

Every digital transaction generates data—a blueprint of modern financial behavior.

In my latest project, I transformed the "Digital Wallet Transactions" dataset from Kaggle into an interactive Power BI dashboard, uncovering fascinating trends and actionable insights.

The dataset spans 365 days of transactions done via digital wallet (i.e. Aug 19, 2023 to Aug 18, 2024). My dashboard visualizes **key metrics** such as:

Total transactions and Total transaction amount.

Android vs. iOS vs. Web and their usage.

Breakdown of Transaction Amount by Categories and its Products.

Objectives:

To analyze the usage of digital wallet and trends such as identifying expenses on categories and purchased products, users' geographical distribution, and comparing device type.

Tools Used:

Kaggle dataset | Microsoft Excel | Microsoft Power BI

Techniques Applied:

Data cleaning (removing duplicates, refining structure).

DAX calculations (e.g. average transaction amount per transaction, sorting days).

Analytical thinking to draw insights.

Key Insights:

Transactions conducted via Android dominate the chart.

Rural areas have the highest average transaction amount per transaction compared to other locations.

Rural regions show a slightly higher success rate and a lower failure rate than urban areas.

Spending on streaming services is high.

Users spent the most on Wednesdays.

I'd love to hear your thoughts or suggestions.

Ho! Ho! Ho! Merry Christmas! and Thank You!

#Microsoft #Excel #PowerBI #Data #DataAnalysis #DataVisualization #Insights