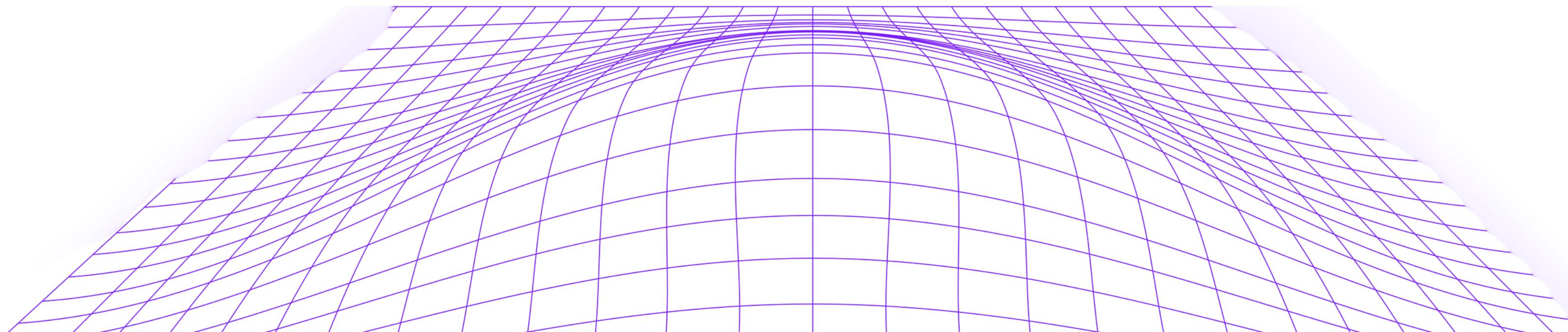




# BHARATPE MERCHANT ACQUISITION & RETENTION ANALYSIS

A DATA-DRIVEN CASE STUDY COMPARING BHARATPE WITH  
PAYTM & PHONEPE



# Project Focus & Objective

- Understanding the key factors affecting BharatPe's merchant acquisition and retention

## Project Focus

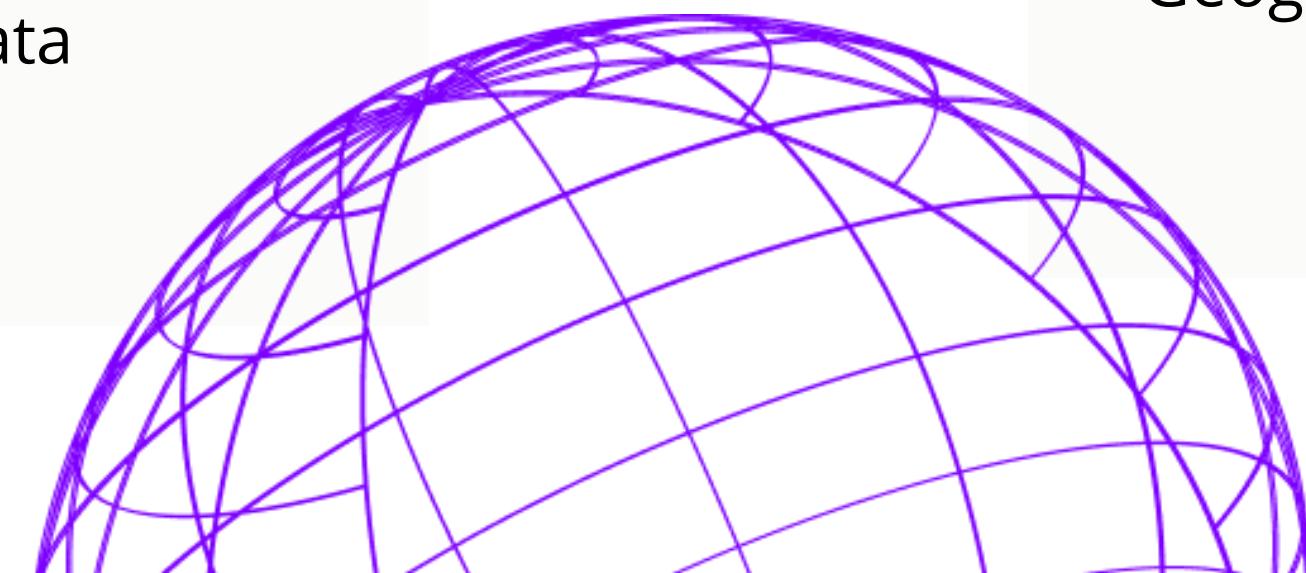
Understanding the key factors affecting BharatPe's merchant acquisition and retention

## Objective

Generate actionable business insights using public and synthetic data

## Core Deliverables

- Sentiment Analysis of merchant feedback
- Cohort & Segmentation Analysis for retention patterns
- Feature Gap and Competitive Analysis
- Geographic Opportunity Mapping



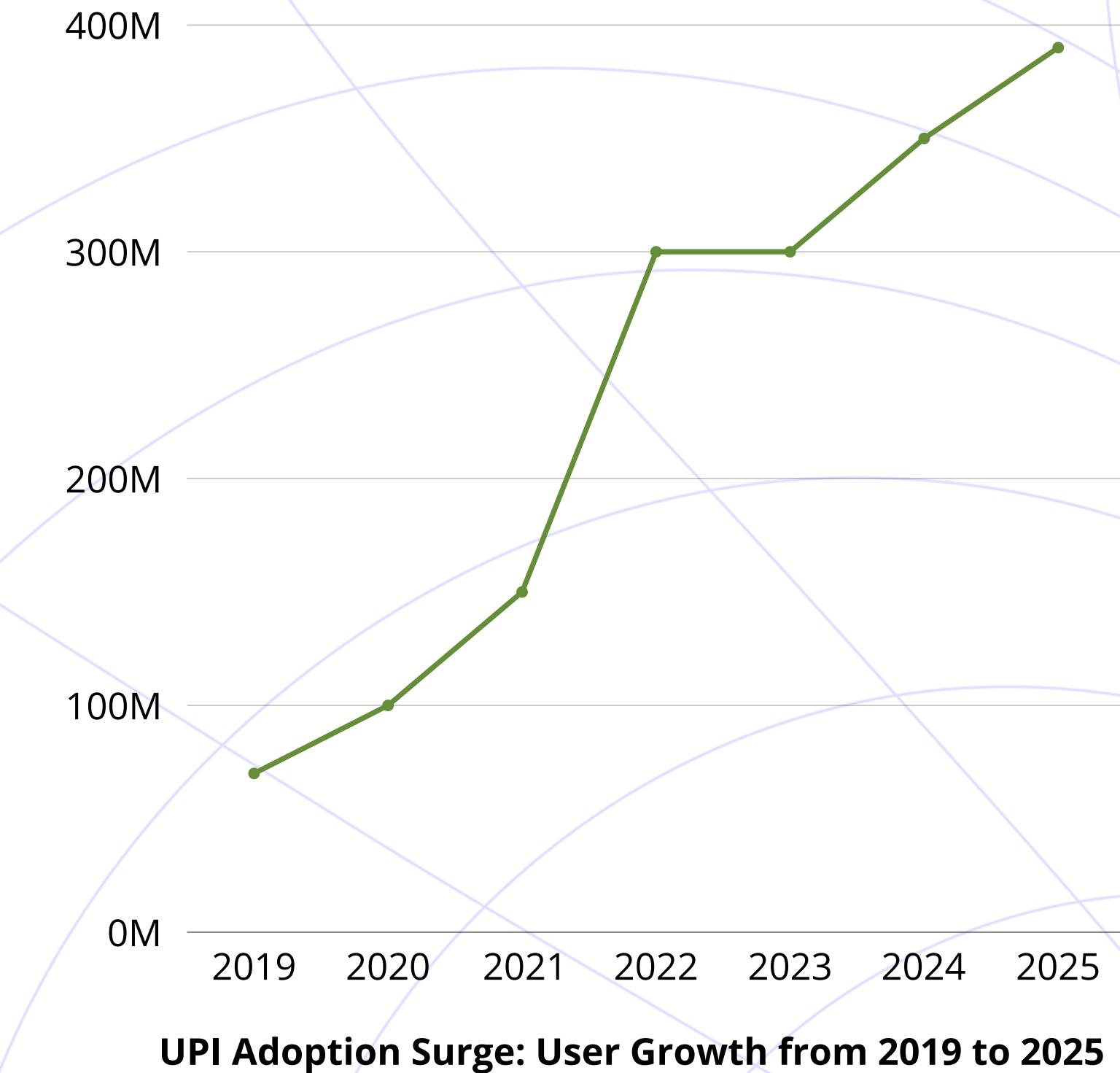
# Why This Matters

## UPI User Growth in India: The Digital Revolution

- UPI users surged from 70 million in 2019 to over 400 million in 2025
- 5x growth in just 5 years, driven by smartphone adoption and digital-first policies

