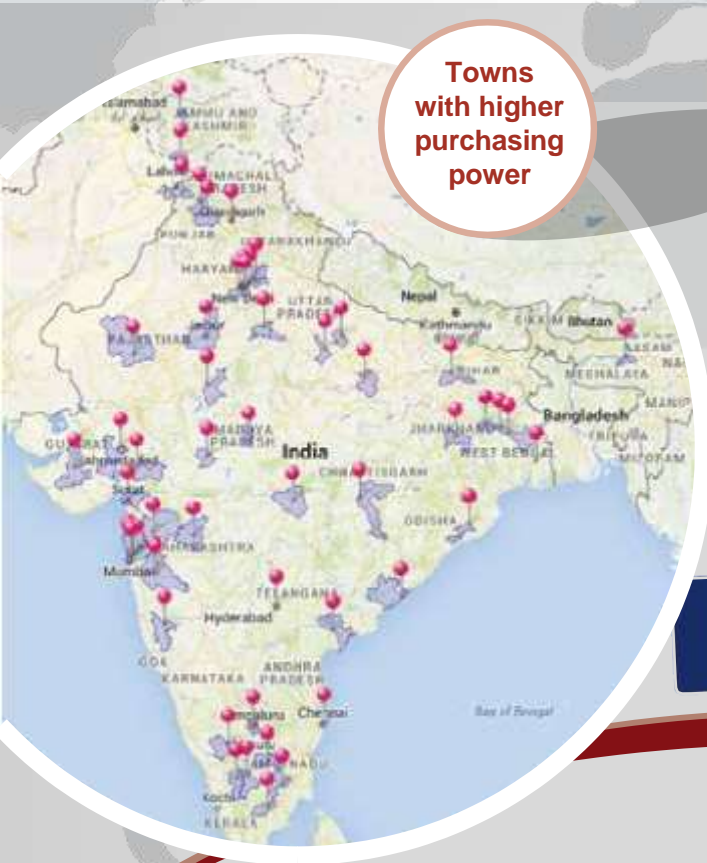


DISTRICT METRICS

Visual insights for decision-makers in Enterprises & policy-makers in Government.

Unravel India's household market potential through demographics, robust estimates on income, business activity & interactive maps



Towns with higher purchasing power

www.districtmetrics.com (DM) is a web-delivered subscription based service, that provides Demographics, Household purchasing power and Economic activity for 634 districts & 537 towns in India, enabling you to locate the markets for your products and services. Visualise the markets of your choice through dynamic map views, powered by advanced query tools and a Dashboard.

Identify and locate market geographies and households that can be prioritised.

QUERY

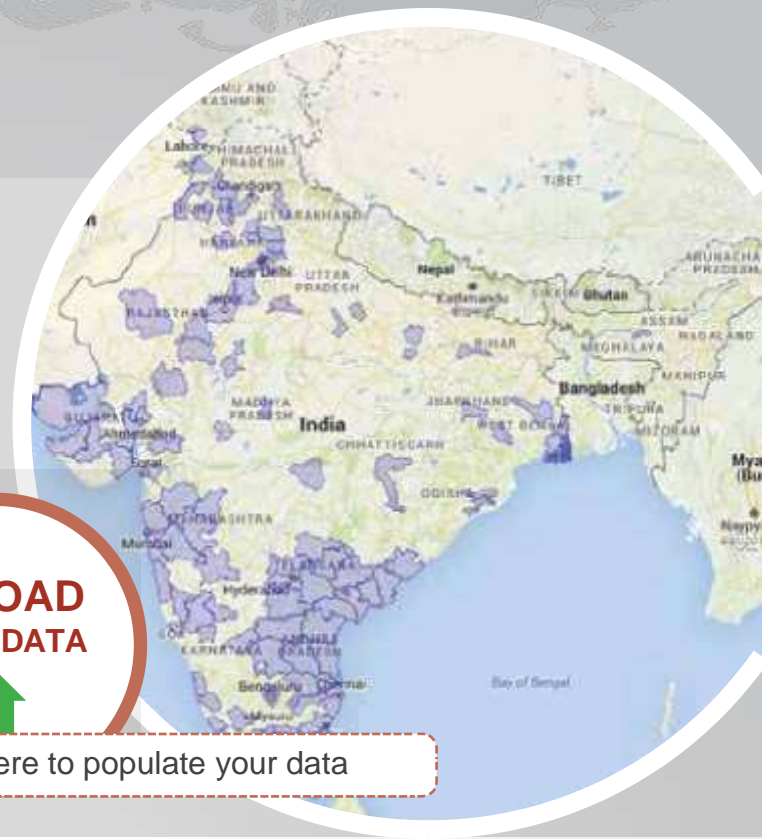
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Juxtapose & visualise your internal data on the map

