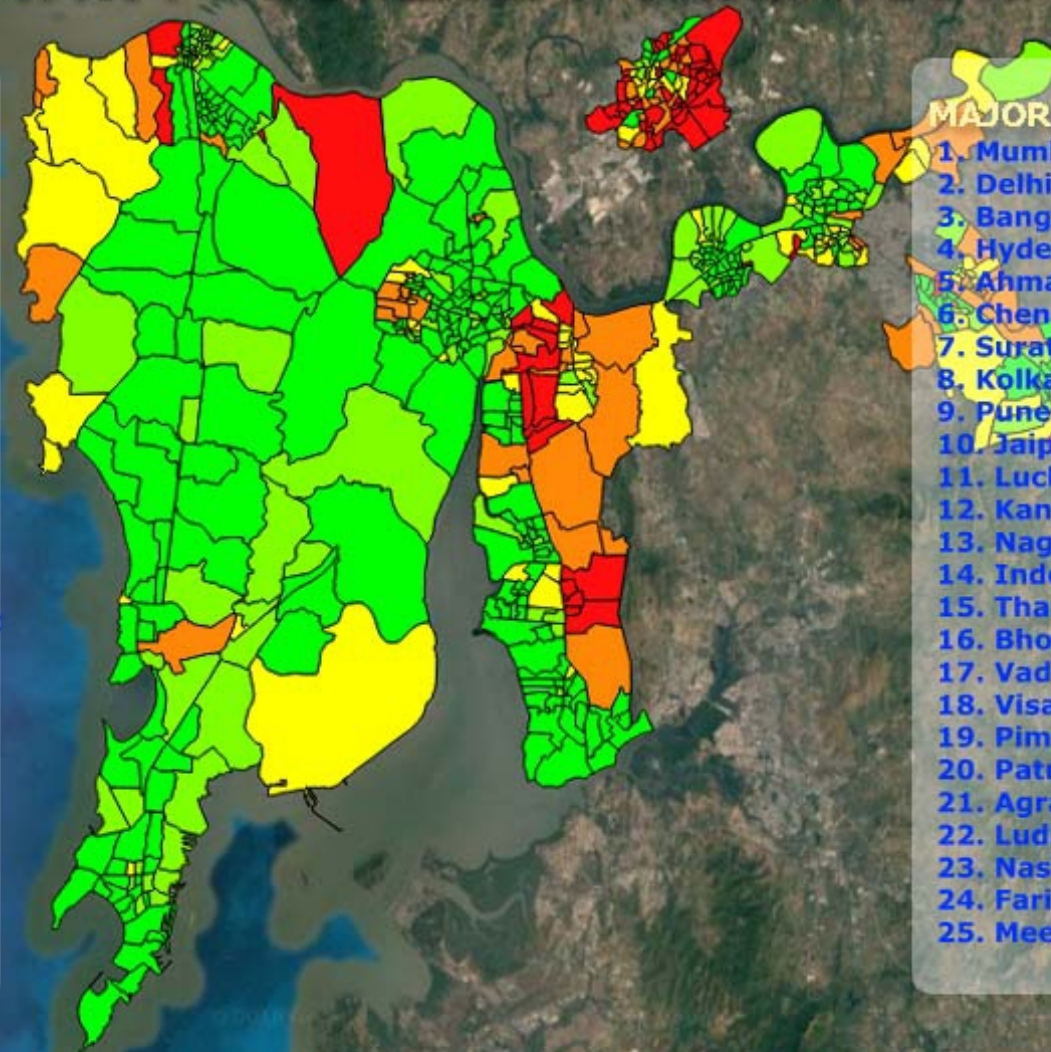


AINSIGHT WARD MAP WITH PROSPERITY INDEX

MMR 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



MAJOR CITIES AVAILABLE

1. Mumbai
2. Delhi
3. Bangalore
4. Hyderabad
5. Ahmadabad
6. Chennai
7. Surat
8. Kolkata
9. Pune
10. Jaipur
11. Lucknow
12. Kanpur
13. Nagpur
14. Indore
15. Thane
16. Bhopal
17. Vadodara
18. Visakhapatnam
19. Pimpri Chinchwad
20. Patna
21. Agra
22. Ludhiana
23. Nashik
24. Faridabad
25. Meerut

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 ward-level provided by census bureau.