## Market Opportunity for BharatPe

- With **35 million** merchants in India by 2025, vast untapped potential remains



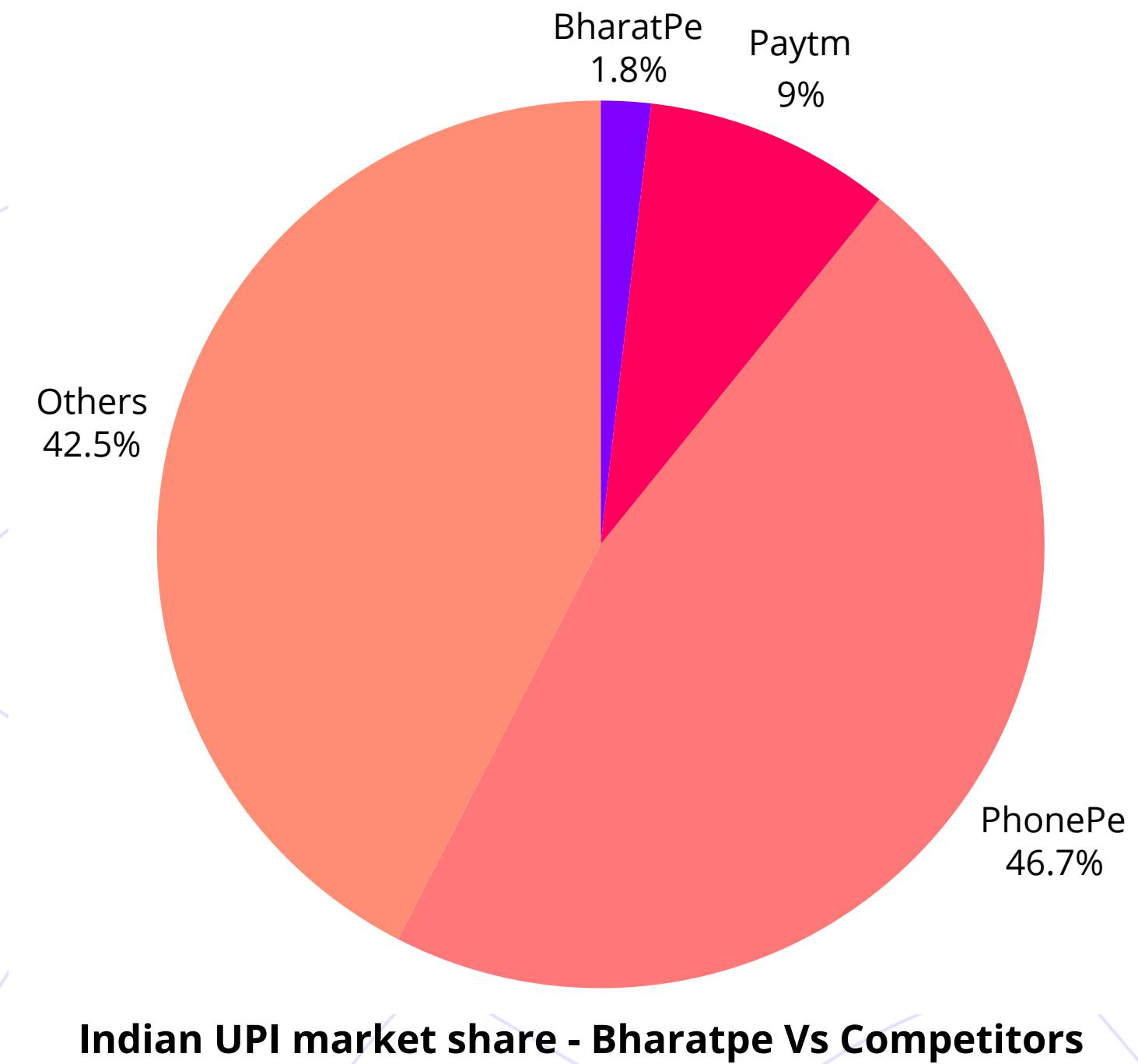
# Why This Matters

## BharatPe Business Model

- Merchant-focused platform offering UPI payments, business loans, and QR code acceptance.
- Targets small & medium merchants, including kirana stores and small retailers.
- Revenue driven by transaction fees and lending products tied to merchant retention.

## Competitive Landscape

- Indian UPI payments market dominated by PhonePe, Google Pay, and Paytm.
- Merchants' platform choice influenced by transaction speed, usability, and credit offerings.
- Customer loyalty is key due to low switching costs and competitive incentives.