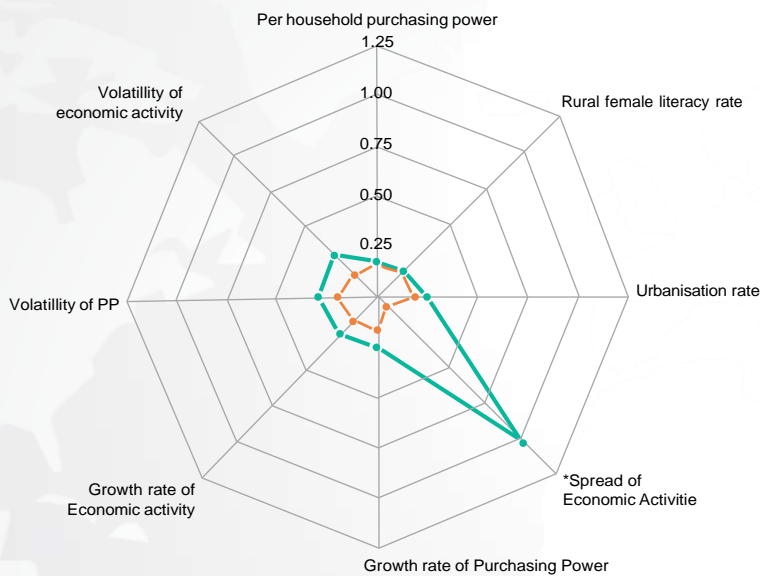
You can super-impose your internal data along with DM data. Our technology enables that your data will be completely secure, and neither Akara nor any third-party has access to your data.

**UPLOAD
YOUR DATA**

Drop a XLSX / XLS file here to populate your data



Dashboard - District - Anand (Gujarat)



— Gujarat - Anand
— Best Value

Description	Gujarat - Anand	Best Value
Per household purchasing power	0.166	0.175
Rural female literacy rate	0.171	0.184
Urbanisation rate	0.184	0.249
*Spread of Economic Activities	0.068	1.019
Growth rate of Purchasing Power	0.161	0.246
Growht rate of Economic activity	0.162	0.260
Volatility of PP	0.194	0.289
Volatility of economic activity	0.155	0.295
Composite scorecard	0.294	0.802

* Number of economic activities where the district ranks in top 100 in India

Why should you use DM?

- Visualisation through maps helps in comprehending information quickly and simplifies decision-making
- Juxtaposing your internal data on the map along with DM data helps in pin-pointing emerging trends
- Identify and make geographic interventions in your business & public-policy
- Visualise and build on the growth potential across districts and towns



District Metrics (DM)

District Metrics (<https://districtmetrics.com/>) is a web-delivered, map-based service that combines official data as well as estimations based on authentic official data on --- Demographics, Disposable income & Economic activity – for all 640 districts and 500 most populated towns in India. The service is empowered with visualisation of data on interactive maps along with a facility to juxtapose users’ data on the map.

Content Coverage in District Metrics

Datasets	Data Granularity	Source	Time Series
Demography - Census, 2011	Districts & Towns	Preliminary Census Abstract, Census	2011
Disposable Income - Household Purchasing Power	Districts with rural and urban breakup & 500-plus most populous towns	Akara’s Estimates	2010-11 to 2017-18
Economic Activity - Indices of Economic Activities	Districts	Reserve Bank of India	2010-11 to 2017-18

Features of District Metrics

- **User Interface** --- A query-based UI to facilitate filtering/querying the data on all the parameters
- **Geo-Visualisation**--- The results of the query can be viewed on a map
- **Data Export** --- The results of the query can be seamlessly exported to spreadsheets
- **Users-data overlay facility:** Users can juxtapose internal data on the map, alongside DM estimates to facilitate informed decision making
- **Contiguity** – Interactive maps facilitate in deciphering patterns across contiguous districts
- **DashBoard for Relative Scoring** - Ready analytical data-sets ---- Relative scoring of districts for all parameters and Ranking of districts on different parameters

