

# PayPoint

Data Exploration

The collected data is of one day transactions  
15-05-2022

**Unique  
Transactions 141k**

**34 States-UT  
632 Cities**

7 Services

40 Domains

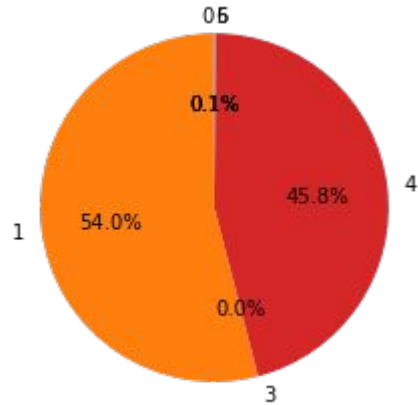
843 Products

**15k Active  
Business**

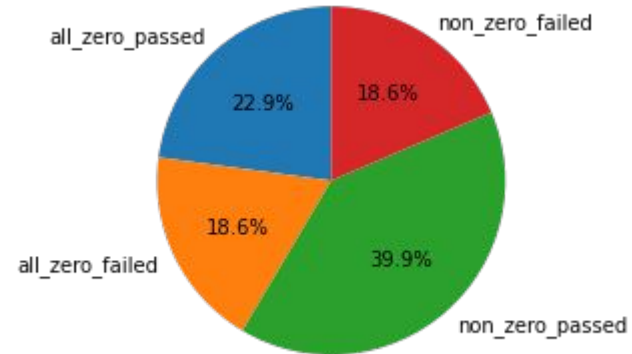
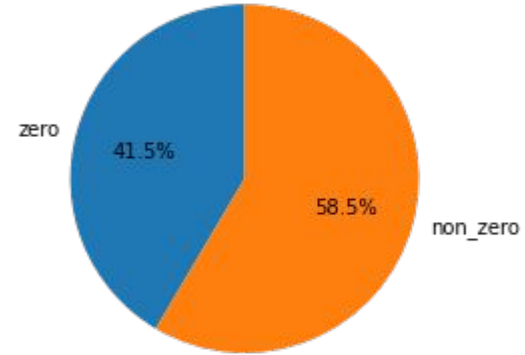
**90 Operators**

## Business\_Catalog:

It is the retailer account status. 0 = Inactive, 1 = Active, 2 = Dormant, 3 = Suspended, 4 = Incomplete, 5 = Closed, 6 = Fraud



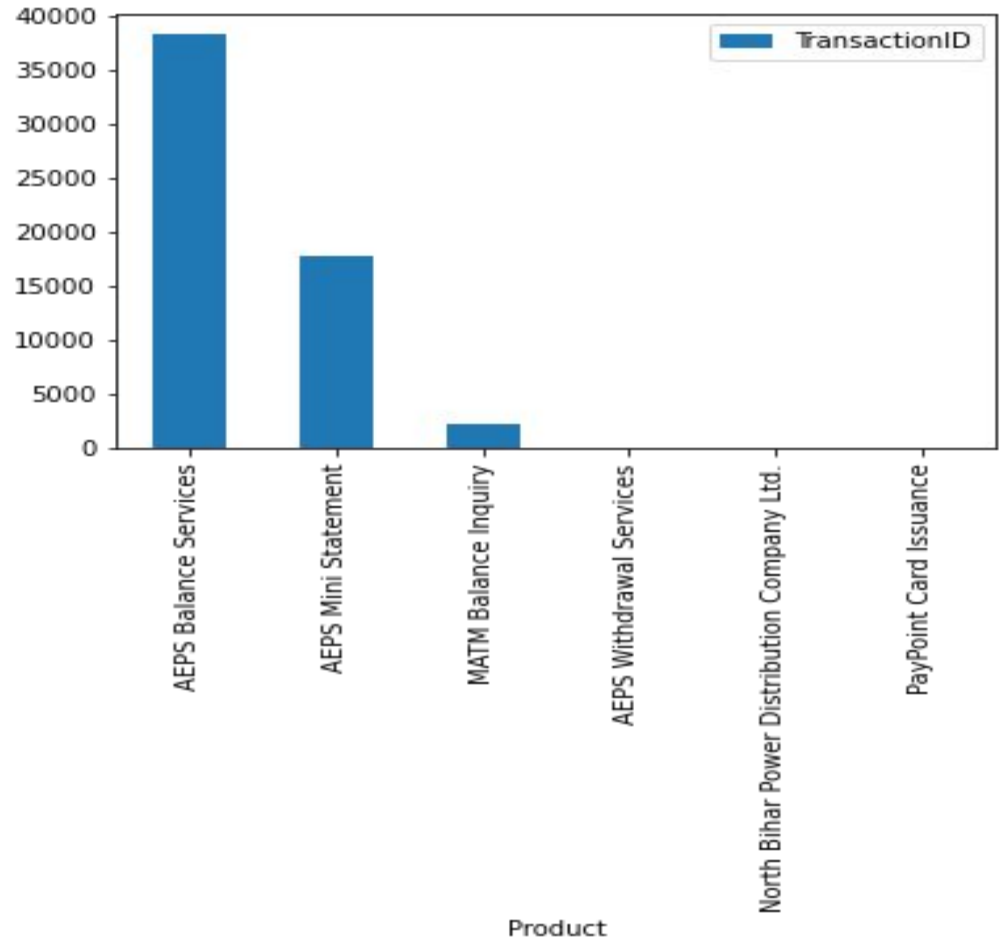
## Paid vs unpaid transaction:



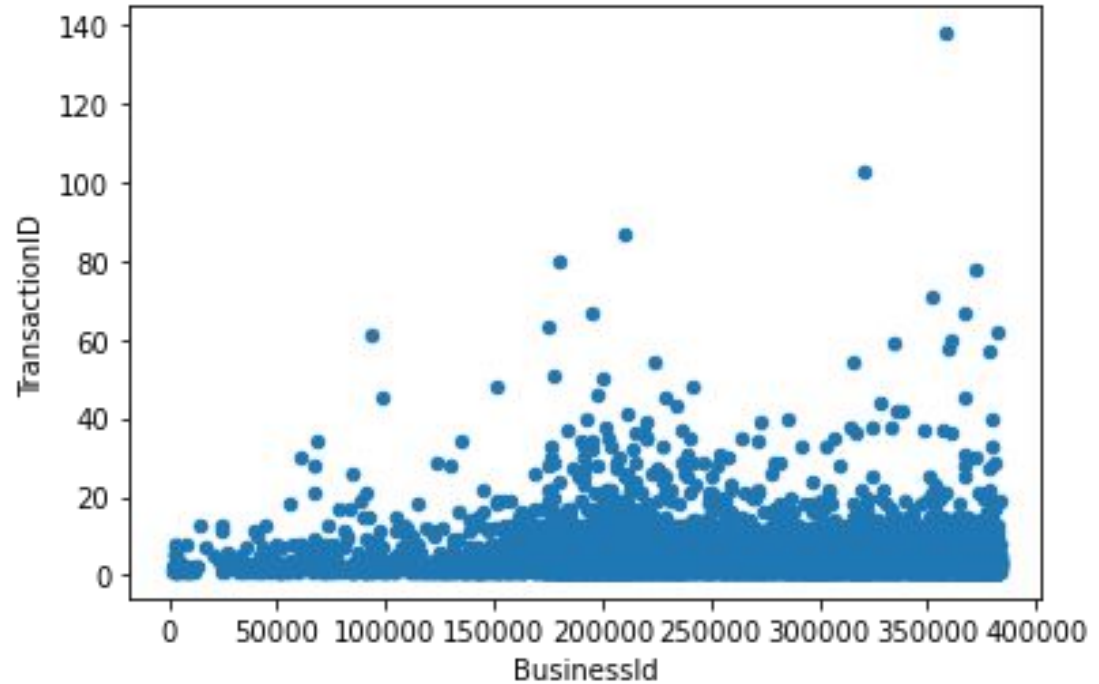
No. of Transactions  
per Product For all  
zero amount  
transaction