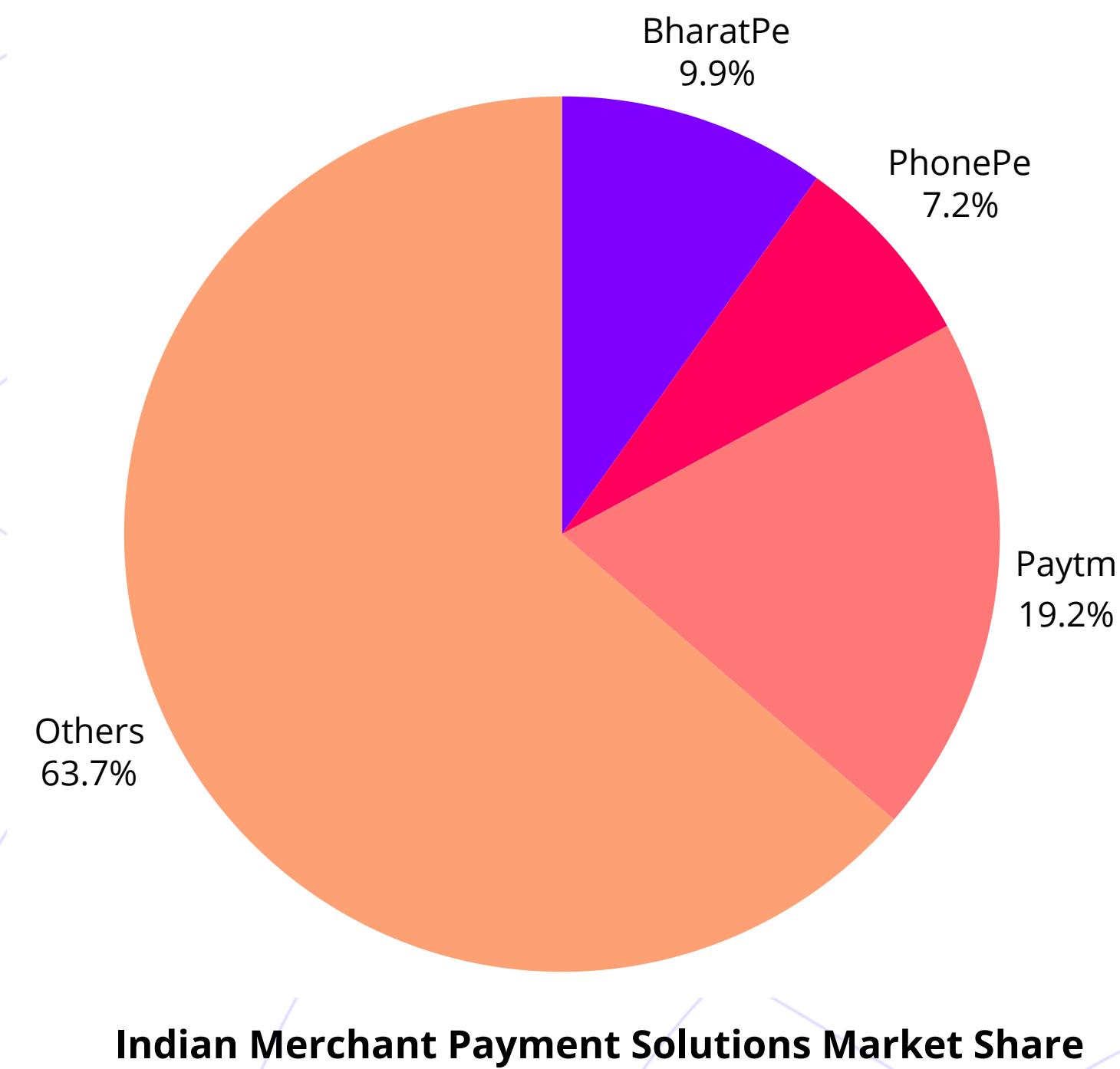
# Why This Matters

## Why BharatPe Stands Out:

- First interoperable UPI QR in India with zero transaction fees
- Launched BharatPe One - all-in-one payment device integrating PoS, QR, and speaker

## Key Strategic Advantages

- **Merchant-First Focus:** PhonePe focuses on consumer payments while BharatPe focuses specifically on empowering merchants and small businesses
- BharatPe plays a pivotal role in promoting financial inclusion among small and medium-sized enterprises (SMEs).



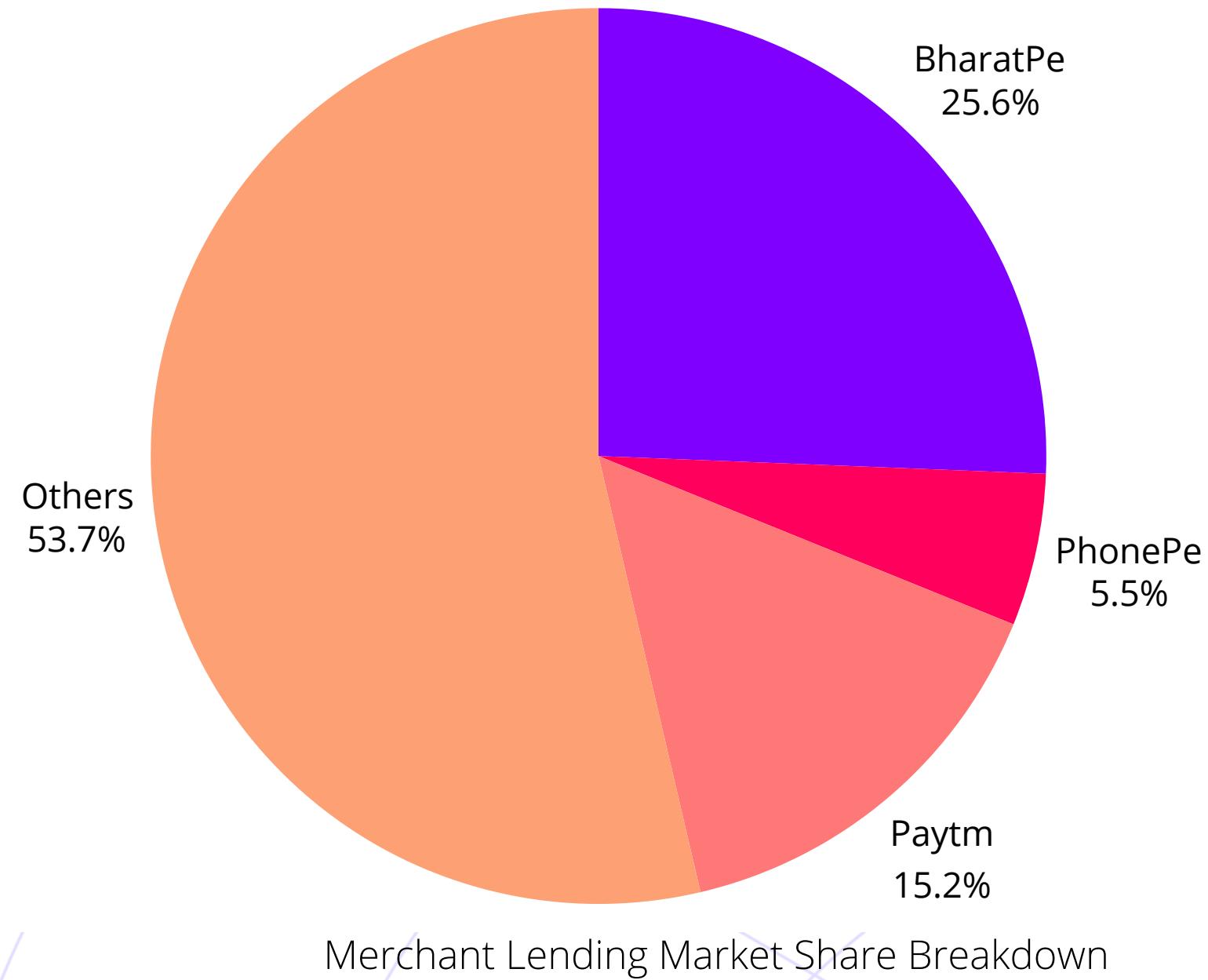
# Why This Matters

## Indian Merchant Lending: BharatPe's Market Leadership

- BharatPe: ~**25%** (Clear market leader in merchant lending)

## Strategic Advantages

- **Data-Driven Underwriting:** Uses merchant payment transaction data for credit assessment
- Comprehensive Offerings: Extended to secured loans including two-wheeler loans and LAMF
- Streamlined process with minimal documentation and loan amounts up to ₹10 lakh
- **RBI** Approval as Payment Aggregator-April



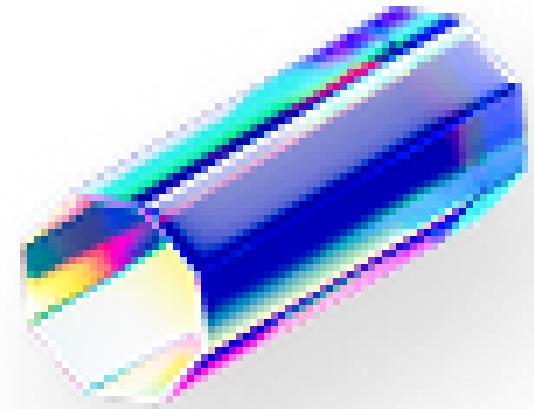
# Data Collection Strategy

## Social Media and App Reviews

- Scraped from Google Play Store using **Google Play Scraper**
- Captures merchant feedback and sentiment trends
- Manually read and collected insights from LinkedIn blogs and posts

## Synthetic Data

- Generated synthetic merchant data using **Python (Faker, pandas, numpy)** and AI models (**ChatGPT, Claude**) for cohort and segmentation analysis



## Website Data

- Extracted data from merchant blogs and websites using **BeautifulSoup**
- Includes competitor feature info and updates

## Competitor Data

- Collected similar data for **Paytm, PhonePe**
- Includes features, Pricing and merchant offer for benchmarking

# Data Overview & Assumptions

## Data Extracted

Metric	Count
BharatPe Reviews	5000
Competitor Reviews	10000
Synthetic Merchant Profiles	5000

