



## PhonePe Pulse Analysis (2018-2022) : Insights into India's Digital Payment Landscape

The rise of digital payments in India has been a transformative journey, redefining how people transact daily. PhonePe Pulse provides an extensive dataset showcasing transaction and user trends across various regions, offering a deep dive into the adoption and growth of digital payments. This Power BI project analyzes the PhonePe Pulse data from 2018-2022, uncovering trends, patterns, and regional highlights.

[Transactional Analysis](#)[User Behavior Analysis](#)

Transaction Insights: Patterns, Growth, and Trends

Analyze transaction data to uncover trends, growth patterns, and regional performance metrics

40.37T

Total Transaction Amount

26bn

Total Transaction Count

2.73

YoY Transactional Growth %

Telangana

Top Performing States

Filters



Year

2018

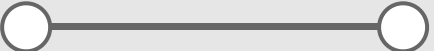
2022



Quarter

1

4



Transaction\_type

All

State

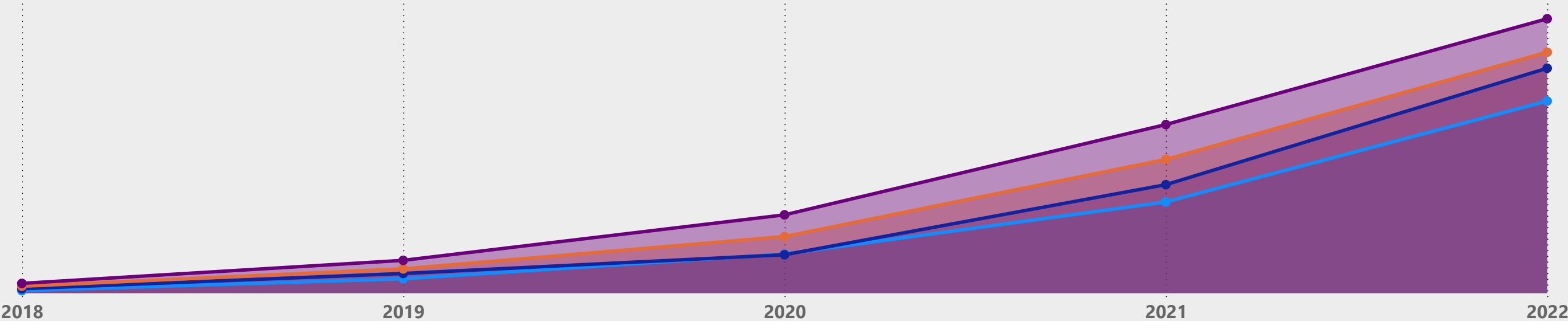
All

Region

All

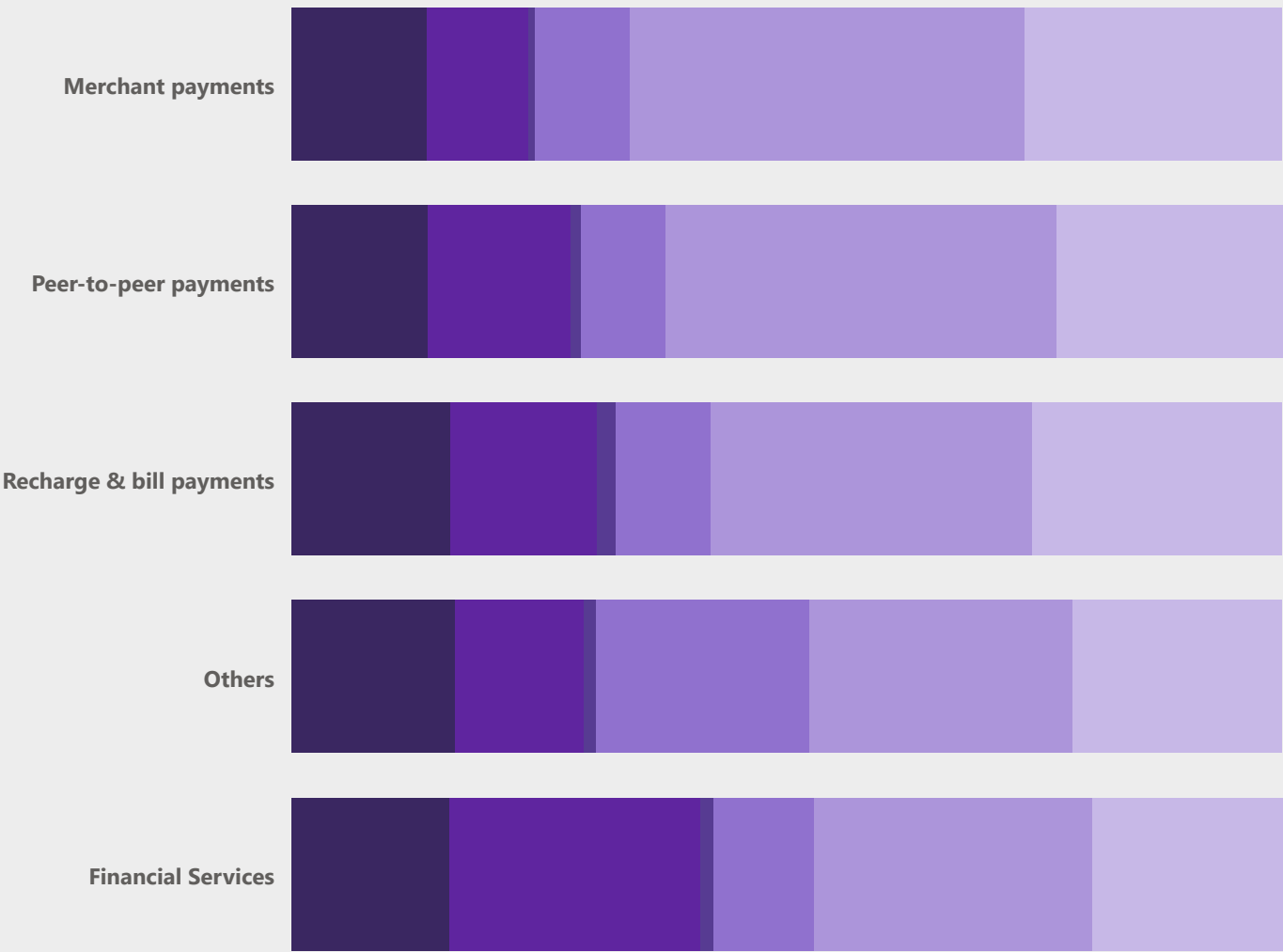
Yearly & Quarterly Trends

Yearly and Quarterly Transaction Trends

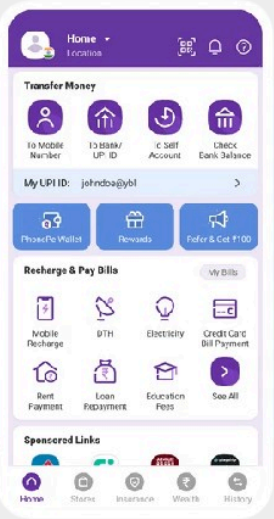


Transaction Type Distribution by Region

Analyze transaction type across regions (North, South, East, West, Central).



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# User Engagement and Growth Analysis

Explore user registration, engagement, and growth metrics to understand user behavior and trends

