

AINSIGHT TEHSIL MAP WITH PROSPERITY INDEX

MAHARASHTRA TEHSIL PROSPERITY VARIATION

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

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➤ **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 tehsils 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 Tehsils	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	715	6.90	0 – 302	0.79	1.20	4.73	1.56	8.12	1.20	4.08	3.06
2	1004	13.10	303 – 435	1.20	3.45	7.51	4.69	15.48	4.35	4.83	6.88
3	939	11.80	436 - 554	1.62	4.18	10.88	6.12	24.18	6.12	4.96	6.36
4	937	12.07	555 – 665	2.05	5.40	14.01	8.07	33.59	8.69	5.45	7.15
5	761	11.04	666 – 790	2.43	5.86	17.97	9.46	43.75	10.35	5.72	6.87
6	578	9.42	791 – 964	2.97	6.11	22.20	9.97	57.75	11.66	6.17	6.32
7	462	9.91	965 – 1227	4.67	10.13	26.57	12.56	64.66	13.74	8.48	9.14
8	287	9.63	1228 – 1655	6.96	14.65	34.51	15.85	73.97	15.27	11.75	12.30
9	178	10.43	1657 – 2514	11.36	25.92	42.21	21.00	80.65	18.03	19.18	21.75
10	68	5.71	2532 – 4302	18.50	23.12	39.38	10.73	86.59	10.61	32.48	20.17