Assumptions	Value
Churn Definition	Inactive for 30+ Days
Business Types Modeled	Retail, Food & Beverage, Services, Wholesale
Synthetic Data Generation Tools	Python (Faker, pandas, numpy, ChatGPT, Claude)

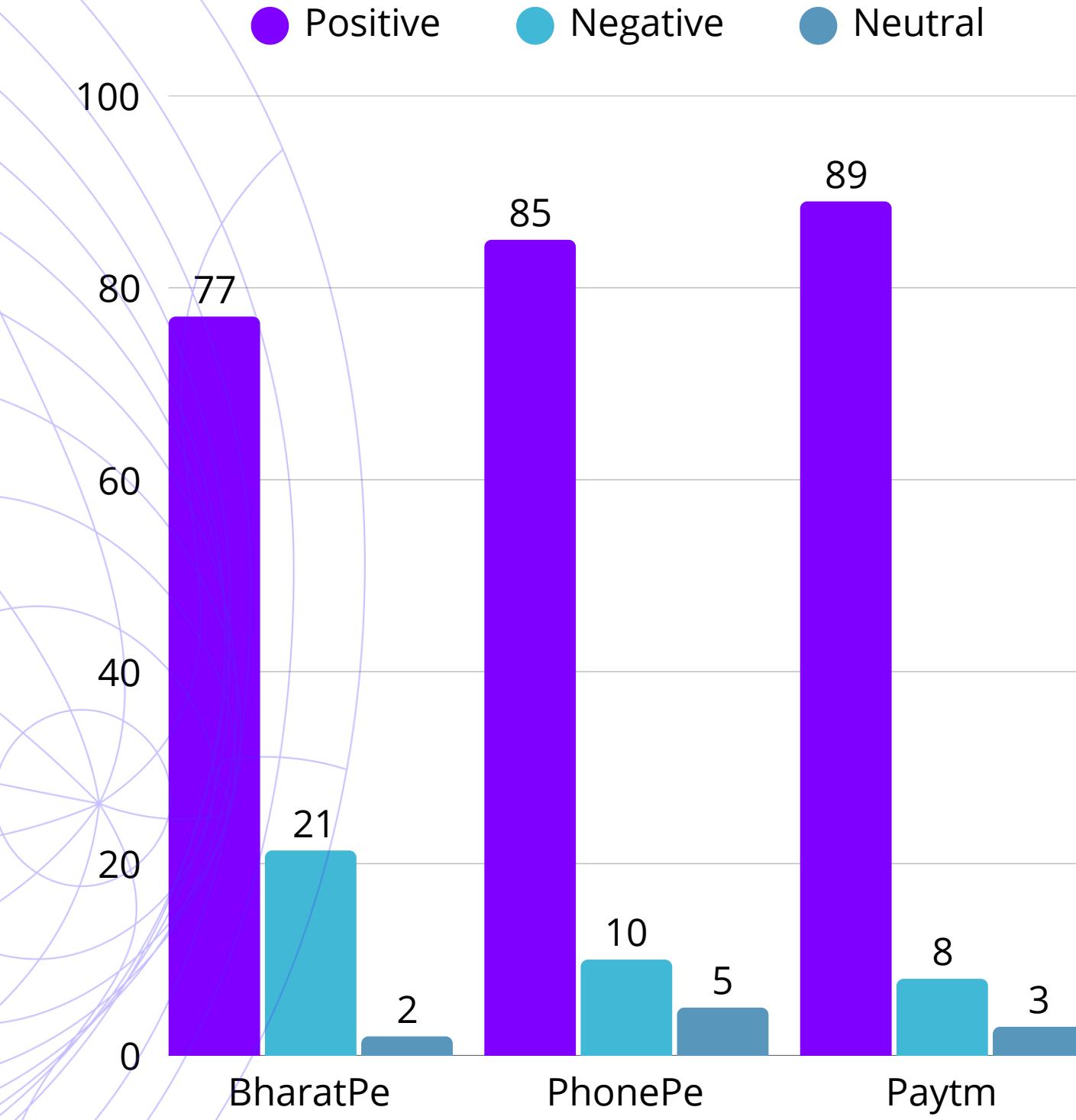
# Sentiment Analysis

## Methodology

- Performed NLP sentiment analysis directly on Play Store reviews using SQL queries and text processing functions
- Extracted positive, neutral, and negative sentiments by analyzing keywords and phrases in merchant feedback
- Compared sentiment distribution across BharatPe, Paytm, and PhonePe

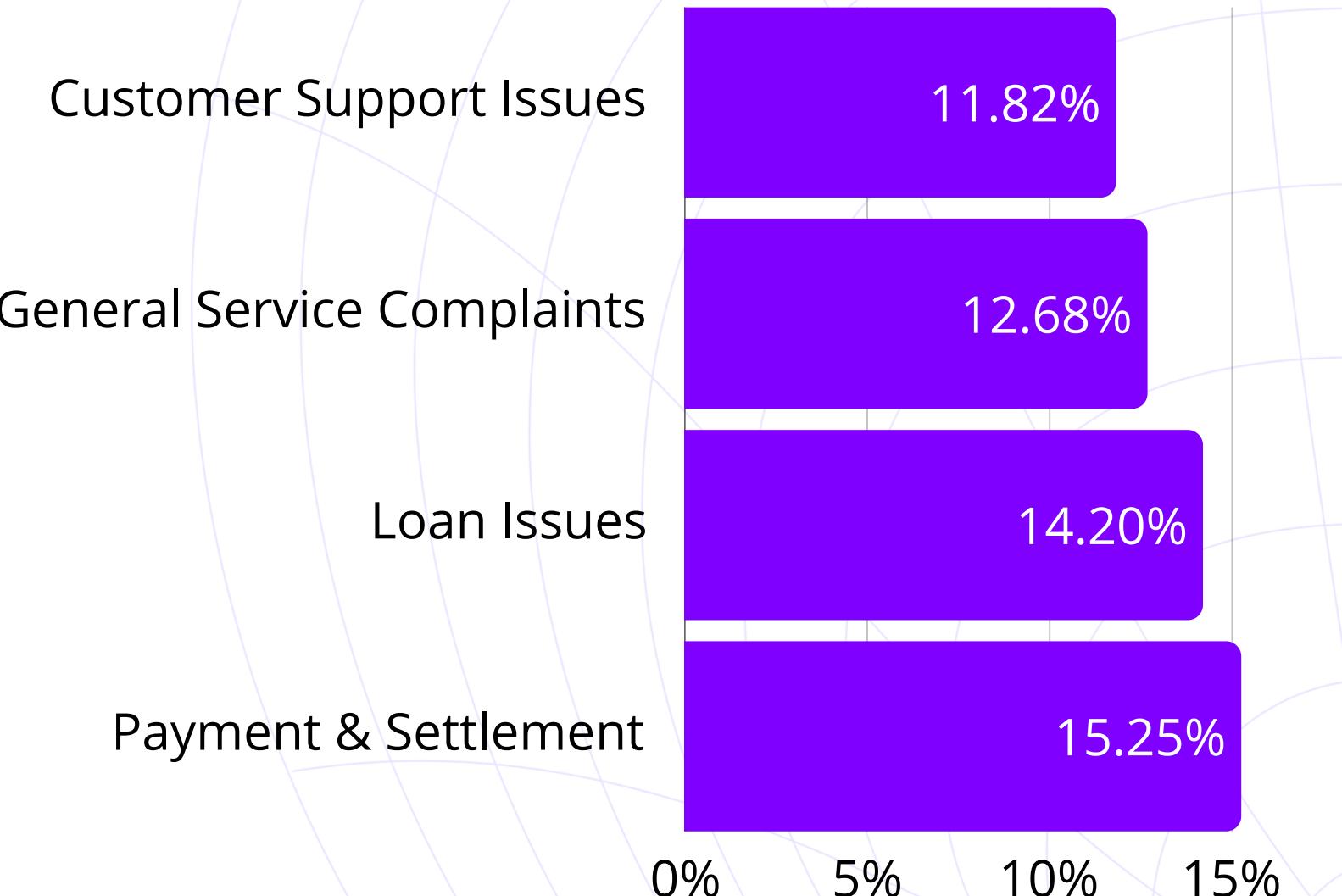
## Key Findings

- BharatPe merchants express strong positive sentiment around **loan offerings** and quick settlements and negative sentiment for **customer support delays**
- Paytm shows higher negative sentiment, mostly linked to **app crashes**
- PhonePe leads in positive sentiment due to **smooth transactions** and **easy interface**