➤ **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 wards 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 Wards	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	7299	3.77	0 - 551	0.85	0.33	7.16	0.77	27.14	1.33	3.37	0.68
2	12554	8.15	552 - 821	1.66	1.39	14.21	3.29	52.44	5.58	4.90	2.14
3	12764	10.43	822 - 1047	2.43	2.60	20.14	5.96	65.49	8.91	6.80	3.79
4	11603	11.71	1048 - 1267	3.50	4.21	25.91	8.61	72.90	11.14	8.90	5.58
5	10455	12.63	1268 - 1513	4.91	6.37	31.92	11.45	77.75	12.82	11.62	7.86
6	9247	13.47	1514 - 1827	6.75	9.33	36.24	13.85	81.75	14.37	15.46	11.14
7	7595	12.52	1828 - 2275	9.71	12.48	42.89	15.24	85.15	13.91	20.71	13.87
8	5787	13.19	2276 - 2996	14.55	19.71	48.33	18.10	87.85	15.12	28.62	20.21
9	3305	9.93	2997 - 4305	24.09	24.56	55.26	15.58	90.34	11.71	40.65	21.61
10	1143	4.21	4306 - 9724	44.10	19.04	59.85	7.15	92.91	5.10	58.27	13.12

➤ List of cities for which ward boundaries are available

Sr.no	Cityname	State	District	Population	wards_count
1	Greater Mumbai	Maharashtra	Mumbai	12442373	88
2	Delhi	Delhi	Delhi	11402709	272
3	Bengaluru	Karnataka	Bangalore	8495492	198
4	Hyderabad	Telangana	Hyderabad	6993262	150
5	Ahmedabad	Gujarat	Ahmadabad	5633927	57
6	Chennai	Tamil Nadu	Chennai	4646732	155
7	Surat	Gujarat	Surat	4501610	101
8	Kolkata	West Bengal	Kolkata	4496694	141
9	Pune	Maharashtra	Pune	3196239	144
10	Jaipur	Rajasthan	Jaipur	3046163	77
11	Lucknow	Uttar Pradesh	Lucknow	2880108	110
12	Kanpur	Uttar Pradesh	Kanpur Nagar	2876591	110
13	Nagpur	Maharashtra	Nagpur	2405665	136
14	Indore	Madhya Pradesh	Indore	1994397	69
15	Thane	Maharashtra	Thane	1841488	116
16	Bhopal	Madhya Pradesh	Bhopal	1798218	70
17	Vadodara	Gujarat	Vadodara	1752371	13
18	Visakhapatnam	Andhra Pradesh	Visakhapatnam	1728128	72
19	Pimpri Chinchwad	Maharashtra	Pune	1727692	106
20	Patna	Bihar	Patna	1684297	72

21	Agra	Uttar Pradesh	Agra	1638757	90
22	Ludhiana	Punjab	Ludhiana	1618879	75
23	Nashik	Maharashtra	Nashik	1486053	108
24	Faridabad	Haryana	Faridabad	1414050	35
25	Meerut	Uttar Pradesh	Meerut	1398741	80
26	Rajkot	Gujarat	Rajkot	1323363	23
27	Kalyan-Dombivli	Maharashtra	Thane	1247327	107
28	Varanasi	Uttar Pradesh	Varanasi	1212610	90
29	Srinagar	Jammu & Kashmir	Srinagar	1206419	68
30	Allahabad	Uttar Pradesh	Allahabad	1195329	80
31	Aurangabad	Maharashtra	Aurangabad	1193167	99
32	Dhanbad	Jharkhand	Dhanbad	1162472	55
33	Amritsar	Punjab	Amritsar	1159227	65
34	Navi Mumbai	Maharashtra	Thane	1120547	89
35	Jabalpur	Madhya Pradesh	Jabalpur	1081677	70
36	Haora	West Bengal	Haora	1077075	50
37	Ranchi	Jharkhand	Ranchi	1073427	55
38	Gwalior	Madhya Pradesh	Gwalior	1069276	60
39	Vijayawada	Andhra Pradesh	Krishna	1057285	77
40	Jodhpur	Rajasthan	Jodhpur	1056191	65
41	Coimbatore	Tamil Nadu	Coimbatore	1050721	72
42	Raipur	Chhattisgarh	Raipur	1027264	70
43	Madurai	Tamil Nadu	Madurai	1017865	72
44	Chandigarh	Chandigarh	Chandigarh	970602	26
45	Guwahati	Assam	Kamrup Metropolitan	962334	60

