Project Title	Phonepe Pulse Data Visualization and Exploration
Technologies	Data Visualization tools – PowerBI/Tableau
Domain	Fintech

Problem Statement:

The Phonepe pulse Github repository contains a large amount of data related to various metrics and statistics. The goal is process the data to obtain insight and information that can be visualized in a user-friendly manner.

Following two process has been done and data is transformed as a valuable and the same data is given to you

1) Extracting the data from the Phonepe pulse Github repository through scripting and clone it.
2) Transforming the data into a suitable format and perform any necessary cleaningand pre-processing steps.

The solution must include the following steps:

1) Create a live geo visualization dashboard using tableau or Power-BI in an interactive and visually appealing manner.
2) Provide at least 10 different dropdown options for users to select differentfacts and figures to display on the dashboard.

The solution must be secure, efficient, and user-friendly. The dashboard must be easily accessible and provide valuable insights and information about the data in the Phonepe pulse Github repository.

Approach:

1) Merge all the files that is obtained from the phonepe data which is already preprocessed and provided.

2) Choose your platform: Decide whether to use Tableau or Power BI. Both platforms are excellent for creating geo visualizations, and it comes down to personal preference and familiarity.

3) Import data: Import the PhonePe Pulse data into your chosen platform.

4) Create a geo map: Create a basic geo map using your imported data. This will help you understand the distribution of your data and provide insights for more advanced visualizations.

5) Add layers: Layer on additional information such as demographics, transaction value. This will help you to identify trends and draw insights.

6) Design your dashboard: Customize your dashboard layout to suit your objective and audience. Ensure that your visualizations are clear, concise and easy to interpret.

7) Provide at least 10 different dropdown options for users to select different facts and figures to display on the dashboard.

8) Create the growth rate and KPI to identify the trends and to track the success of business firms.

9) Analyze the visualization dashboards and provide insights from the visualizations.

This approach leverages the use of Power-BI or Tableau to create a user-friendly dashboard for visualizing the insights obtained from the data.

Results:

The result of this project will be a live geovisualization dashboard that displays information and insights from the Phonepe pulse Github repository in an interactive and visually appealing manner. The dashboard will have at least 10 different dropdown options for users to select different facts and figures to display.

The dashboard will provide valuable insights and information about the data in the Phonepe pulse Github repository, making it a valuable tool for data analysis and decision-making.

Dataset:

DatasetLink:https://drive.google.com/drive/folders/1Qr3rIQhl3JJlx4Ea-8ag6GNbkPziKNtb?usp=share_link

Inspired From : PhonePe Pulse

The learning outcomes of this project:

1. **Proficiency in using Tableau or Power BI:** Through this project, you can develop a strong understanding of how to use Tableau or Power BI to create effective geo visualisation dashboards.

2. **Analytical skills:** The project involves analyzing PhonePe Pulse data to identify trends, insights, and patterns. As a result, learners can develop analytical skills that are applicable in various contexts.

3. **Domain-specific knowledge:** Through the project, you can gain domain-specific knowledge about the payments industry, including transaction data, user demographics, and regional trends.

4. **Project development and deployment:** You will learn how to develop a comprehensive and user-friendly solution, from data extraction to dashboard deployment. You will also learn how to test and deploy the solution to ensure it is secure, efficient, and user-friendly.

By completing this project, you will gain hands-on experience with data visualization, as well as experience working with databases and dashboards. This project will provide a foundation for further learning and development in these areas and help you build a portfolio of practical skills.

Project Evaluation metrics:

- You are supposed to create geo visual maps in tableau or power bi in an effective manner
- Provide at least 10 different dropdown options for users to select different facts and figures to display on the dashboard.
- Data accuracy: The accuracy of the data used in the dashboard is essential to the effectiveness of the dashboard. Thus, it is crucial to ensure that the data is accurate and up-to-date.
- Dashboard functionality: The functionality of the dashboard should be evaluated, including the ability to interact with the data, filter the data, and drill down into specific areas.
- Create various plots to determine the top user and top transactions
- Identify compound growth rate or yoy and identify the trends, patterns and changes over time.
- Use KPIs that help to measure the success of the business in terms of transaction volume, user engagement, and revenue.