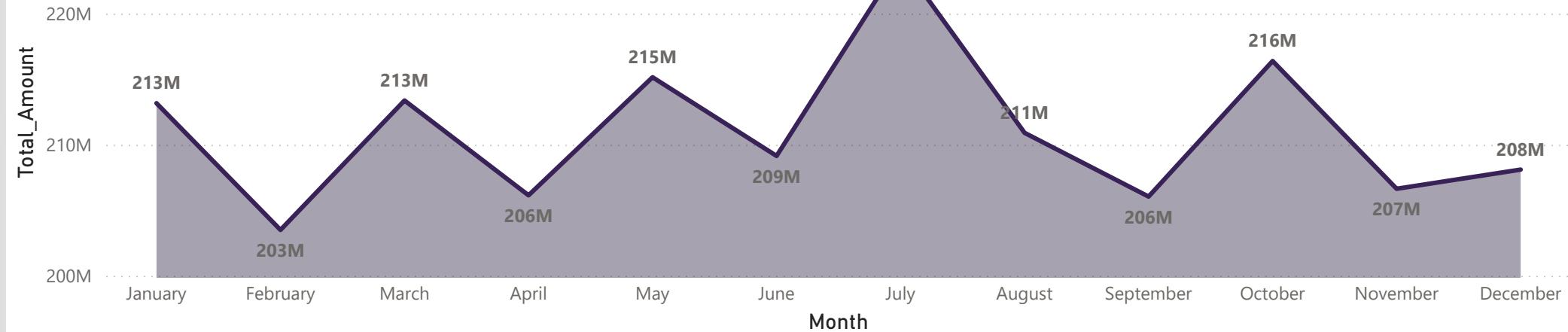
300K

TRANSACTION SUCESSES RATE

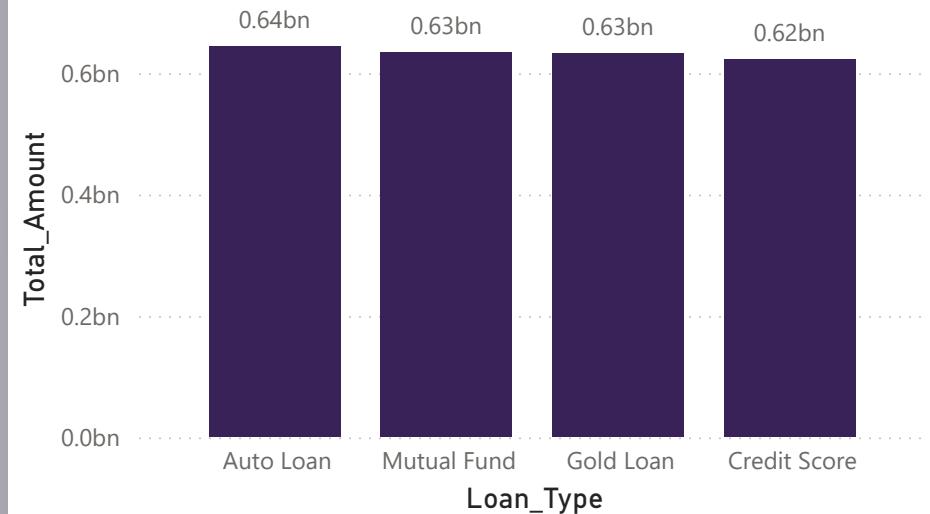
%

0.96

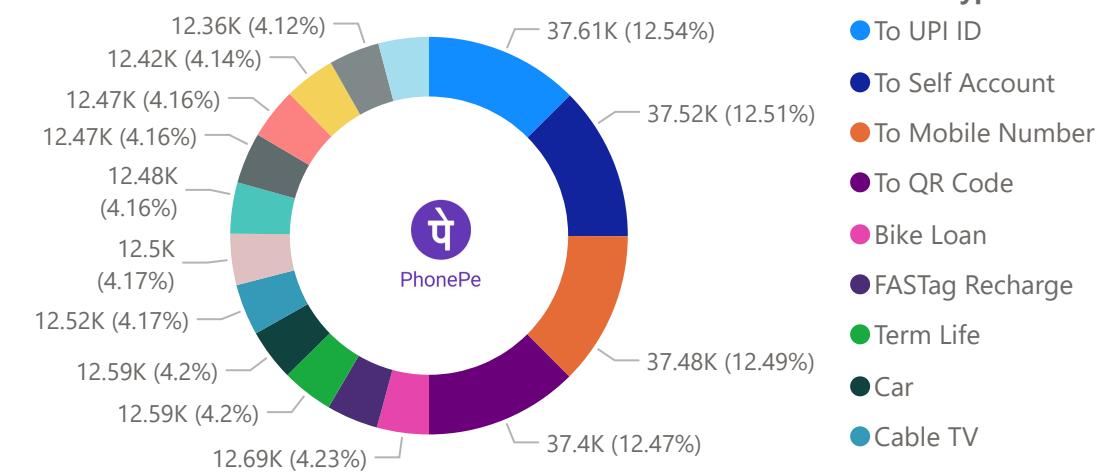
MONTHLY TRANSACTIONS TREND



LOAN BY TYPE



SERVICE BY DISTRIBUTION



Service Type

- To UPI ID
- To Self Account
- To Mobile Number
- To QR Code
- Bike Loan
- FASTag Recharge
- Term Life
- Car
- Cable TV

