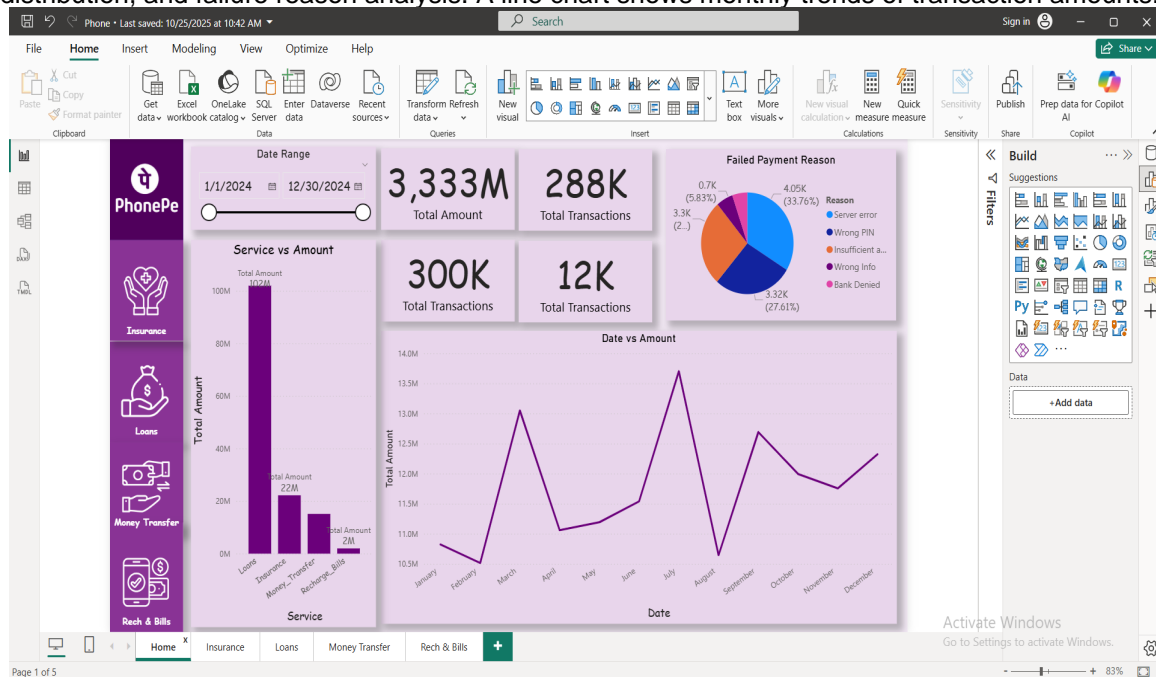


PhonePe Data Analytics Dashboard Report

This report provides a detailed overview and analysis of PhonePe's 2024 financial transactions across multiple services including Loans, Insurance, Money Transfers, and Recharges & Bills. The data visualization dashboards were created using Microsoft Power BI, illustrating total transaction amounts, payment success rates, and failure reasons.