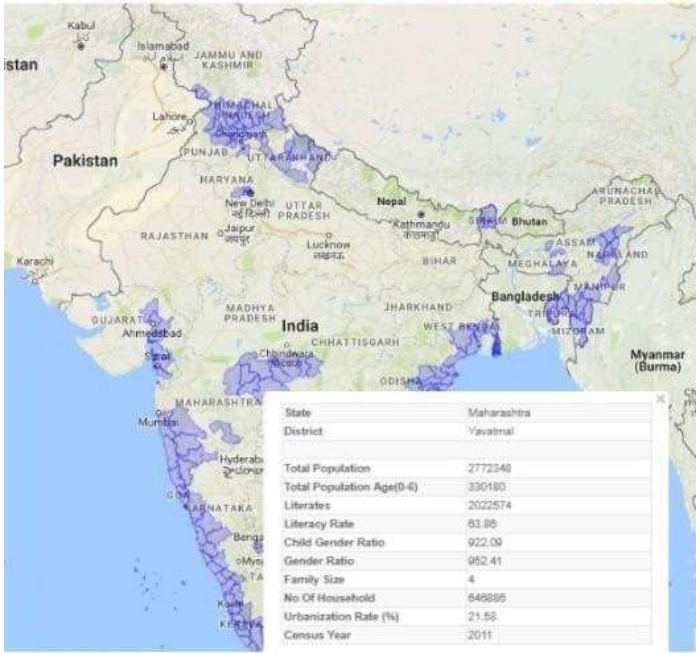
User Segments & application of District Metrics

- **Consulting** ----DM enables consultants to measure the potential of households markets India with geographical granularity; Users include Mckinsey. etc
- **Academia & Research**----DM enables faculty to conduct research & students to conduct assignments in marketing; Users include IIM-A, IIM-B, IIM-C etc
- **Corporates** --- DM enables senior management to identify & unravel the potential of their products across micro-geographies
- **Government Departments** – Governance – Understanding patterns in inter-district disparities, regional imbalances, promoting regions/districts etc; Users include MEA

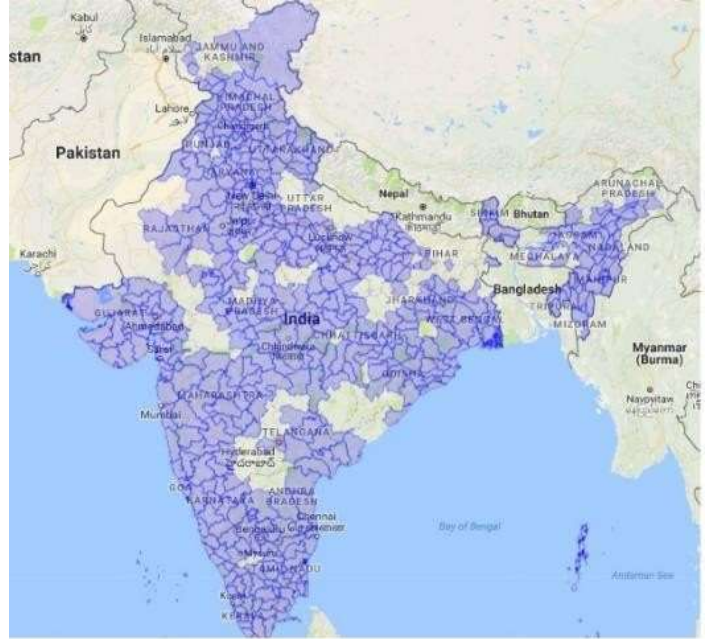
Snapshots of District Metrics

Gender Gap in Literacy levels

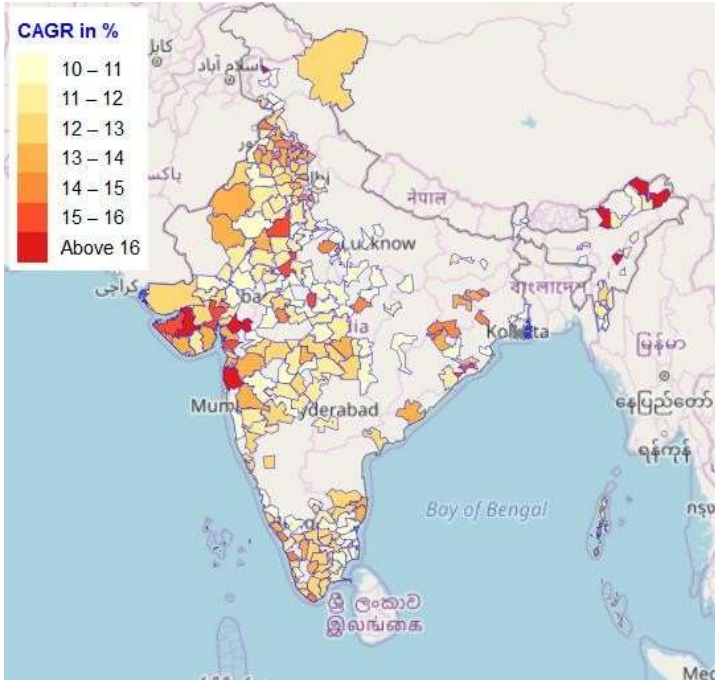
Districts with Rural Female Literacy over 60%