558M

Total Registered Users

151bn

Total App Opened

32.05

Engagement Rate %

2.74

YoY User Growth %

## Filters

Year

20182022

Quarter

14

State

All

Region

All

Brand

All

Brand

Registered\_users

Apple

3159988593

Asus

3159988593

Gionee

3159988593

Huawei

3159988593

Lava

3159988593

Lenovo

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Micromax

3159988593

Motorola

3159988593

OnePlus

3159988593

Oppo

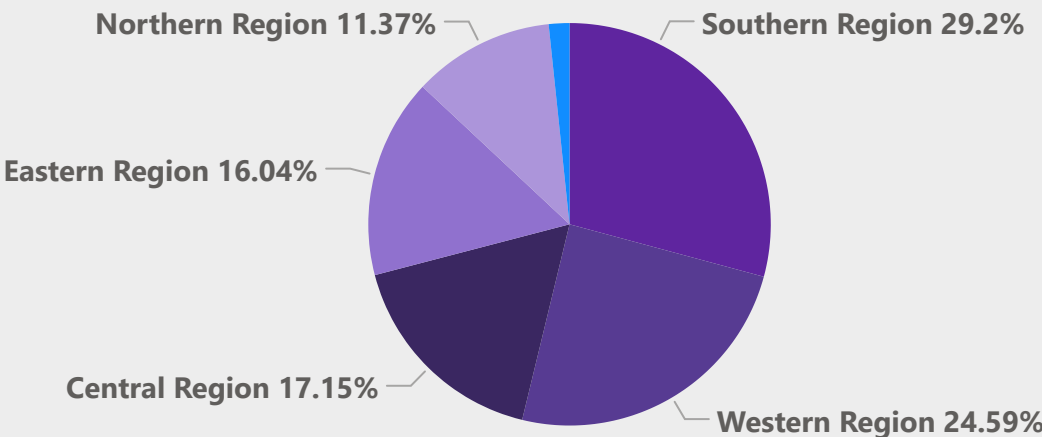
3159988593

Others

3159988593

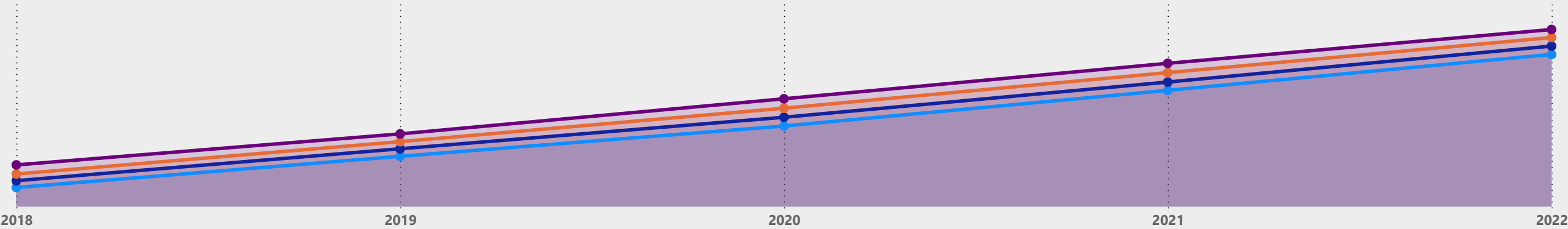
## Registered User across Regions

Total Registered Users by Region



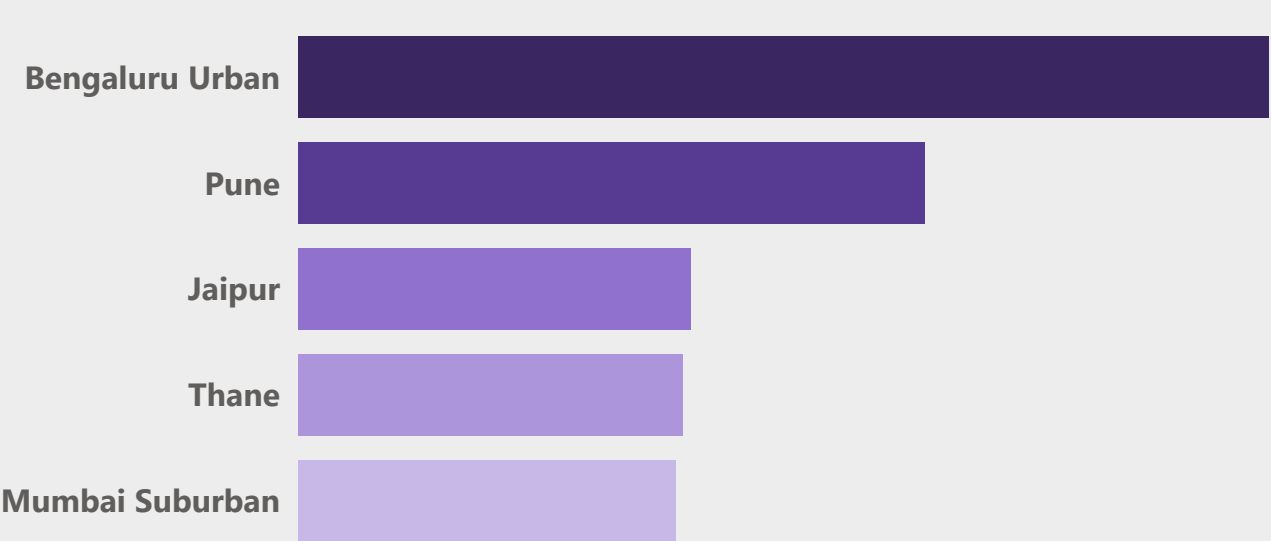
## Yearly & Quarterly User Growth

User Growth: Year-on-Year and Quarterly Insights



## Registered User By District

Sum of Registered\_users by District



## App Opened

App Open Rates and Engagement Metrics

