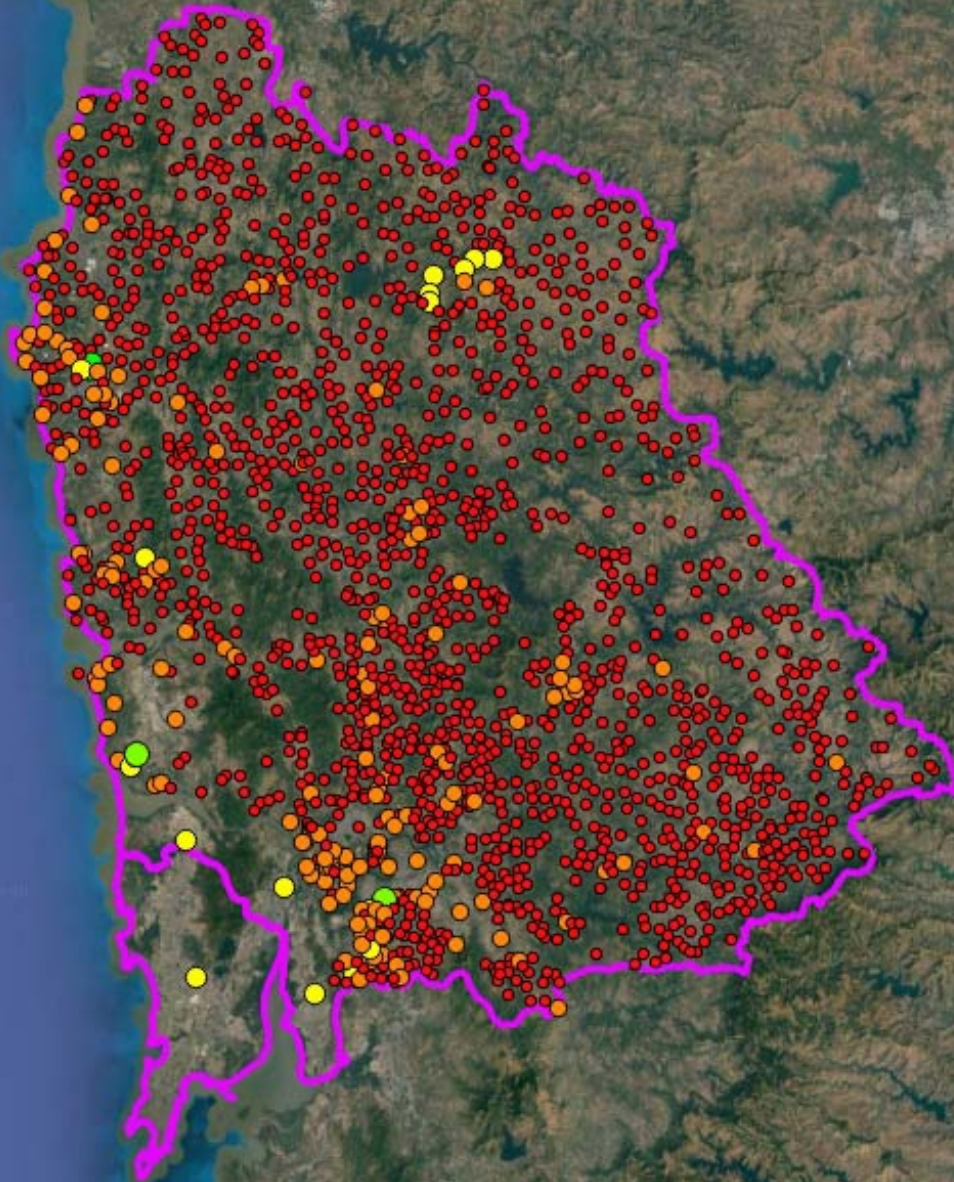


AINSIGHT TOWNS/VILLAGES WITH PROSPERITY INDEX

THANE DISTRICT TOWNS/VILLAGES 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 towns/villages 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.

◆ Urban Segmentation

Prosperity Class	No of Towns	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	713	2.06	0 - 616	1.37	0.29	8.28	0.49	27.81	0.75	4.92	0.55
2	1251	5.29	617 - 863	2.27	1.23	15.26	2.30	50.07	3.46	6.18	1.78
3	1327	8.44	864 - 1055	2.83	2.45	20.13	4.84	62.91	6.93	7.52	3.45
4	1145	8.39	1056 - 1232	3.85	3.31	25.54	6.10	69.44	7.60	9.28	4.23
5	942	8.34	1233 - 1417	4.99	4.27	30.24	7.18	73.93	8.04	11.19	5.08
6	922	13.20	1418 - 1662	6.14	8.31	33.73	12.68	77.67	13.39	14.04	10.09
7	736	17.77	1663 - 2027	8.70	15.86	37.91	19.18	80.24	18.61	17.85	17.26
8	537	20.82	2029 - 2613	12.88	27.51	42.08	24.95	84.90	23.08	24.46	27.72
9	242	14.99	2624 - 3852	22.04	33.89	49.63	21.18	88.56	17.33	34.28	27.95
10	55	0.71	3870 - 8477	39.60	2.88	55.20	1.11	87.93	0.81	48.98	1.89

◆ Rural Segmentation

Prosperity Class	No of Villages	% Households	Prosperity Range	% Car Ownership	% Car Market	% Bike Ownership	% Bike Market	% TV Ownership	% TV Market	% Comp. Ownership	% Comp. Market
1	43936	2.79	0 – 117	0.17	0.21	1.83	0.35	2.23	0.19	0.88	0.47
2	71533	9.23	118 – 233	0.45	1.85	3.75	2.40	5.76	1.59	2.00	3.58
3	81425	12.77	234 – 335	0.76	4.25	5.94	5.26	10.79	4.12	2.94	7.26
4	84420	13.89	336 – 434	1.06	6.51	8.55	8.24	17.71	7.35	3.50	9.41
5	81755	14.09	435 – 536	1.40	8.68	11.23	10.98	26.89	11.32	3.96	10.81
6	74266	13.70	537 – 653	1.78	10.76	14.53	13.82	37.94	15.53	4.64	12.31
7	66526	13.46	654 – 819	2.39	14.18	18.95	17.70	50.34	20.24	5.72	14.90
8	54321	12.13	820 – 1119	4.01	21.44	25.40	21.39	61.22	22.20	7.88	18.51
9	33007	6.93	1120 - 1845	8.00	24.41	34.36	16.53	72.39	14.99	13.15	17.64
10	6429	1.02	1846 – 10049	17.27	7.72	47.01	3.31	81.47	2.47	25.91	5.10