46	Solapur	Maharashtra	Solapur	951558	98
47	Hubli-Dharwad	Karnataka	Dharwad	943788	67
48	Bareilly	Uttar Pradesh	Bareilly	934800	70
49	Mysuru	Karnataka	Mysore	920550	65
50	Bhubaneswar	Orissa	Khordha	885363	60
51	Aligarh	Uttar Pradesh	Aligarh	874408	70
52	Tiruchirappalli	Tamil Nadu	Tiruchirappalli	847387	60
53	Salem	Tamil Nadu	Salem	829267	60
54	Mira-Bhayandar	Maharashtra	Thane	809378	79
55	Thiruvananthapuram	Kerala	Thiruvananthapuram	788271	86
56	Bhiwandi Nizampur	Maharashtra	Thane	709665	84
57	Gorakhpur	Uttar Pradesh	Gorakhpur	673446	70
58	Amravati	Maharashtra	Amravati	647057	81
59	Bikaner	Rajasthan	Bikaner	644406	60
60	Bhilai Nagar	Chhattisgarh	Durg	627734	67
61	Dehradun	Uttarakhand	Dehradun	627556	60
62	Kochi	Kerala	Ernakulam	625201	73
63	Cuttack	Orissa	Cuttack	610189	54
64	Bhavnagar	Gujarat	Bhavnagar	605882	17
65	Jammu	Jammu & Kashmir	Jammu	604594	71
66	Jamnagar	Gujarat	Jamnagar	600943	19
67	Durgapur	West Bengal	Barddhaman	566517	43
68	Asansol	West Bengal	Barddhaman	563917	50
69	Kolhapur	Maharashtra	Kolhapur	549236	77

70	Nellore	Andhra Pradesh	Sri Potti Sriramulu Nellore	547621	50
71	Gulbarga	Karnataka	Gulbarga	543147	55
72	Ajmer	Rajasthan	Ajmer	542321	55
73	Jhansi	Uttar Pradesh	Jhansi	534036	60
74	Loni	Uttar Pradesh	Ghaziabad	516082	45
75	Ujjain	Madhya Pradesh	Ujjain	515215	54
76	Siliguri	West Bengal	Darjiling	513264	47
77	Sangli Miraj Kupwad	Maharashtra	Sangli	502793	74
78	Mangaluru	Karnataka	Dakshina Kannada	499487	60
79	Belgaum	Karnataka	Belgaum	490045	58
80	Malegaon	Maharashtra	Nashik	481228	72
81	Gaya	Bihar	Gaya	474093	53
82	Tirunelveli	Tamil Nadu	Tirunelveli	473637	55
83	Jalgaon	Maharashtra	Jalgaon	460228	69
84	Udaipur	Rajasthan	Udaipur	451100	55
85	Maheshtala	West Bengal	South Twenty Four Parganas	448317	35
86	Davanagere	Karnataka	Davanagere	434971	41
87	Akola	Maharashtra	Akola	425817	71
88	Rajpur Sonarpur	West Bengal	South Twenty Four Parganas	424368	35
89	Bellary	Karnataka	Bellary	410445	35
90	Bally	West Bengal	Haora	406750	35
91	South DumDum	West Bengal	North Twenty Four Parganas	403316	35
92	Rajarhat Gopalpur	West Bengal	North Twenty Four Parganas	402844	35
93	Bhagalpur	Bihar	Bhagalpur	400146	51