AVERAGE
CUSTOMER AGE

39.03

TOTAL UNIQUE
USERS

101K

TRANSACTIONS
PER USER

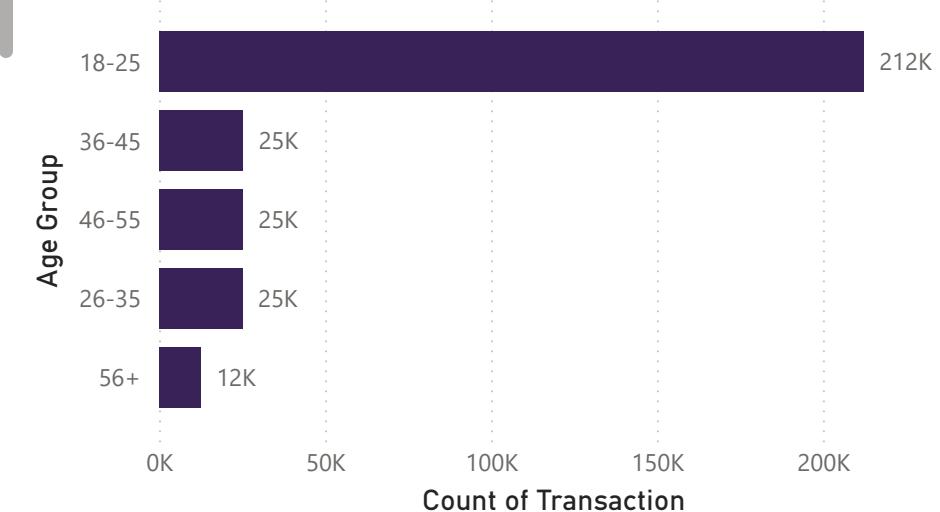
3

HIGH VALUE
CUSTOMER

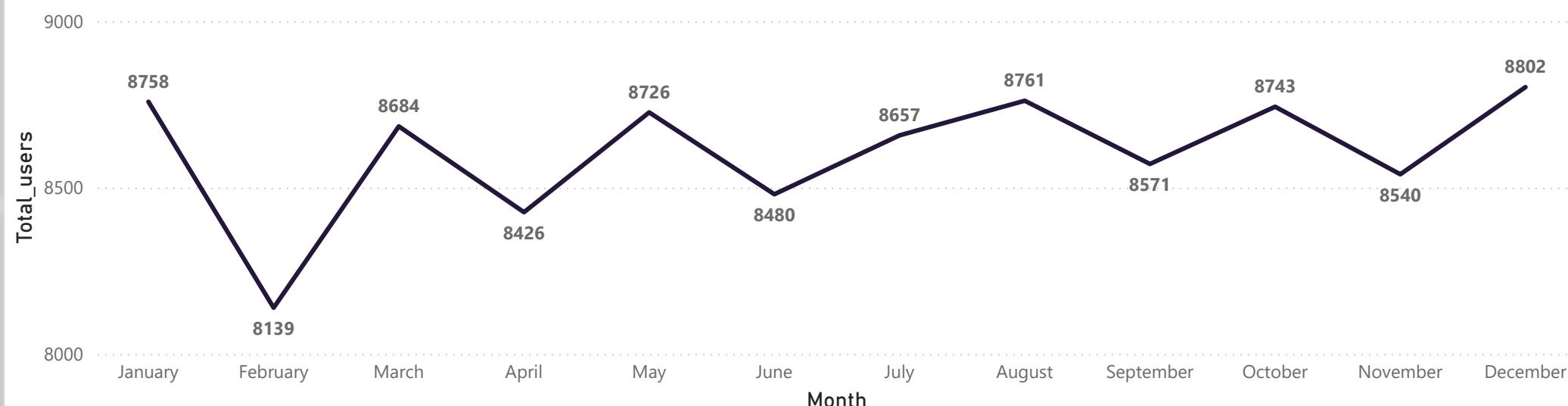
1

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



TOTAL BILLS

12K

TRANSFER VOLUME

150K

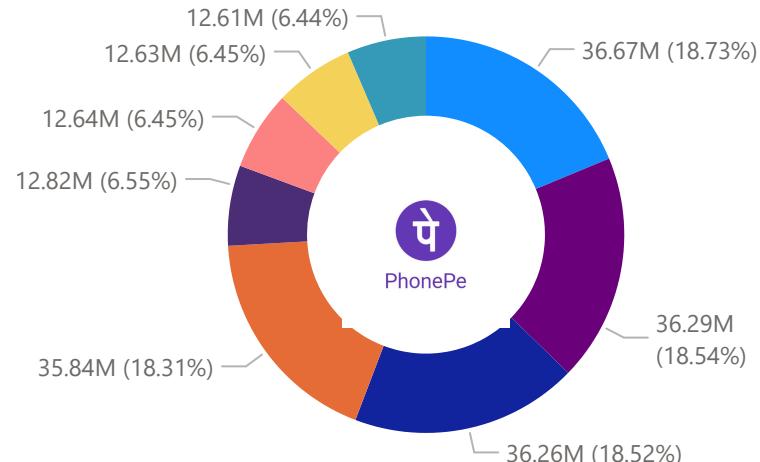
LOAN SUCCESS RATE

0.96

AVG TRANSACTION VALUE

11.58K

