Decentro PM Intern Task

1. Key Metrics for Payments Module:

Transaction Volume: The total number of transactions processed through Decentro's Payments module within a specified period. A rising transaction volume might indicate increased service adoption by users or businesses, highlighting the platform's demand and growth potential.

Success Rates: The percentage of transactions that are successfully completed without any errors or issues within the Payments module. A high success rate indicates the reliability and effectiveness of the payment processing system. A key metric to ensure customer satisfaction and trust in the platform offering reliability and effectiveness of the payment processing system.

Transaction Processing Time: The average time taken to process a transaction from initiation to completion within the Payments module. A shorter processing time enhances user experience by providing quicker transactions, contributing to higher customer satisfaction. It also impacts operational efficiency, as faster processing times often mean more transactions can be handled within a given timeframe.

Conversion Rates: The percentage of successful payment conversions from initiated transactions. It signifies the effectiveness of converting leads or initiated payment requests into completed transactions. Higher conversion rates indicate a smoother and more efficient payment process, contributing to increased revenue generation and customer satisfaction.

Average Transaction Value: The average monetary value of transactions processed through the Payments module. It indicates the financial impact per transaction. The average transaction value helps assess the value generated through the platform and aids in strategic decision-making related to pricing strategies, revenue forecasting, and understanding user behavior.

2. Factors to consider on prioritizing a feature:

a) New Feature Request from the Business Team for UPI Collections vs Optimizing Payouts module:

I. Business Team for UPI Collections:

Customer Experience Enhancements: The factor optimizes the user journey within the UPI Collections module by making the payment initiation process simple and efficient, minimizing unnecessary steps or complexities. For instance, ensuring a clear and intuitive interface that guides users swiftly through the payment process.

Support for Multiple UPI Apps: Given the diversity of UPI apps in the market, compatibility with various UPI apps is crucial. This ensures that users can complete payments using their preferred UPI app, catering to regional preferences and individual choices, thereby enhancing user convenience.

Analytics for UPI Collections: Integration of analytical tools in the collections modules to Analyze the data points helps businesses optimize their collection strategies, identify trends, and refine their approach based on user behavior. This includes metrics such as transaction volumes, success rates, average transaction values, etc.

II. Optimizing Payouts module:

Expanded Payment Options: Introducing additional payment modes like International Payment Gateways(Enabling cross-border payments allows businesses to engage in global transactions, catering to a wider audience or facilitating international trade), Cryptocurrency Payments (Integrating popular cryptocurrencies like Bitcoin or Ethereum for innovative payment options), Wallet Integration (streamlined payment experience through e-wallets or through introducing Decentro's proprietary wallet) or integrating with more banks/payment gateways offers users a broader spectrum of choices.

Improved Reporting and Analytics: Enhancing reporting capabilities within the payouts module provides users with a comprehensive view of transaction statuses, success rates, and various performance metrics. Detailed insights empower users to understand the effectiveness of their transactions, identify bottlenecks, and make informed decisions. It allows businesses to track trends, optimize strategies, and improve the efficiency of their payout operations over time.

b) Prioritizing between New Bank Integration for Payouts vs. New Bank Integration for ENACH (2 Sprints -1 Month):

I. New Bank Integration for Payouts

Customer Demand: Analyze customer requests and market demand for the specific bank integration that handle high transaction volumes or facilitate frequent transactions. Focus on integrating banks that are frequently requested or align with the majority of user needs to enhance customer satisfaction. Evaluate the costs involved in integrating a new bank or payment gateway, including financial expenses, technical resources, and the time required for integration. Prioritize options that offer a balance between cost-effectiveness and potential gains.

Technical Compatibility: Assess the technical feasibility and compatibility of integrating a new bank with Decentro's existing infrastructure. Prioritize banks that offer APIs or systems that seamlessly integrate with Decentro's platform.

Strategic Partnerships: Consider partnerships or collaborations with banks that offer additional benefits beyond basic transaction processing, such as value-added services, innovative features, or exclusive offerings.