94	Agartala	Tripura	West Tripura	400004	35
95	Bhatpara	West Bengal	North Twenty Four Parganas	386019	35
96	Latur	Maharashtra	Latur	382940	62
97	Panihati	West Bengal	North Twenty Four Parganas	377347	35
98	Kollam	Kerala	Kollam	367107	52
99	Bilaspur	Chhattisgarh	Bilaspur	365579	55
100	Korba	Chhattisgarh	Korba	365253	58
101	Brahmapur	Orissa	Ganjam	356598	37
102	Muzaffarpur	Bihar	Muzaffarpur	354462	49
103	Tirupati	Andhra Pradesh	Chittoor	333291	20
104	Kamarhati	West Bengal	North Twenty Four Parganas	330211	35
105	Bijapur	Karnataka	Bijapur	327427	35
106	Shimoga	Karnataka	Shimoga	322650	35
107	Junagadh	Gujarat	Junagadh	319462	18
108	Thrissur	Kerala	Thrissur	315957	52
109	Barddhaman	West Bengal	Barddhaman	314265	35
110	Hisar	Haryana	Hisar	307024	31
111	Tumkur	Karnataka	Tumkur	302143	35
112	Ozhukarai	Puducherry	Puducherry	300104	37
113	Biharsharif	Bihar	Nalanda	297268	46
114	Darbhanga	Bihar	Darbhanga	296039	48
115	Panipat	Haryana	Panipat	295970	31
116	Dewas	Madhya Pradesh	Dewas	289550	45
117	Sonipat	Haryana	Sonipat	289333	31
118	Ichalkaranji	Maharashtra	Kolhapur	287353	25

119	Satna	Madhya Pradesh	Satna	282977	46
120	Purnia	Bihar	Purnia	282248	46
121	Imphal	Manipur	Imphal West	277196	27
122	Sagar	Madhya Pradesh	Sagar	274556	48
123	Durg	Chhattisgarh	Durg	268806	58
124	Ratlam	Madhya Pradesh	Ratlam	264914	49
125	Arrah	Bihar	Bhojpur	261430	45
126	Ambarnath	Maharashtra	Thane	253475	50
127	Begusarai	Bihar	Begusarai	252008	45
128	Gandhidham	Gujarat	Kachchh	247992	14
129	Sikar	Rajasthan	Sikar	244497	45
130	Puducherry	Puducherry	Puducherry	244377	42
131	Alappuzha	Kerala	Alappuzha	240991	50
132	Katihar	Bihar	Katihar	240838	45
133	Rewa	Madhya Pradesh	Rewa	235654	45
134	Nadiad	Gujarat	Kheda	225071	14
135	Murwara (Katni)	Madhya Pradesh	Katni	221883	45
136	Singrauli	Madhya Pradesh	Singrauli	220257	45
137	Bidar	Karnataka	Bidar	216020	35
138	Munger	Bihar	Munger	213303	45
139	Burhanpur	Madhya Pradesh	Burhanpur	210886	48
140	Anand	Gujarat	Anand	209410	14
141	Dindigul	Tamil Nadu	Dindigul	207327	48
142	Hospet	Karnataka	Bellary	206167	35

143	English Bazar	West Bengal	Maldah	205521	25
144	Chapra	Bihar	Saran	202352	44
145	Morena	Madhya Pradesh	Morena	200482	39
146	Vapi	Gujarat	Valsad	197792	14
147	Bhind	Madhya Pradesh	Bhind	197585	39
148	Sambalpur	Orissa	Sambalpur	189366	29
149	Silchar	Assam	Cachar	185178	28
150	Guna	Madhya Pradesh	Guna	180935	37
151	Shivpuri	Madhya Pradesh	Shivpuri	179977	39
152	Chhindwara	Madhya Pradesh	Chhindwara	175052	39
153	Badlapur	Maharashtra	Thane	174226	34
154	Gadag-Betigeri	Karnataka	Gadag	172612	35
155	Bharuch	Gujarat	Bharuch	172339	14
156	Shimla	Himachal Pradesh	Shimla	169578	25
157	Robertson Pet	Karnataka	Kolar	162230	35
158	Vidisha	Madhya Pradesh	Vidisha	155951	36
159	Barrackpore	West Bengal	North Twenty Four Parganas	152783	24
160	Porbandar	Gujarat	Porbandar	152760	14
161	Bhadravati	Karnataka	Shimoga	151102	35
162	Bhuj	Gujarat	Kachchh	148834	14
163	Hajipur	Bihar	Vaishali	147688	39
164	Sasaram	Bihar	Rohtas	147408	40
165	Chitradurga	Karnataka	Chitradurga	145853	35
166	Abohar	Punjab	Ferozpur	145302	31

