**PHONEPE**

**Summary of understanding:**

**Dataset Overview:**

**The dataset represents transaction data from PhonePe, a digital payments platform in India. It includes information on different types of transactions, the geographical distribution of these transactions, and their volume over specific periods. The primary purpose of the dataset is to provide insights into transaction trends, user behavior, and regional performance.**

**Tables:**

**AGGREGATE**

**Table 01: Aggregate\_Insurance**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Transaction\_type** | **Transaction\_count** | **Transaction\_amount** |

**Purpose: To provide a comprehensive overview of insurance transactions, including the count and amount, for each state, year, and quarter.**

**Table 02: Aggregate\_Transaction**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Transaction\_type** | **Transaction\_count** | **Transaction\_amount** |

**Purpose: To provide a comprehensive overview of all transaction types, including the count and amount, for each state, year, and quarter.**

**Table 03: Aggregate\_User**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Brand** | **Transaction\_count** | **Percentage** |

**Purpose: To provide a comprehensive overview of user transactions by brand, including the count and percentage of transactions, for each state, year, and quarter.**

**MAP**

**Table 04: Map\_Insurance**

**Columns:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Lattitude** | **Longitude** | **Metric** |

**Purpose: To provide a geographical representation of insurance transactions, including specific metrics, for each state, year, and quarter.**

**Table 05: Map\_Transaction**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Transaction\_count** | **Transaction\_amount** |

**Purpose: To provide a geographical representation of all transaction types, including the count and amount, for each state, year, and quarter.**

**Table 06: Map\_User**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Registered\_Users** | **App\_Opens** |

**Purpose: To provide a geographical representation of user engagement, including the number of registered users and app opens, for each state, year, and quarter.**

**TOP**

**Table 07: Top\_ Insurance\_District**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Transaction\_Count** | **Transaction\_Amount** |

**Purpose: To provide a detailed summary of top transactions by district, including the count and amount, for each state, year, and quarter.**

**Table 08: Top\_ Insurance\_Pincode**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Pincode** | **Transaction\_Count** | **Transaction\_Amount** |

**Purpose: To provide a detailed summary of top transactions by pincode, including the count and amount, for each state, year, and quarter.**

**Table 09: Top\_ Transaction\_Pincode**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Pincode** | **Transaction\_Count** | **Transaction\_Amount** |

**Purpose: To provide a detailed summary of top transactions by pincode, including the count and amount, for each state, year, and quarter.**

**Table 10: Top\_ Transaction\_District**

**Columns:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Transaction\_Count** | **Transaction\_Amount** |

**Purpose: To provide a detailed summary of top transactions by district, including the count and amount, for each state, year, and quarter.**

**Table 11: Top\_ User\_Pincode**

**Columns:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **Pincode** | **Registered\_users** |

**Purpose: To provide a detailed summary of registered users by pincode for each state, year, and quarter.**

**Table 12: Top\_ User\_District**

**Columns:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **State** | **Year** | **Quarter** | **District** | **Registered\_users** |

**Purpose: To provide a detailed summary of registered users by district for each state, year, and quarter.**

**Key Components:**

* **State: The state where the transaction took place.**
* **Year: The year of the transaction.**
* **Quarter: The quarter of the year when the transaction occurred.**
* **Transaction Type: The type of transaction (example: bill payment, money transfer).**
* **Transaction Count: The number of transactions.**
* **Transaction Amount: The total monetary value of the transactions.**
* **Brand: The brand associated with the transaction.**
* **Percentage: The percentage of transactions for the brand.**
* **District: The district where the transaction took place.**
* **Latitude and Longitude: Geographical coordinates of the district.**
* **Metric: Specific metrics related to transactions.**
* **Registered Users: Number of users registered in a particular district.**
* **App Opens: Number of times the app was opened in a particular district.**
* **Pincode: The postal code where the transaction took place**

**Qualitative and Quantitative Analysis(Data Types):**

**AGGREGATE**

**Table 01: Aggregate\_Insurance**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Transaction\_type** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 02: Aggregate\_Transaction**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Transaction\_type** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 03: Aggregate\_User**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Brand** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Percentage** | **Quantitative (Ratio)** |

**MAP**

**Table 04: Map\_Insurance**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Latitude** | **Quantitative (Interval)** |
| **Longitude** | **Quantitative (Interval)** |
| **Metric** | **Quantitative (Ratio)** |

**Table 05: Map\_Transaction**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Transaction\_type** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 06: Map\_User**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Registered\_Users** | **Quantitative (Ratio)** |
| **App\_Opens** | **Quantitative (Ratio)** |

**TOP**

**Table 07: Top\_ Insurance\_District**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 08: Top\_ Insurance\_Pincode**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Pincode** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 09: Top\_ Transaction\_Pincode**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Pincode** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 10: Top\_ Transaction\_District**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Transaction\_count** | **Quantitative (Ratio)** |
| **Transaction\_amount** | **Quantitative (Ratio)** |

**Table 11: Top\_ User\_Pincode**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **Pincode** | **Qualitative (Nominal)** |
| **Registered\_users** | **Quantitative (Ratio)** |

**Table 12: Top\_ User\_District**

|  |  |
| --- | --- |
| **Column** | **Data Type** |
| **State** | **Qualitative (Nominal)** |
| **Year** | **Quantitative (Interval)** |
| **Quarter** | **Quantitative (Ordinal)** |
| **District** | **Qualitative (Nominal)** |
| **Registered\_users** | **Quantitative (Ratio)** |

**Conclusion:**

**The analysis of the PhonePe dataset helps us see transaction trends, user behavior, and regional performance. By organizing the data into various tables, we gain insights into transaction counts, amounts, and user engagement across different states, years, and quarters and also we can analyze type of transactions and number of registered users also.**