PhonePe Pulse Data Insights

Overview

- Analyzed PhonePe Pulse data (2018-2024) across 4 datasets.

- Created dashboards and ML models for data-driven insights.

Key Insights

- Insurance: Maharashtra & Karnataka top states.

- Devices: Xiaomi leads, followed by Samsung & Vivo.

- App usage shows consistent rise over years.

ML Results

- Insurance prediction accurate (R^2 = 0.98).

- Transactions hard to model (max R^2 = 0.28).

- Map users highly predictable (R^2 = 1.0).

Hypothesis Testing

- No significant insurance difference between Karnataka & Maharashtra.

- No state-based difference in transaction types (Chi-Square).

- Device usage between years not statistically different.

Conclusion

- Strong patterns in insurance, devices, and app usage.

- More external data could improve transaction modeling.

- Streamlit dashboard offers real-time interaction.