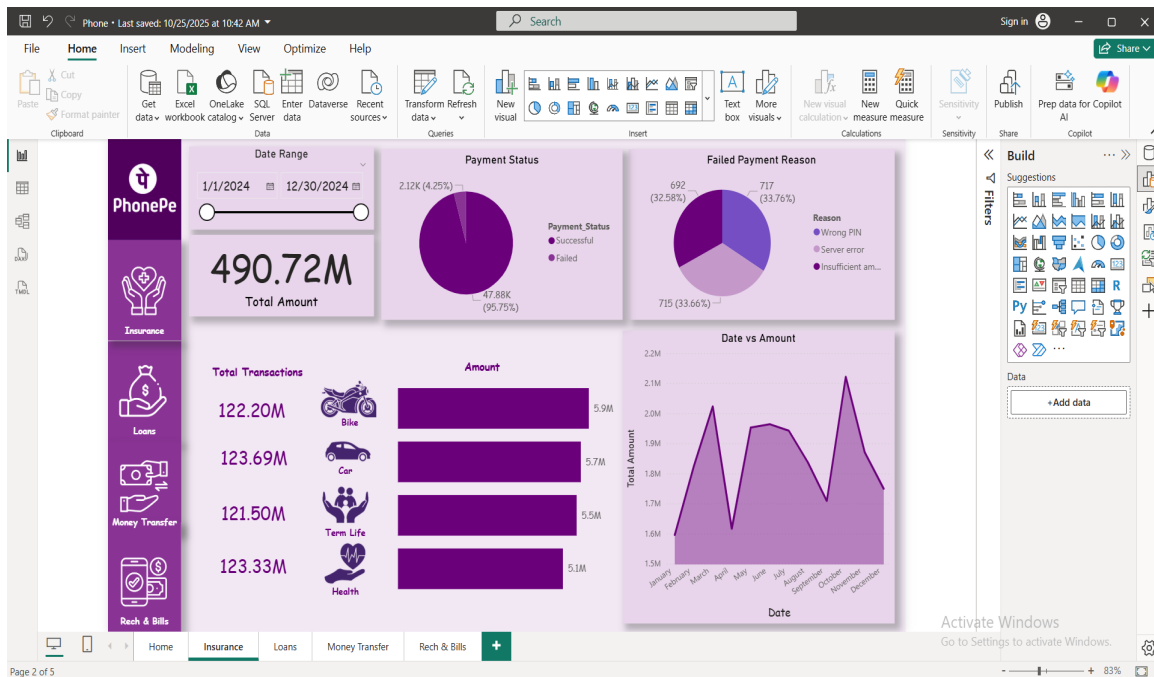
1. Home Dashboard Overview

The Home dashboard summarizes the overall financial activity on the PhonePe platform during 2024. It includes total transaction amount, total transactions count, service-wise amount distribution, and failure reason analysis. A line chart shows monthly trends of transaction amounts.



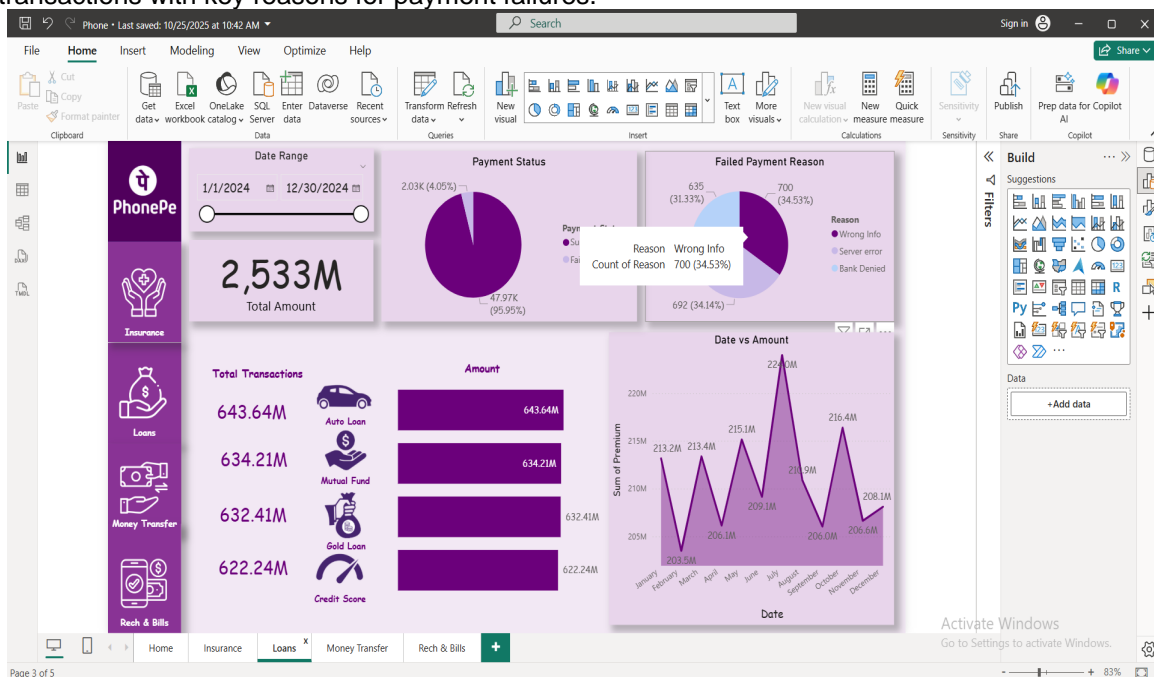
2. Insurance Dashboard

The Insurance dashboard highlights the performance of insurance-related transactions including Health, Term Life, Car, and Bike Insurance. It shows total transaction amounts, payment success and failure rates, as well as monthly trends of insurance premiums.