167	Udupi	Karnataka	Udupi	144960	35
168	Godhra	Gujarat	Panch Mahals	143644	14
169	Shillong	Meghalaya	East Khasi Hills	143229	27
170	Chhatarpur	Madhya Pradesh	Chhatarpur	142128	40
171	Mandsaur	Madhya Pradesh	Mandsaur	141667	40
172	Palanpur	Gujarat	Banas Kantha	141592	14
173	Valsad	Gujarat	Valsad	140926	14
174	Damoh	Madhya Pradesh	Damoh	139561	39
175	Mandya	Karnataka	Mandya	137358	35
176	Siwan	Bihar	Siwan	135066	38
177	North Barrackpore	West Bengal	North Twenty Four Parganas	132806	23
178	Bettiah	Bihar	Pashchim Champaran	132209	39
179	Palakkad	Kerala	Palakkad	130955	50
180	Rajapalayam	Tamil Nadu	Virudhunagar	130442	42
181	Botad	Gujarat	Bhavnagar	130327	14
182	Neemuch	Madhya Pradesh	Neemuch	128561	40
183	Jorhat	Assam	Jorhat	126736	19
184	Pithampur	Madhya Pradesh	Dhar	126200	31
185	Motihari	Bihar	Purba Champaran	126158	38
186	Kanhangad	Kerala	Kasaragod	125564	40
187	Basirhat	West Bengal	North Twenty Four Parganas	125254	22
188	Dimapur	Nagaland	Dimapur	122834	23
189	Khurja	Uttar Pradesh	Bulandshahr	121207	25

190	Dohad	Gujarat	Dohad	118846	12
191	Hoshangabad	Madhya Pradesh	Hoshangabad	117988	33
192	Amreli	Gujarat	Amreli	117967	12
193	Baripada	Orissa	Mayurbhanj	116849	28
194	Titagarh	West Bengal	North Twenty Four Parganas	116541	23
195	Khargone	Madhya Pradesh	Khargone (West Nimar)	116150	33
196	Gangawati	Karnataka	Koppal	114642	31
197	Deesa	Gujarat	Banas Kantha	111160	12
198	Sehore	Madhya Pradesh	Sehore	109118	35
199	Port Blair	Andaman & Nicobar Islands	South Andaman	108058	18
200	Ranibennur	Karnataka	Haveri	106406	31
201	Kishanganj	Bihar	Kishanganj	105782	34
202	Jamalpur	Bihar	Munger	105434	36
203	Seoni	Madhya Pradesh	Seoni	102343	24
204	Aurangabad	Bihar	Aurangabad	102244	33
205	Malappuram	Kerala	Malappuram	101386	37
206	Gangtok	Sikkim	East District	100286	15
207	Itarsi	Madhya Pradesh	Hoshangabad	99330	34
208	Kohima	Nagaland	Kohima	99039	19
209	Manjeri	Kerala	Malappuram	97102	47
210	Theni Allinagaram	Tamil Nadu	Theni	94453	33
211	Dhar	Madhya Pradesh	Dhar	93917	30
212	Thalassery	Kerala	Kannur	92558	50
213	Pollachi	Tamil Nadu	Coimbatore	90180	36

214	Shahdol	Madhya Pradesh	Shahdol	86681	34
215	Sarni	Madhya Pradesh	Betul	86141	36
216	Balaghat	Madhya Pradesh	Balaghat	84261	33
217	Tikamgarh	Madhya Pradesh	Tikamgarh	79106	27
218	Basoda	Madhya Pradesh	Vidisha	78289	24
219	Vadakara	Kerala	Kozhikode	75295	44
220	Jaora	Madhya Pradesh	Ratlam	74907	30
221	Taliparamba	Kerala	Kannur	72465	41
222	Payyannur	Kerala	Kannur	72111	41
223	Quilandy	Kerala	Kozhikode	71873	41
224	Kalamassery	Kerala	Ernakulam	71038	39
225	Neyyattinkara	Kerala	Thiruvananthapuram	70850	41
226	Thrippunithura	Kerala	Ernakulam	69390	37
227	Shajapur	Madhya Pradesh	Shajapur	69263	29
228	Kayamkulam	Kerala	Alappuzha	68634	41
229	Sitamarhi	Bihar	Sitamarhi	67818	28
230	Bina- Etawa	Madhya Pradesh	Sagar	64529	25
231	Kannur	Kerala	Kannur	61621	39
232	Udumalaipettai	Tamil Nadu	Tiruppur	61133	33
233	Kodungallur	Kerala	Thrissur	60190	27
234	Nedumangad	Kerala	Thiruvananthapuram	60161	36
235	Panna	Madhya Pradesh	Panna	59091	22
236	Gohad	Madhya Pradesh	Bhind	58939	18
237	Tirur	Kerala	Malappuram	56058	35