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Most of the zero  
transactions consists  
of Enquiry



Failed  
transaction(status = 3)  
per businessid out of  
all\_zero amount  
trxns(mostly enquiries)



## **Paid Transaction Based Stats**

## Amount Scatter plot for paid trnxs

Paid Trnxs = Non\_Zero not failed trnxs

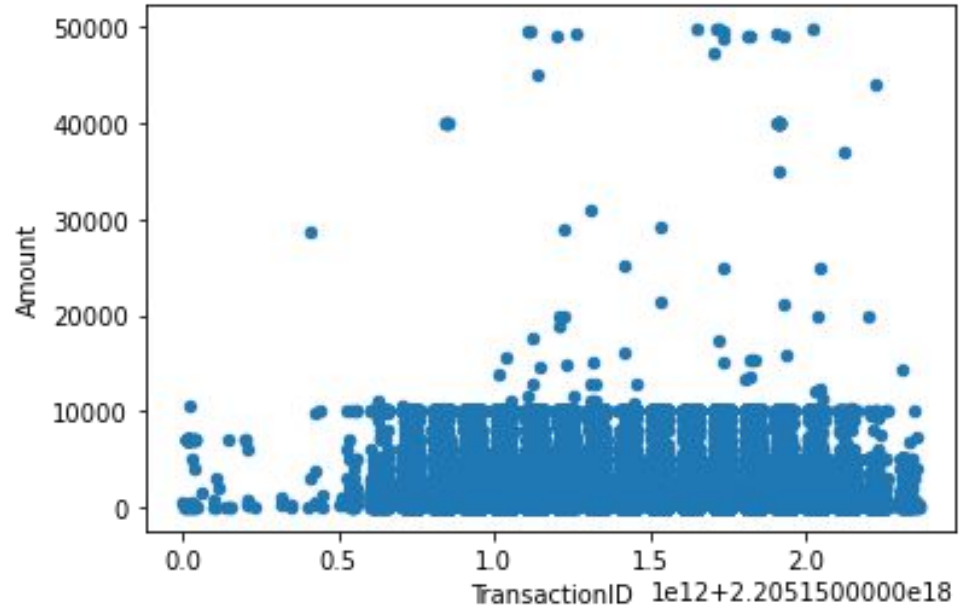
>>>>>

Most of the transaction lie in 1-10000 range

<10000 = 54065

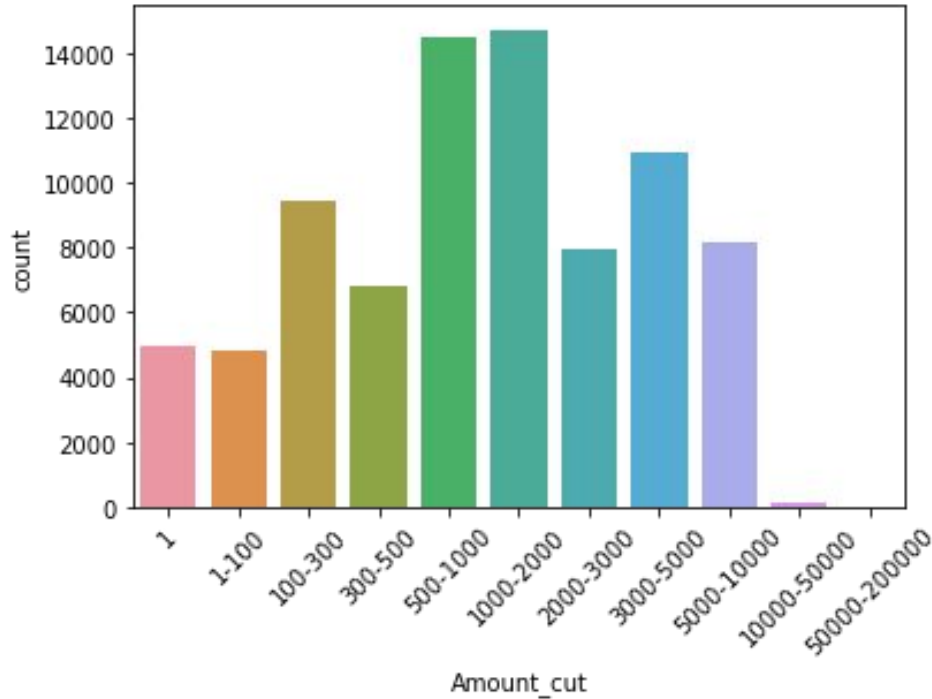
>10000 & <20000 = 40

>20000 = 43





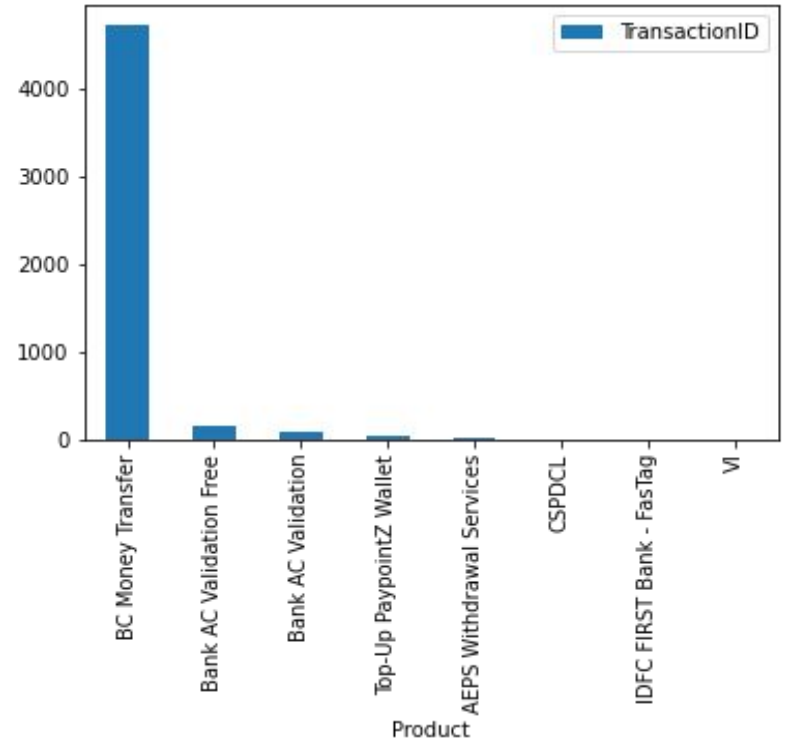
Amount wise number of transactions



>>>>>

1 rs transaction !!!!!

To check whether balance transfer is working ??

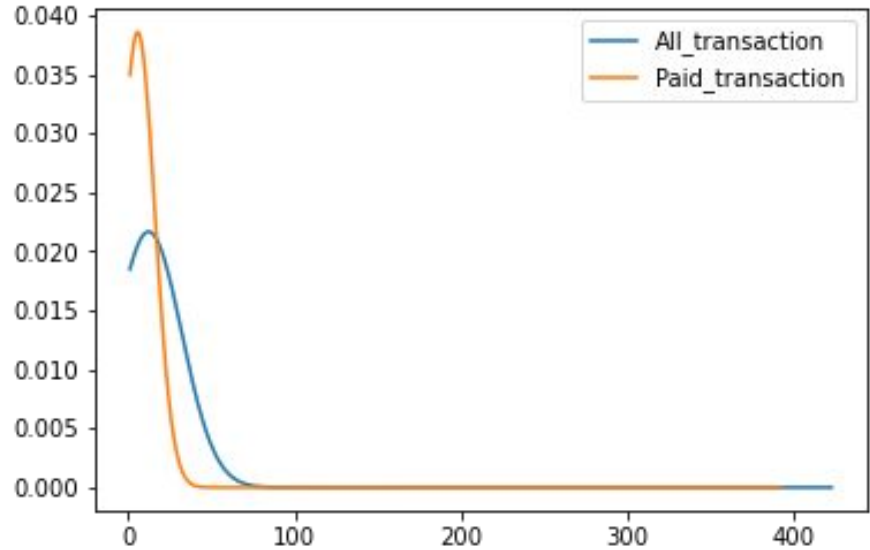


# **Business Based Stats**

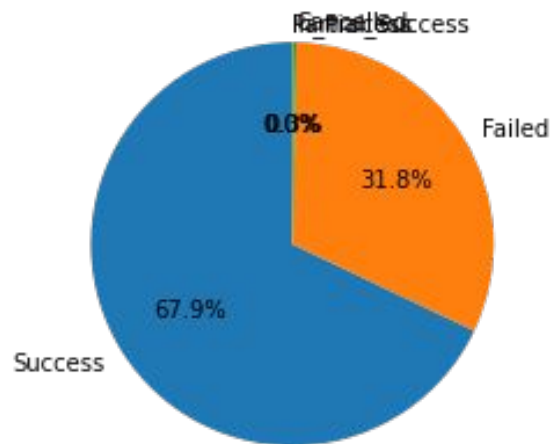
## Number of Paid\_trnxs vs all\_transaction per business

