# DISTRICT METRICS

Towns with higher purchasing

power

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

www.districtmetrics.com is a web-delivered service, provides demographics, household purchasing power or income and economic activity for – districts, & towns enabling you to locate the markets for your products and services. The reliable data and robust estimates in DM are powered with querying tools, supported by dynamic map-views.

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

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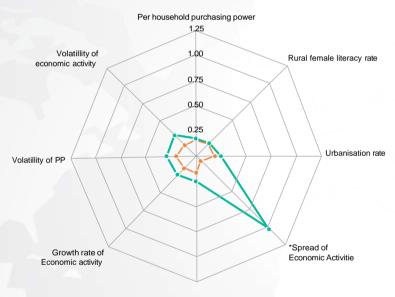
Estimates of Purchasing power of HHs based on RBI release Index of Economic Activity (IEA) based on RBI release "Juxtapose & visualise your internal data on the map along with DM datasets"...

"Your internal data is completely secure, when viewed, in DM. Neither Akara nor any third party gets access to your data."

> UPLOAD YOUR DATA

## Drop a XLSX / XLS file here to populate the data

### Dashboard - District - Anand (Gujarat)



Growth rate of Purchasing Power

## Why should you use DM?

- Visualisation through maps simplifies decisionmaking
- Juxtaposing your internal data on the map, adds tremendous value by combining internal and external DM data-sets, visually on a map

Description	Gujarat - Anand	Best Value
Per household purchasing power	0.166	
Rural female literacy rate	0.171	0.184
Urbanisation rate	0.184	0.249
*Spread of Economic Acitivities	0.068	1.019
Groowth 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

Gujarat - Anand

Best Value

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

- Robust estimates on Purchasing Power & Index of Economic Activity Based on RBI release
- Dashboard enables quick assimilation of the information based on myriad sources to understand the growth potential across districtand towns.

### KARA RESEARCH & TECHNOLOGIES PVT.

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# For any queries, Contact:



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