## 📊 PhonePe Transaction Analytics Dashboard

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**Date:** November 2025
**Tools Used:** Power BI, Excel, Power Query

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### 📘 Project Overview

This Power BI project analyzes PhonePe transaction data for the year 2024. It includes a **5-page interactive dashboard** covering services like UPI, loans, insurance, recharge, and money transfer. The dashboard visualizes over **₹3,474M** in digital payments and provides insights into payment success rates, failure reasons, monthly trends, and service-wise performance.

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### 🎯 Objectives

- Visualize total transaction volume and payment reliability.

- Identify failure patterns across services and months.

- Enable dynamic filtering and drill-through navigation.

- Present insights in a clean, business-ready format.

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### 📑 Data Preparation

- **Source:** Raw transaction dataset in Excel format.

- **Cleaning:** Removed duplicates, standardized formats, handled missing values using Excel and Power Query.

- **Transformation:** Created calculated columns for service categories, failure types, and monthly aggregations.

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### 📄 Dashboard Structure (5 Pages)

### 1️⃣ Home Page

- **Date Slicer:** Jan–Dec 2024

- **KPIs:** Total Amount (₹3,474.32M), Total Transactions (300K), Successful (287.99K), Failed (9.98K)

- **Visuals:**

    o Pie chart for payment status

    o Pie chart for failure reasons

- o   Line chart for Date vs Amount

- o   Bar chart for Service vs Amount

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### 2 Insurance Page

- **Total Amount:** ₹512.92M

- **Success Rate:** 95.75%

- **Failure Reasons:** Wrong PIN, Server Error, Insufficient Balance

- **Service Breakdown:**

  - o   Car Insurance: ₹129M

  - o   Family Insurance: ₹129M

  - o   Bike Insurance: ₹128M

  - o   Health Insurance: ₹127M

- **Monthly Premium Trend:** ₹1.5M–₹2.2M

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### 3 Loans Page

- **Total Amount:** ₹2,532.51M

- **Success Rate:** 95.95%

- **Failure Reasons:** Wrong Info, Server Error, Bank Denied

- **Loan Breakdown:**

  - o   Gold Loan: ₹644M

  - o   Auto Loan: ₹634M

  - o   Mutual Fund: ₹632M

  - o   Credit Score: ₹622M

- **Monthly Trend:** ₹7.4M–₹10.3M

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### 4 Recharge Page

- **Total Amount:** ₹3,333M

- **Success Rate:** 96%

- **Failure Reasons:** Server Error, Wrong PIN, Insufficient Balance

- **Recharge Breakdown:**

  - o   Recharge_Bills: ₹2M

- o    Mobile Recharge, DTH, Cable TV, FASTag: ₹13M each

- **Monthly Trend:** ₹10.5M–₹13.7M

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## 5️⃣ Money Transfer Page

- **Total Amount:** ₹378.19M

- **Success Rate:** 95.98%

- **Failure Reasons:** Insufficient Balance, Server Error, Wrong PIN

- **Transfer Breakdown:**

    - o    To UPI ID: ₹4.0M

    - o    To QR Code: ₹3.8M

    - o    To Mobile: ₹3.8M

    - o    To Self Account: ₹3.7M

- **Monthly Trend:** ₹1.159M–₹1.51M

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## 💡 Key Insights

- Over **96%** of transactions were successful across all services.

- **Server errors** and **wrong PINs** were top failure causes.

- **Loans and insurance** contributed the highest transaction volumes.

- **November and October** saw peak activity across most services.

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## 🧠 Learnings

- Built a modular, multi-page dashboard with slicers and drill-through logic.

- Strengthened skills in Power Query, DAX, and visual storytelling.

- Delivered business-ready insights with clean layout and responsive design.

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## 🚀 Future Enhancements

- Add regional segmentation and user-level drill-through.

- Integrate real-time data refresh via Power BI Service.

- Include customer feedback and satisfaction metrics.