99% of all businesses lie below 55  
count for all\_transactions

99% of all businesses lie below 30  
count for only paid\_transactions



## Non\_zero transactions stats



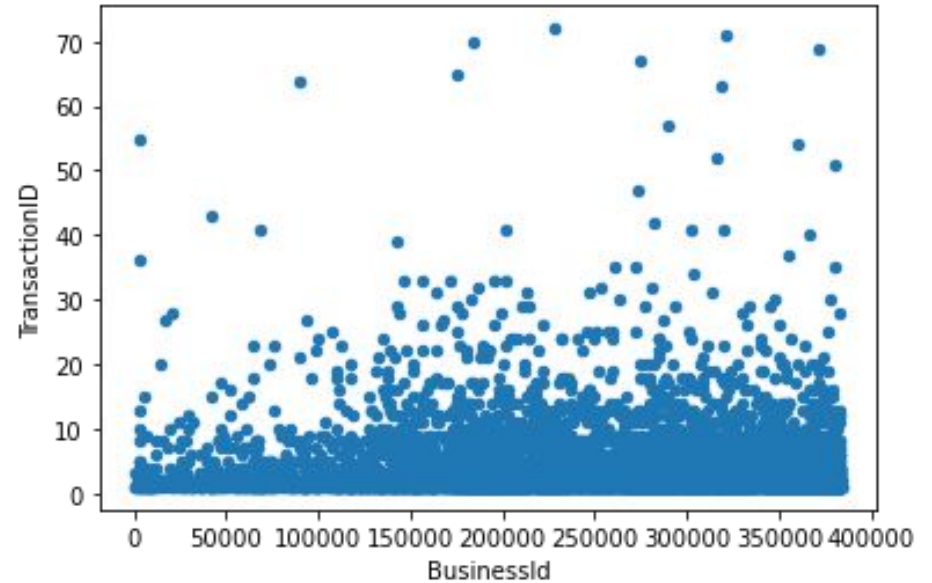
**business having total failed transaction  
out of non\_zero amount transactions.**

**>>>>>**

**>30 = 40**

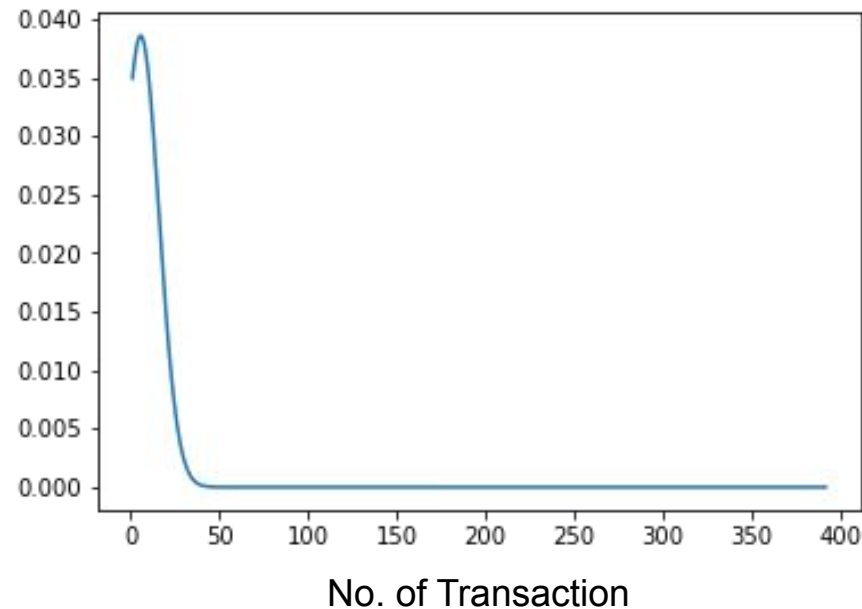
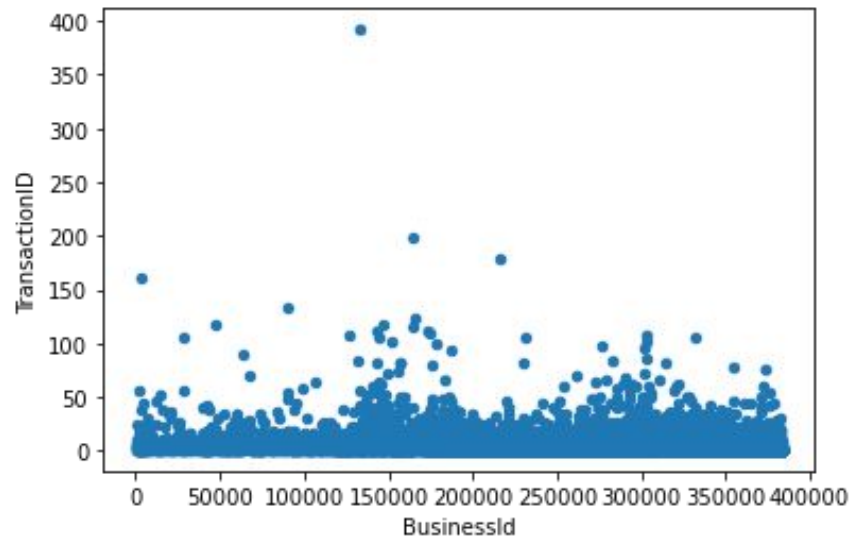
**>20 & <30 = 85**

