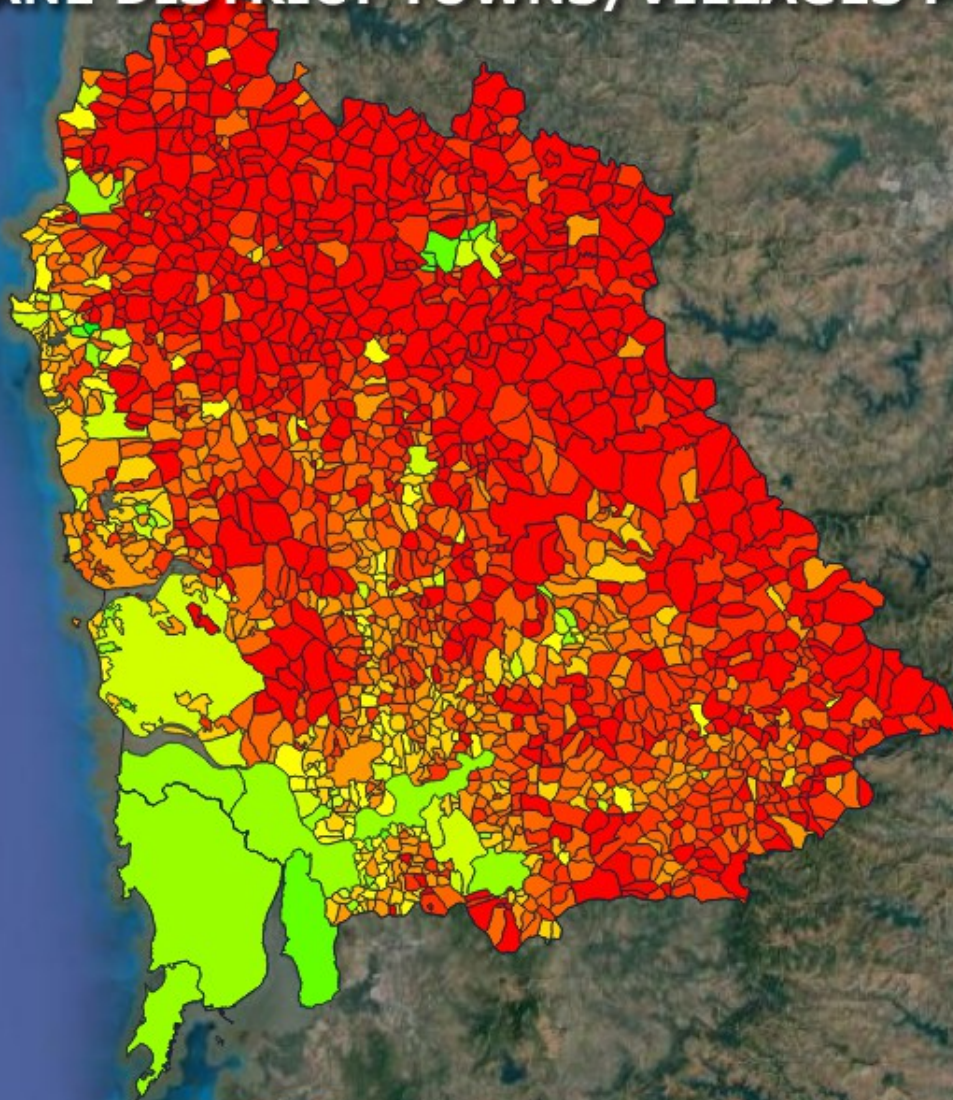# StrateGISt TOWNS/VILLAGES WITH PROSPERITY INDEX

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
Population estimated 2021
Per Capita Income Estimated 2021

Analyze Sales Data With Market Demographics

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StrateGISt Technologies

➢ Methodology:

Strategist'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.

Our models generate annual population and per capita income estimates starting from 2012. The population model incorporates census data, built-up area trends since 1991, and recent school enrollment data. The GDP model combines district GDP data, local bank credit growth, and nightlight indices from satellite imagery to deliver accurate and timely insights.

➢ 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/national level household penetration of 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

◆ <u>**Rural Segmentation**</u>

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