

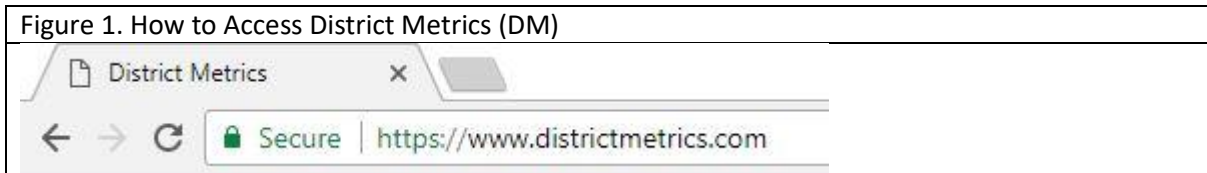
www.districtmetrics.com

District Metrics (DM) helps you to unravel the potential household consumers in India at a disaggregated level. The service brings you, in a single platform, demographics, purchasing power or income and economic activity for – districts & towns enabling you to locate the markets of your choice. The reliable data and robust estimates in DM are powered with querying tools, supported by dynamic map-views that enable marketers identify and locate market geographies and households that can be prioritised.

DM provides a unique feature in the interactive maps that facilitates the users to juxtapose their own internal data-sets like sales, distributors etc along with the DM data on the map. The feature empowers the users and helps in ease of decision making. DM is completely secure, and your internal data will not be available to us or any third party. You can seamlessly view a map-display with the meshing of the internal data along with the DM data for market geographies and households.

How to Access

Figure 1. How to Access District Metrics (DM)



Menu Available in Home Page

Figure 2. Home Page of District Metrics (DM)

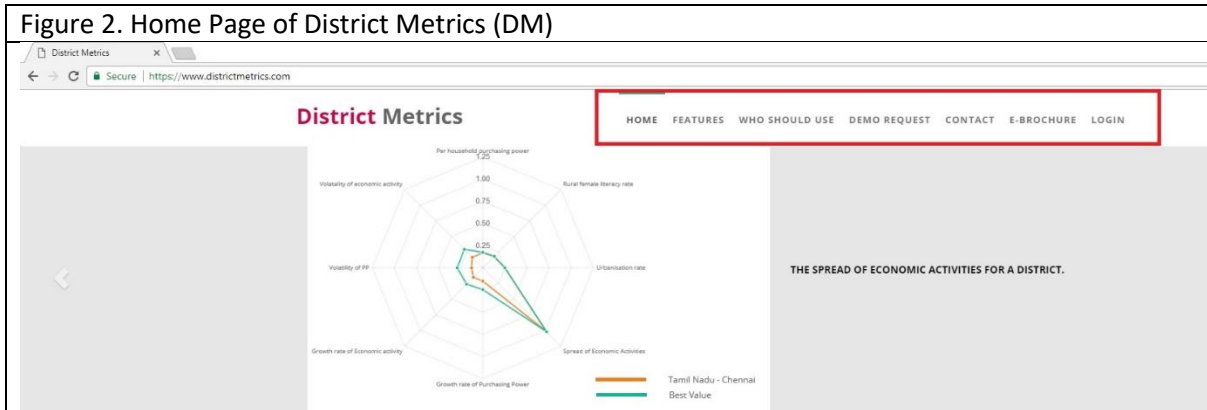
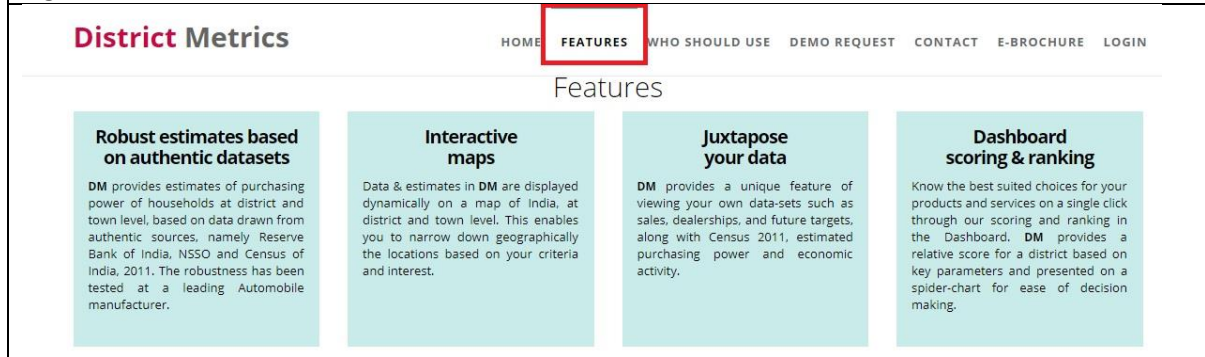
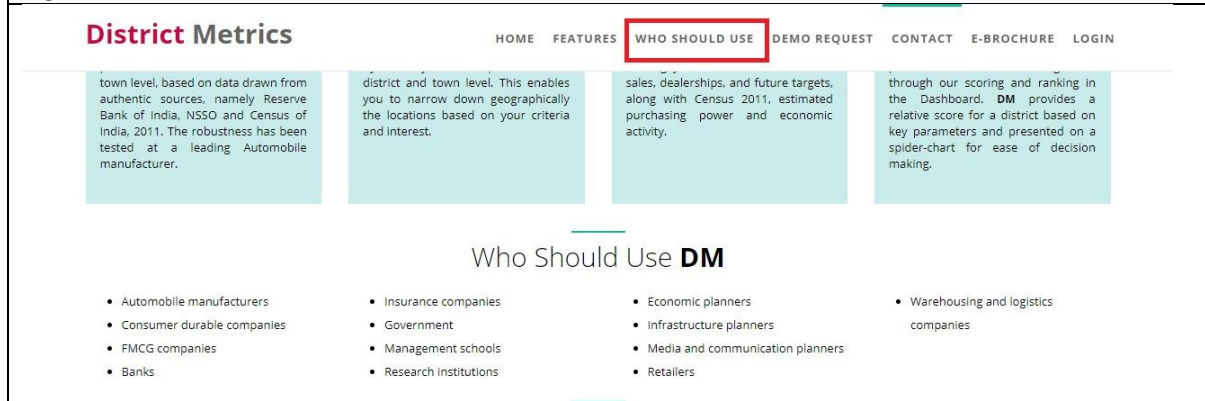


Figure 3. Features of District Metrics



'Who Should Use' -

Figure 4. Who Should Use

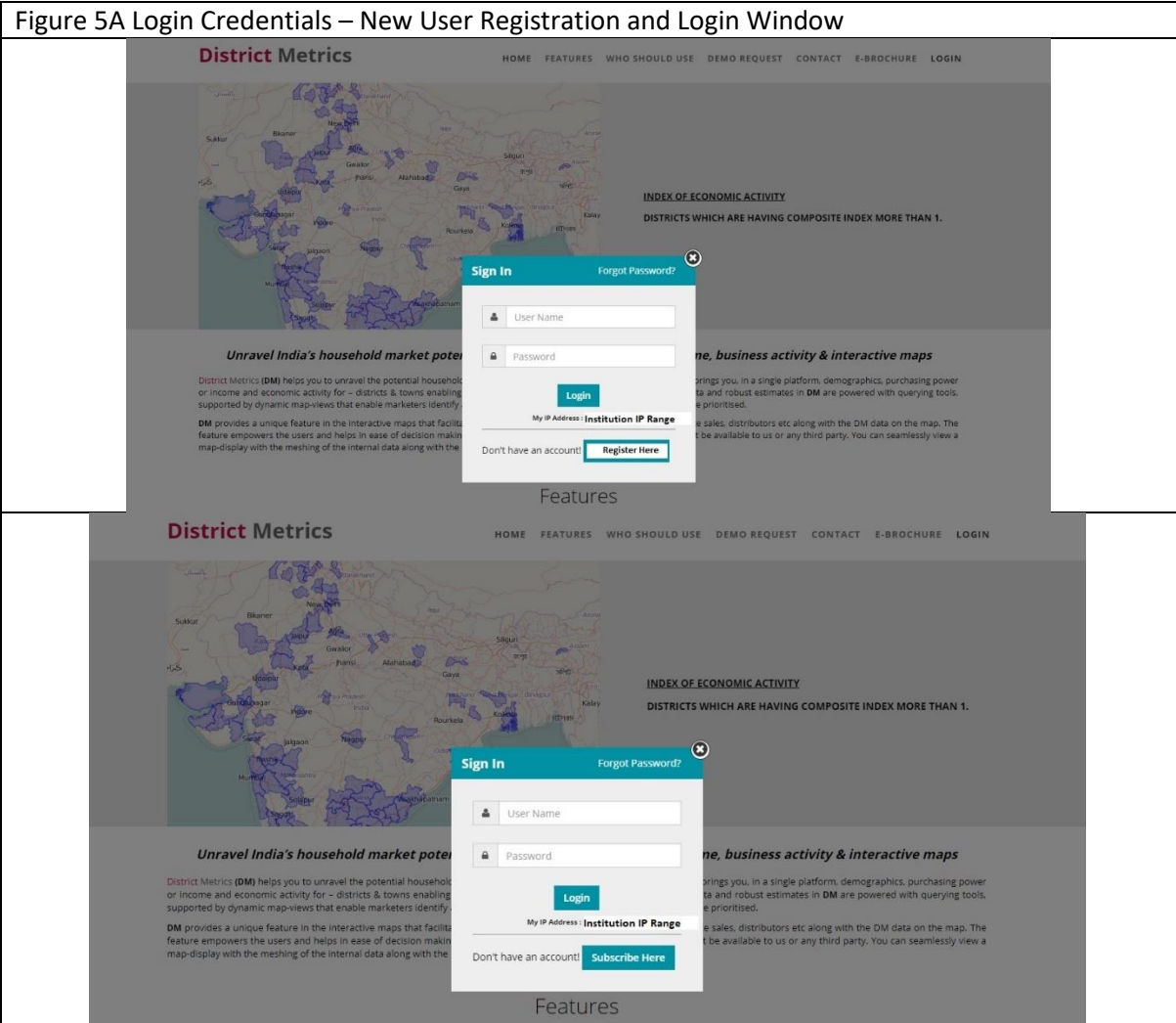


'Login'

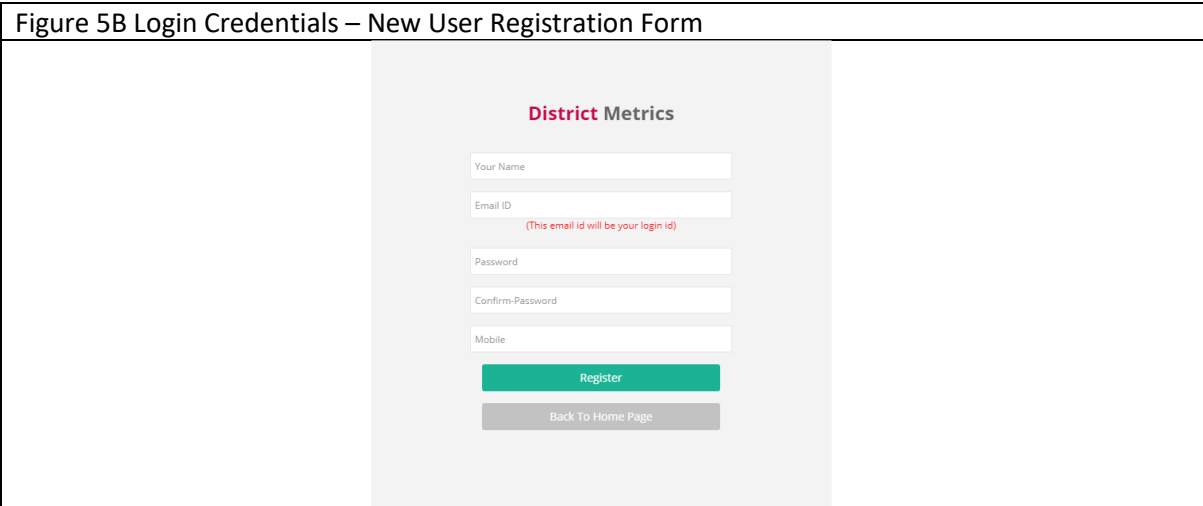
Figure 4. Select Login option from Main Menu in Home Page



After having selected Login menu from Home Page, the user will be prompted to enter login credentials



For new users within IP Range of institution (subscriber), Register Here option in the login window has to be invoked , which will lead to a registration form.



