

PhonePe Pulse – Digital Payments Dashboard Project Report

1. Introduction

Digital payments have witnessed exponential growth in India. The PhonePe Pulse dataset provides real-time insights into this transformation across states, districts, and time periods.

2. Problem Statement

To analyze and visualize digital payment behaviour in India using PhonePe Pulse data, extract key insights, and build an interactive Tableau dashboard.

3. Dataset Description

- master_transactions.csv – Contains transaction amount, count, type, state, district, year, quarter
- master_users.csv – Contains registered users, device brands, geography, year, quarter
- master_full.csv – Combined dataset used for validation

4. Methodology

- Data extraction from PhonePe Pulse GitHub repository
- Cleaning, preprocessing, merging into structured tables
- Importing into Tableau
- Building KPIs, maps, charts, heatmaps & trends
- Publishing final dashboard on Tableau Public

5. KPIs

- Total Transactions: 200,709,555,401
- Total Amount: ₹336,062,724,825,438
- Total Registered Users: 7,862,007,266
- Average Ticket Size: ₹1,674.37
- Top State: Telangana

6. Visualizations

- State-wise transaction geo map
- User distribution geo map
- Top 10 States (Transaction Amount)
- Top 10 Districts (Registered Users)
- Yearly trends (Transactions & Users)
- Quarterly trends
- Transaction type distribution (Pie)
- District-level user heatmap

7. Insights

- Telangana, Karnataka, Maharashtra lead in transactions
- Users & transactions show exponential growth post-2020
- Districts like Bengaluru Urban dominate user count
- Recharge & Bill payments form the largest transaction segment
- Q3 & Q4 consistently show higher activity

8. Conclusion

This dashboard provides a comprehensive analytical understanding of India's digital payment growth. It highlights geographical trends, temporal variations, and user adoption patterns. Tableau visualizations make the insights accessible and interactive.

9. Tableau Dashboard Link

https://public.tableau.com/shared/D4Q4Y6B2J?:display_count=n&:origin=viz_share_link