II. New Bank Integration for ENACH (Electronic National Automated Clearing House):

ENACH Network Coverage: Prioritize banks that have a robust presence within the ENACH network, ensuring a broader reach and easier access to a wider range of users and businesses.

Transaction Processing Speed: Consider banks that offer efficient transaction processing times within the ENACH system. Prioritize those banks that demonstrate quicker settlement times for ENACH transactions.

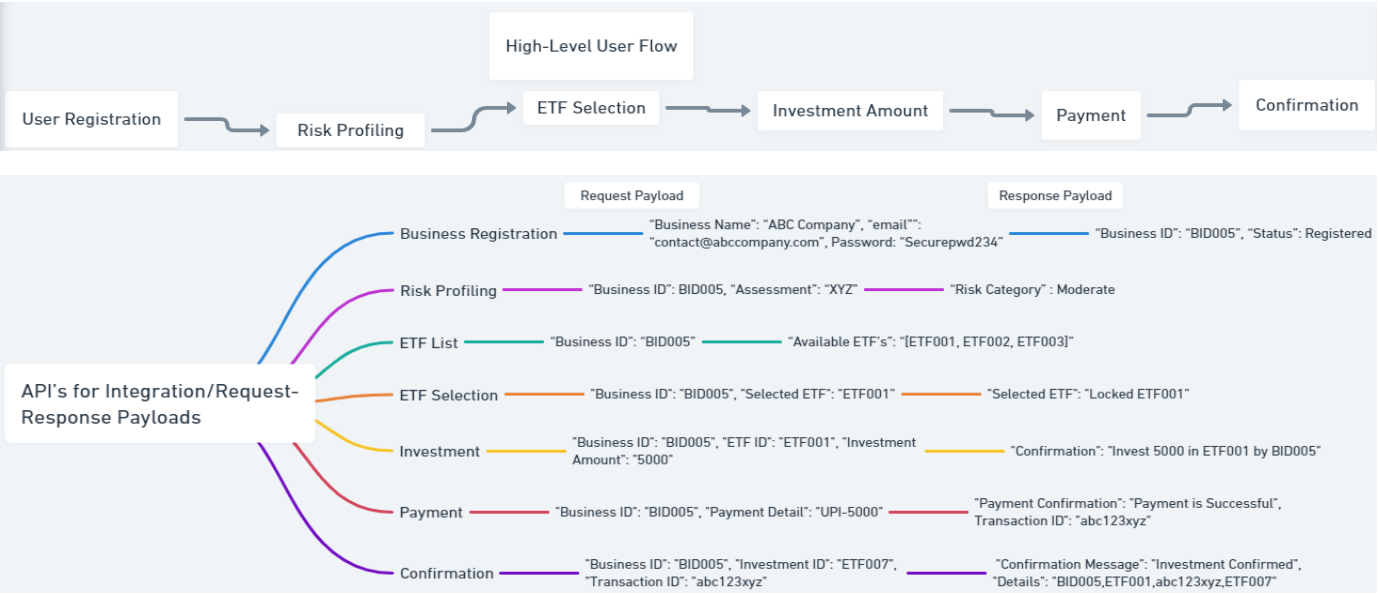
3. <u>New Module Launch on ONDC:</u>

a) Building a Product on the ONDC Stack:

Creating an ETF (Exchange-Traded Fund) product within the ONDC stack holds immense value by democratizing investment opportunities for businesses operating within the ecosystem. ETFs,

functioning similar to individual stocks but offering diversified investment portfolios, would enable smaller businesses to provide accessible and diversified investment avenues to their clients without requiring complex financial infrastructure. This move would not only promote financial inclusivity but also attract a wider range of investors, fostering innovation and expanding financial opportunities within the ONDC framework.

b) Set of API's for business:



c) Key Metrics for the Module:

ETF Selection Rate: Track the percentage of users who view and select ETFs to understand user preferences.

