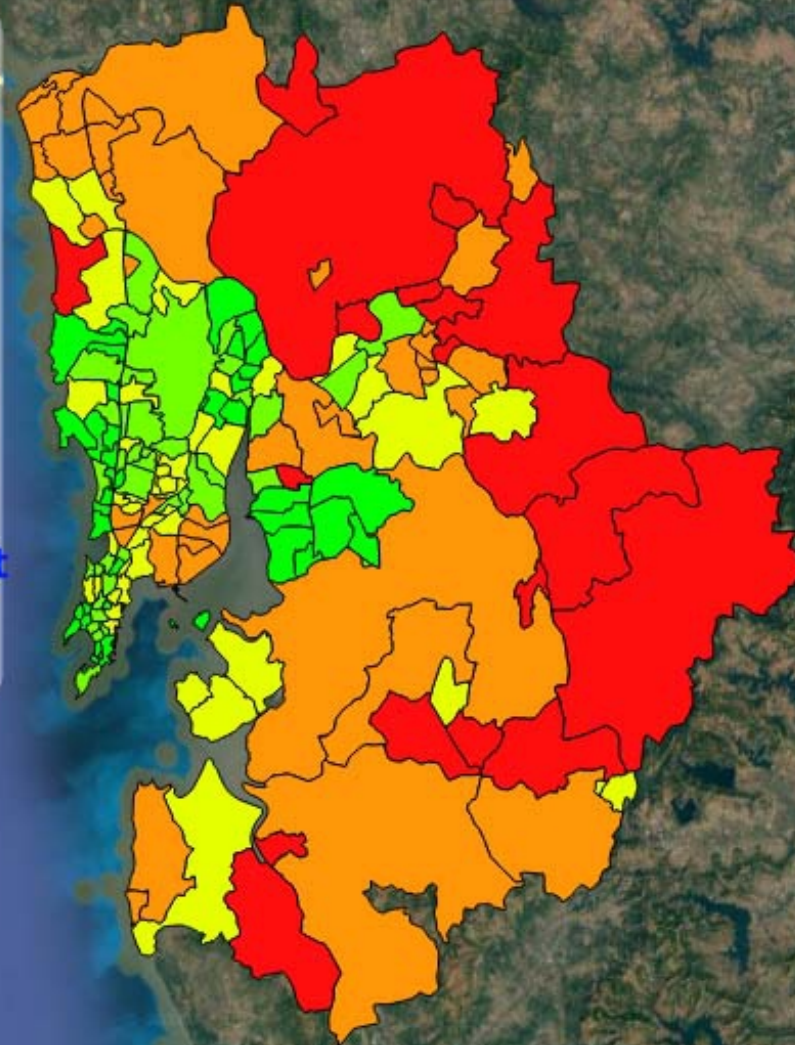


# AINSIGHT PINCODE MAP WITH PROSPERITY INDEX

## MMR PROSPERITY VARIATION

Covers 19000+  
Pincodes.

...updated as per latest  
pincode directory



### MAIN ATTRIBUTES

- Total Households(HH)
- Total Population
- Total Male
- Total Female
- Sex ratio
- Literacy
- Male Literacy
- Female Literacy
- % HH - Electricity
- % HH - LPG
- % HH - Banking
- % HH - Radio
- % HH - Television
- % HH - Total Computers
- % HH - Computer with Internet
- % HH - Teledensity
- % HH - Bicycle
- % HH - 2 Wheeler
- % HH - 4 Wheeler
- % HH - all assets
- % HH - none of the assets
- Prosperity Index

## Analyze Sales Data With Market Demographics

website: [www.ainsighttech.com](http://www.ainsighttech.com)  
email: [milind.dalvi@ainsighttech.com](mailto:milind.dalvi@ainsighttech.com)  
contact: 0251-2424422,(M): 9820137183

**AINsight**   
Technologies Pvt. Ltd.

## ➤ **Methodology:**

AInsight's Prosperity Index is derived from household ownership of assets and average penetration level of these assets. We use household asset penetration numbers at city, village and ward-level provided by census bureau. Then using landuse maps and city/village/ward/pincode boundaries these asset ownership numbers are correlated to pincode.

## ➤ **Prosperity Index Calculation:**

### **Prosperity Index uses penetration of following assets in households:**

- Percentage Households Using Electricity
- Percentage Households Using LPG/PNG fuel for Cooking
- Percentage Households Using Banking Services
- Percentage Households Using Television
- Percentage Teledensity
- Percentage Households Using Computer/Laptop
- Percentage Households Using Computer/Laptop with internet
- Percentage Households Using Scooter/Motorcycle/Moped
- Percentage Households Using Car/Jeep/Van
- Percentage Households with TV, Computer/Laptop, Landline/Mobile Phone and Scooter/Car

Weightage for each asset is  $(100/\text{national level household penetration of asset})$  i.e. if asset penetration is 20% then weightage for it is 5 while if asset penetration is 100% then weightage for it is 1

**Prosperity\_index is sum of all above 10 assets multiplied by their weightage factor.**

## ➤ Market Segmentation:

We have segregated pincodes into ten classes using clustering algorithm. Table below shows asset penetration rates increasing consistently as prosperity increases. This can be used for 80-20 marketing i.e. target 80% market by only covering 20% areas. You can also decide your market segments for effective targeting e.g. microfinance ideal target is people just above sustenance but not effectively covered by banking.

Prosperity Class	No. of Pincodes	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	2695	18.45	0 – 417	1.03	4.03	6.35	5.54	12.22	4.74	4.48	8.67
2	3711	19.79	418 – 599	1.64	6.90	11.38	10.65	25.77	10.73	4.94	10.25
3	3581	15.78	600 – 776	2.21	7.40	16.41	12.25	42.83	14.21	5.36	8.86
4	2560	10.70	777 – 974	3.03	6.90	22.11	11.19	57.53	12.95	6.19	6.94
5	2067	8.50	975 – 1216	4.42	7.99	26.33	10.59	66.22	11.84	8.20	7.30
6	1689	8.31	1217 – 1539	6.23	10.99	32.75	12.86	74.18	12.96	11.37	9.89
7	1508	8.04	1540 – 1997	8.59	14.67	37.47	14.26	80.31	13.59	16.15	13.61
8	892	5.19	1998 – 2717	12.78	14.08	42.58	10.44	84.78	9.25	24.17	13.14
9	678	4.11	2718 – 3840	21.21	18.53	48.46	9.43	87.91	7.61	35.94	15.50
10	219	1.12	3854 – 8066	35.68	8.51	52.74	2.80	90.40	2.13	49.59	5.83