# Feature Mention & Pain Point Analysis For BharatPe

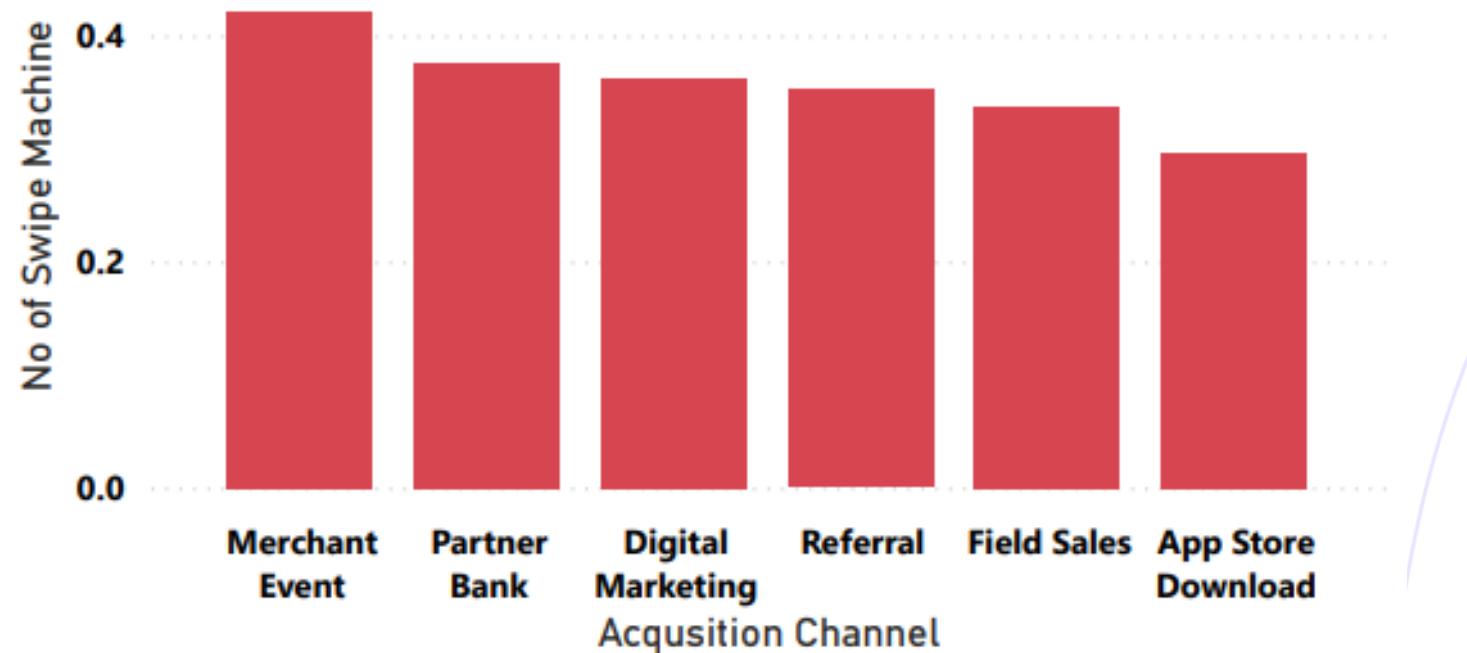
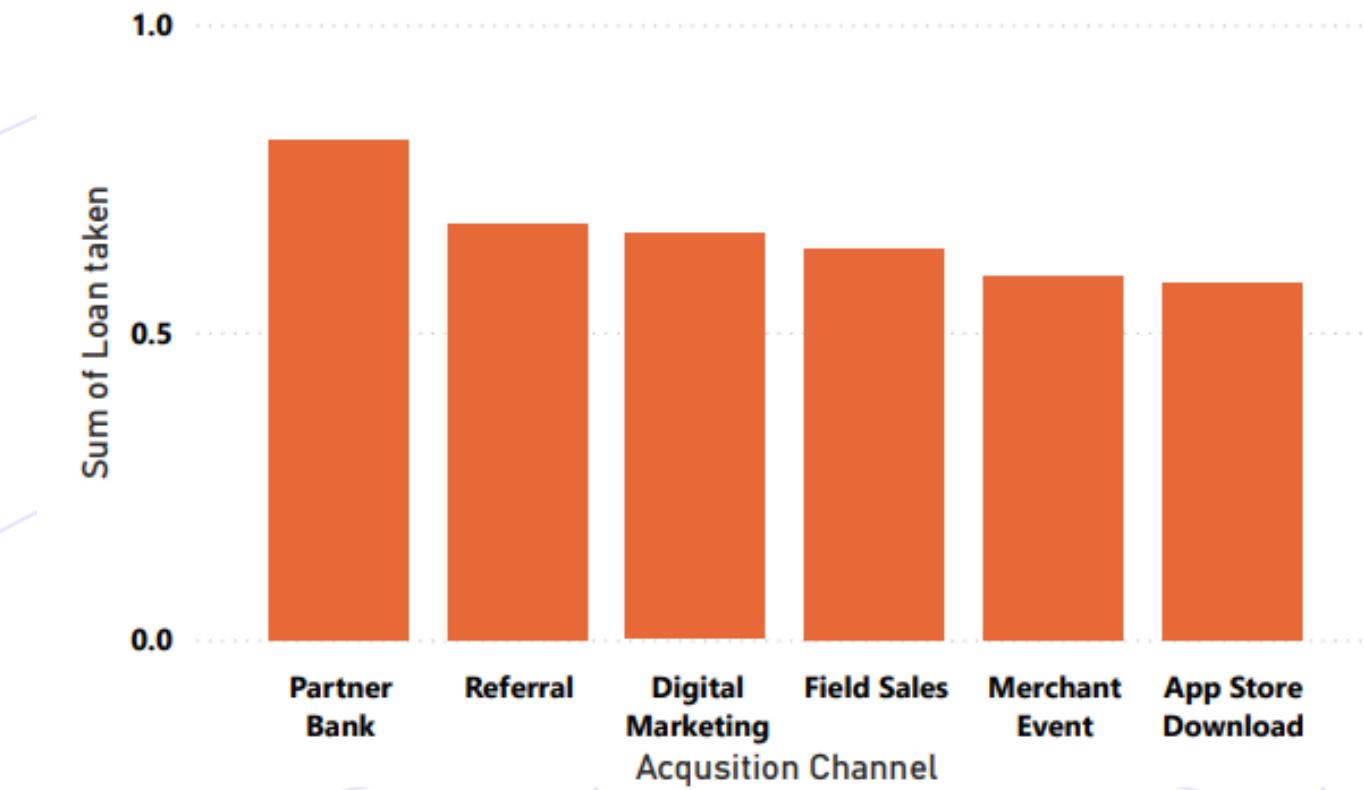
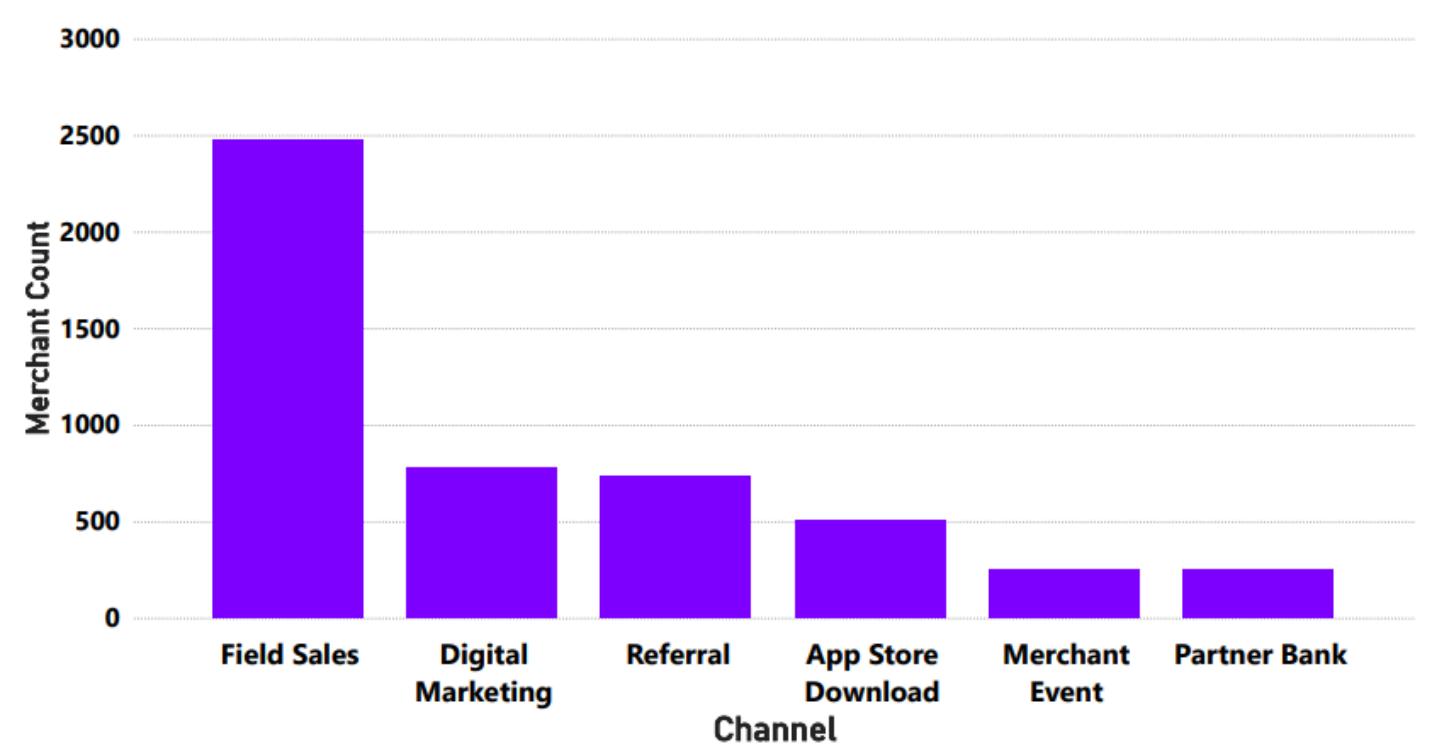
## Pain Points (by % mentions)