**<20 = 5713**



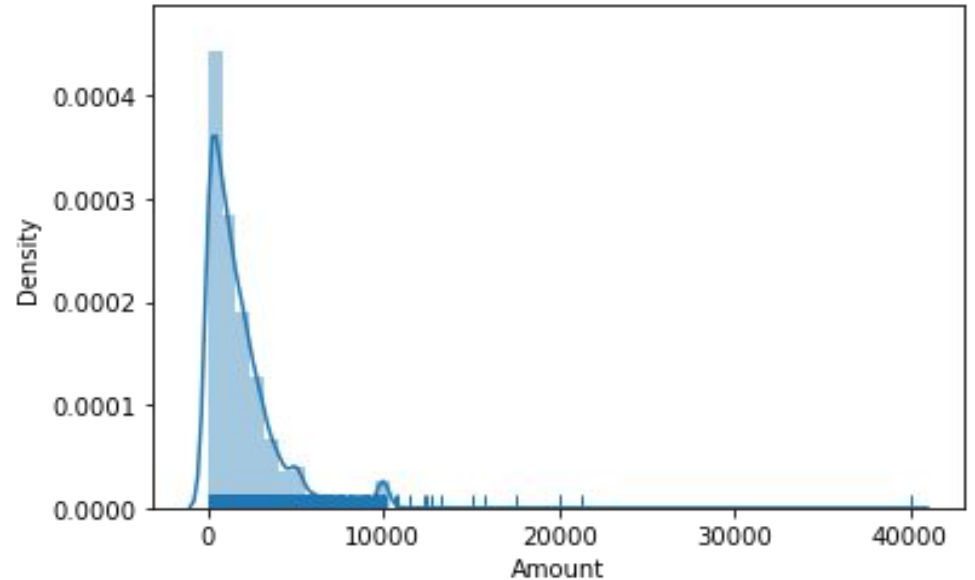
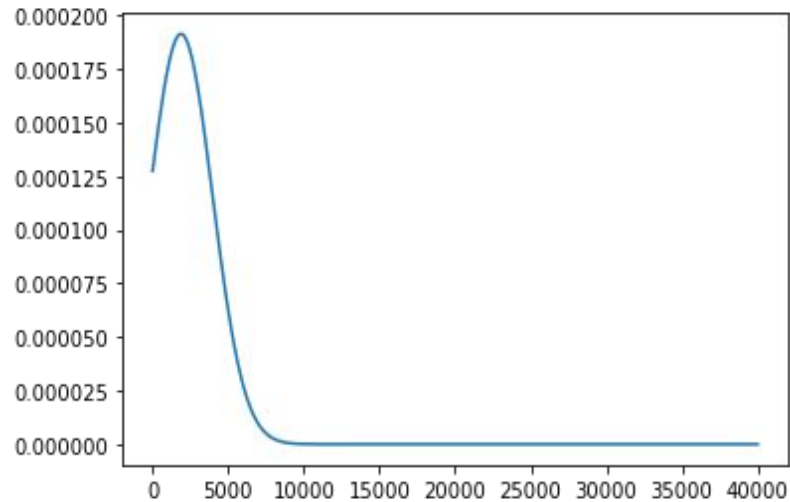
## Business distribution having total paid transactions (not failed)

**99% of businesses are doing around 30 non-failed Paid transactions.**



# Average Amount wise Business distribution

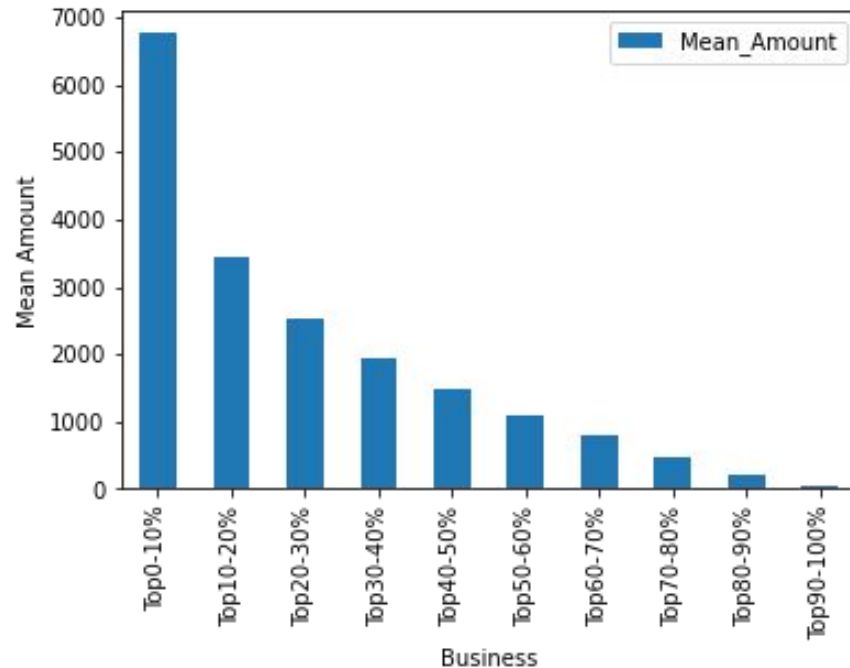
**99 % of Businesses lies below avg  
amount of 7000**



# business

mean amount where available

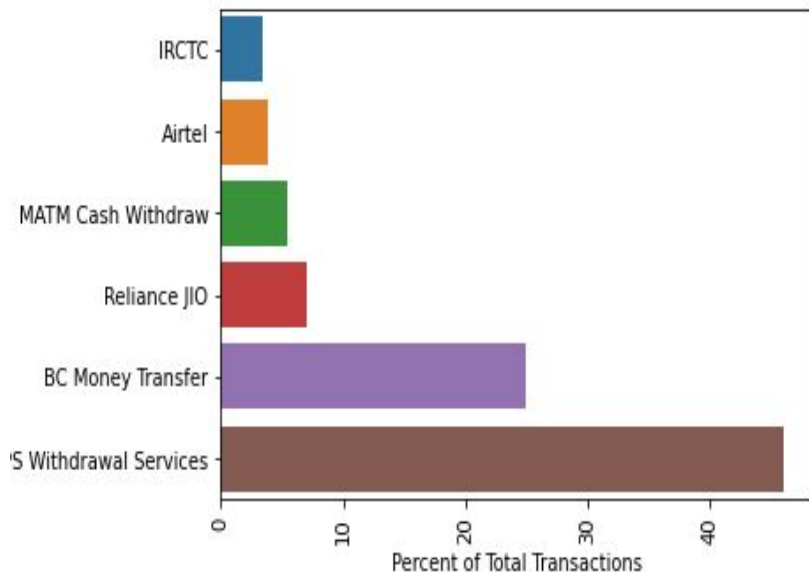
businesses are divided into 10 equal part





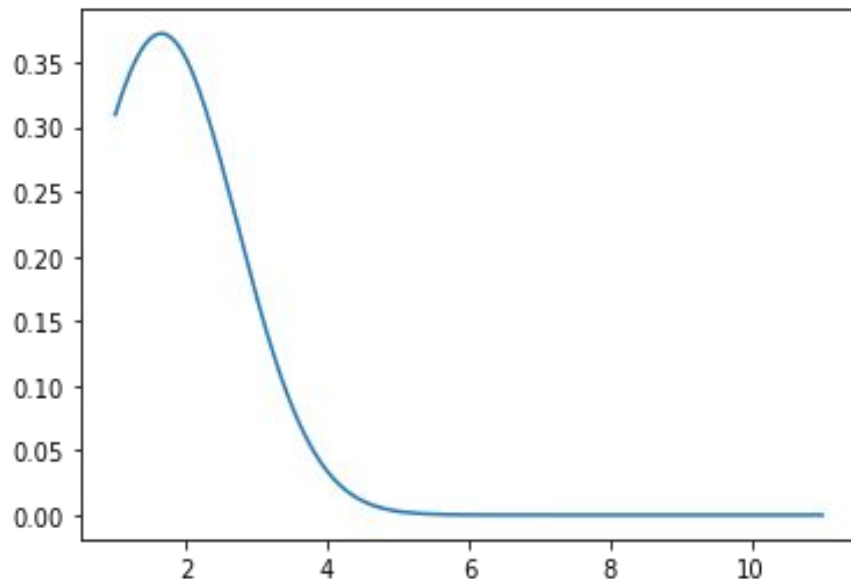
# Products Insights

Money Withdrawal & Transfer, TV Mobile Recharge, Ticket booking, Electricity Payments are most in demand



