📱 **PhonePe Transaction**
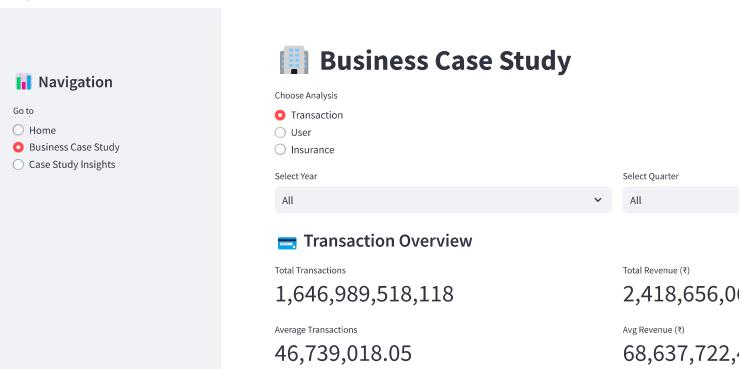
Explore India's Digital Economy with Real-time Phone

🔍 **What Can You Discover?**

💳 **Aggregated Transactions:** View transaction volumes by type, region, and trends over time.

👥 **User Engagement:** Explore how users interact with the app across brands, states, and districts.

🤍 **Insurance Analytics:** Analyze state-wise and district-level adoption of insurance services.

🌐 **Interactive Visuals:** Choropleths, bar charts, line graphs, and pie charts to bring data to life.

📊 **Custom Filters:** Filter insights by year and quarter across the country.

Use the sidebar to explore the full Business Case Study ➡

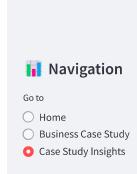Created by sharmila • Streamlit + MySQL + Plotly

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- ○ Case Study Insights

🏢 Business Case Study

Choose Analysis
- ● Transaction
- ○ User
- ○ Insurance

Select Year

| All | ⌄ |

Select Quarter

| All |

💳 Transaction Overview

Total Transactions
1,646,989,518,118

Total Revenue (₹)
2,418,656,0(

Average Transactions
46,739,018.05

Avg Revenue (₹)
68,637,722,

State-wise Total Transactions

📌 Top 10 States by Transaction Volume

	States	TotalTransactions
20	Maharashtra	
15	Karnataka	
31	Telangana	
1	Andhra Pradesh	
33	Uttar Pradesh	
28	Rajasthan	
19	Madhya Pradesh	
4	Bihar	
35	West Bengal	
25	Odisha	

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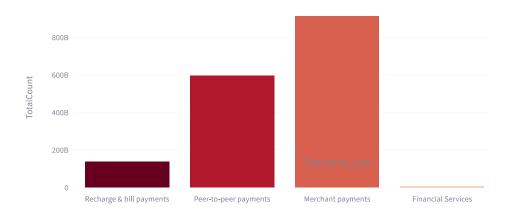
📈 Case Study Insights Dashboard

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| Decoding Transaction Dynamics |

Transactions by Type
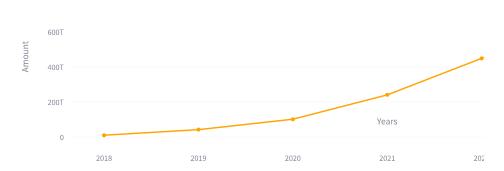
State-wise Transaction Volume

Transaction Trend Over Years
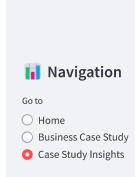
Top 10 States by Transactions
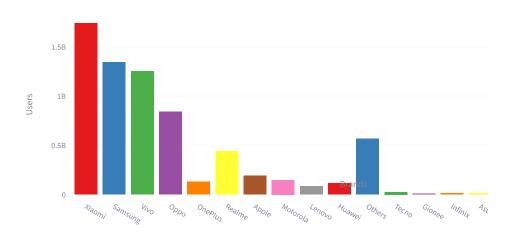

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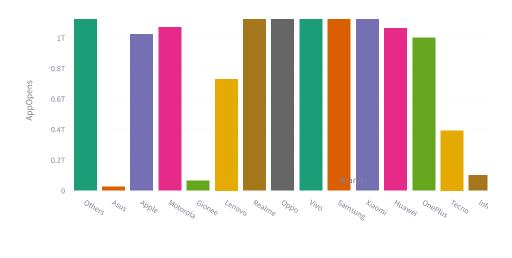
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| Device Dominance and User Engagement |