It is to be noted that the login credential will be mapped to the institution's IP Range and user can access DM service until access to institution's IP Range is made available.

In case of user unable to access DM service being unable to recall password, there is a provision to setup a new password which can be accessed as follows.

Figure 6 Forgot Password

The screenshot shows the District Metrics website interface. At the top, there is a navigation bar with links: HOME, FEATURES, WHO SHOULD USE, DEMO REQUEST, CONTACT, E-BROCHURE, and LOGIN. The main content area features a map of India with various districts highlighted in blue. Below the map, there is a section titled "Unravel India's household market potential" and another titled "District Metrics (DM) helps you to unravel the potential household consumption as a market segment". A login form is overlaid on the page, containing fields for "User Name" and "Password", a "Login" button, and a "Forgot Password?" link. The "Forgot Password?" link is highlighted with a red box. Below the login form, there is a "Subscribe Here" button and a "Features" section.

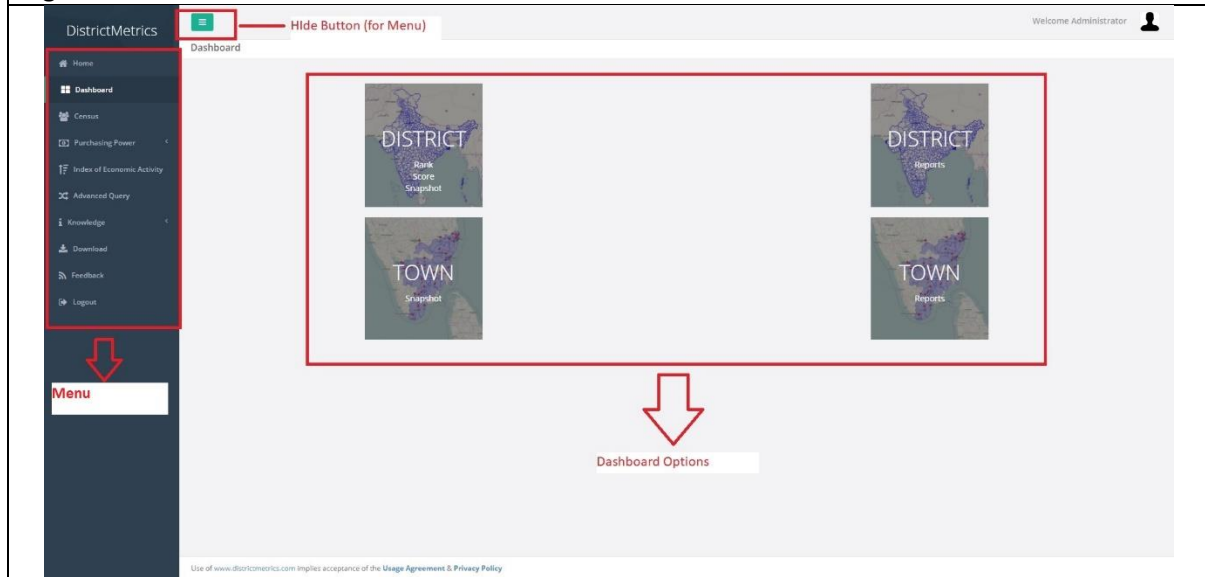
Upon invoking the 'Forgot Password' option, the user will be taken to a message box requesting for email ID

The screenshot shows the District Metrics website interface with the "Forgot Password" form overlaid. The form contains a single input field labeled "Email Id" and a "Submit" button. The background of the website shows a map of India with various districts highlighted in blue, and text describing the service: "Unravel India's household market potential" and "District Metrics (DM) helps you to unravel the potential household consumption as a market segment".

Basic Information – District Metrics (DM)

Post login into District Metrics, the user will be taken to page showing Menu

Figure 7. Menu of District Metrics



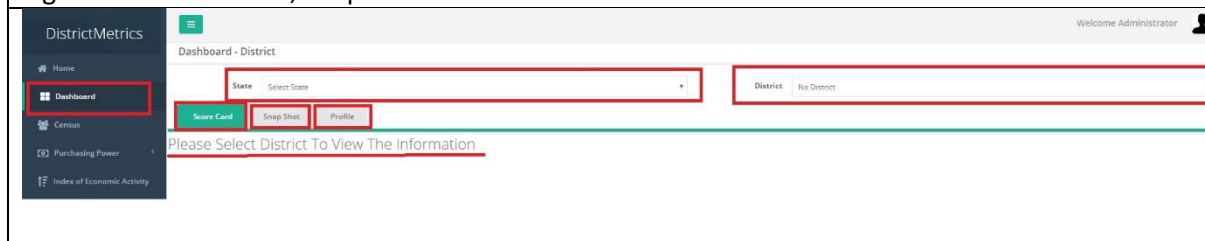
The page after login has two three components:

- First, **Dashboard** is the default view post the Login
- Second, **Login-Menu** where the user can access query modules of the datasets that are part of District Metrics, Knowledge Base, Feedback
- Third, **User Profile** option where the user can be

Dashboard

DM presents users the option to understand districts and towns (select) of India in form of snapshot, district score and rank.

Figure 8. District Score, Snap Shot and Profile – Menu



To view a district's score card, snap shot and profile , users need to select its respective state and district from the dropdown available. The Score Card shows the relative position of district in comparison to All-India best on various parameters like economic activity, purchasing power, female literacy and urbanisation. In addition, an overall district score is computed and made available for.

Dashboard is explained in detail in later section of the user manual.

Figure 9. Census – District, Town and Ward - Menu

The screenshot shows the 'Census Data' interface in the DistrictMetrics application. The left sidebar contains a menu with options: Home, Dashboard, **Census** (highlighted), Purchasing Power, Index of Economic Activity, Advanced Query, Knowledge, Download, Feedback, and Logout. The main content area is titled 'Census Data' and features three tabs: District, Town, and Ward. Below the tabs is a 'Query' section with the following filters:

- Year:** 2011
- State:** A grid of checkboxes for Indian states and union territories. Selected states include Kerala, Andhra Pradesh, Karnataka, Puducherry, Tamil Nadu, and Telangana.
- Rural / Urban:** Select
- Gender:** Select
- Condition:** >=
- Value:** Input field
- Range:** Min: 1,084 Max: 13,27,146
- Total Population Age (0-6):** Select
- Total Population:** Select
- Literates:** Select
- Literacy Rate (%):** Select
- Child Gender Ratio:** Select
- Gender Ratio:** Select
- Family Size:** Select
- No Of Household:** Select
- Urbanization Rate(%):** Select

At the bottom of the query section are 'Search' and 'Clear Input' buttons. A footer note states: 'Use of www.districtmetrics.com implies acceptance of the Usage Agreement & Privacy Policy'.

To view Census related data, the user has to choose 'Census' from the Login-Menu on the left. Upon selection, data can be viewed at three levels – district, town and ward.

Figure 10 . Census – District

This close-up view shows the 'State' filter section. The 'Year' is set to 2011. The 'State' label is highlighted. Below it, a list of Indian states and union territories is displayed with checkboxes. The following states are selected (checked):

- Kerala
- Andhra Pradesh
- Karnataka
- Puducherry
- Tamil Nadu
- Telangana

	Rural / Urban	Gender	Condition	Value	Range
Total Population Age (0-6)	Select ▼	Select ▼	>= ▼	<input type="text"/>	Min : 4,553 Max : 10,52,837
Total Population	Select ▼	Select ▼	>= ▼	<input type="text"/>	Min : 41,816 Max : 96,21,551
Literates	Select ▼	Select ▼	>= ▼	<input type="text"/>	Min : 36,470 Max : 75,12,276
Literacy Rate (%)	Select ▼	Select ▼	>= ▼	Select ▼	Min : 43.43 Max : 88.74
Child Gender Ratio	Select ▼		>= ▼	<input type="text"/>	Min : 896.11 Max : 985.23
Gender Ratio	Select ▼		>= ▼	<input type="text"/>	Min : 915.63 Max : 1,184.40
Family Size	Select ▼		>= ▼	<input type="text"/>	Min : 3 Max : 6
No Of Household	Select ▼		>= ▼	<input type="text"/>	Min : 7,420 Max : 23,93,845
Urbanization Rate(%)			>= ▼	Select ▼	Min : 3.86 Max : 100.00

Upon selection of desired states for which data from Census is required, the user will have to select desired parameter(s).

The user has the option to view query output by considering a host of options that they can choose among – ranging from population, literacy (absolute and literacy rate), gender ratio, family size, number of households and urbanisation rate.

The user has the option to choose from rural, urban or both _____. Similarly, data can be narrowed to a particular gender – male, female or both for the respective parameter.

Figure 11A. Dropdown – Census

Rural / Urban <div style="border: 1px solid #ccc; padding: 5px; width: 150px; margin: 0 auto;"> Select ▼ <div style="background-color: #007bff; color: white; padding: 2px;">Select</div> Total Rural Urban </div>	Gender <div style="border: 1px solid #ccc; padding: 5px; width: 150px; margin: 0 auto;"> Select ▼ <div style="background-color: #007bff; color: white; padding: 2px;">Select</div> Total Male Female </div>
---	--

The 'Condition' tab in the query module requires the user to choose from three conditions – greater than or equal to; lesser than or equal to and between the value that user enters in the box provided for 'Value'.

Figure 11B – Dropdown – Condition - Census

Condition <div style="border: 1px solid #ccc; padding: 5px; width: 150px; margin: 0 auto;"> >= ▼ <div style="background-color: #007bff; color: white; padding: 2px;">Between</div> </div>	Value <div style="border: 1px solid #ccc; height: 40px; width: 300px; margin: 0 auto;"></div>
---	---

Upon selection of 'between' in the condition dropdown – the user will have to enter the desired values (From and To) in the boxes provided.

Figure 11C. Condition - Census

Total Population	Total	Female	Between			Min : 22,673 Max : 45,98,890
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To aid the user to enter appropriate value – DM provides 'Range' which is dynamic in nature. That is, based on the state(s) selected, the minimum and maximum for the parameter(s) will be populated. In the query module, to see if a district meets a specific requirement or a threshold – data input for the selected parameter need to be entered , the 'Range' option will aid the user in doing so.

Figure 12. Census – Range

	Rural / Urban	Gender	Condition	Value	Range
Total Population Age (0-6)	Select	Select	>=		Min : 4,553 Max : 10,52,837
Total Population	Select	Select	>=		Min : 41,816 Max : 96,21,551
Literates	Select	Select	>=		Min : 36,470 Max : 75,12,276
Literacy Rate (%)	Select	Select	>=	Select	Min : 43.43 Max : 88.74
Child Gender Ratio	Select		>=		Min : 896.11 Max : 985.23
Gender Ratio	Select		>=		Min : 915.63 Max : 1,184.40
Family Size	Select		>=		Min : 3 Max : 6
No Of Household	Select		>=		Min : 7,420 Max : 23,93,845
Urbanization Rate(%)			>=	Select	Min : 3.86 Max : 100.00

	Rural / Urban	Gender	Condition	Value	Range
Total Population Age (0-6)	Select	Select	>=		Min : 4,553 Max : 10,52,837
Total Population	Total	Female	>=		Min : 22,673 Max : 45,98,890
Literates	Urban	Male	>=		Min : 12,769 Max : 37,29,215
Literacy Rate (%)	Rural	Female	>=	Select	Min : 0.00 Max : 88.58
Child Gender Ratio	Select		>=		Min : 896.11 Max : 985.23
Gender Ratio	Select		>=		Min : 915.63 Max : 1,184.40
Family Size	Select		>=		Min : 3 Max : 6
No Of Household	Select		>=		Min : 7,420 Max : 23,93,845
Urbanization Rate(%)			>=	Select	Min : 3.86 Max : 100.00

From figure 12, it can be seen that based on the drill-down invoked in the query module, the 'Range' of the associated parameter(s) changes.

Example Query – Census (District-level)

In the query module , the desired parameter(s) need to be selected for which corresponding district(s) will be shown as results – which meet the criterion. As mentioned in the above section, to input appropriate values, the user will be aided by provision of ‘Range’.