Above 6 services accounts for 90% of transaction

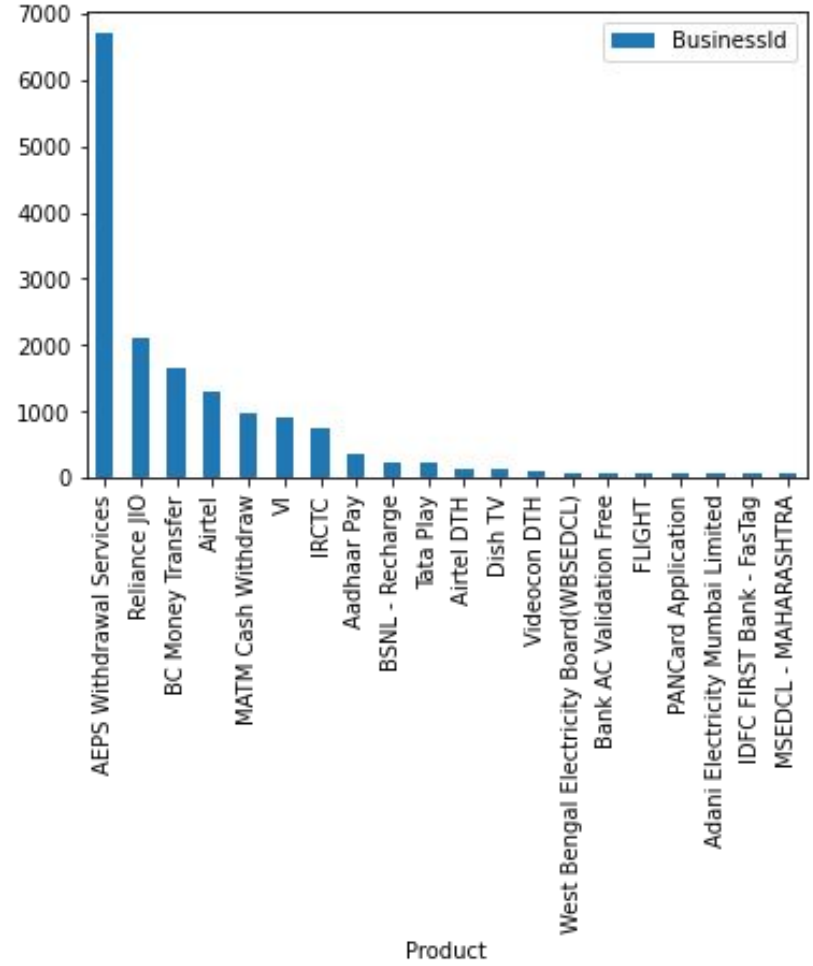
## Distribution of Businesses based on number of products used



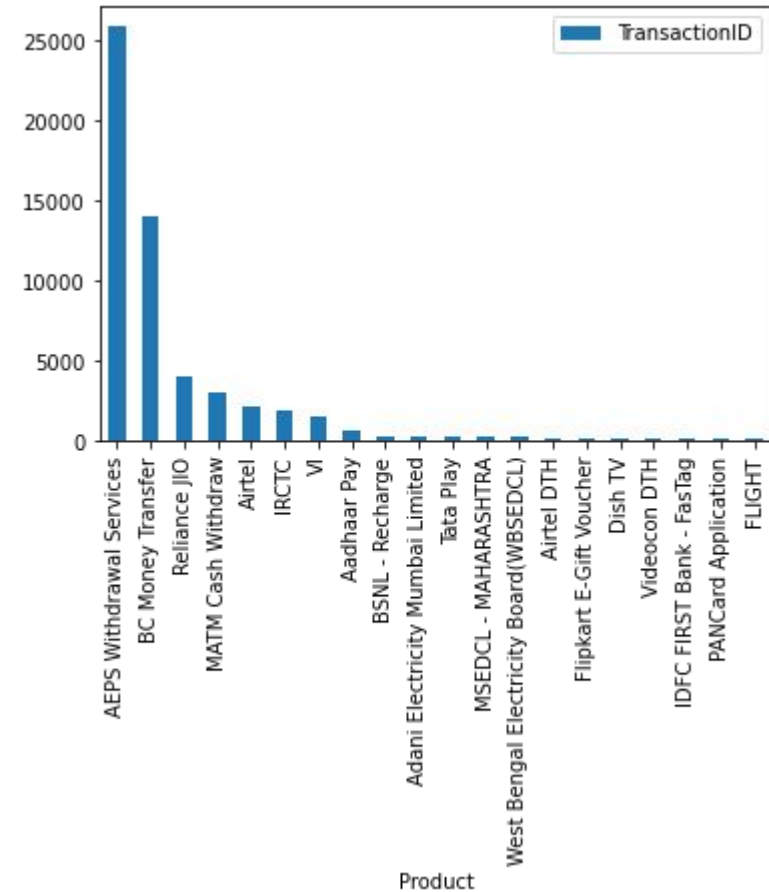
**99% are having less than 4 products associated**

# Product Based Stats

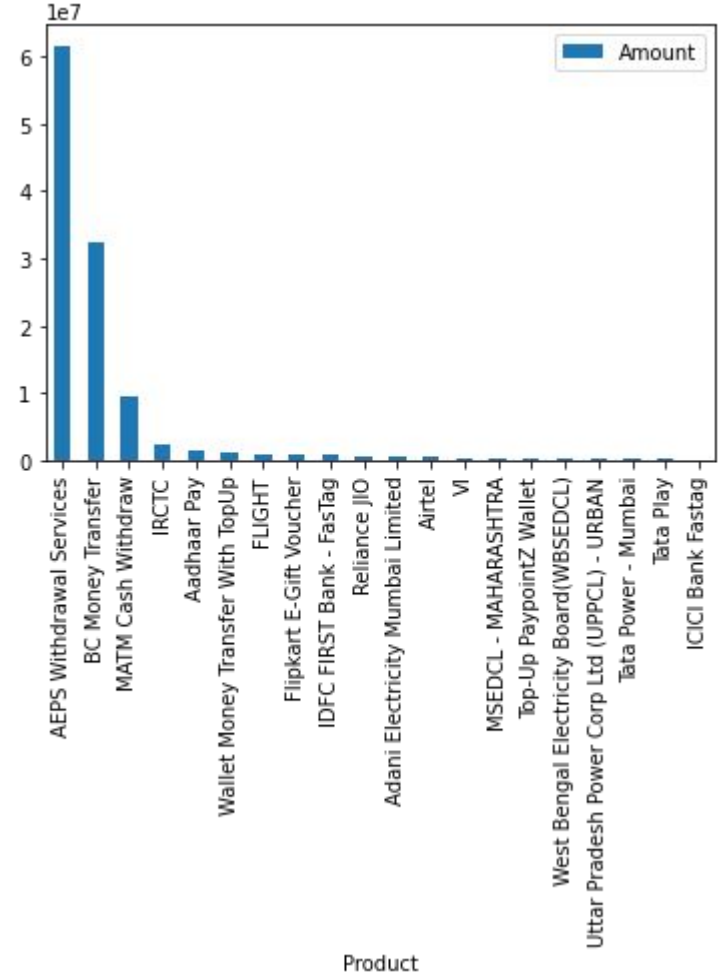
## Top 20 products with highest businesses involved



