Sales project on Online transaction apps

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About the online transaction apps

- ▶ Acts like mobile debit card or credit cards by consisting the card information.

- ▶ An easy to pay method using internet connection and user verification.

- ▶ Uses an UPI id that is unique for each user.

- ▶ Most popular for online transactions.

- ▶ User friendly and never ask for bank details.

- ▶ Has helplines against scammings.

Highlights of the project problem

▶ The NPCL(National payments corporation of india) wants to take a deep inspection in the changes in sales and number of transactions of few online transaction apps when they are offering Diwali sales and mini games within the app.

▶ NPCL compares the difference in the amount of sales and number of transactions for different kinds of online transactions between different cities, UPI payment apps in 2021 and 2022.

▶ By this,The NPCL can get an idea on how Diwali offers(mini games,cashback etc) affects the sales of different UPI payment apps(Google pay,PhonePay,BHIM Upi and Paytm).
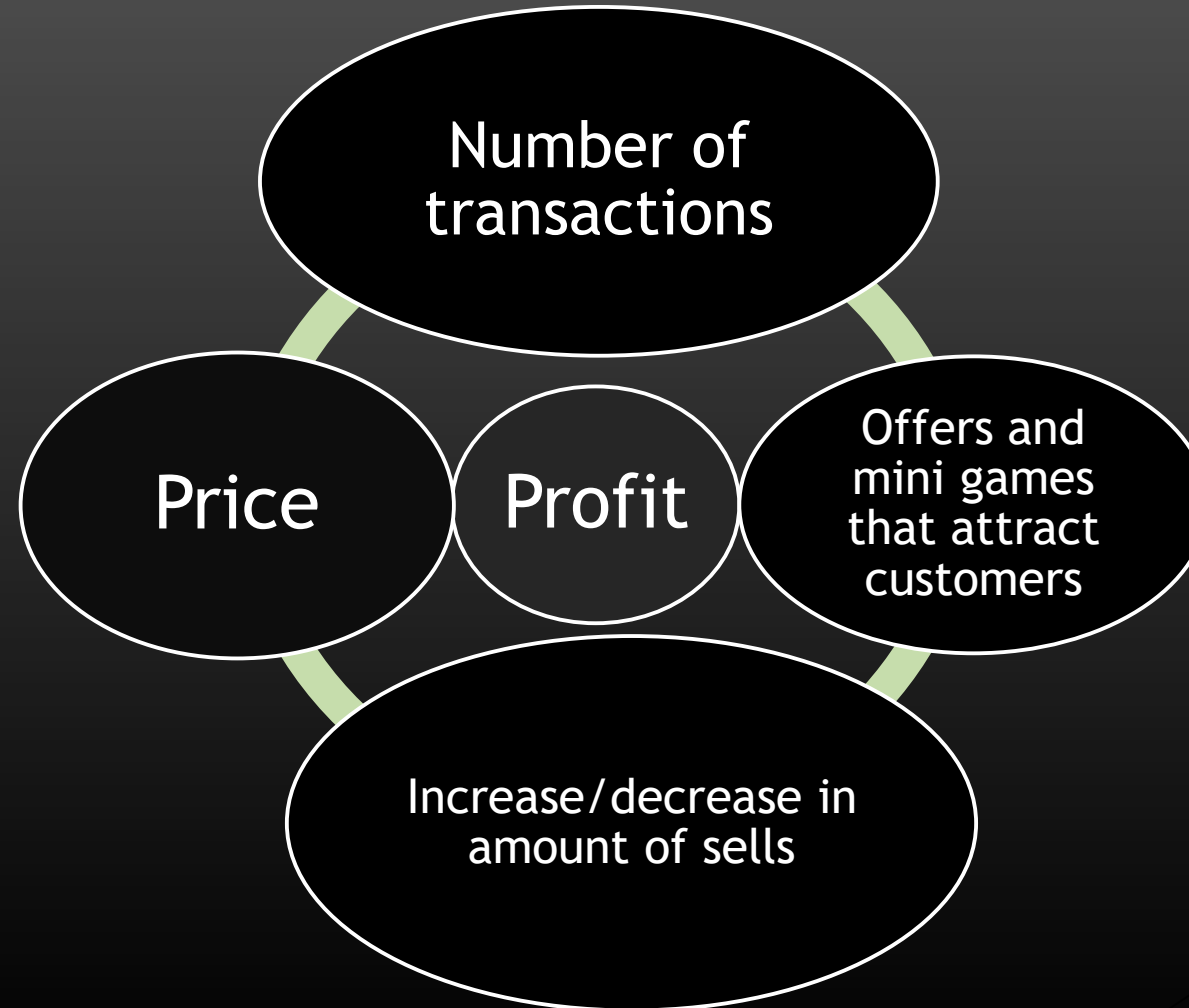
The Dataset

▶ In our dataset, we have columns on order date, cities, number of transactions, price per transaction, categories of shopping and total amount of sells.

▶ All these data are gathered both for 2022(Diwali phase) and 2021.

▶ Data were compared using excel dashboard.

Data Modification

▶ The data was raw, it needs to be modified and processed.

▶ Excel tools require modified and cleaned up data to process further.

| Raw data | Data being processed | Analysis of cleaned up processed data |

Factors UPI apps take a look on

Number of transactions

Price

Profit

Offers and mini games that attract customers

Increase/decrease in amount of sells

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Objectives

▶ Our main objectives in this project are divided into four parts.

▶ Here our goal is the inspect the relationship between sells,categories,cities and number of transactions.

▶ The Project will also evaluate the top ten sells in each cities.

