

Phonepe data detailed report

Summary of understanding:

PhonePe is an Indian Digital payments company headquartered in Bengaluru Karnataka India, founded in 2015. It is could be one of the most common UPI app you are using for making peer to peer transactions and merchant payments.

Dataset overview: the given data set provides an information about phonepe transactions, insurance policies that are taken place by users in different years. By analysing this data we will estimate phonepe performance in past seven years. After analysing we will estimate which year would be the best year to invest in phonepe company.

Structure Explanation: JSON (JavaScript Object Notation) is a lightweight data-interchange format that is easy for humans to read and write and easy for machines to parse and generate. It is primarily used to transmit data between a server and a web application as text.

Here is an example of JSON data: JSON is nothing but a dictionary in python which could be nested and can have lists in them as well. So once you import it you can work with it like a dictionary.

```
{ "name": "John" ,  
  "age": 30,  
  "isStudent": false,  
  "courses": ["Math" , "Science" , "History"] }
```

Key components:

Aggregate: This will give us all the aggregate values of insurance, transactions, user in respective years and states.

Map: This will give how insurance, transactions, user happened in different districts along with states and respective years.

Top: This will give insurance, transactions, user data along with pincodes.

Column identification for tables:

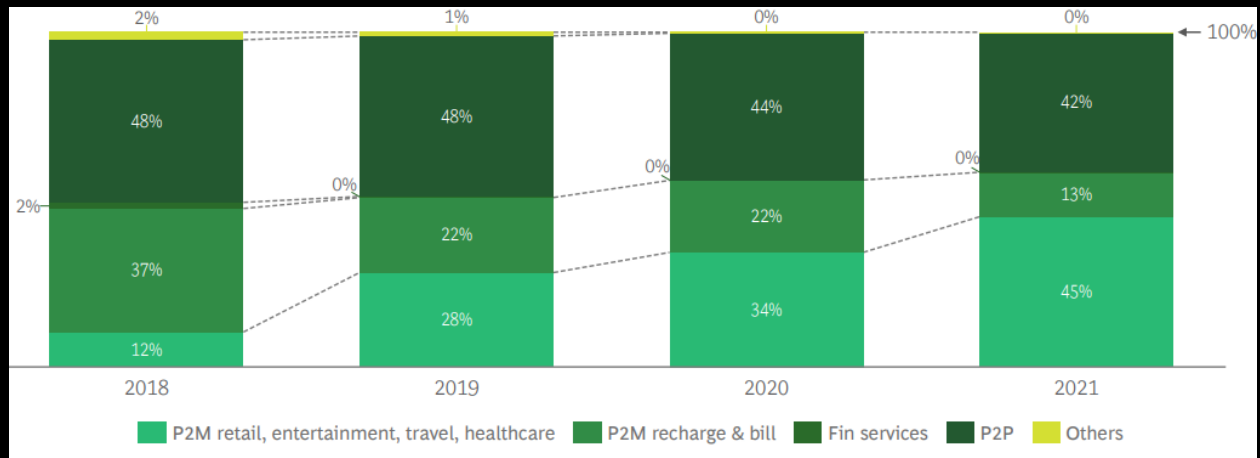
Relevant columns:

State: It represents the state names like Andhrapradesh, Delhi, Telangana..etc

Importance:By using this we will analyse the state performance in digital transactions as well as phonepe users.

Year: It represents the years like 2018,2019,2024....etc.

Importance:By using this we will analyse year wise performance of phonepe company and how digital – Transactions increasing rapidly.

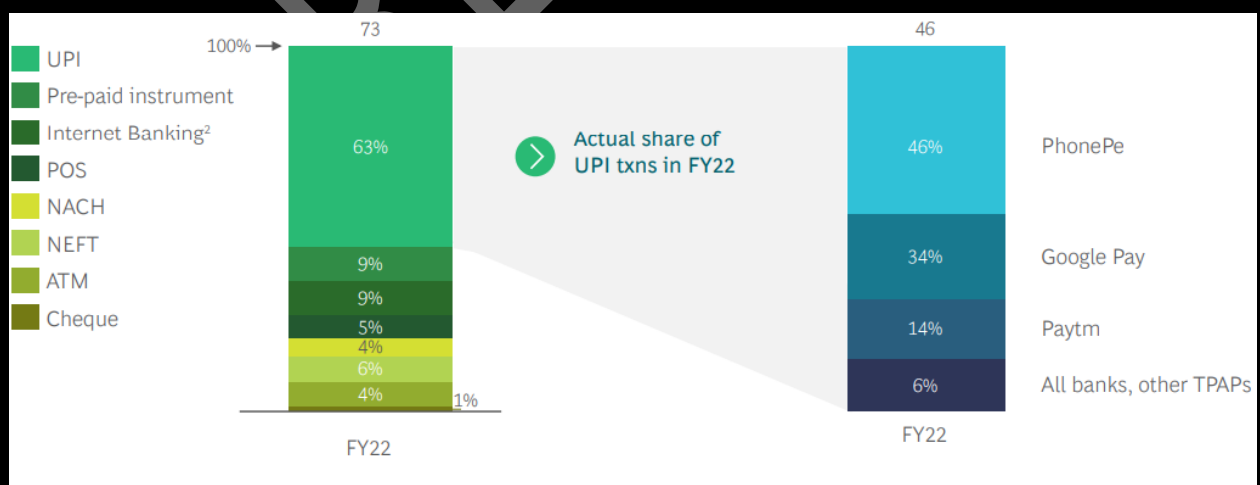


Quarter: It indicates companies ever 3months performance.

Importance: By using this information we will introduce new digital features to improve the customer service and company growth.

Transaction Name,amount: this will indicates the amount that is getting transferred by users.

Importance:By observing this information we can conclude how the users are using phonepe for different payments.



District:It represents the districtnames of different states like Guntur,Hyderabad,Rangareddy....etc:

Importance:By using this information we know which district will use more digital transactions based on that it is possible to improve the digital transactions of the company low performing districts.

Table Design:

Table1:By taking the columns state,transaction-name,transaction-amount of data we can form one crucial table.

Importance:By using this table we will analyse the following things:

How different states are adopted phonepe for digital payments?

Which state is performing more merchant payments?

Based on that we will improve our services in better manner.

Table2:By taking columns year,quarter,india,district,transaction-count of data we can form another table.

Importance:By using this table we will analyse the following things:

We will analyse the year wise trends of phonepe company.

We will analyse the top districts which are performing better in digital transactions.