Figure 13. Census – District- Sample Query - UI

Rural / Urban

Gender

Condition

Value

Range

Total Population Age (0-6)

Select

Select

>=

Min : 4,553 Max : 10,52,837

Total Population

Total

Female

>=

22673

Min : 22,673 Max : 45,98,890

Literates

Urban

Male

>=

12769

Min : 12,769 Max : 37,29,215

Literacy Rate (%)

Rural

Female

>=

0

Min : 0.00 Max : 88.58

Child Gender Ratio

Total

>=

896.11

Min : 896.11 Max : 985.23

Gender Ratio

Select

>=

Min : 915.63 Max : 1,184.40

Family Size

Select

>=

Min : 3 Max : 6

No Of Household

Select

>=

Min : 7,420 Max : 23,93,845

Urbanization Rate(%)

Select

>=

Select

Min : 3.86 Max : 100.00

Q Search

Clear Input

Search Result

Get as Excel

View In Map

State Name	District Name	Total Population - Female	Literates - Urban - Male	Literacy Rate (%) - Rural - Female	Child Gender Ratio	Contiguous District
Karnataka	Bangalore Rural	4,81,751	1,09,854	59.63	949.84	i
Karnataka	Bangalore Urban	45,98,890	37,29,215	62.36	943.74	i
Karnataka	Belgaum	23,56,598	4,91,746	51.27	934.36	i
Karnataka	Bellary	12,15,641	3,35,340	43.68	960.50	i
Karnataka	Bidar	8,32,635	1,66,517	49.36	942.38	i
Karnataka	Bijapur	10,66,309	1,92,166	43.50	931.42	i
Karnataka	Chamarajanagar	5,08,560	65,048	46.17	953.23	i
Karnataka	Chikkaballapura	6,18,667	1,07,818	51.28	953.02	i
Karnataka	Chikmagalur	5,71,339	98,071	63.85	969.01	i
Karnataka	Chitradurga	8,18,613	1,32,903	55.04	947.39	i
Karnataka	Dakshina Kannada	10,54,935	4,23,215	72.00	946.97	i
Karnataka	Davanagere	9,59,097	2,48,949	56.64	947.63	i

First

Prev

1

2

3

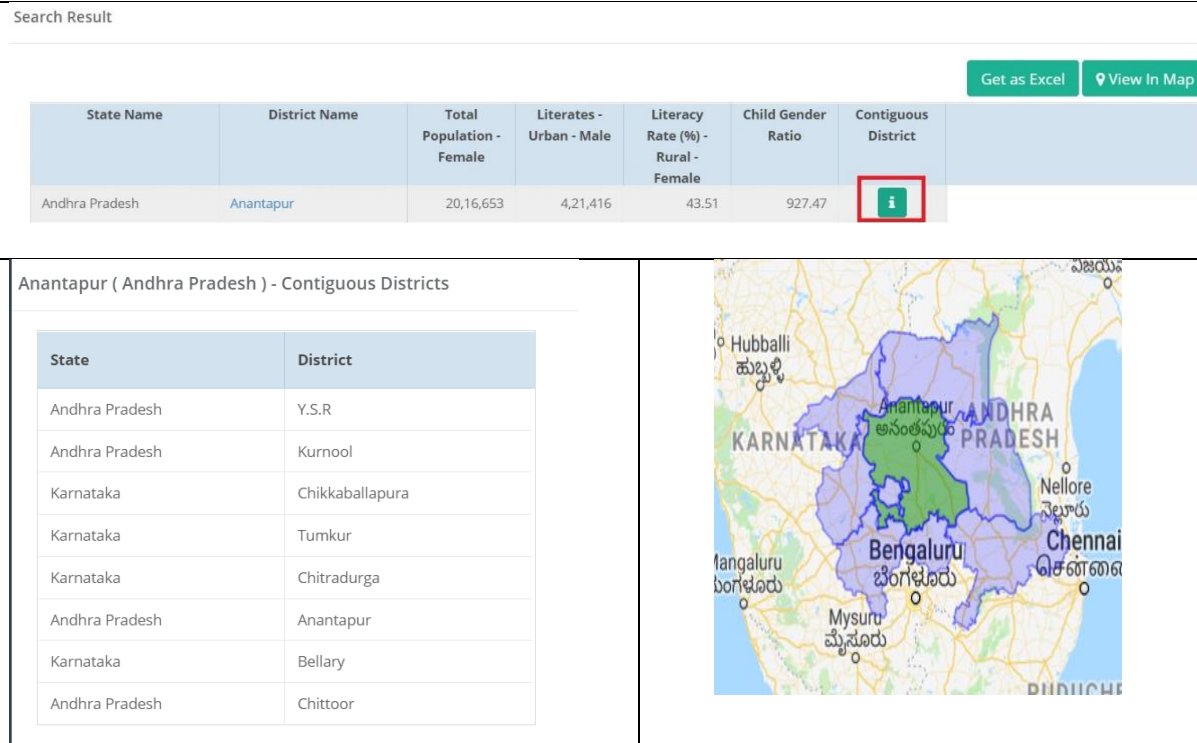
Next

Last

Upon selection of ‘Search’ in the query module, DM shows the list of district(s) that have met the criterion. In the result-view of districts, the selected parameter(s) are displayed against respective districts.

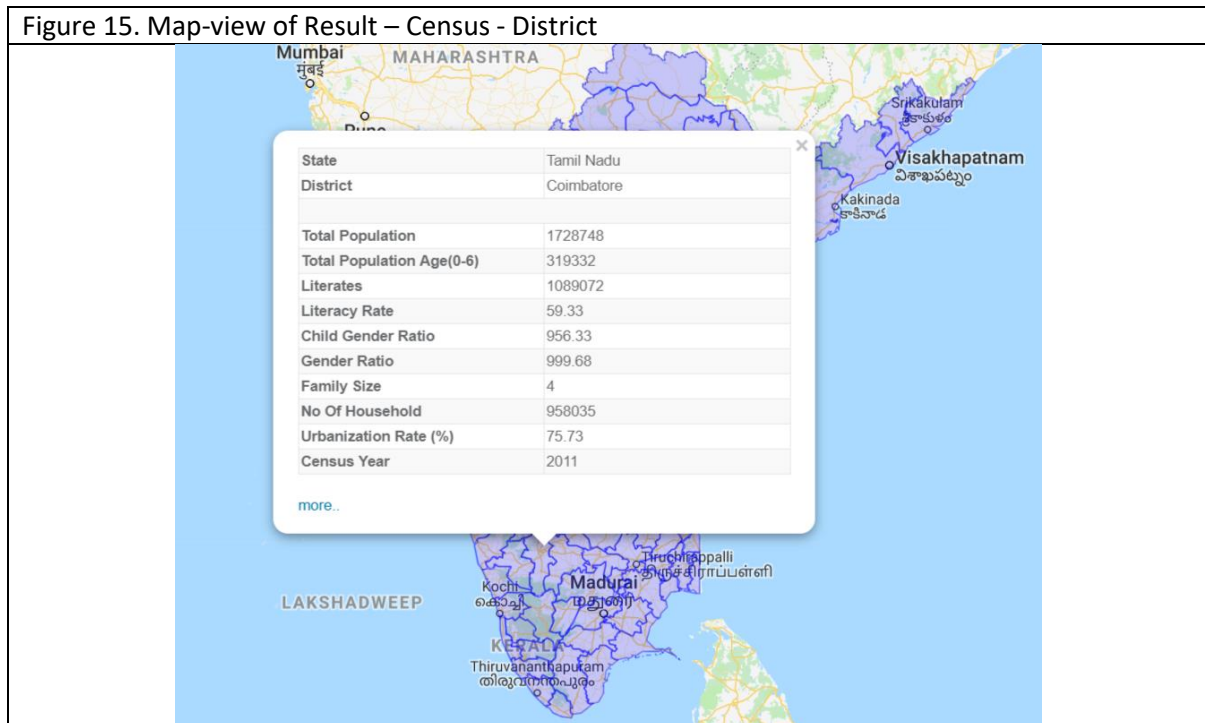
The ‘Contiguous District’ option against district allows users to view contiguous or nearby districts on a map.

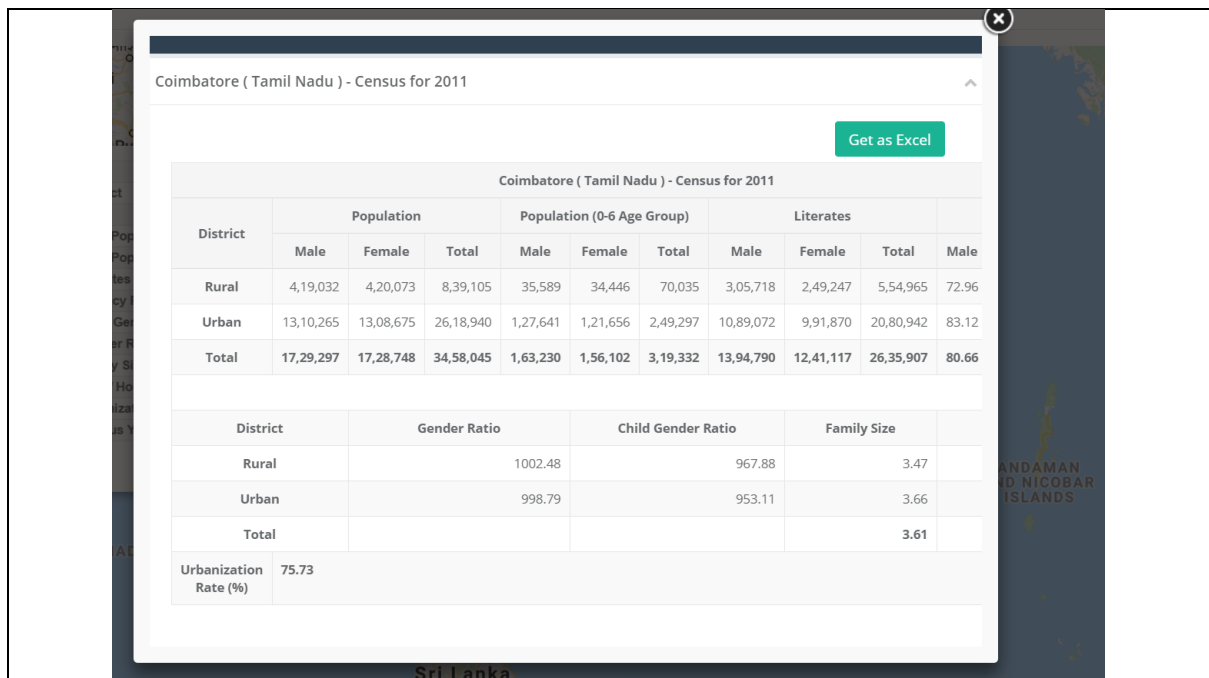
Figure 14. Contiguous District



The obtained result can be viewed on map by selection of 'View in Map' from the result tab. Upon selection of 'View in Map', a new webpage will open with map-view of results.

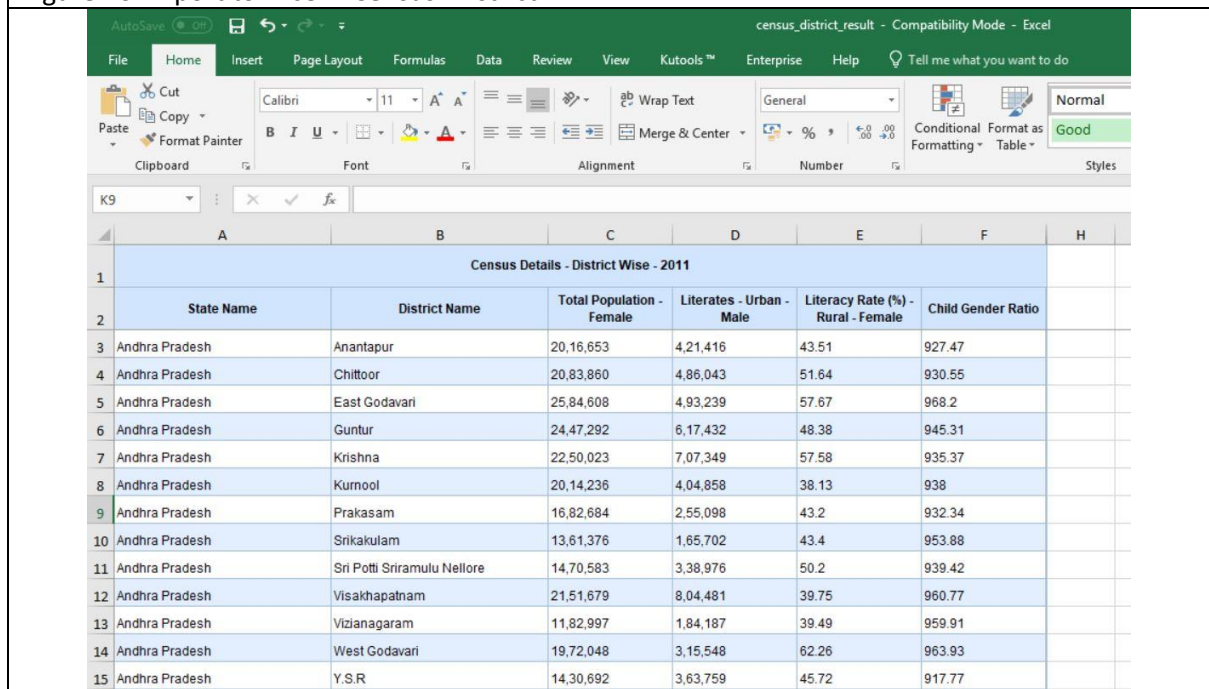
Figure 15. Map-view of Result – Census - District





To facilitate further research and empirical studies, 'Get as Excel' provides option to export resultant query data in spreadsheet format which is amenable for further statistical analysis.