## Positive Features & Strengths

Feature	Avg, Rating	Positive Sentiment Ratio
Business Loan	4.3	0.83
Loan Approval	4.0	0.67
App/UIUX	3.5	0.59

# Merchant Acquisition Analysis

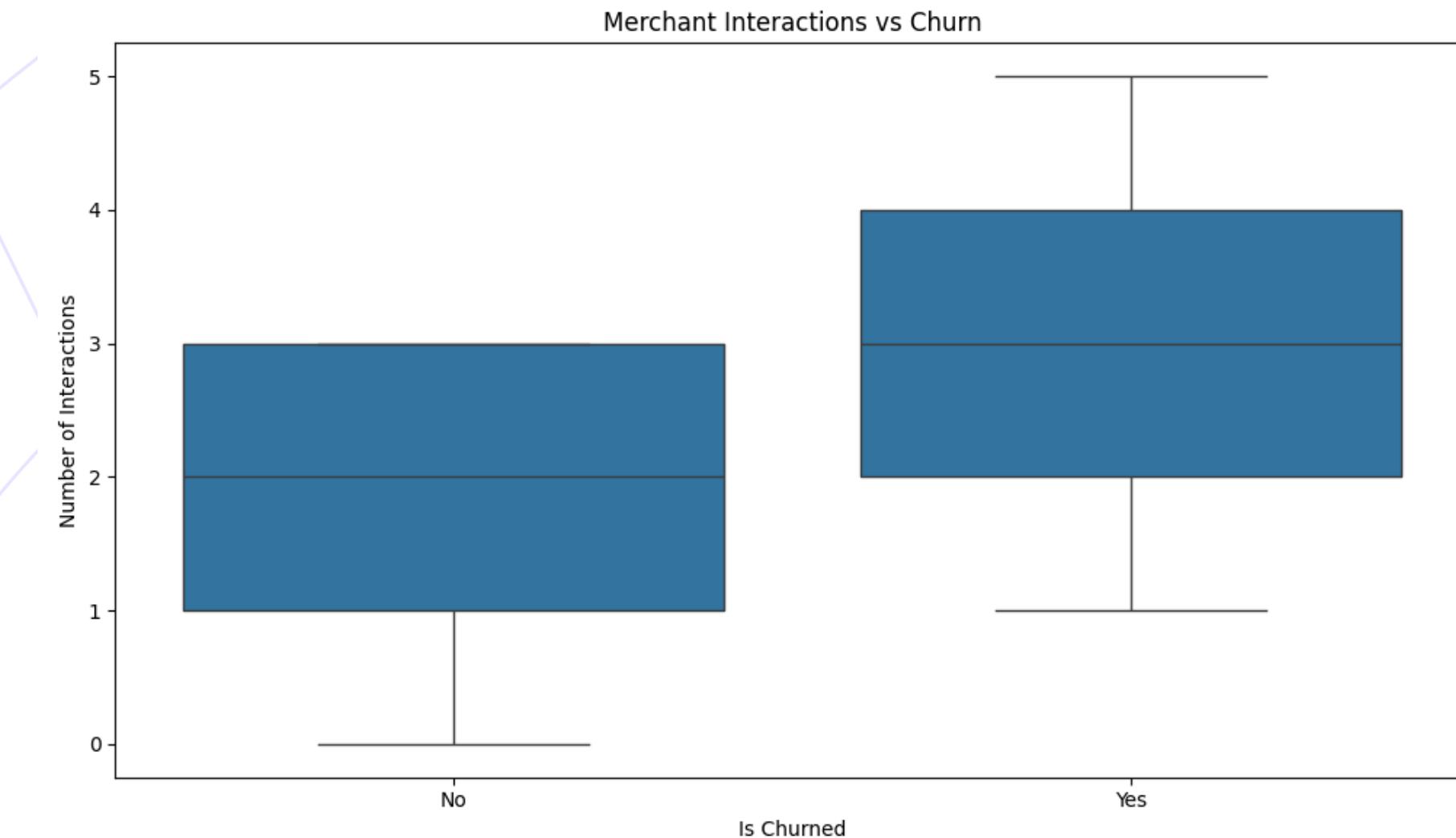
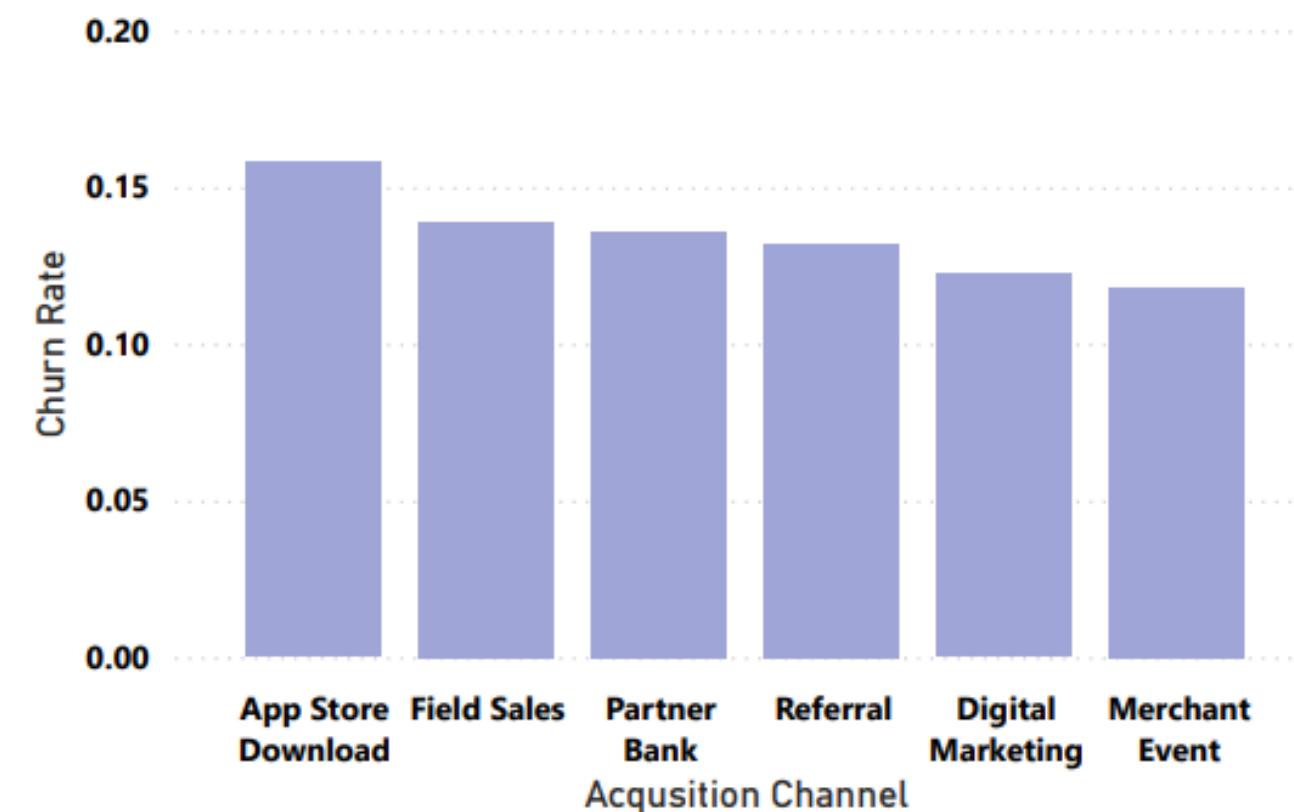