Top products with highest Transactions involved



## Top products with highest Total(sum) Amount involved

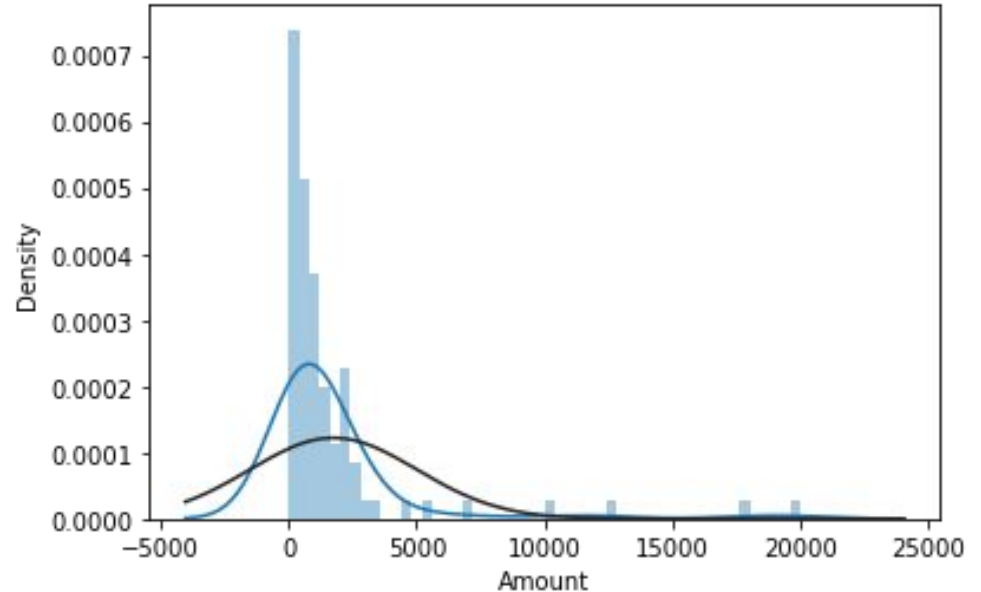
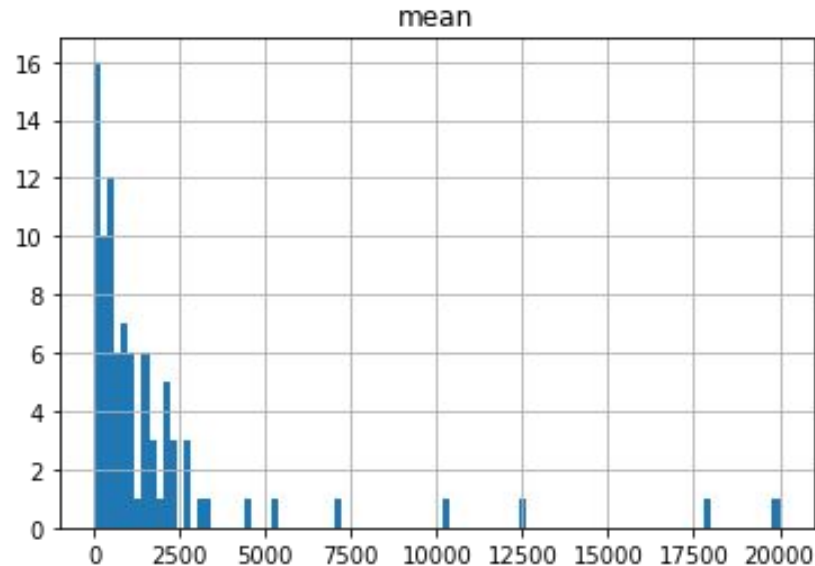


# Average(mean) amount wise per Product distribution

Distribution does not seem normal

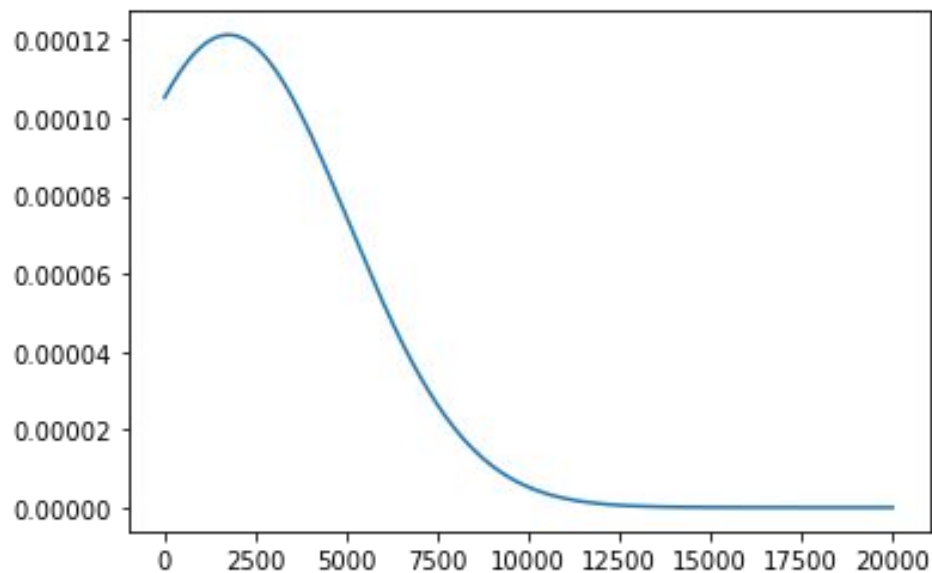
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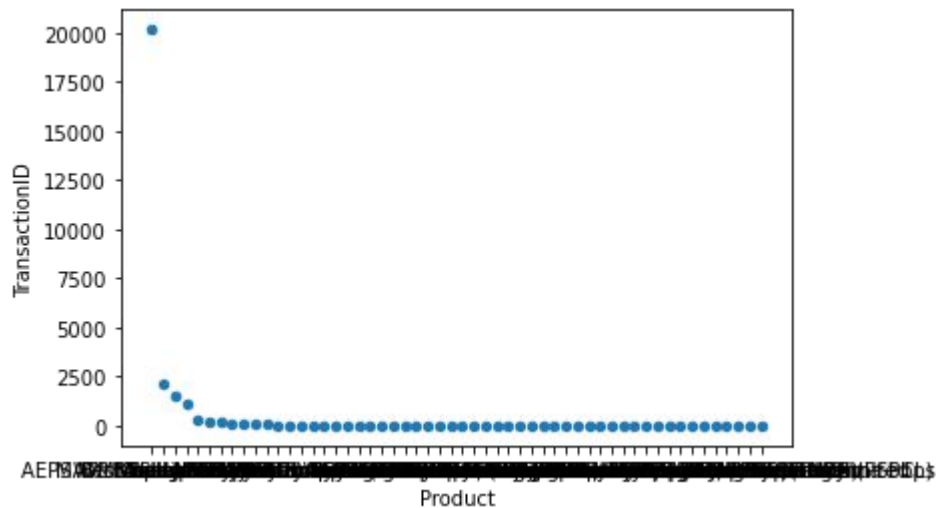
Most products lie in average amount of  
4000-6000



# Product

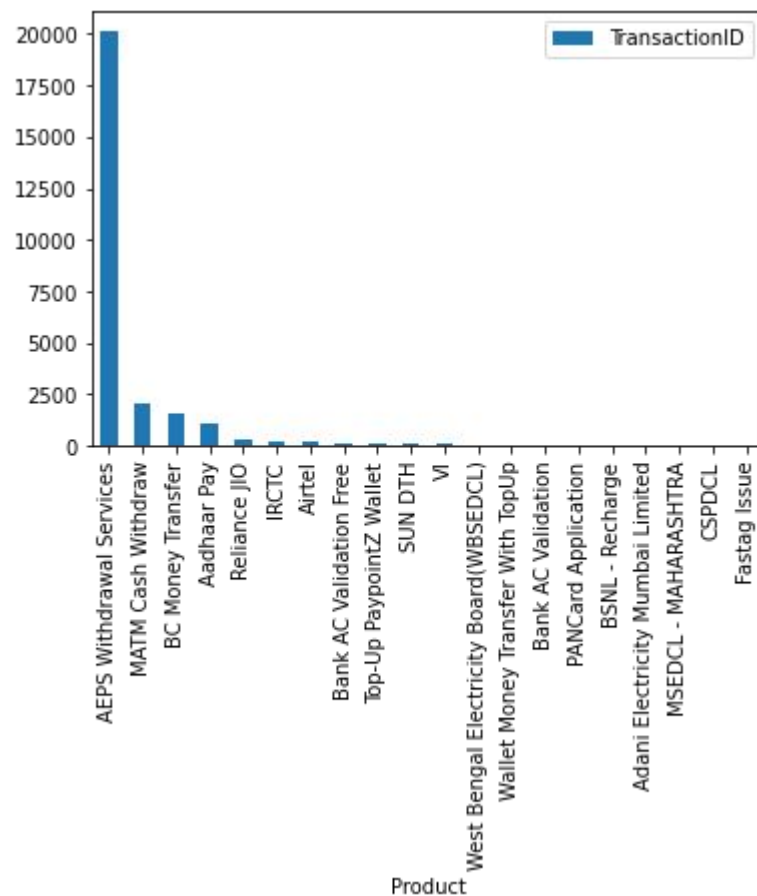
**99 % of products lies below mean amount of 9398.62**