Investment Amount per User: Measure the average investment amount per business to assess engagement and potential revenue.

Payment Success Rate: Monitor the success rate of payment transactions to ensure a smooth payment process.

Confirmation Response Time: Measure the time taken to confirm an investment after payment to ensure a quick and efficient process.

4. <u>Building out the Transaction Monitoring Platform:</u>

a) Product Building and Target User Segmentation:

For the transaction monitoring platform tailored to banks at Decentro, the product would revolve around a sophisticated dashboard (containing transaction overview, real-time monitoring, risk assessment metrics, compliance alerts, regulatory compliance reports) offering in-depth transaction oversight. This tool would cater specifically to compliance officers, risk managers, and operational teams within banks and regulatory authorities. Its primary function would be to ensure that all financial transactions align

with legal and regulatory guidelines, maintaining a high standard of operational compliance within the bank's ecosystem.

b) API's for the Payments Product Team

API's	Description	Endpoints	Request Payload	Response Payload	Database Schema
Retrieve Transactions	Retrieves transaction details within specified timeframe	/transactions	{"start date": "2023-01-01", "end date": "2023-12-31", "transaction type": "credit"}	{ "transactions": [{ "transaction-id": "123456", "date": "2023-05-15", "amount": 5000, "type": "credit", "sender": "ABC Corp", "receiver": "XYZ Corp", "status": "flagged", "reason for flagging": "Large transaction"}, // ...other transaction details]}	Transactions Table:- transaction ID (PK), date, amount, type, sender, receiver, status, reason for flagging
Flag Suspicious Transaction	Flags a Transaction as suspicious for further review	/transactions/flag	{"transaction-id": "123456", "reason for flagging": "Unusual transaction pattern"}	{"confirmation": "Transaction flagged successfully"}	Transactions Table:- ...other fields, flagged: BOOLEAN, flag reason: VARCHAR
Generate Compliance Report	Generate a compliance report based on specified parameters	/compliance/report	{"start date": "2023-01-01", "end date": "2023-12-31"}	A downloadable report file or a link to access the generated compliance report	Compliance Reports Table:- report id (PK), generated date, start date, end date, download link
Retrieve Flagged Transactions	Retrieves Flagged Transactions for further review or analysis	/transactions/flagged	{"status": "flagged", "limit": 20}	{ "flagged transactions": [{ "transaction-id": "789012", "date": "2023-06-20", "amount": 8000, "type": "debit", "sender": "PQR Corp", "receiver": "LMN Corp", "status": "flagged", "reason for flagging": "Unusual activity" }, // ...other flagged transaction details]}	Transactions Table:- ...other fields, status: VARCHAR
Search Transactions	Enables Searching for specific transactions based on various parameters	/transactions/search	{"search query": "ABC Corp", "transaction type": "debit"}	{"matched transactions": [{ "transaction-id": "345678", "date": "2023-04-10", "amount": 3000, "type": "debit", "sender": "ABC Corp", "receiver": "XYZ Corp", "status": "approved" }, // ...other matched transaction details]}	Transactions Table:- ...other fields, status: VARCHAR
Update transaction status	Allows updating the status of transaction	/transactions/update/status	{"transaction-id": "345678", "new status": "rejected"}	{"confirmation": "Transaction status updated successfully"}	Transactions Table:- ...other fields, status: VARCHAR

c) Key metrics for the Transaction Monitoring Platform

Flagged Transactions Ratio: Highlights potential risks or compliance issues by tracking flagged transactions against the total, prompting timely risk mitigation.

Response Time to Flag Transactions: Measures how quickly suspicious transactions are flagged, assessing the system's operational efficiency in addressing risks promptly.

Compliance Review Cycle: Tracks the time for compliance reviews, ensuring timely adherence to regulations and enhancing internal process's efficiency.

False Positive Rate: Monitors the rate of incorrect flags, refining monitoring algorithms, minimizing manual reviews, and improving overall system effectiveness.