## Key Insights

- **Field Sales:** High merchant acquisition but low engagement - needs better post-acquisition support
- **Partner Bank/Referral:** Best performing channels with highly engaged users despite lower volume
- **App Store:** Underperforming across all metrics - requires improved onboarding
- **Merchant Events:** Quality over quantity approach with high engagement rate

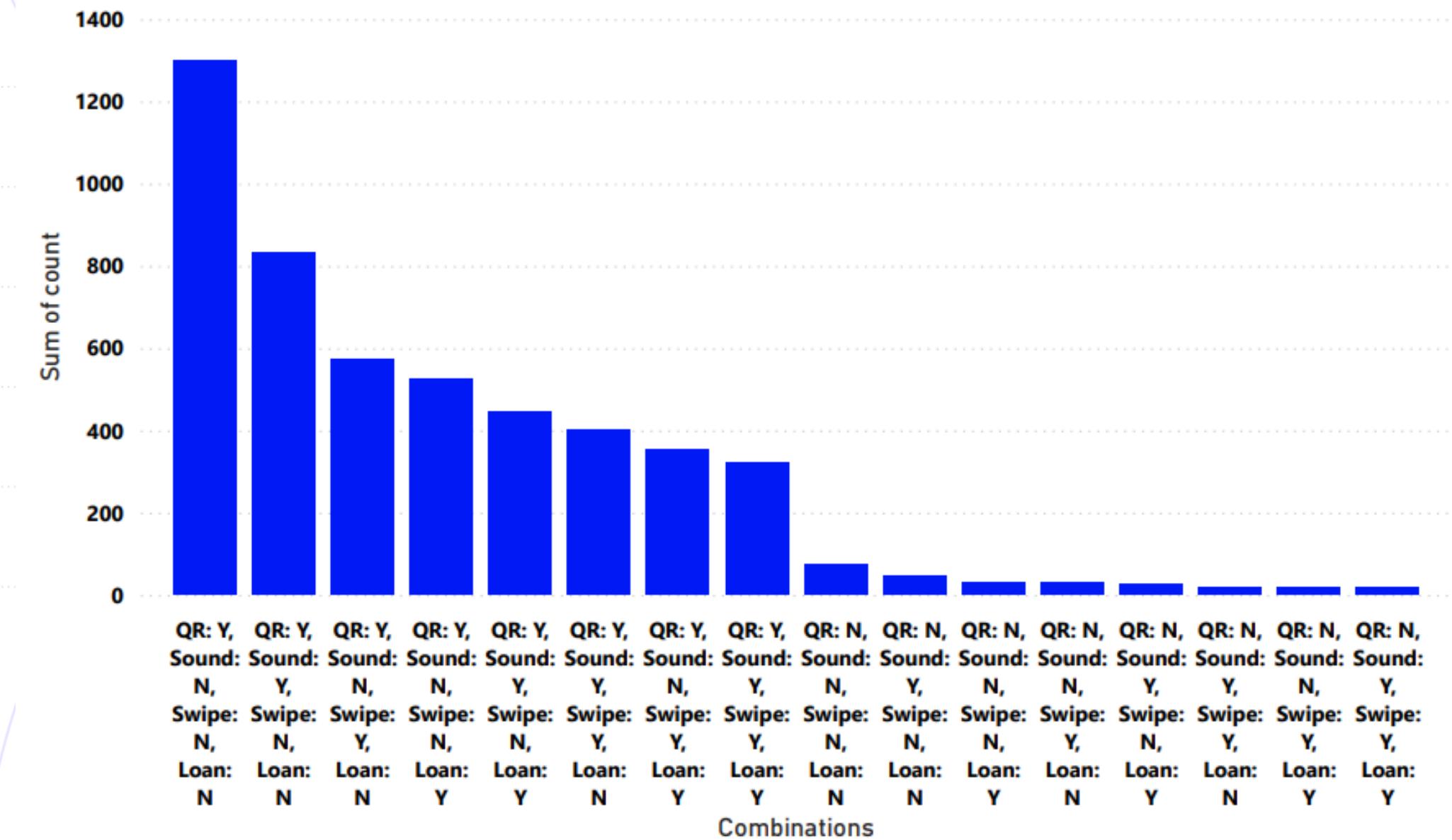
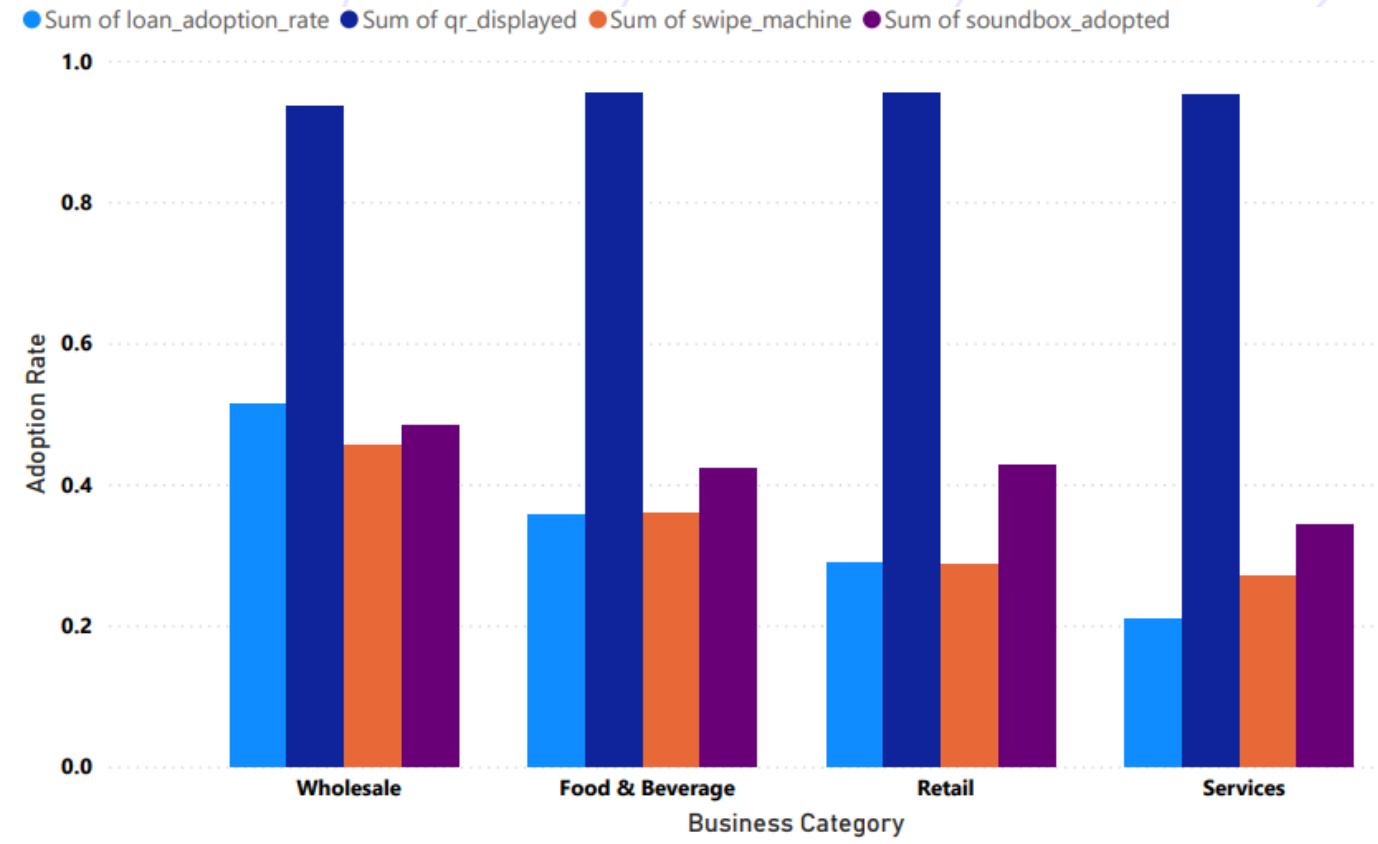
# Merchant Churn Analysis