Figure 16. Export to Excel – Census -District



In addition to display of results for selected parameter(s), once the query is run, users can choose to view additional information for districts that have met search criterion.

Figure 17. Additional Data Display – Census- District

Select additional data to be displayed

☐ Total Population (Age 0-6)
 ☒ Total Population
 ☒ Literates
 ☒ Literacy Rate (%)
 ☒ Child Gender Ratio
 ☐ Gender Ratio
 ☐ Family Size
 ☐ No Of Household
 ☐ Urbanization Rate(%)

Select additional data to be displayed

☐ Total Population (Age 0-6)
 ☒ Total Population
 ☒ Literates
 ☒ Literacy Rate (%)
 ☒ Child Gender Ratio
 ☒ Gender Ratio
 ☒ Family Size
 ☐ No Of Household
 ☐ Urbanization Rate(%)

Search Result

Get as Excel

View In Map

State Name	District Name	Total Population - Female	Literates - Urban - Male	Literacy Rate (%) - Rural - Female	Child Gender Ratio	Gender Ratio	Family Size	Contiguous District
Karnataka	Shimoga	8,75,338	2,55,348	62.36	960.41	997.63	4	
Karnataka	Tumkur	13,28,386	2,45,702	56.64	958.72	983.56	4	
Karnataka	Udupi	6,15,230	1,41,395	72.21	957.90	1,094.46	5	
Karnataka	Uttara Kannada	7,10,913	1,78,680	67.10	954.78	978.87	4	
Karnataka	Yadgir	5,83,942	75,753	30.19	951.14	989.18	6	
Kerala	Alappuzha	11,14,647	4,83,139	86.43	950.81	1,100.19	4	
Kerala	Ernakulam	16,62,831	9,69,753	85.44	960.55	1,026.72	4	
Kerala	Idukki	5,56,166	22,239	80.91	964.13	1,006.07	4	
Kerala	Kannur	13,41,557	6,49,926	81.94	971.26	1,135.52	5	
Kerala	Kasaragod	6,78,762	1,98,786	75.58	960.82	1,079.78	5	
Kerala	Kollam	13,88,407	4,86,958	84.16	972.55	1,113.43	4	
Kerala	Kottayam	10,06,262	2,46,141	88.11	964.42	1,039.22	4	

First

Prev

1

2

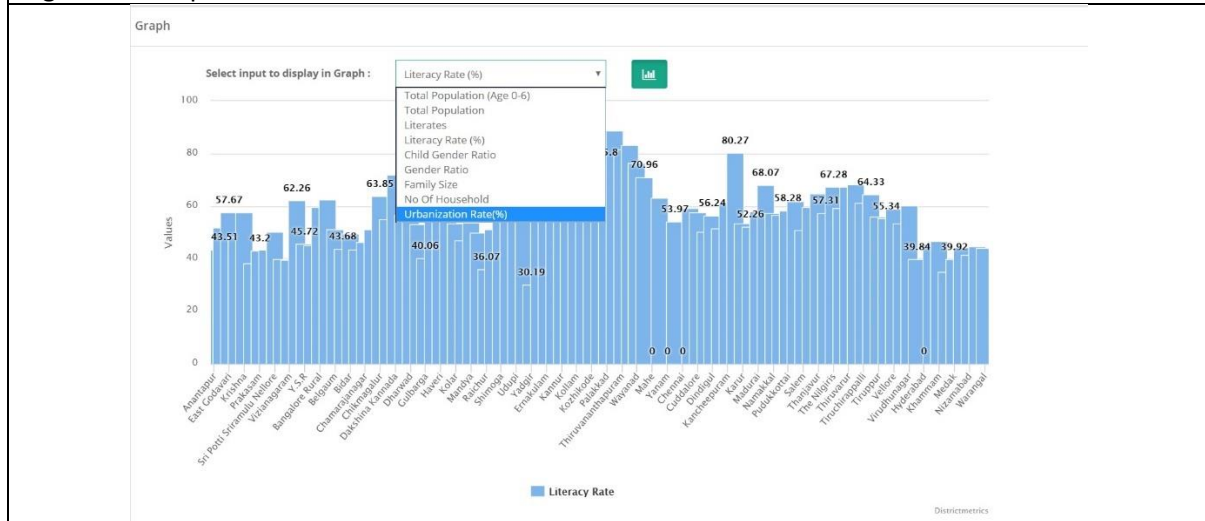
3

Next

Last

In addition to display of data as table (Search Results Tab), View in Map, the obtained results can be viewed as graphs. The parameters for graph-view are user-selection.

Figure 18. Graph View – Census – District



Example Query – Census (Town-level)

The town-level Census query is similar to district-level Census query with the exception of drill-down pertaining to 'Area – Rural/Urban'.

Figure 19. Census – Town – Query User Interface

Query

Year2011

State

All States

Andaman & Nicobar Islands

Bihar

Daman & Diu

Himachal Pradesh

Kerala

Manipur

NCT Of Delhi

Rajasthan

Tripura

Andhra Pradesh

Chandigarh

Goa

Jammu & Kashmir

Lakshadweep

Meghalaya

Odisha

Sikkim

Uttar Pradesh

Arunachal Pradesh

Chhattisgarh

Gujarat

Jharkhand

Madhya Pradesh

Mizoram

Puducherry

Tamil Nadu

Uttarakhand

Assam

Dadra & Nagar Haveli

Haryana

Karnataka

Maharashtra

Nagaland

Punjab

Telangana

West Bengal

Total Population Age (0-6)

Total Population

Literates

Literacy Rate (%)

Child Gender Ratio

Gender Ratio

Family Size

No Of Household

Gender

Condition

Value

Range

Select

Select

Select

Female

>=

>=

>=

>=

>=

>=

>=

>=

72

Min : 1,677 Max : 4,59,324

Min : 20,510 Max : 46,46,732

Min : 17,953 Max : 37,76,276

Min : 72.07 Max : 90.70

Min : 897.17 Max : 1,028.78

Min : 954.82 Max : 1,188.98

Min : 3 Max : 5

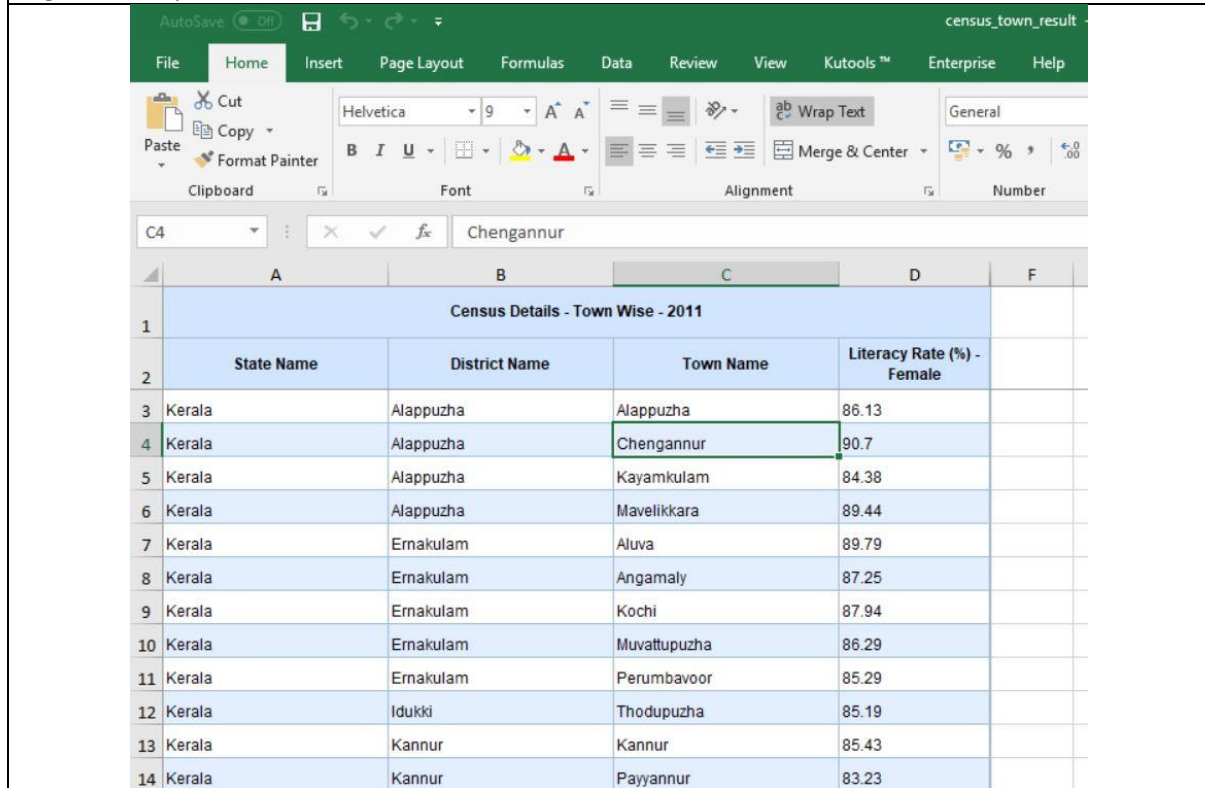
Min : 5,273 Max : 11,54,982

Search

Clear Input

Similar to district-level query, results obtained can be viewed on map, exported to excel.

Figure 20. Export to Excel – Census – Town



The screenshot shows an Excel spreadsheet titled 'census_town_result'. The 'Home' tab is active, showing the ribbon with options like File, Home, Insert, Page Layout, Formulas, Data, Review, View, Kutools™, Enterprise, and Help. The formula bar shows 'Chengannur' in cell C4. The table below contains census data for various towns in Kerala.

	A	B	C	D	F
1	Census Details - Town Wise - 2011				
2	State Name	District Name	Town Name	Literacy Rate (%) - Female	
3	Kerala	Alappuzha	Alappuzha	86.13	
4	Kerala	Alappuzha	Chengannur	90.7	
5	Kerala	Alappuzha	Kayamkulam	84.38	
6	Kerala	Alappuzha	Mavelikkara	89.44	
7	Kerala	Ernakulam	Aluva	89.79	
8	Kerala	Ernakulam	Angamaly	87.25	
9	Kerala	Ernakulam	Kochi	87.94	
10	Kerala	Ernakulam	Muvattupuzha	86.29	
11	Kerala	Ernakulam	Perumbavoor	85.29	
12	Kerala	Idukki	Thodupuzha	85.19	
13	Kerala	Kannur	Kannur	85.43	
14	Kerala	Kannur	Payyannur	83.23	

Similar to map-view of result from district-level Census query, town-level result can be viewed on map by selection of 'View in Map' button in the 'Search Results' tab.

Figure 21. Census – Ward – User Interface

The interface is divided into two main sections. The top section is for selecting the geographical area, and the bottom section is for selecting household features.

