

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