

## PHONEPE PULSE DATA VISUALIZATION

PhonePe Pulse is a data analytics platform offered by PhonePe, a digital payment platform in India. It provides insights and analytics based on transaction data and user behaviour within the PhonePe ecosystem. These insights can be valuable for businesses, policymakers, and researchers to understand consumer trends, preferences, and spending patterns.

Based on the provided data for the year 2018, here's a summary of the aggregate transaction types for each quarter:

Quarter 1 (Q1):

Maharashtra: \$21.711 billion

Karnataka: \$19.217 billion

Uttar Pradesh: \$13.939 billion

Quarter 2 (Q2):

Maharashtra: \$36.357 billion

Karnataka: \$33.515 billion

Uttar Pradesh: \$25.720 billion

Quarter 3 (Q3):

Maharashtra: \$52.260 billion

Karnataka: \$48.225 billion

West Bengal: \$41.843 billion

Quarter 4 (Q4):

Maharashtra: \$79.518 billion

Karnataka: \$73.008 billion

Uttar Pradesh: \$55.096 billion

These figures show the top three states by transaction volume for each quarter in 2018. Maharashtra, Karnataka, and Uttar Pradesh consistently secured the top three positions across all quarters, indicating their significant contribution to aggregate transaction types throughout the year.

2019:

Karnataka had the highest transaction volume across all quarters.

Transaction volume increased as the quarters progressed, with quarter 4 being the highest.

2020:

Telangana had the highest transaction volume across all quarters.

Like 2019, transaction volume increased as the quarters progressed, with quarter 4 being the highest.

2021:

Telangana had the highest transaction volume in the first three quarters, but Maharashtra surpassed it in quarter 4.

Quarter 4 had the highest transaction volume.

2022:

Maharashtra had the highest transaction volume in the first two quarters, but Telangana surpassed it in the next two quarters.

Quarter 4 had the highest transaction volume.

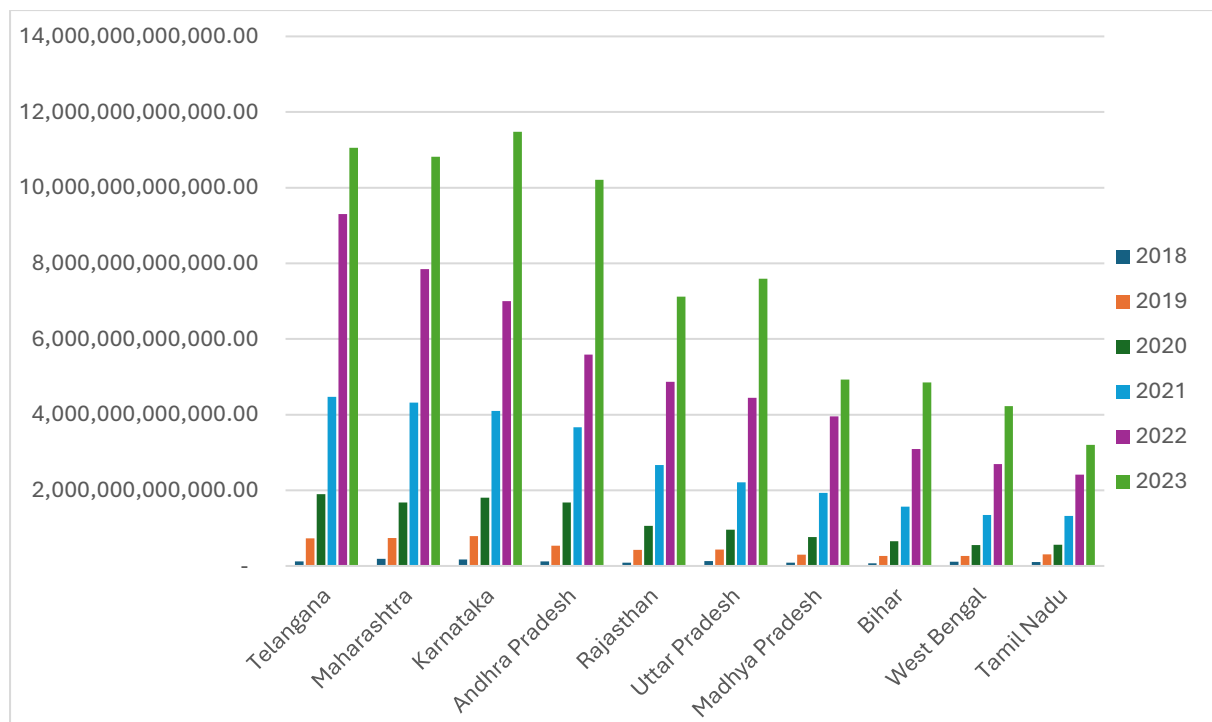
2023:

Karnataka had the highest transaction volume across all quarters.

Quarter 4 had the highest transaction volume.

These trends highlight the dynamic nature of transaction patterns across different states over the years, with shifts in leadership in terms of transaction volume from year to year and even within individual years. It's also notable that quarter 4 consistently emerges as the top quarter for transaction volume across all years, suggesting potential seasonal or year-end factors influencing transaction behaviour.

## INSIGHTS:



### Statewide Transactions:

Maharashtra, Karnataka, and Telangana lead in transaction volumes at the state level.

These states are known for their thriving IT industries, which attract many tech-savvy individuals and businesses.

### District-wise Transactions:

Bengaluru Urban in Karnataka, Pune in Maharashtra, and Hyderabad in Telangana are prominent districts with high transaction volumes.

These districts are home to a concentration of IT companies, IT hubs, and educational institutions, creating a conducive environment for digital transactions.

The presence of a large IT workforce in these districts, along with higher disposable incomes, contributes to increased spending and transaction volumes.

Additionally, the tech-savvy population in these districts is more inclined to adopt digital payment solutions for convenience and efficiency.

### Overall Factors Driving Transaction Volumes:

The combination of a large IT workforce, higher disposable incomes, a tech-savvy population, and the presence of educational institutions creates a conducive environment for digital transactions in districts like Bengaluru Urban, Pune, and Hyderabad.

The convenience and efficiency offered by digital payment platforms further drive their adoption among residents and businesses in these districts.

In summary, the transaction trends observed statewide and district-wise reflect the influence of factors such as the presence of IT companies, IT hubs, educational institutions, and a tech-savvy population on digital transaction volumes in states like Maharashtra, Karnataka, and Telangana, particularly in districts like Bengaluru Urban, Pune, and Hyderabad.

### YEAR AND QUARTER WISE:

#### Transaction Amount Trends:

Until 2020, transaction amounts were typically in the billions.

From 2021 to 2023, both transaction counts and transaction amounts increased tremendously, reaching the trillion range.

This significant increase in transaction volumes and amounts is attributed to the COVID-19 situation, which accelerated the adoption of digital payments as people shifted towards online transactions for safety and convenience reasons.