Geographical Selection:

- District:** (Empty)
- Town:** (Empty)
- Ward:** (Highlighted in green)
- Query:** (Highlighted in red)
- Year:** 2011 (Dropdown)
- State:** (Highlighted in red)
 - ☐ All States
 - ☐ Andaman & Nicobar Islands
 - ☐ Andhra Pradesh
 - ☐ Arunachal Pradesh
 - ☐ Assam
 - ☐ Bihar
 - ☐ Chandigarh
 - ☐ Chhattisgarh
 - ☐ Dadra & Nagar Haveli
 - ☐ Daman & Diu
 - ☐ Goa
 - ☐ Gujarat
 - ☐ Haryana
 - ☐ Himachal Pradesh
 - ☐ Jammu & Kashmir
 - ☐ Jharkhand
 - ☐ Karnataka
 - ☐ Kerala
 - ☐ Lakshadweep
 - ☒ Madhya Pradesh
 - ☐ Maharashtra
 - ☐ Manipur
 - ☐ Meghalaya
 - ☐ Mizoram
 - ☐ Nagaland
 - ☐ NCT Of Delhi
 - ☐ Odisha
 - ☐ Punjab
 - ☐ Rajasthan
 - ☐ Sikkim
 - ☐ Tamil Nadu
 - ☐ Telangana
 - ☐ Tripura
 - ☐ Uttar Pradesh
 - ☐ Uttarakhand
 - ☐ West Bengal
- Town:** (Highlighted in green)
 - ☒ All Town
 - ☒ Indore
 - ☒ Bhopal
 - ☒ Jabalpur
 - ☒ Gwalior

Household Features:

	Status	Condition	Value	Range
Household Size	Select	>=		Min : 0 Max : 11
Ownership Status	Select	>=		Min : 23 Max : 97
No Of Household		>=		Min : 69 Max : 14,859
Availability Of Assets (% of Households)				
Radio / Transistor		>=		Min : 4.20 Max : 67.60
Television		>=		Min : 31.10 Max : 97.00
Computer/Laptop	Select	>=		Min : 0.30 Max : 47.60
Telephone / Mobile	Select	>=		Min : 0.60 Max : 51.50
Bicycle		>=		Min : 14.80 Max : 95.10
Scooter / Motorcycle		>=		Min : 13.70 Max : 86.10
Car / Jeep / Van		>=		Min : 0.50 Max : 61.60
HH with all above		>=		Min : 0.60 Max : 60.50
None of the above		>=		Min : 0.00 Max : 31.40

Buttons: Search, Clear Input

DM's ward-level Census query requires selection of states and based on selection, as next step, municipal corporations will have to be chosen by invoking respective checkboxes provided.

Datapoints in ward-level query are household features – size, ownership status and number of households in underlying ward. Query is enabled at percentage of households (against total households) owning assets ranging from radio, television, computer, car and bikes.

Figure 22. Census Ward-level Result

Select additional data to be displayed

☐ Household Size
 ☐ Ownership Status
 ☐ No Of Household
 ☒ Radio / Transistor

☒ Television
 ☐ Computer / Laptop
 ☐ Telephone / Mobile
 ☐ Bicycle

☐ Scooter / Motorcycle
 ☐ Car / Jeep / Van
 ☐ HH with all above
 ☐ None of the above

Search Result

☐ Show Absolute Value

Get as Excel

View In Map

State Name	District Name	Town Name	Ward No	Radio / Transistor (%)	Television (%)
Madhya Pradesh	Bhopal	Bhopal	0014	11.80	59.60
Madhya Pradesh	Bhopal	Bhopal	0015	18.40	70.90
Madhya Pradesh	Bhopal	Bhopal	0016	18.80	72.70
Madhya Pradesh	Bhopal	Bhopal	0017	20.50	76.30
Madhya Pradesh	Bhopal	Bhopal	0018	42.00	87.90

In the result view of ward-level query, to view data for additional parameters, users need to invoke required parameters from ‘Select additional data to be displayed’.

The ‘Search Result’ tab has provision to view absolute numbers (of households) as against percentage of households. The tab also has provision to export queried data in the form of spreadsheet and map-view.

Figure 23. Census Ward-level Result – Show Absolute Value

Search Result

☒ Show Absolute Value

Get as Excel

View In Map

State Name	District Name	Town Name	Ward No	Radio / Transistor (%)	Radio / Transistor	Television (%)	Television
Madhya Pradesh	Bhopal	Bhopal	0014	11.80	438	59.60	2,214
Madhya Pradesh	Bhopal	Bhopal	0015	18.40	1,041	70.90	4,012
Madhya Pradesh	Bhopal	Bhopal	0016	18.80	885	72.70	3,422
Madhya Pradesh	Bhopal	Bhopal	0017	20.50	814	76.30	3,031
Madhya Pradesh	Bhopal	Bhopal	0018	42.00	1,135	87.90	2,376
Madhya Pradesh	Bhopal	Bhopal	0019	33.00	1,081	86.60	2,837
Madhya Pradesh	Bhopal	Bhopal	0020	26.00	1,169	81.70	3,675
Madhya Pradesh	Bhopal	Bhopal	0021	23.90	1,110	74.80	3,474
Madhya Pradesh	Bhopal	Bhopal	0022	25.70	1,039	72.70	2,940
Madhya Pradesh	Bhopal	Bhopal	0023	21.30	783	80.90	2,973
Madhya Pradesh	Bhopal	Bhopal	0024	31.60	1,475	80.10	3,740
Madhya Pradesh	Bhopal	Bhopal	0025	34.30	1,928	80.20	4,507

First

Prev

1

2

3

4

5

6

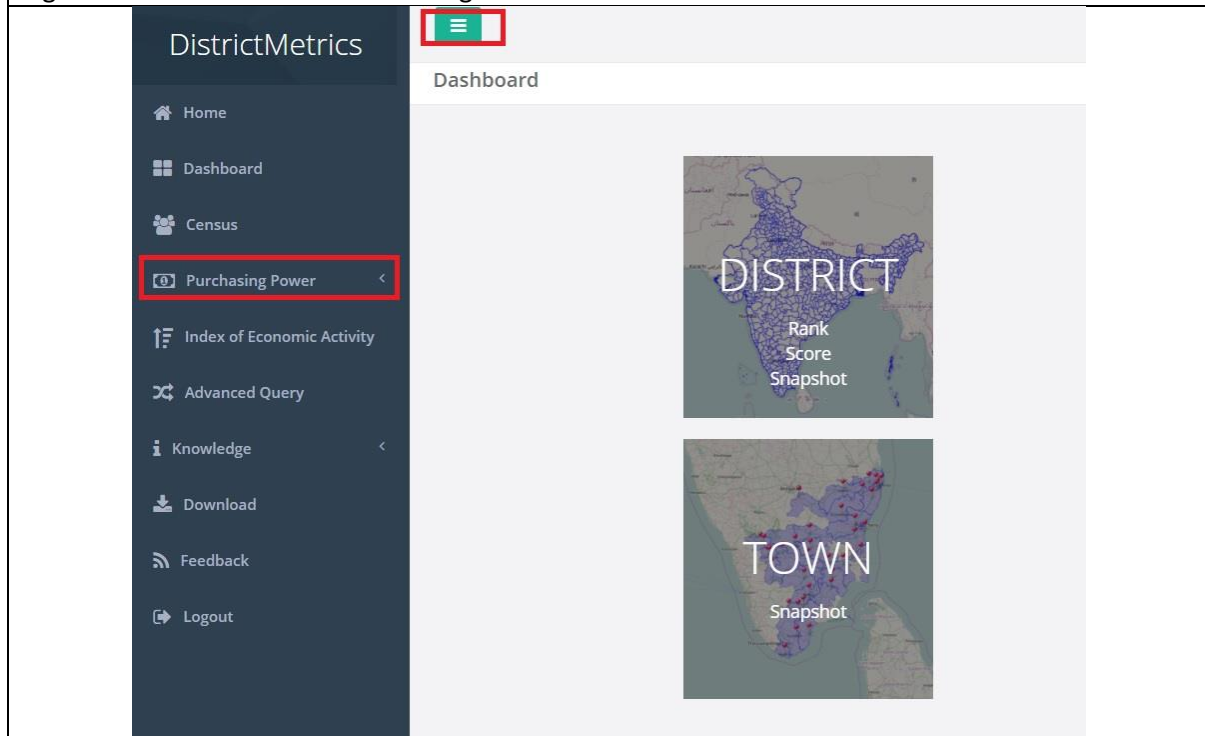
Next

Last

Purchasing Power

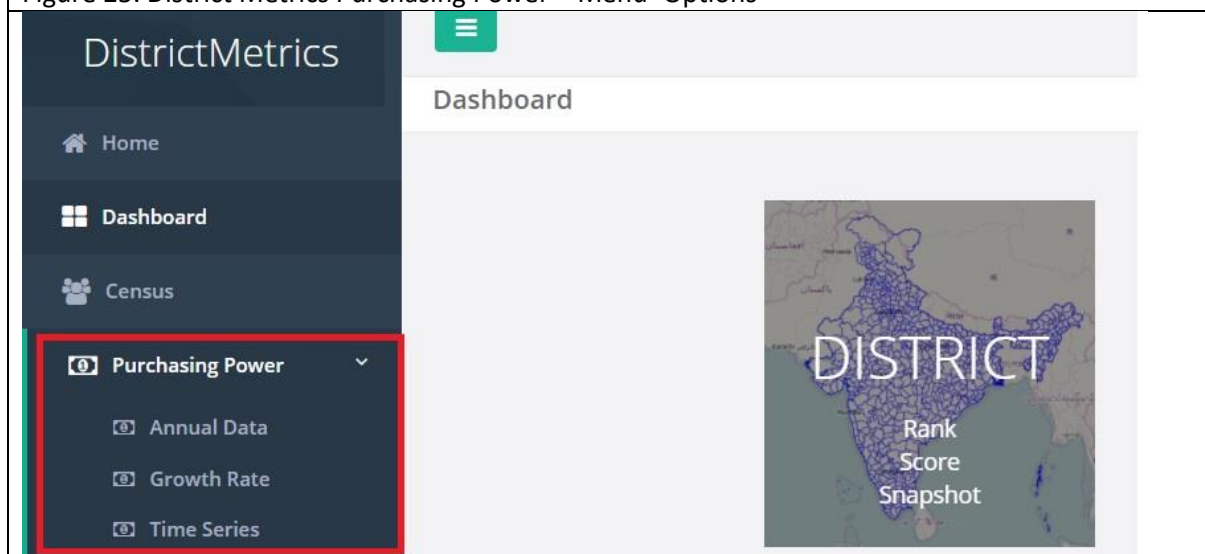
To access data and query module pertaining to Purchasing Power, the user needs to select 'Purchasing Power' option in the home screen.

Figure 24 . District Metrics Purchasing Power - Menu



DM's Purchasing Power can be viewed at three levels – Annual Data, Growth Rate and Time Series.

Figure 25. District Metrics Purchasing Power – Menu- Options



Purchasing Power – Annual Data , District-level

Estimates of Purchasing Power are available at district and town (select) level. To access required geographical -view, district or town option has to be invoked.

Figure 26. Purchasing Power – Annual Data , District-level

The screenshot displays the DistrictMetrics interface for Purchasing Power Annual Data at the District-level. The interface includes a sidebar with navigation options: Home, Dashboard, Census, Purchasing Power (selected), Index of Economic Activity, Advanced Query, Knowledge, Download, Feedback, and Logout. The main content area has a header with 'Welcome Administrator' and a user icon. Below the header, there are tabs for 'District' (selected) and 'Town'. A 'Query' button is visible. The main area contains a 'Month - Year' selector set to 'Mar-2013'. Below this, there are filters for 'State' (All States, Andaman & Nicobar Islands, Bihar, Daman & Diu, Himachal Pradesh, Kerala, Manipur, NCT Of Delhi, Rajasthan, Tripura, Andhra Pradesh, Chandigarh, Goa, Jammu & Kashmir, Lakshadweep, Meghalaya, Odisha, Sikkim, Uttar Pradesh, Arunachal Pradesh, Chhattisgarh, Gujarat, Jharkhand, Madhya Pradesh, Mizoram, Puducherry, Uttarakhand, Assam, Dadra & Nagar Haveli, Haryana, Karnataka, Maharashtra, Nagaland, Punjab, Telangana, West Bengal). There are also filters for 'No Of Households', 'Purchasing Power', and 'Per Household Purchasing Power (Rs.)'. The 'Purchasing Power' filter is set to 'Crores'. The 'Per Household Purchasing Power (Rs.)' filter is set to 'Rs.'. The 'Range' filter shows 'Min : 2,072 Max : 43,81,890'. A 'Search' button and a 'Clear Input' button are at the bottom. The footer text reads: 'Use of www.districtmetrics.com implies acceptance of the Usage Agreement & Privacy Policy'.