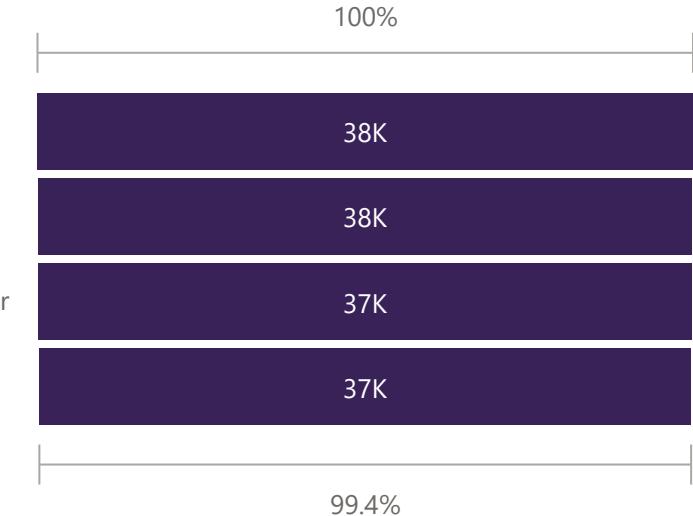
REVENUE DISTRIBUTION BY SERVICE



Service Type

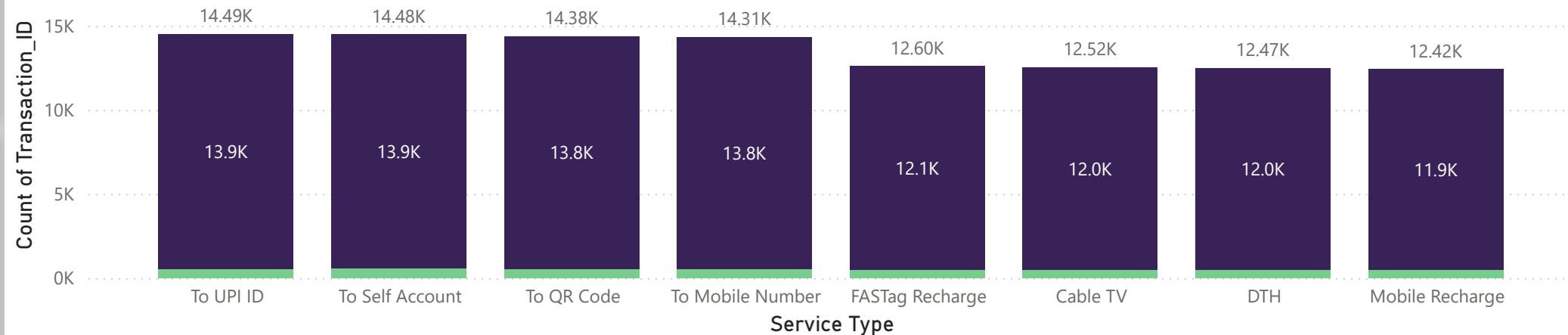
- To UPI ID
- To QR Code
- To Self Account
- To Mobile Number
- FASTag Recharge
- DTH
- Mobile Recharge
- Cable TV

UPI TRANSACTION CHANNEL FLOW



MONTHLY TRANSACTION TRENDS

Payment_Status ● Failed ● Successful



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

