**PhonePe Digital Payment Trends**

**Project Report**

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**Introduction :**

PhonePe is one of India’s leading digital payment platforms, facilitating seamless financial transactions. This report includes PhonePe’s transaction trends(i.e. transaction amount and transaction count), user adoption, and regional performance using Power BI visualizations.



**Key Insights :**

**1 .Overview of Metrics or KPI’s :**

* **Total Registered Users: 5 billion** users actively registered on the platform from 2018 to 2022
* **Total Transaction Amount (2018-2022): ₹121.41 trillion** (₹121.41T), signifying a significant adoption of digital payments**.**
* **Yearly Average App Opens per User: 32.05,** reflecting active engagement with the app from year 2018-2022.
* **Total Transactions (2018-2022): 72 billion** (72bn),showcasing high transaction volume.
* **Total Districts: 727** districts covered, indicating widespread usage across India.

**2 . State -Wise Insights 2018-2022 :**

* Top Contributors:
* **Telangana: ₹16.5T**,the highest transaction amount among all states till year 2022.
* **Maharashtra: ₹14.8T**, a close second.
* **Karnataka: ₹13.9T**, ranking third.
* States like **Andhra Pradesh** andRajasthan also contribute substantially.
* States with relatively lower transaction amounts include **Uttarakhand, Assam, and Punjab.**

From Analysis -The state-wise data highlights varying levels of digital payment adoption across regions from 2018 to 2022. States like Telangana, Maharashtra, and Karnataka stand out due to their economic activity, urban centers , and digital literacy. On the other hand, states with lower contributions may represent opportunities for growth and focused digital payment initiatives.

**3.Brand Market Share in Transactions (2018-2022):**

* **Xiaomi** leads with **22.68%** of the total transactions (1.42M).
* Other significant contributors:
* **Samsung: 17.52%** (1.10M).
* **Vivo: 16.31%** (1.02M).
* Lesser but notable contributions by brands like **Apple, Realme**, and others.

**4.Transaction Count by Transaction Type (2018-2022):**

* **Merchant Payments**: Dominates with **33.1 billion** transactions, showing strong adoption in retail and commerce.
* **Peer-to-Peer Payments**: Significant at **29.1 billion**, highlighting the app's role in personal transactions.
* **Recharge and Bill Payments**: Account for **9.2 billion**, a key category for utility payments.
* **Others**: Minimal contributions from **financial services** (0.1 billion) and **other categories** (0.2 billion).

**5.Yearly Growth in Total Transaction Amount:**

* **2018: ₹1T**, marking the initial stage of adoption.
* **2020:** Rapid growth to **₹11T.**
* **2022:** Explosive increase to **₹49T,** underscoring significant market penetration and increased trust in digital payments.

**6. Year-on-Year Growth of Registered Users in Different Regions:**

* The **Southern region** consistently leads in the total number of registered users from 2018 to 2022, showcasing the highest adoption of digital payments.
* Other regions exhibit a steady increase in registered users year-on-year, with notable growth in the **Western** and **Central regions**, reflecting expanding digital penetration.
* The **North-Eastern region** has the lowest number of registered users across all years, highlighting the need for targeted efforts to improve digital payment adoption in this area.

**7.Yearly and Quarterly Trends in PhonePe App Opens:**

* The total number of app opens has increased significantly from **2018** to **2022,** showcasing the rapid adoption of PhonePe as a preferred digital payment platform.
* From **2019-2022** ,**Q4**  i.e.**Oct -Dec** ,consistently showing the highest app usage, possibly due to **festive seasons** and **year-end transactions**.