Users by Device Brand
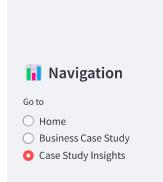
App Opens by Device Brand
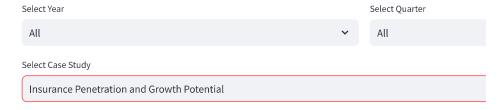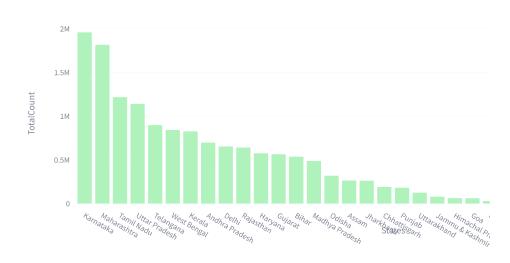
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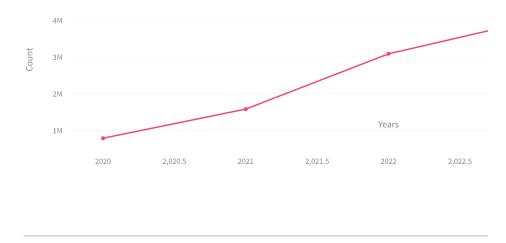| Insurance Penetration and Growth Potential |
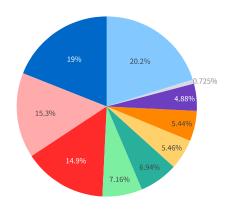
Top States by Insurance Transactions

Least Penetrated States (Pie View)
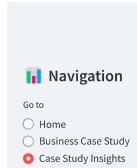
Insurance Growth Over Time
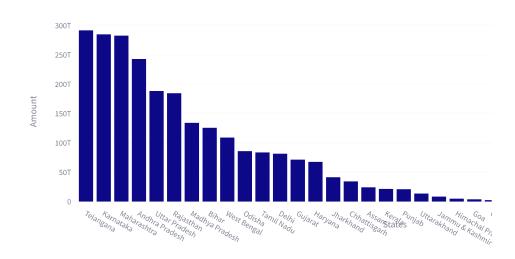
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| Transaction Analysis for Market Expansion |
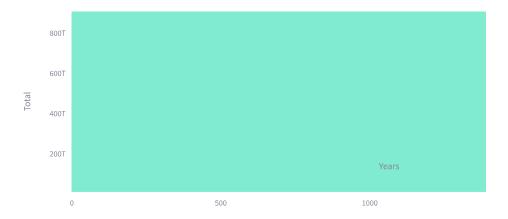
States by Transaction Value

Transaction Value Over Years
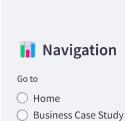
State-wise Market Value Map

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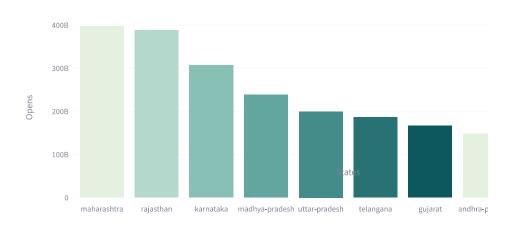
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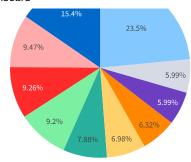| User Engagement and Growth Strategy |
|---|

Top States by App Opens

User Registrations Over Time
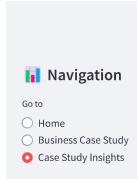
Top Districts by Registrations Share

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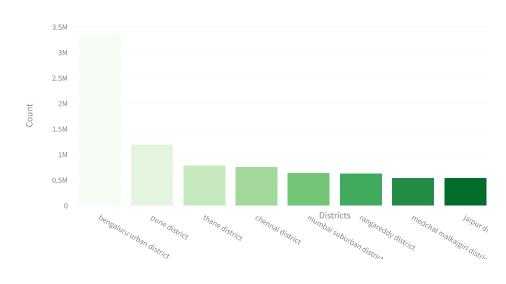
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Insurance Engagement Analysis

Insurance Transactions by District

Insurance Value Distribution by District