## Customer Retention Insights Across Channels & Engagement



- **App Store:** Highest churn (**15.8%**) - needs better onboarding/expectation setting
- **Merchant Events:** Lowest churn (**11.9%**) - personal touch drives retention
- **Core Insight:** Higher engagement = lower churn across all channels
- **Action:** Improve app onboarding and scale high-touch strategies

# Product Adoption Analysis



- QR Display:** Near-universal adoption (~95%) – established as foundational product
- Progressive Adoption:** Clear step-up pattern with 1,300+ merchants using core 3-product bundle

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## S **trengths**

- Strong merchant focus
- All-in-One payment device
- Voice alerts feature
- RBI-approved Payment Aggregator
- Collateral-free business loans

## W **eaknesses**

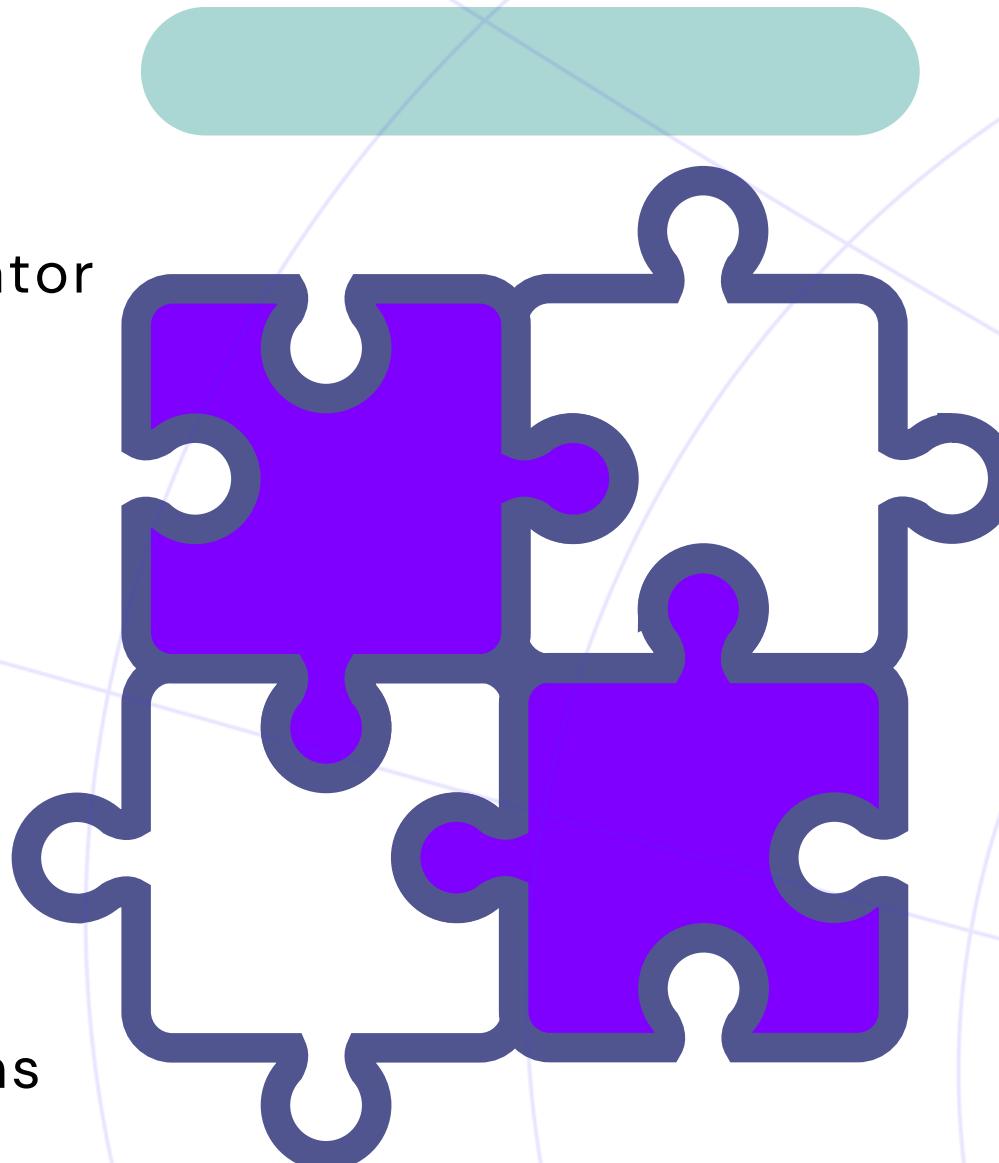
- Limited consumer services
- Lower brand recognition
- Less diversified revenue streams
- Recent entry into consumer UPI
- Smaller user base than competitors

## T **hreats**

- Intense competition (Paytm, PhonePe)
- Market saturation in urban areas
- Rising merchant acquisition costs
- Network effect of larger platforms

## O **pportunities**

- Expand merchant financial services
- Cross-selling to existing merchants
- Tier 2 & 3 market penetration
- Consumer UPI growth potential
- Merchant analytics services





Thank you  
very much!

KARAN KUMAR