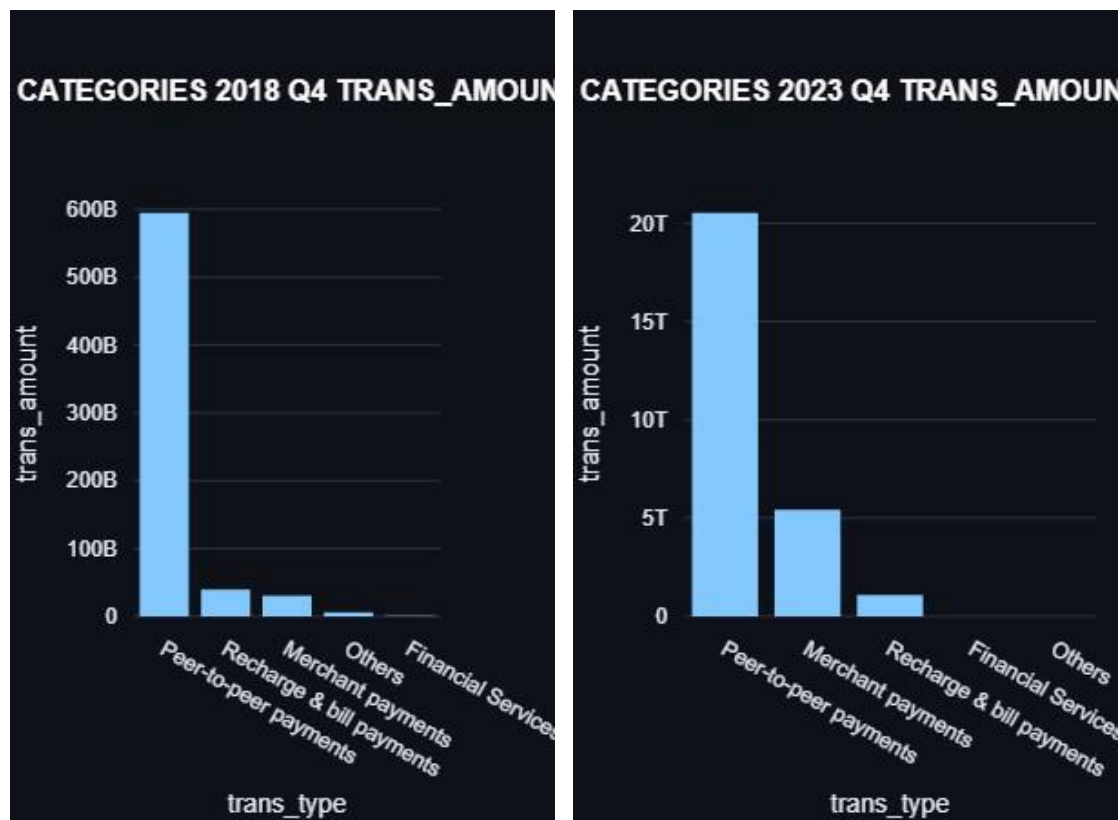
### Timing of Transactions:

Transactions tend to be lower at the start of the year and increase towards the end of the year.

This trend is likely influenced by offers, discounts, and clearance sales that typically occur towards the end of the year, such as during festive seasons and year-end sales events.

These insights suggest a correlation between external factors such as the COVID-19 pandemic and seasonal shopping behaviour with transaction trends. As people increasingly turn to digital payment platforms for their transactions, especially during times of heightened need for safety and convenience, transaction volumes and amounts have seen significant growth. Additionally, the timing of transactions reflects consumer behaviour influenced by promotional activities and sales events throughout the year.

## CATEGORIES:



The shift in transaction patterns reflects the broader changes in consumer behaviour brought about by the COVID-19 pandemic. Here's how these trends evolved:

**Peer-to-Peer Payments (Pre-2020):** Before the pandemic, peer-to-peer payments were popular as people used digital wallets like PhonePe for splitting bills, repaying loans, or sending money to friends and family. These transactions were convenient and often used for day-to-day expenses.

**Recharge and Bill Payments (Pre-2020):** Recharge and bill payments were also common transactions as people utilized digital payment platforms for topping up mobile phone balances, paying utility bills, and settling other recurring expenses.

**Merchant Payments (2021-2023):** With the onset of the COVID-19 pandemic and subsequent lockdowns, there was a significant shift

towards online shopping. People started relying more on e-commerce platforms for purchasing essential items like groceries, medicines, and household supplies. Additionally, as physical stores remained closed or operated under restrictions, consumers turned to online merchants for a wide range of products, including luxury items.

**Impact of COVID-19:** The lockdowns and social distancing measures implemented to curb the spread of COVID-19 forced people to adapt to new ways of shopping and conducting transactions. Online ordering became the preferred method for purchasing goods and services, leading to a surge in merchant payments through platforms like PhonePe.

**Diversification of Merchant Categories:** The increase in online shopping wasn't limited to essential items. People also began ordering non-essential items like electronics, fashion, and luxury products online, further boosting merchant payments across a wide range of categories.

Overall, the COVID-19 pandemic accelerated the adoption of digital payment platforms for merchant transactions as consumers sought safer and more convenient ways to shop during lockdowns and beyond. This shift in consumer behaviour is likely to have a lasting impact on the digital payments landscape, with online shopping becoming increasingly integral to people's lives.