Purchasing Power – Annual Data – District

Figure 27. Purchasing Power – Annual Data – District- Query User Interface

The screenshot displays the DistrictMetrics interface for Purchasing Power Annual Data at the District-level, specifically the Query User Interface. The interface is similar to Figure 26, but the 'District' tab is selected. The 'State' filter is expanded, showing a list of Indian states with checkboxes. The 'District' and 'Town' tabs are highlighted in green and grey respectively. The 'State' filter is expanded, showing a list of Indian states with checkboxes. The 'District' and 'Town' tabs are highlighted in green and grey respectively. The 'State' filter is expanded, showing a list of Indian states with checkboxes.

	Rural / Urban	Category	Condition	Value	Range
No Of Households	Select	All Category	>=		Min : 53,840 Max : 10,12,930
Purchasing Power	Select	All Category	>=		Min : 769.04 Max : 21,781.60
	<input checked="" type="radio"/> Crores <input type="radio"/> Millions				
Per Household Purchasing Power (Rs.)	Select		>=		Min : 1,15,795 Max : 2,58,029
<input type="button" value="Search"/> <input type="button" value="Clear Input"/>					

Purchasing Power data is available in terms of households (absolute) falling under a selected income category, Area- Rural/Urban. Query is enabled by user in the form of condition. To aid the user to input appropriate values, 'Range' based on selected states is displayed.

Parameters available for purchasing power at district are :

- ✓ No of Households
- ✓ Purchasing Power
- ✓ Per Household Purchasing Power (Rs.)

Dropdowns available in Purchasing Power – District , Annual Data

Rural / Urban		Category	
No Of Households	<div> <div>Select</div> <div> <div>Select</div> <div>Total</div> <div>Rural</div> <div>Urban</div> </div> </div>		<div> <div>All Category</div> <div> <div>All Category</div> <div><= Rs.75,000</div> <div>Rs.75,000 - Rs.2,00,000</div> <div>Rs.2,00,000 - Rs.3,00,000</div> <div>Rs.3,00,000 - Rs.4,00,000</div> <div>Rs.4,00,000 - Rs.5,00,000</div> <div>Rs.5,00,000 - Rs.6,00,000</div> <div>Rs.6,00,000 - Rs.6,50,000</div> <div>>= Rs.6,50,000</div> </div> </div>
		Condition	Purchasing Power
		<div> <div>>=</div> <div>>=</div> <div><=</div> <div>Between</div> </div>	<div> <div>Select</div> <div> <div>Select</div> <div>Total</div> <div>Rural</div> <div>Urban</div> </div> </div>

Display of Additional Data

Figure 29. Display of Additional Data

Select additional data to be displayed

For No Of Household

☐ <= Rs.75,000 ☐ Rs.75,000 - Rs.2,00,000 ☒ Rs.2,00,000 - Rs.3,00,000 ☐ Rs.3,00,000 - Rs.4,00,000

☒ Rs.4,00,000 - Rs.5,00,000 ☐ Rs.5,00,000 - Rs.6,00,000 ☐ Rs.6,00,000 - Rs.6,50,000 ☐ >= Rs.6,50,000

☐ Total

For Purchasing Power

☐ <= Rs.75,000 ☐ Rs.75,000 - Rs.2,00,000 ☐ Rs.2,00,000 - Rs.3,00,000 ☐ Rs.3,00,000 - Rs.4,00,000

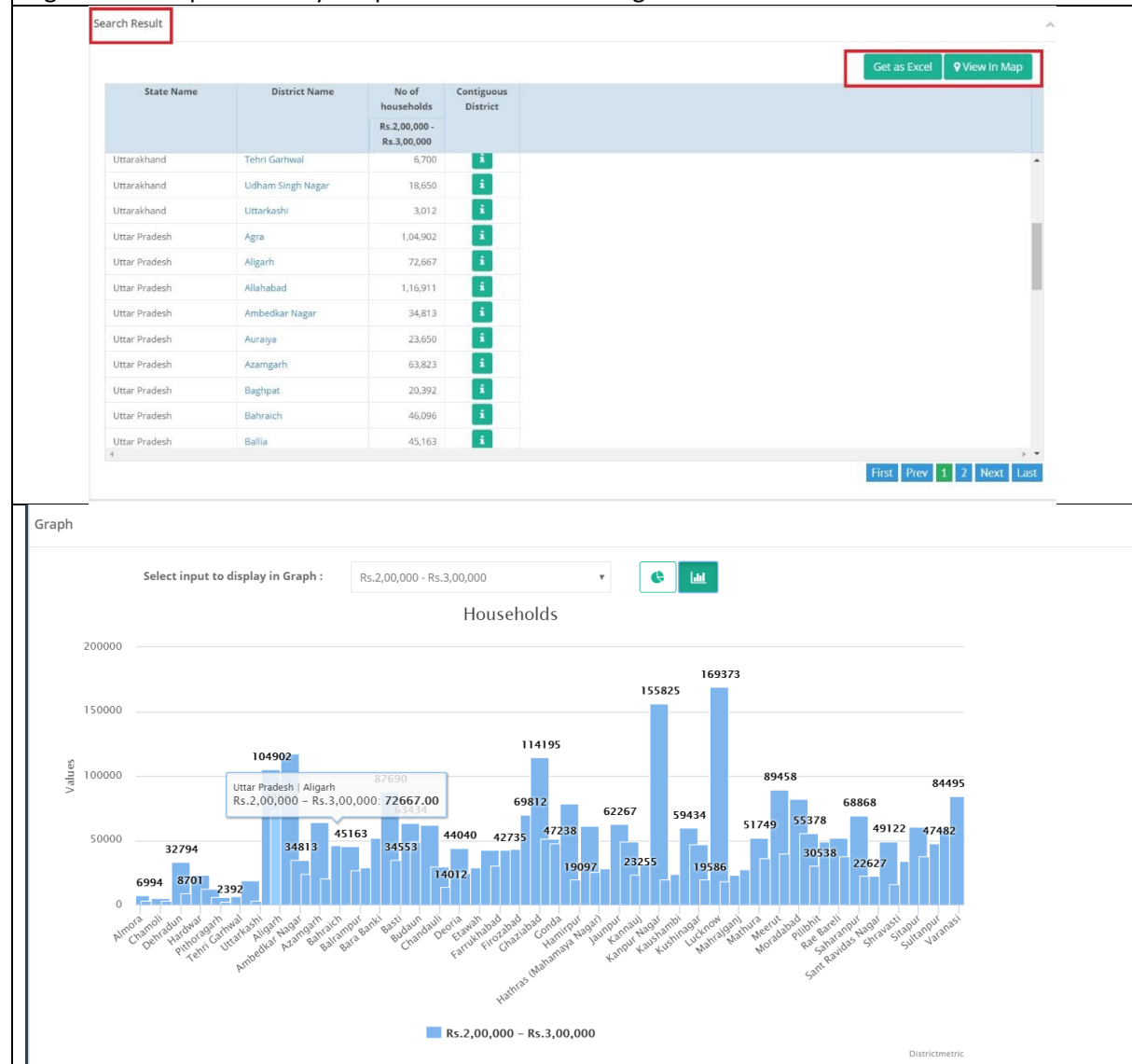
☐ Rs.4,00,000 - Rs.5,00,000 ☐ Rs.5,00,000 - Rs.6,00,000 ☐ Rs.6,00,000 - Rs.6,50,000 ☐ >= Rs.6,50,000

☐ Total

☐ Per Household Purchasing Power

Sample of Query Output – District Purchasing Power

Figure 30. Sample of Query Output – District Purchasing Power



The resultant query output can be exported as spreadsheet and viewed on map.

Purchasing Power – Annual Data, Town-level

Figure 31. Purchasing Power – Annual Data, Town-level

Month - Year: Mar-2011, Mar-2012, Mar-2013, Mar-2014, Mar-2015, Mar-2016

State: ☐ All States, ☐ Andaman & Nicobar Islands, ☐ Bihar, ☐ Daman & Diu, ☐ Himachal Pradesh, ☐ Kerala, ☐ Manipur, ☐ NCT Of Delhi, ☐ Rajasthan, ☐ Tripura, ☐ Andhra Pradesh, ☐ Chandigarh, ☐ Goa, ☐ Jammu & Kashmir, ☐ Lakshadweep, ☐ Meghalaya, ☒ Odisha, ☐ Sikkim, ☐ Uttar Pradesh, ☐ Arunachal Pradesh, ☐ Chhattisgarh, ☐ Gujarat, ☐ Jharkhand, ☐ Madhya Pradesh, ☐ Mizoram, ☐ Puducherry, ☐ Tamil Nadu, ☐ Uttarakhand, ☐ Assam, ☐ Dadra & Nagar Haveli, ☐ Haryana, ☐ Karnataka, ☐ Maharashtra, ☐ Nagaland, ☐ Punjab, ☐ Telangana, ☐ West Bengal

Category: Condition: Range: Min : 9,589 Max : 2,15,880

No Of Households

Purchasing Power

Category: Condition: Range: Min : 246.00 Max : 6,092.00

☒ Crores ☐ Millions

Per Household Purchasing Power (Rs.)

Condition: Range: Min : 2,27,282 Max : 2,92,424

Similar to Annual Data – District -level, Annual Data can be accessed at town-level by invoking ‘Town’ option in Menu. Query module is available for parameters – number of households, purchasing power and per-household purchasing power.

Purchasing Power – Growth Rate

Following is the User Interface for Purchasing Power growth rate query module.

Figure 32. Purchasing Power – Growth Rate – User Interface

The screenshot shows the user interface for the Purchasing Power – Growth Rate query module. The interface is divided into a sidebar and a main content area. The sidebar contains navigation links: Home, Dashboard, Census, and Purchasing Power. The main content area has a title 'Compound Growth Rate : Query/Filter based on Growth rate between two time-periods'. Below the title, there are input fields for District and Town. A 'Query' section contains a 'Month-Year' range selector (Mar-2011 to Mar-2017), a 'State' selector with checkboxes for various states, a 'Type' dropdown, a 'Rural / Urban' dropdown, a 'Category' dropdown, a 'Condition' dropdown, and a 'Growth Rate (CAGR in %)' input field. There are also 'Search' and 'Clear Input' buttons.

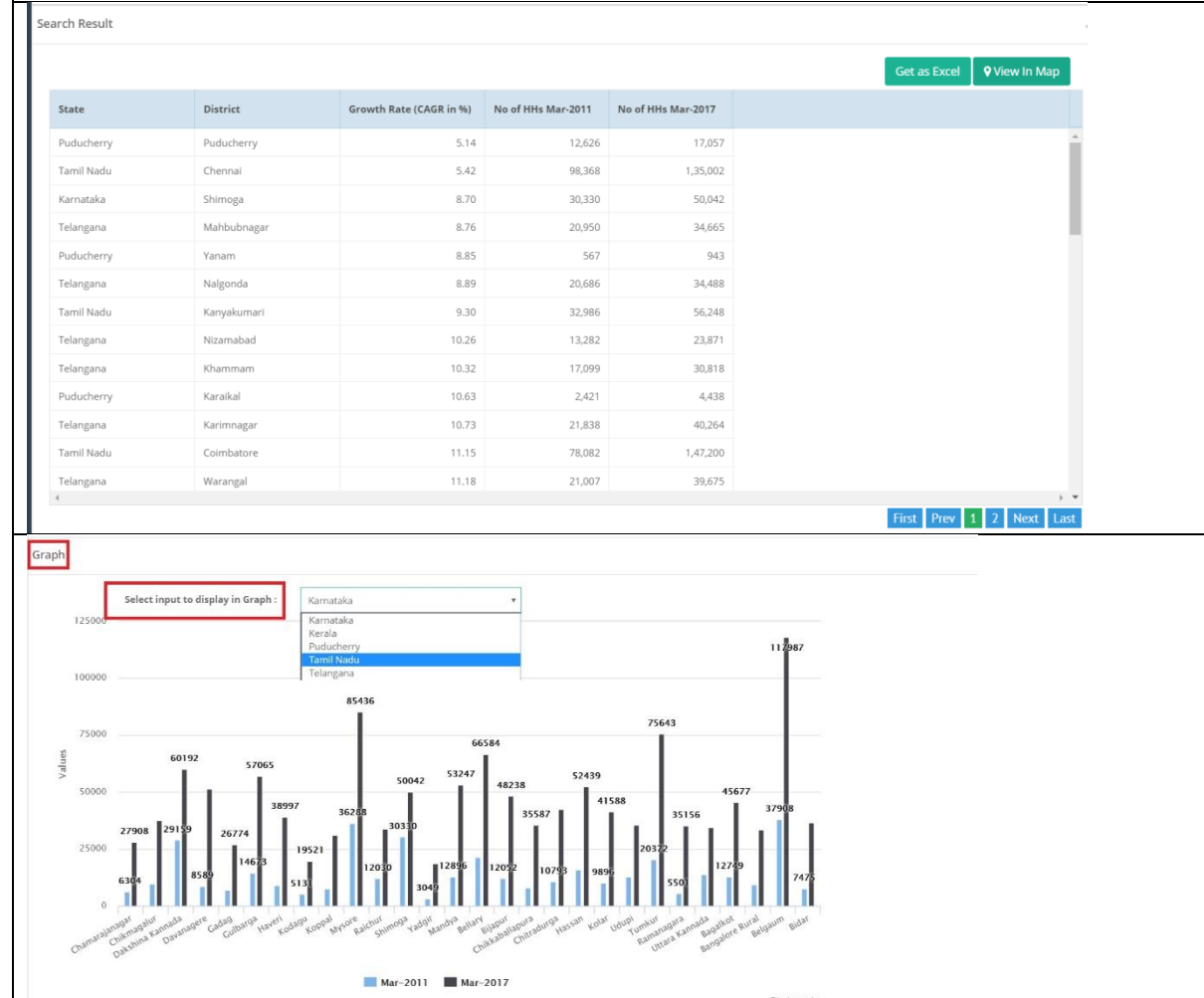
In the growth rate query-module, 'Category' dropdown will change based on choice selected in 'Type' dropdown.