City and category wise amount of sells

Increase/decrease in total amount of sells in each city and category

Ratio and percentage of total amount of sells in each city

Get information on usage of different UPI apps and make the business strategy accordingly

Findings and conclusion

- Delhi has the highest number of transaction during diwali,22 phase.

- At the same time Mumbai had the highest amount of transaction in 2021.

- In Delhi, the UPI transaction using Google pay is the highest.

- Total number of online shopping happened in Bangalore that is almost 1/3 of the total amount in the same category.

- In 2022,total amount of sells is highest in Sikkim.

- The top five sells happened in the cities , Sikkim, Delhi, Kolkata, Mumbai and Ahmedabad.

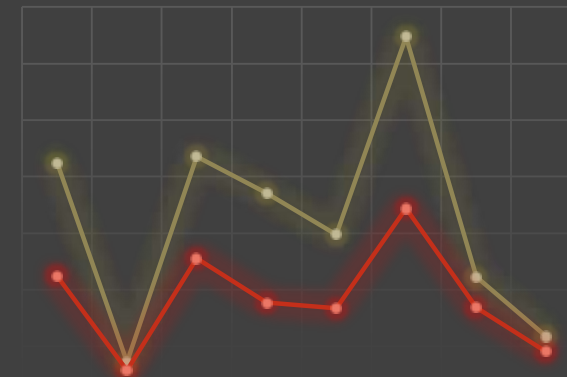- Both Total amount of sells and number of transactions has increased in 2022 comparing with 2021.
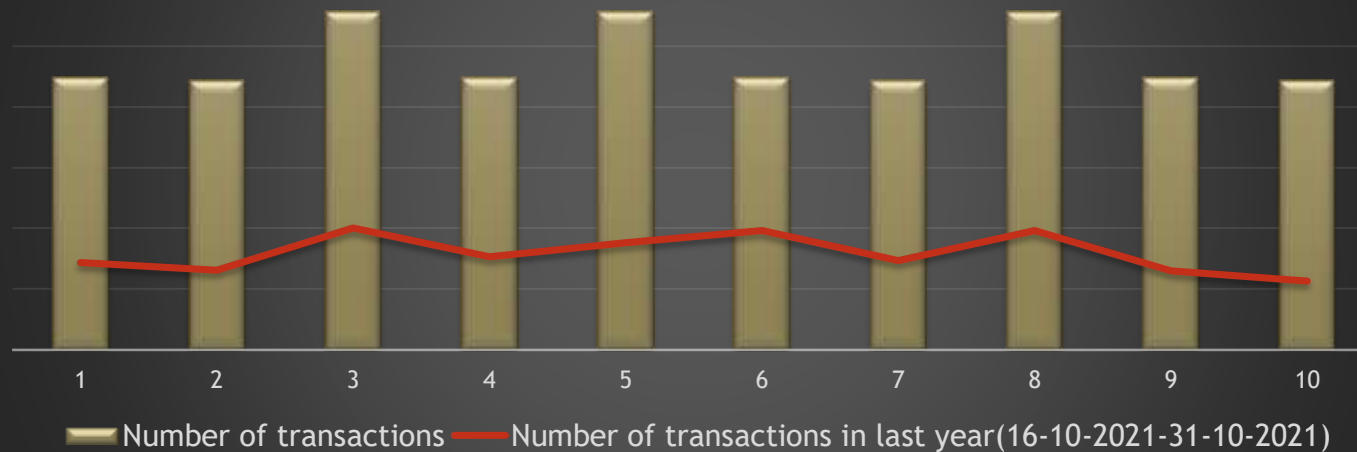

Top five sells
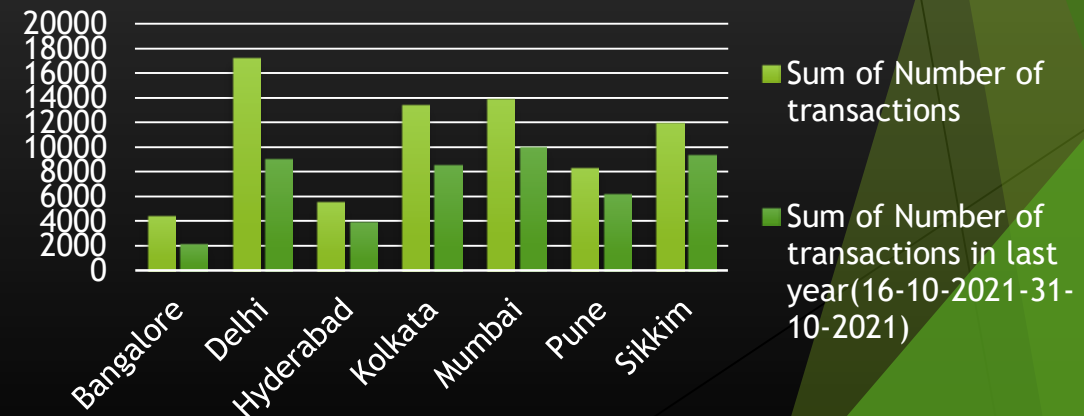
Sum of Number of transactions

Sum of Number of transactions in last year(16-10-2021-31-10-2021)

Conclusions

▶ Each and every investors wants to maximize their profits by attracting customers with different offers.

▶ It has been seen that including variable offers or promotions or scratch cards or mini games the usage of these apps and transactions increase drastically.

▶ The number of transaction need not to be in the first place to have the highest total amount of sells for a specific category and specific city , price per transaction also plays a vital role here.

▶ To get more appropriate idea and detailed information , price per transaction in each city under each category can also be considered.

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THANK YOU