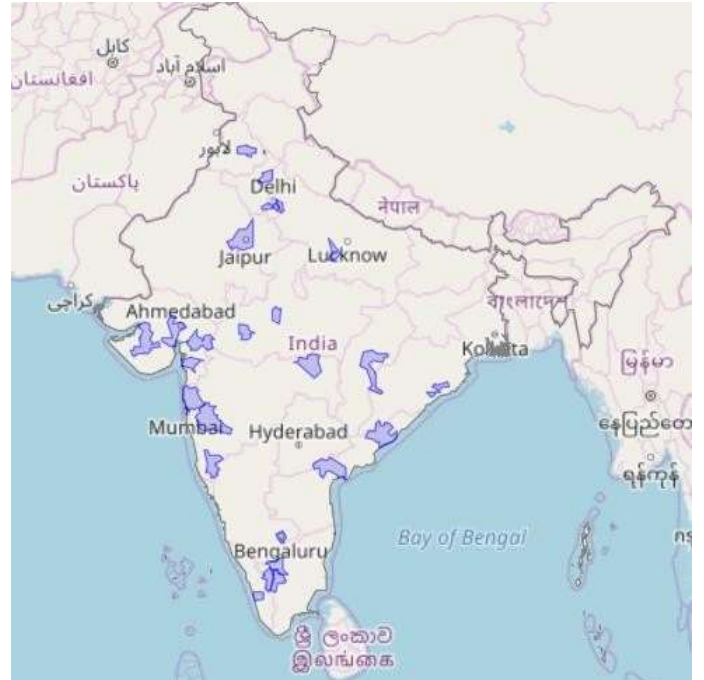
Districts with Rural Male Literacy over 60%



Purchasing Power & Economic Activity across Districts



Districts with CAGR above 10% in Per-Household Purchasing Power between 2010 to 2018



Districts with Manufacturing & Processing index greater than 3

Snapshot of District Metrics

Search Result

Show Absolute Value

Get as Excel

View In Map

State Name	District Name	Town Name	Ward No	Household Size - 1 (%)	Ownership Status - Owned (%)	Television (%)	Computer / Laptop - With internet (%)	Bicycle (%)
Andhra Pradesh	Krishna	Vijayawada	0001	4	45	79.50	3.60	24.90
Andhra Pradesh	Krishna	Vijayawada	0002	4	37	82.00	6.90	25.50
Andhra Pradesh	Krishna	Vijayawada	0003	4	39	76.90	3.00	25.50
Andhra Pradesh	Krishna	Vijayawada	0004	4	40	74.00	2.10	20.30
Andhra Pradesh	Krishna	Vijayawada	0005	3	35	88.30	2.70	27.10
Andhra Pradesh	Krishna	Vijayawada	0006	4	41	76.60	2.10	19.30
Andhra Pradesh	Krishna	Vijayawada	0007	3	31	77.60	1.50	20.70
Andhra Pradesh	Krishna	Vijayawada	0008	4	36	82.00	8.10	25.00
Andhra Pradesh	Krishna	Vijayawada	0009	4	30	78.90	2.50	13.10

Coverage of data-sets

Sr No	Indicator	Geography	Source	Frequency	Time Series
1	Total Population	District, Town	Census 2011	Decadal	2011
2	Population by Gender	District, Town	Census 2011	Decadal	2011
3	Population in the age group (0-6)	District, Town	Census 2011	Decadal	2011
4	Literates	District, Town	Census 2011	Decadal	2011
5	Literacy Rate	District, Town	Census 2011	Decadal	2011
6	Child Gender Ratio	District, Town	Census 2011	Decadal	2011
7	Family Size	District, Town and Ward	Census 2011	Decadal	2011
8	Number of Households	District, Town and Ward	Census 2011	Decadal	2011
9	Urbanisation Rate	District, Town	Census 2011	Decadal	2011
10	Home Ownership Status	Ward	Census 2011	Decadal	2011
11	Availability of Assets	Ward	Census 2011	Decadal	2011
12	Purchasing Power of Households	District and Town	In-house Computation	Annual	2010-10 to 2017-18
13	Purchasing Power – Urban & Rural	District and Town	In-house Computation	Annual	2010-10 to 2017-18
14	Per-household Purchasing Power	District and Town	In-house Computation	Annual	2010-10 to 2017-18
15	Number of Households in Income Group	District and Town	In-house Computation	Annual	2010-10 to 2017-18
16	Index of Economic Activity (IEA) <ul style="list-style-type: none"> - Mining & Quarrying - Manufacturing & Processing - Electricity, Gas & Water - Construction - Transport Operators - Professional and Other Services - Loans for Housing - Loans for Purchase of Consumer Durables - Rest of the Personal Loans - Wholesale Trade - Retail Trade - Finance - Others - Composite 	District	Reserve Bank of India	Annual	2010-10 to 2017-18
17	Index – District Scorecard	District	In-house Computation	Annual	

For any queries, Contact:



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