The following are Type-Category combinations available in Purchasing Power growth rate query module

Figure 33. Type-Category combinations available in Purchasing Power growth rate

The screenshot displays two examples of Type-Category combinations available in the Purchasing Power growth rate query module. The first example shows the 'Type' dropdown set to 'Household' and the 'Rural / Urban' dropdown set to 'Select'. The 'Category' dropdown is open, showing a list of income ranges: '<= Rs.75,000', 'Rs.75,000 - Rs.2,00,000', 'Rs.2,00,000 - Rs.3,00,000', 'Rs.3,00,000 - Rs.4,00,000', 'Rs.4,00,000 - Rs.5,00,000', 'Rs.5,00,000 - Rs.6,00,000', 'Rs.6,00,000 - Rs.6,50,000', and '>= Rs.6,50,000'. The second example shows the 'Type' dropdown set to 'Purchasepower' and the 'Rural / Urban' dropdown set to 'Select'. The 'Category' dropdown is open, showing the same list of income ranges. A red circle highlights the 'Select Category' dropdown in both examples. Below the examples, a 'Type' dropdown is shown with 'Per HH PP' selected, and a 'Rural / Urban' dropdown is shown with 'Select' selected. A red circle highlights the 'Type' dropdown. A red text box says 'No Selection of Category for Per Household Purchasing Power'.

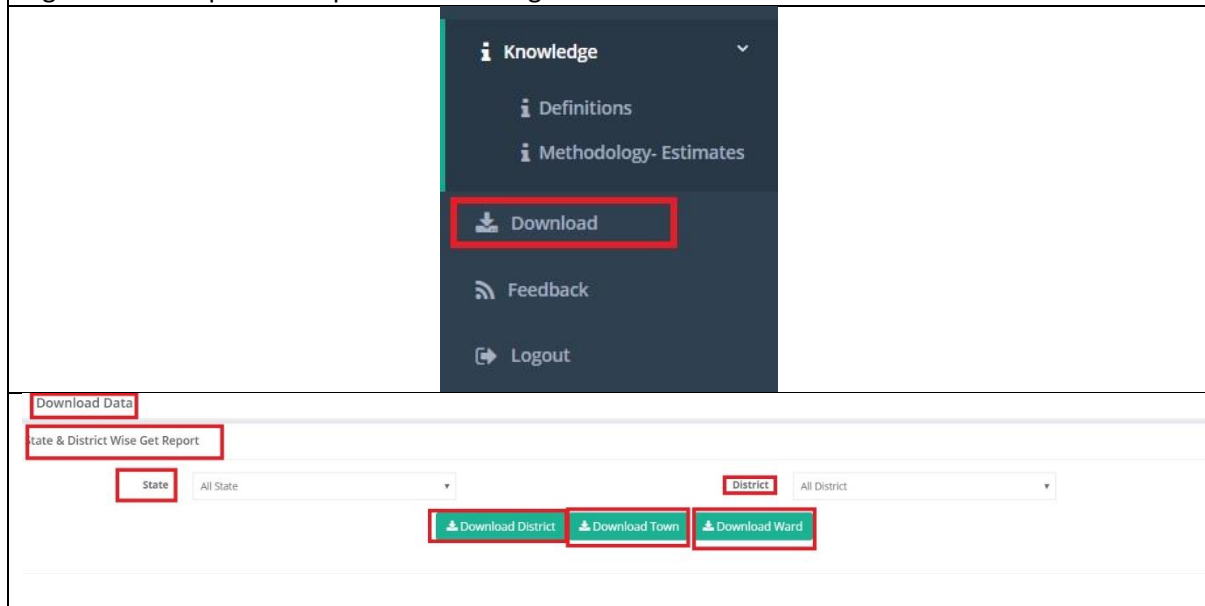
Figure 34. Purchasing Power Growth Rate (CAGR)- Query Sample Output



Juxtapose – Map your internal data against District Metrics' estimates

Juxtapose feature of District Metrics provides users to juxtapose their internal data on map on top of District Metrics data. This can be done by accessing 'Download' in the menu of District Metrics.

Figure 35. Juxtapose – Map internal data against DM estimates



Based on desired level of visualisation of internal data on top of District Metrics data, appropriate file needs to be downloaded (as a spreadsheet). This spreadsheet will list the district/town/ward codes as read by District Metrics' juxtapose feature.

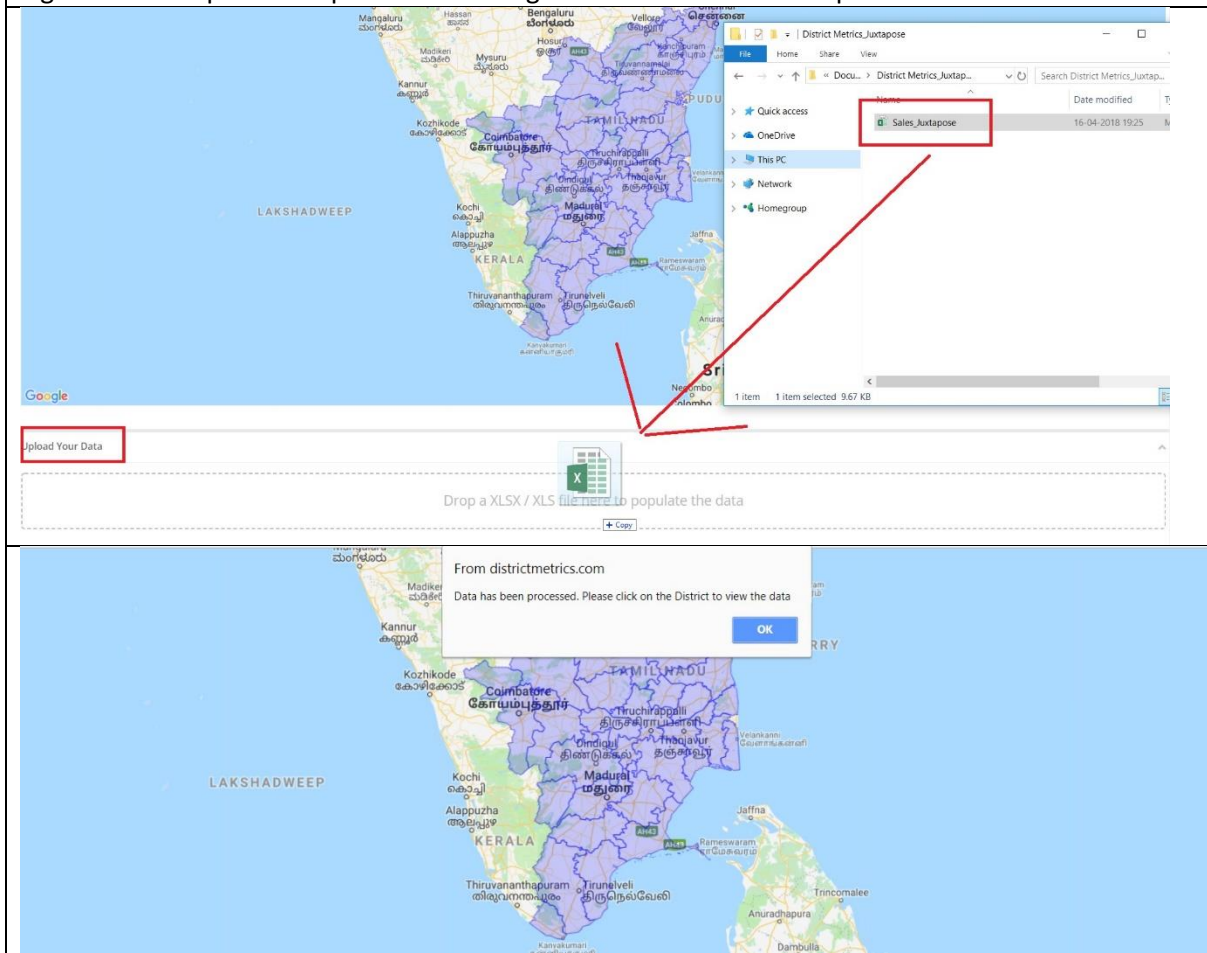
Internal data needs to be mapped to respective codes to be populated on map.

Figure 36. Juxtapose – Map internal data against DM estimates – Step 1

The screenshot shows a Microsoft Excel spreadsheet titled 'report_district_detail'. The spreadsheet has two columns: 'DistrictCode' and 'DistrictName'. The data is as follows:

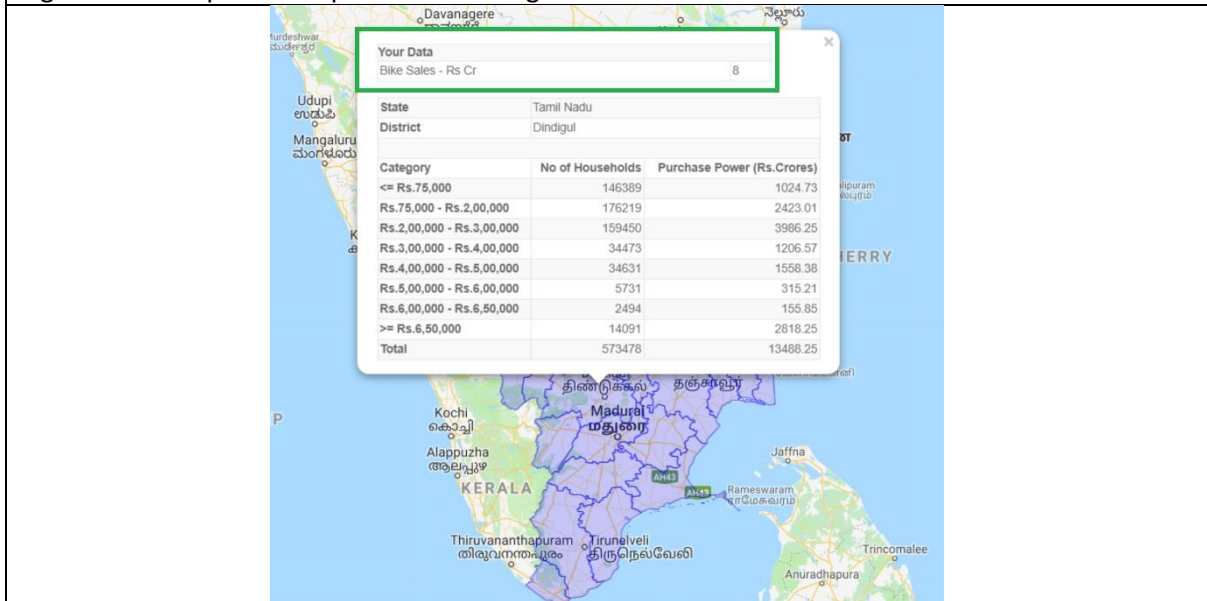
DistrictCode	DistrictName
532	Adilabad
146	Agra
522	Ahmadnagar
474	Ahmedabad
283	Aizawl
119	Ajmer
501	Akola
598	Alappuzha
143	Aligarh
465	Alirajpur
175	Allahabad
64	Almora
104	Alwar
70	Ambala
178	Ambedkar Nagar
503	Amravati
480	Amreli
49	Amritsar
482	Anand
553	Anantapur
14	Anantnag
384	Angul

Figure 37. Juxtapose – Map internal data against DM estimates – Step 2



After drag-and-drop of desired worksheet with internal data, a message will show alerting 'data has been processed' and internal data has been mapped to respective geography.