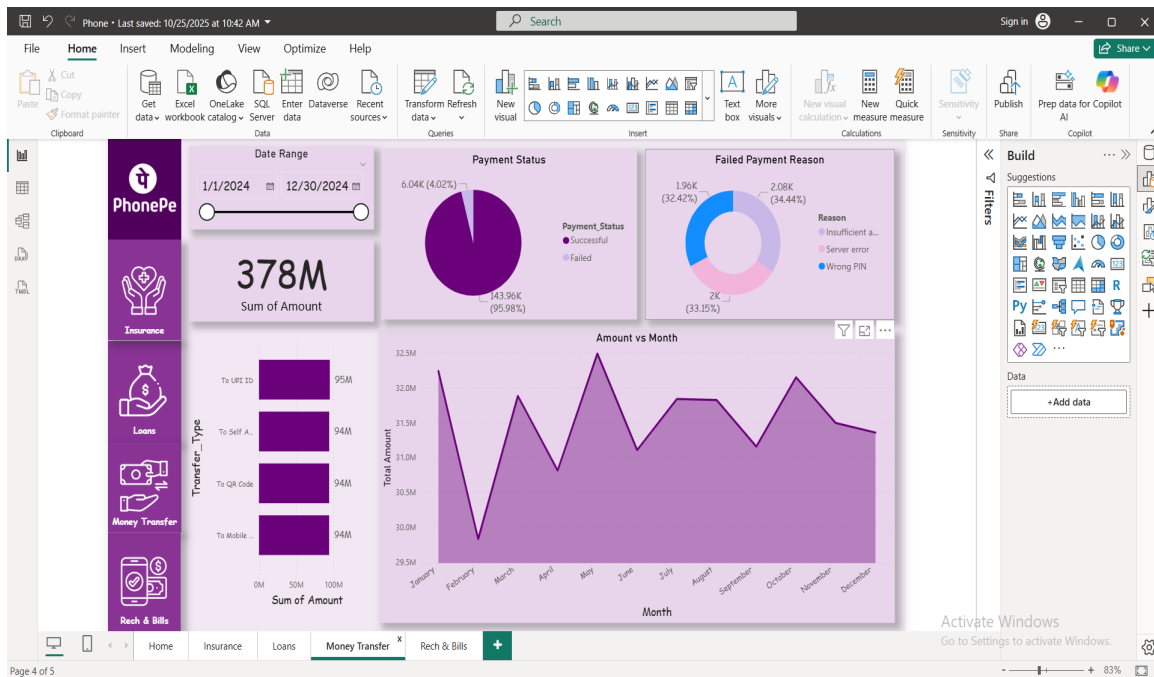
3. Loans Dashboard

The Loans dashboard visualizes total loan-related amounts for various categories like Auto Loans, Mutual Funds, Gold Loans, and Credit Scores. It provides insights into successful and failed transactions with key reasons for payment failures.



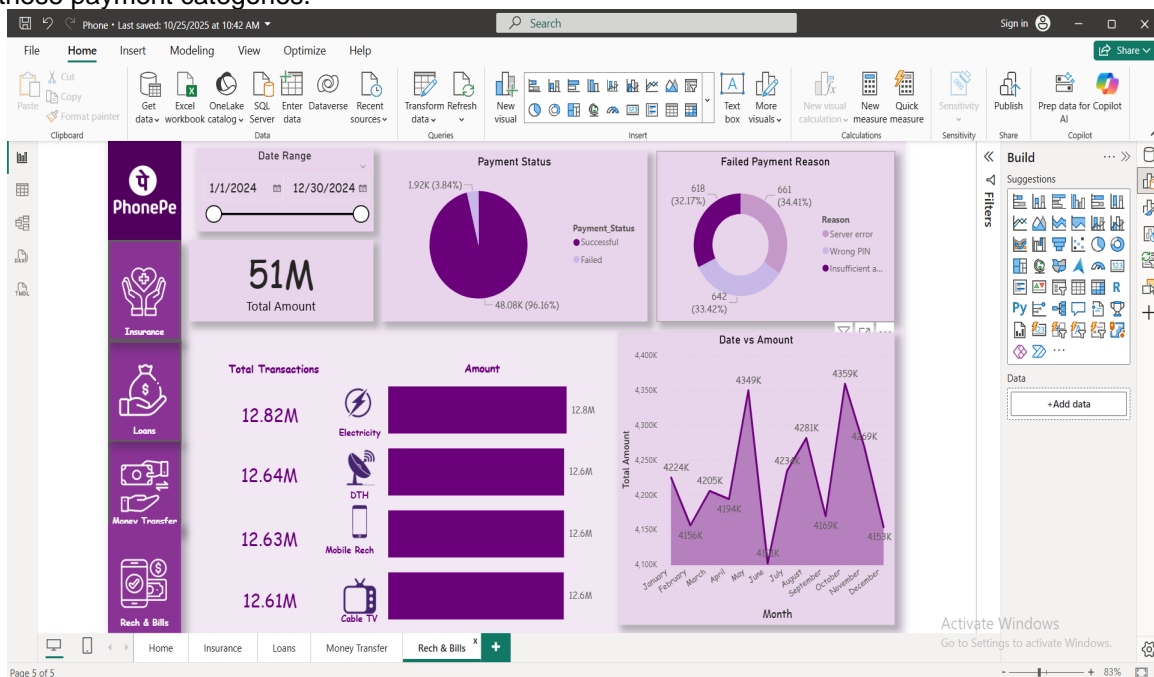
4. Money Transfer Dashboard

This dashboard focuses on fund transfers within the PhonePe ecosystem. It tracks total transfer amounts, categorizes transfers (to UPI, QR Code, Mobile, Self Account), and highlights monthly transfer patterns.



5. Recharges & Bills Dashboard

The Recharges and Bills dashboard shows data for electricity, DTH, mobile recharges, and cable TV payments. It compares monthly activity trends and highlights success versus failure ratios for these payment categories.



Summary

Overall, the PhonePe analytics dashboards demonstrate strong financial transaction volumes across multiple categories. The success rate of payments remains high (above 95%), with a few minor issues attributed to server errors and incorrect user inputs. These dashboards provide actionable insights for monitoring and improving transaction performance and customer experience.