238	Barwani	Madhya Pradesh	Barwani	55504	24
239	Kottayam	Kerala	Kottayam	55374	38
240	Mandla	Madhya Pradesh	Mandla	55133	24
241	Kunnamkulam	Kerala	Thrissur	54071	34
242	Ottappalam	Kerala	Palakkad	53792	33
243	Thodupuzha	Kerala	Idukki	52045	32
244	Shujalpur	Madhya Pradesh	Shajapur	51225	21
245	Khurai	Madhya Pradesh	Sagar	51108	27
246	Chalakydy	Kerala	Thrissur	49525	33
247	Changanassery	Kerala	Kottayam	47685	34
248	Ambah	Madhya Pradesh	Morena	47177	18
249	Mattannur	Kerala	Kannur	47078	31
250	Cherthala	Kerala	Alappuzha	45827	32
251	Shoranur	Kerala	Palakkad	43533	30
252	Mahe	Puducherry	Mahe	41816	14
253	Maihar	Madhya Pradesh	Satna	40192	18
254	Varkala	Kerala	Thiruvananthapuram	40048	30
255	Chavakkad	Kerala	Thrissur	39098	29
256	Attingal	Kerala	Thiruvananthapuram	37346	28
257	Paravoor	Kerala	Kollam	37245	29
258	Jhabua	Madhya Pradesh	Jhabua	35753	18
259	Almora	Uttarakhand	Almora	35513	11
260	Mahidpur	Madhya Pradesh	Ujjain	34362	18
261	Chanderi	Madhya Pradesh	Ashoknagar	33081	21

262	Garhakota	Madhya Pradesh	Sagar	32726	18
263	Hatta	Madhya Pradesh	Damoh	32465	15
264	Chittur- Thathamangalam	Kerala	Palakkad	32298	26
265	Kalpetta	Kerala	Wayanad	31580	25
266	Muvattupuzha	Kerala	Ernakulam	30397	25
267	Manawar	Madhya Pradesh	Dhar	30393	15
268	Rehli	Madhya Pradesh	Sagar	30329	15
269	Kotma	Madhya Pradesh	Anuppur	29704	15
270	Koothuparamba	Kerala	Kannur	29619	25
271	Irinjalakuda	Kerala	Thrissur	28741	25
272	Alirajpur	Madhya Pradesh	Alirajpur	28498	18
273	Pasan	Madhya Pradesh	Anuppur	28447	18
274	Perumbavoor	Kerala	Ernakulam	28110	24
275	Barwaha	Madhya Pradesh	Khargone (West Nimar)	26459	18
276	Mavelikkara	Kerala	Alappuzha	26421	25
277	Deori	Madhya Pradesh	Sagar	25632	15
278	Nainpur	Madhya Pradesh	Mandla	24914	15
279	Maheshwar	Madhya Pradesh	Khargone (West Nimar)	24411	15
280	Chengannur	Kerala	Alappuzha	23466	24
281	Vaikom	Kerala	Kottayam	23234	23
282	Govardhan	Uttar Pradesh	Mathura	22576	14
283	Aluva	Kerala	Ernakulam	22428	23
284	Palai	Kerala	Kottayam	22056	23
285	Raya	Uttar Pradesh	Mathura	21344	14

286	Guruvayoor	Kerala	Thrissur	20510	22
287	Chhaprauli	Uttar Pradesh	Baghpat	18970	14
288	Jatari	Uttar Pradesh	Aligarh	18387	13
289	Amarwara	Madhya Pradesh	Chhindwara	14141	15
290	Mursan	Uttar Pradesh	Mahamaya Nagar	13637	11
291	Athner	Madhya Pradesh	Betul	11915	15
292	Baldeo	Uttar Pradesh	Mathura	11813	10
293	Mahaban	Uttar Pradesh	Mathura	10995	10
294	Awagarh	Uttar Pradesh	Etah	10983	11
295	Amanpur	Uttar Pradesh	Kanshiram Nagar	10830	10
296	Badkuhi	Madhya Pradesh	Chhindwara	9895	15
297	Saunkh	Uttar Pradesh	Mathura	9556	10
298	Amarkantak	Madhya Pradesh	Anuppur	8416	15
299	Gokul	Uttar Pradesh	Mathura	4916	10