Product wise non\_zero\_amount but failed  
trnxs

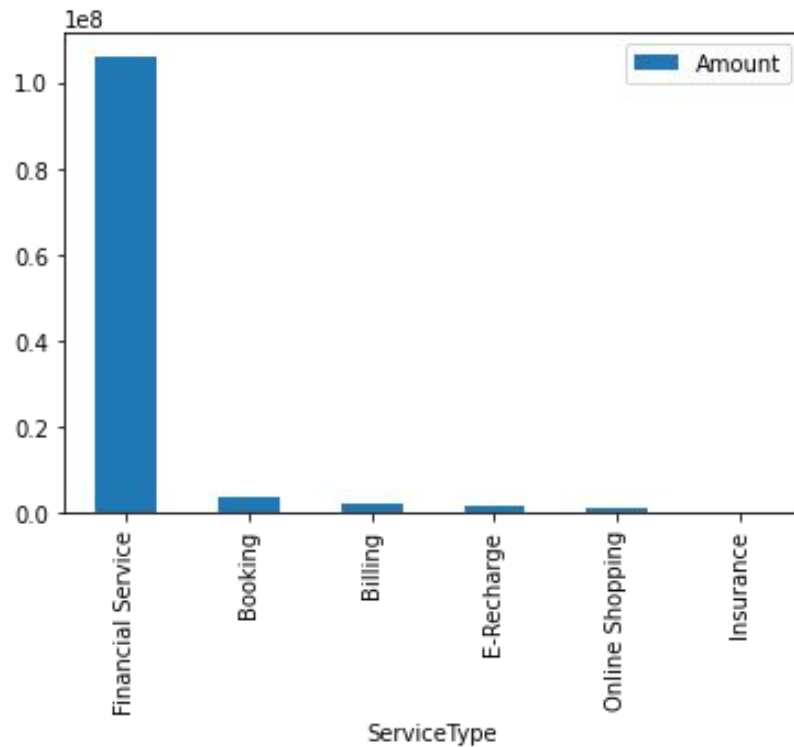
>>>>>



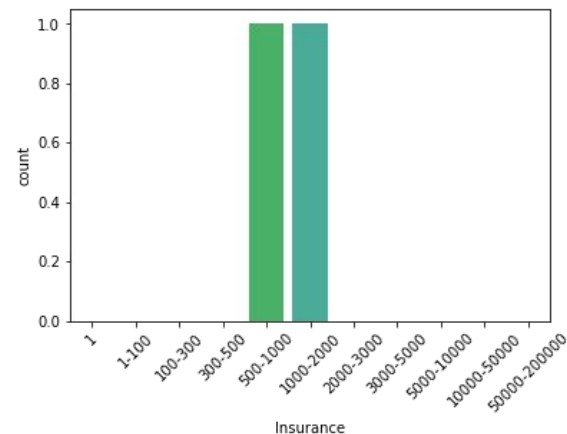
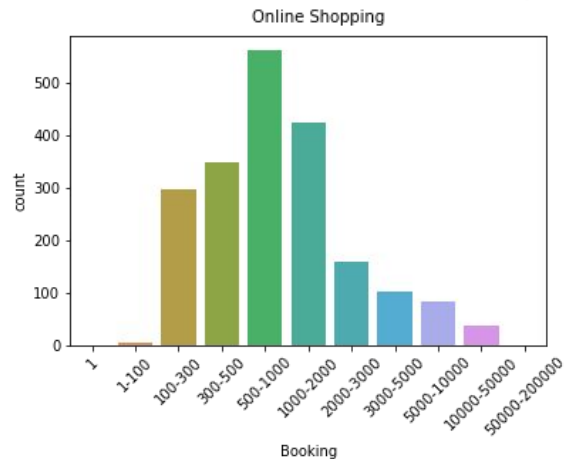
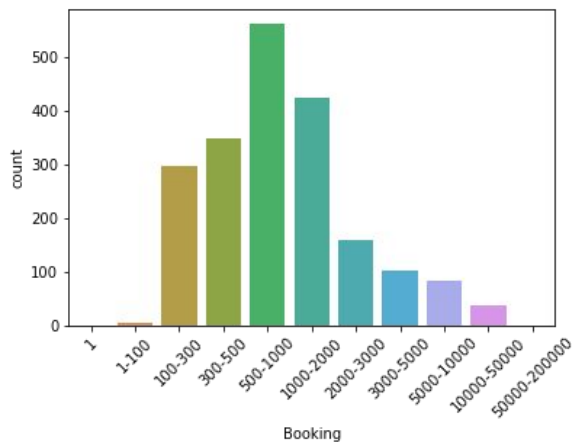
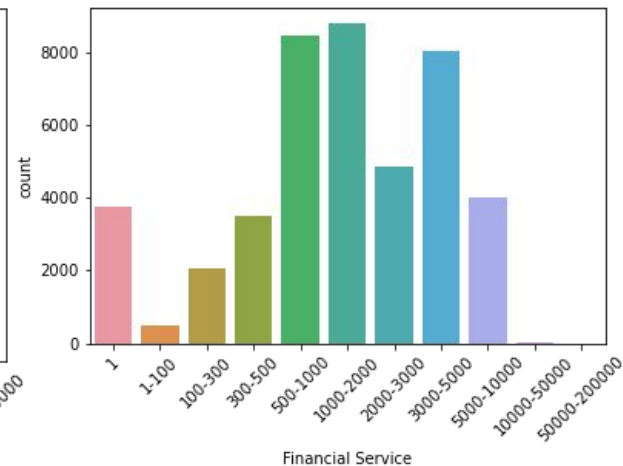
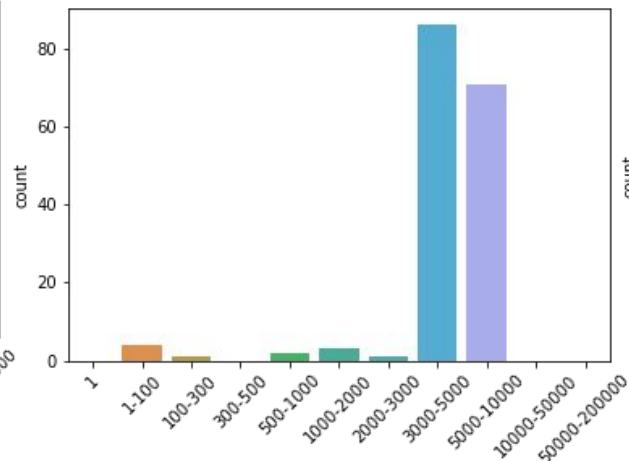
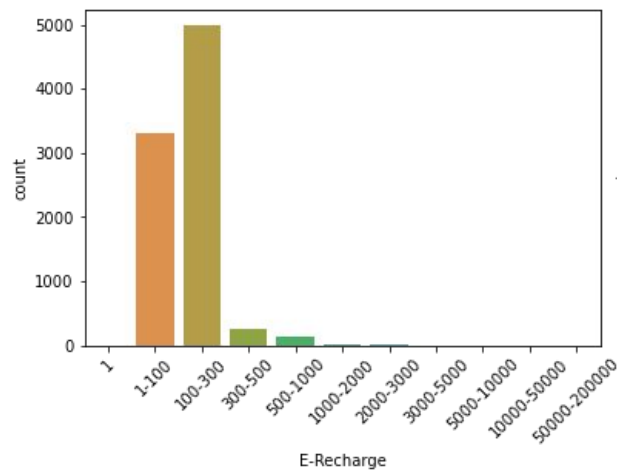


