

# PhonePe Transactions Analysis Dashboard

An in-depth analysis of digital payment trends using the PhonePe Pulse dataset, designed to provide actionable insights for business stakeholders.



# Project Overview

## Objective

To analyse PhonePe transaction trends and user behaviour across various Indian states, identifying key patterns and opportunities.

## Data Source

Utilising the rich and comprehensive PhonePe Pulse GitHub dataset, specifically 'aggregated\_transaction' and 'aggregated\_user' files.

## Key Deliverables

Development of an interactive dashboard for visualising transaction and user engagement metrics, enabling data-driven decisions.

# Technology Stack



## Python

The core programming language for data manipulation and backend logic.



## SQLite

For efficient storage and retrieval of cleaned, structured data.



## Seaborn & Pandas

Essential libraries for data analysis and compelling visualisations.



## Streamlit

For creating an interactive and user-friendly web application dashboard.



## Google Colab & Ngrok

Enabling cloud-based development and live deployment of the dashboard.

# Dashboard Features

## Interactive Filters

Users can dynamically filter data by state, year, and quarter to drill down into specific trends.

## Transaction Visuals

Bar charts illustrate transaction count and total amount, providing a clear view of payment volumes.

## User Metrics

Key statistics on app opens and registered users offer insights into user adoption and engagement.



13	Transfeged	23%	3.7%
13	Transsfemed	10%	8.9%
14	Transsfeged	11%	8.7%
13	Transsfetions	10%	8.1%
10	Transsfemed	15%	9.7%
13	Transsfemed	12%	4.8%
12	Transsfetimed	10%	6.7%
10	Transsfemed	16%	8.2%



## State-wise Transaction Insights

This section displays a heatmap offering a granular view of transaction amounts across Indian states over different years.

The heatmap clearly highlights regions with high and low digital payment activity, crucial for targeted business strategies.

# Key Insights from Analysis



## High Transaction Volumes

States such as Andhra Pradesh and Bihar consistently exhibit the highest transaction volumes, indicating strong digital payment adoption.



## Dominant Transaction Types

Merchant payments and peer-to-peer (P2P) transactions form the majority of PhonePe usage, reflecting key user behaviours.



## User Engagement Discrepancies

Despite high user registrations, some states show a noticeable drop in active user engagement, highlighting areas for improvement.

# Impact & Future Focus

## Strategic Understanding

The dashboard helps stakeholders understand the nuances of digital payment adoption across India.

## Business Focus Areas

Identifies specific regions and transaction types for targeted marketing and product development efforts.

## Informed Decisions

Provides data-driven insights to refine business strategies and enhance user experience.

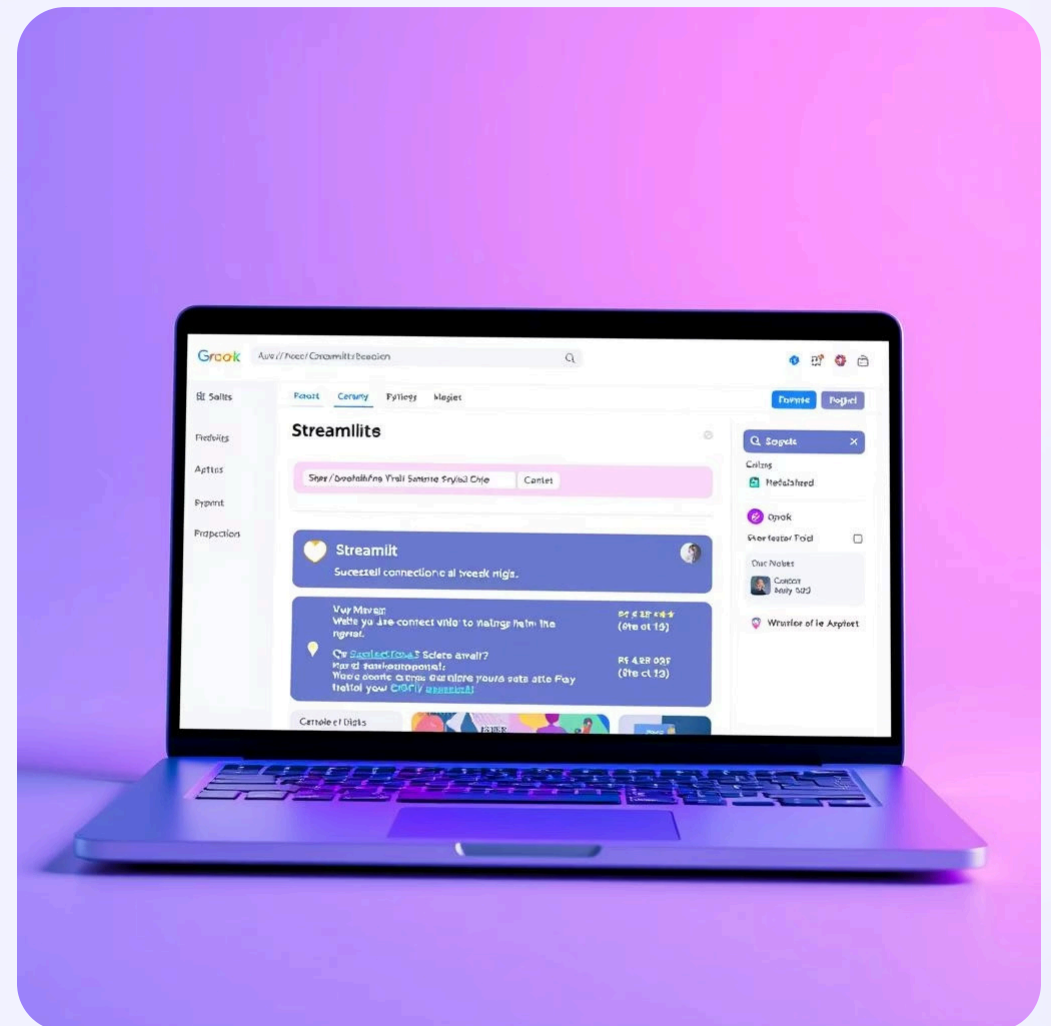


# Deployment & Accessibility

The PhonePe Transactions Analysis Dashboard is live and accessible, ensuring continuous monitoring and analysis of digital payment trends.

## Live Streamlit App

Hosted via Google Colab, making the dashboard available for real-time interaction.



Utilising **ngrok** for secure tunneling, the application provides a seamless and responsive user experience from any web browser.