# Service Type

## Total amount per service type

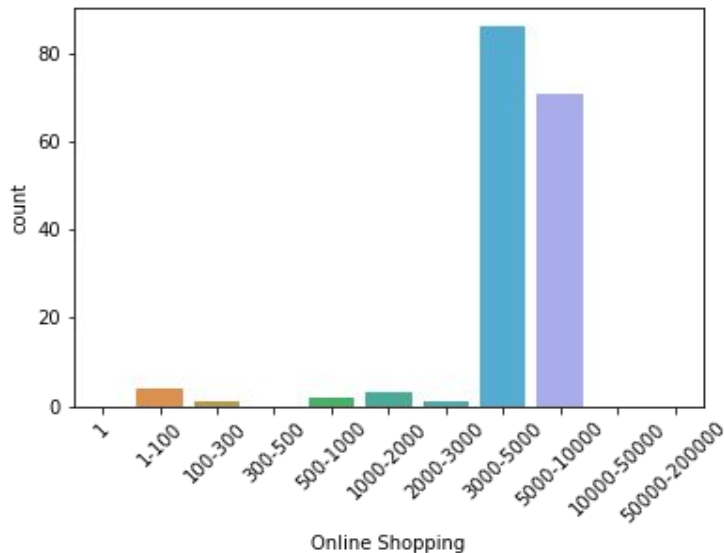


# Amount cut per service type



## Online Shopping

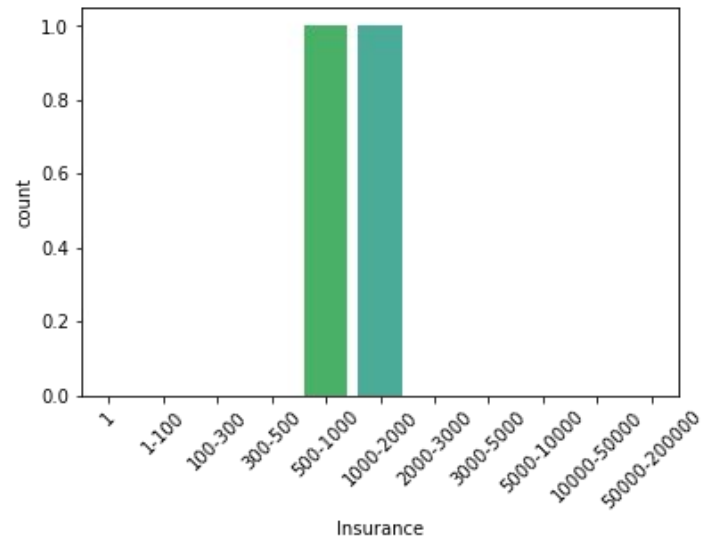
Only 0.3% of transactions are of online shopping.



From 80+ options for online shopping (most products are e-gift cards), Flipkart E-Gift Voucher Subscription were in demand on given date.

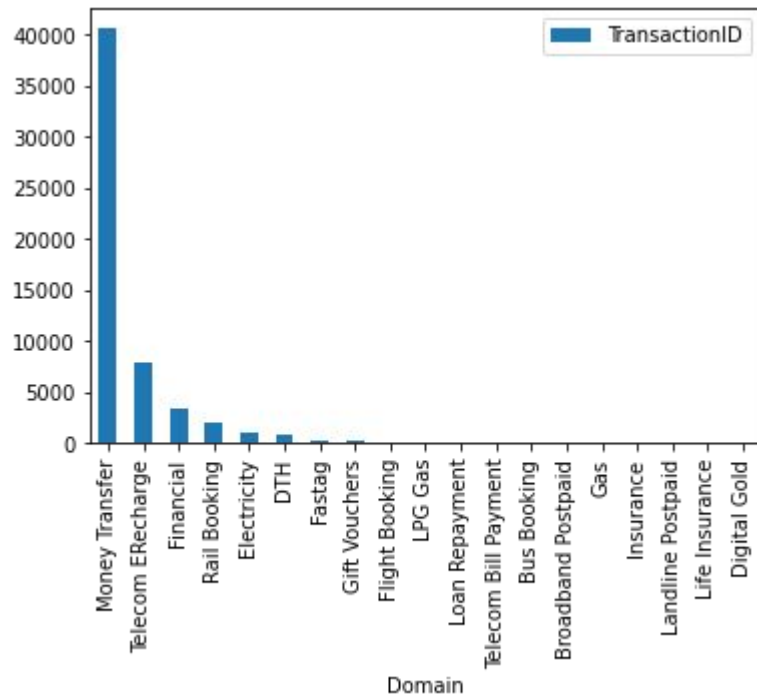
## Insurance

Insurance service though in low demand. There demand may rise in future.

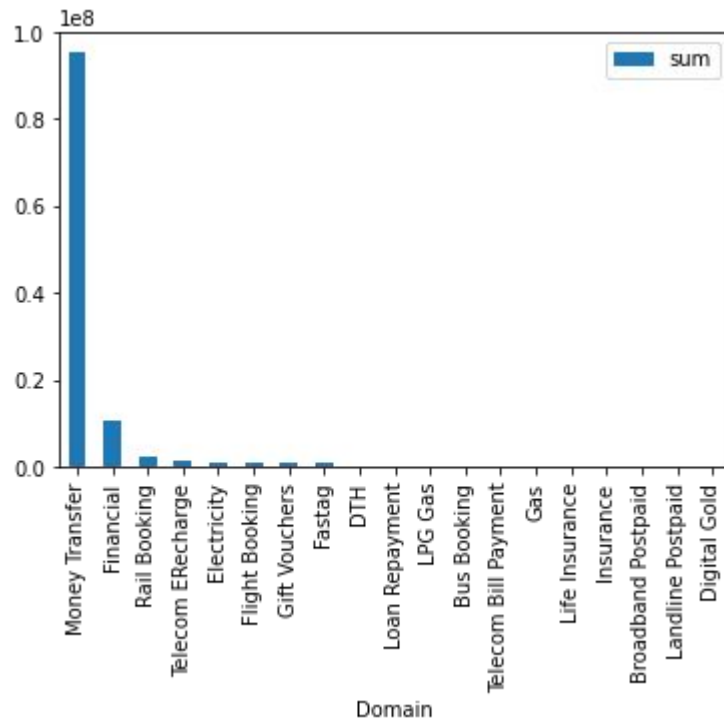


# Domain Based Stats

## Domain wise number of trnxs



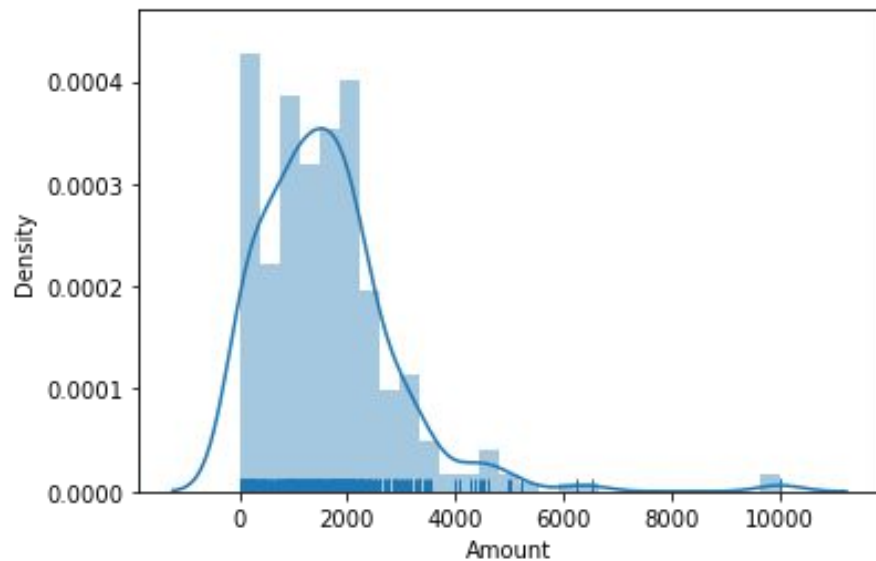
## Domain wise amount sum



# **Address Based Stats**

1

## Distribution of cities based on mean amount







**Status Code, ( 1 = InProcess, 2 = Success, 3 = Failed, 4 = Rejected, 5 = Partial Success, 6 = Cancelled)**

**For all\_zero trnxs, passed(2) vs failed(3) status**