Figure 38. Juxtapose – Map internal data against DM estimates – Result



Purchasing Power – Time Series

The user interface for Time Series is similar to growth rate . However, query result would show absolute data for all those periods between start and end time period.

Figure 39. Purchasing Power – Time Series – Query User Interface

Query

Month - Year Mar-2011 Mar-2017

State

☐ All States
 ☐ Andaman & Nicobar Islands
 ☐ Andhra Pradesh
 ☐ Arunachal Pradesh
 ☐ Assam

☐ Bihar
 ☐ Chandigarh
 ☐ Chhattisgarh
 ☐ Dadra & Nagar Haveli

☐ Daman & Diu
 ☐ Goa
 ☐ Gujarat
 ☐ Haryana

☐ Himachal Pradesh
 ☐ Jammu & Kashmir
 ☐ Jharkhand
 ☐ Karnataka

☒ Kerala
 ☐ Lakshadweep
 ☐ Madhya Pradesh
 ☐ Maharashtra

☐ Manipur
 ☐ Meghalaya
 ☐ Mizoram
 ☐ Nagaland

☐ NCT Of Delhi
 ☐ Odisha
 ☐ Puducherry
 ☐ Punjab

☐ Rajasthan
 ☐ Sikkim
 ☒ Tamil Nadu
 ☐ Telangana

☐ Tripura
 ☐ Uttar Pradesh
 ☐ Uttarakhand
 ☐ West Bengal

Type Household

Rural / Urban Total

Category Rs.3,00,000 - Rs.4,00,000

Condition >=

Values 498 Min: 498 Max: 2,29,727

[Search](#) [Clear Input](#)

Search Result

[Get as Excel](#)

State	District	No of HHs Mar-2011	No of HHs Mar-2012	No of HHs Mar-2013	No of HHs Mar-2014	No of HHs Mar-2015	No of HHs Mar-2016
Kerala	Alappuzha	12,393	25,489	48,681	62,625	80,960	84,711
Kerala	Idukki	498	4,479	8,934	9,055	7,830	7,227
Kerala	Kasaragod	6,804	7,950	16,892	21,742	29,367	32,258
Kerala	Kottayam	11,208	22,661	34,996	39,405	39,062	43,281
Kerala	Malappuram	11,402	7,241	54,370	70,335	96,623	1,12,751
Kerala	Pathanamthitta	6,378	7,294	14,637	14,408	10,458	10,081
Kerala	Thrissur	20,379	8,003	80,666	1,07,077	1,45,305	1,56,541
Kerala	Ernakulam	21,409	58,130	1,11,235	1,29,907	1,52,046	1,57,451
Kerala	Kannur	15,218	19,885	50,884	67,655	92,940	96,841
Kerala	Kollam	14,311	11,375	53,121	67,647	84,830	91,541
Kerala	Kozhikode	16,573	21,938	64,711	87,829	1,20,942	1,25,821
Kerala	Palakkad	11,651	23,836	36,775	42,440	50,719	53,151
Kerala	Thiruvananthapuram	19,238	52,055	93,693	1,08,455	1,23,979	1,29,451

Result can be exported to spreadsheet for further by selecting 'Get as Excel' option.

Index of Economic Activity (IEA)

Query module of Index of Economic Activity consists selection of period, state(s) and required economic activity parameter.

Figure 40. Index of Economic Activity – Query Interface

The screenshot displays the 'Index of Economic Activity' query interface. It features a 'Month & Year' dropdown set to 'Apr-2011'. Below this is a 'State' selection area with a grid of checkboxes for all Indian states and union territories. To the right of the state grid is a 'Category' dropdown menu. Below the category dropdown are three rows for specifying conditions, each with a 'Condition' dropdown, a 'Value' input field, and a 'Range' dropdown. A 'No Of IEA' field is located to the left of the first condition row. At the bottom of the interface are 'Search' and 'Clear Input' buttons. A dropdown menu for 'Select Category' is shown, listing various economic activities such as Agriculture, 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, and Composite.


To view significant districts pertaining to a specific economic activity, desired economic activity has to be chosen from the dropdown and required conditions need to be input by user. To add more economic activities,  button in the query module needs to be chosen.

Figure 41. Display of Additional Data – Index of Economic Activity

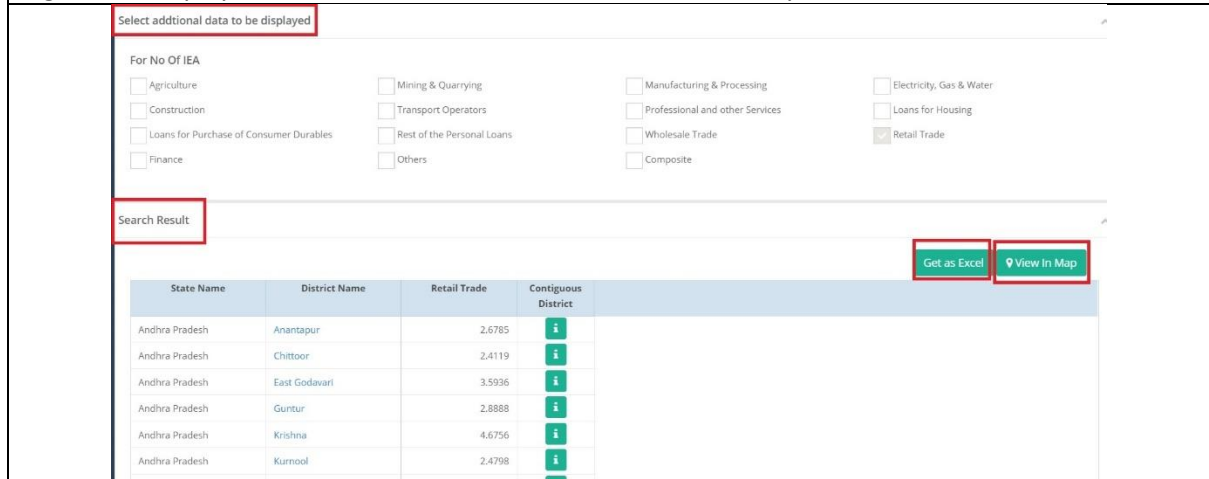


Figure 42. Index of Economic Activity – Map-view

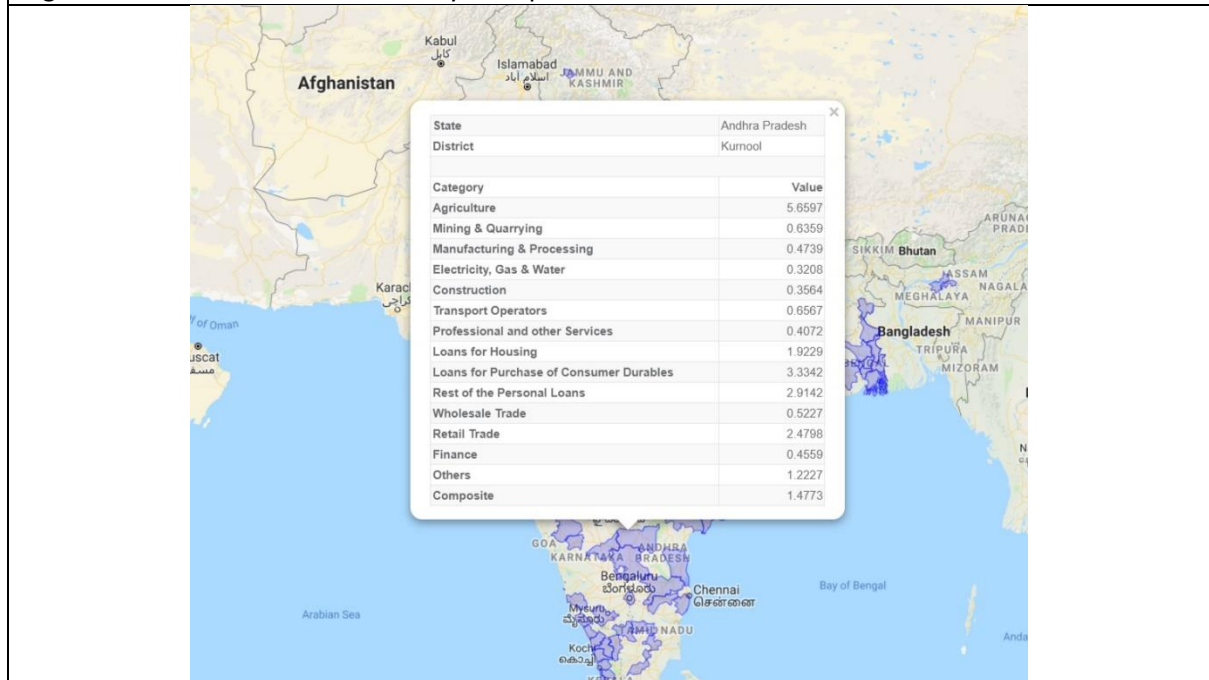


Figure 43. Advanced Query – User Interface

The screenshot shows the 'Advanced Query' interface. On the left is a sidebar with navigation links: Home, Dashboard, Census, Purchasing Power, Index of Economic Activity, **Advanced Query** (highlighted), Knowledge, Download, Feedback, and Logout. The main content area has a header 'DistrictMetrics' and a 'Welcome Administrator' message. Below the header, there's a 'Query' section with a 'District' radio button selected (highlighted) and a 'Town' radio button. A 'State' dropdown menu is also highlighted. Below these, there are four columns of checkboxes for selecting states:

- Column 1: All States, Andaman & Nicobar Islands, Bihar, Daman & Diu, Haryana, Karnataka, Maharashtra, Nagaland, Rajasthan, Tripura
- Column 2: Andhra Pradesh, Chandigarh, Delhi, Himachal Pradesh, Kerala, Manipur, Odisha, Sikkim, Uttarakhand
- Column 3: Arunachal Pradesh, Chhattisgarh, Goa, Jammu & Kashmir, Lakshadweep, Meghalaya, Puducherry, Tamil Nadu, Uttar Pradesh
- Column 4: Assam, Dadra & Nagar Haveli, Gujarat, Jharkhand, Madhya Pradesh, Mizoram, Punjab, Telangana, West Bengal

In Advanced Query user interface, the level of data-view has to be selected – either district or town level. Upon selection of same, desired state(s) need to be selected.

Advanced Query is a combination query – that is, it helps user to drill-down district or town which meet user-input conditions in Census, Purchasing Power and Index of Economic Activity.

The following are three-fold query screen in Advanced Query.

Figure 44. Advanced Query -User Interface – Census, Purchasing Power and Index of Economic Activity

The screenshot shows the 'Advanced Query' interface with three tabs: 'Census' (highlighted), 'Purchase Power', and 'IEA'. The 'Census' tab is active, showing a table of search conditions. The table has columns: Rural / Urban, Gender, Condition, Value, and Range. The conditions listed are:

- Total Population Age (0-6)
- Total Population
- Literates
- Literacy Rate (%)
- Child Gender Ratio
- Gender Ratio
- Family Size
- Urbanization Rate(%)

 Each condition has a 'Rural / Urban' dropdown, a 'Gender' dropdown, a 'Condition' dropdown, a 'Value' input field, and a 'Range' field. Below the table are 'Search' and 'Clear Input' buttons. The 'Purchase Power' tab is also visible, showing a similar table with conditions: 'No Of Households', 'Purchasing Power', and 'Per Household Purchasing Power'. The 'Purchasing Power' condition has an additional 'Crores' / 'Millions' radio button.

Category

Condition

Value

Range

No Of IEA

Select Category

>=

Search

Clear Input

Sample Result for Advanced Query

Figure 45. Sample Result for Advanced Query

Search Result

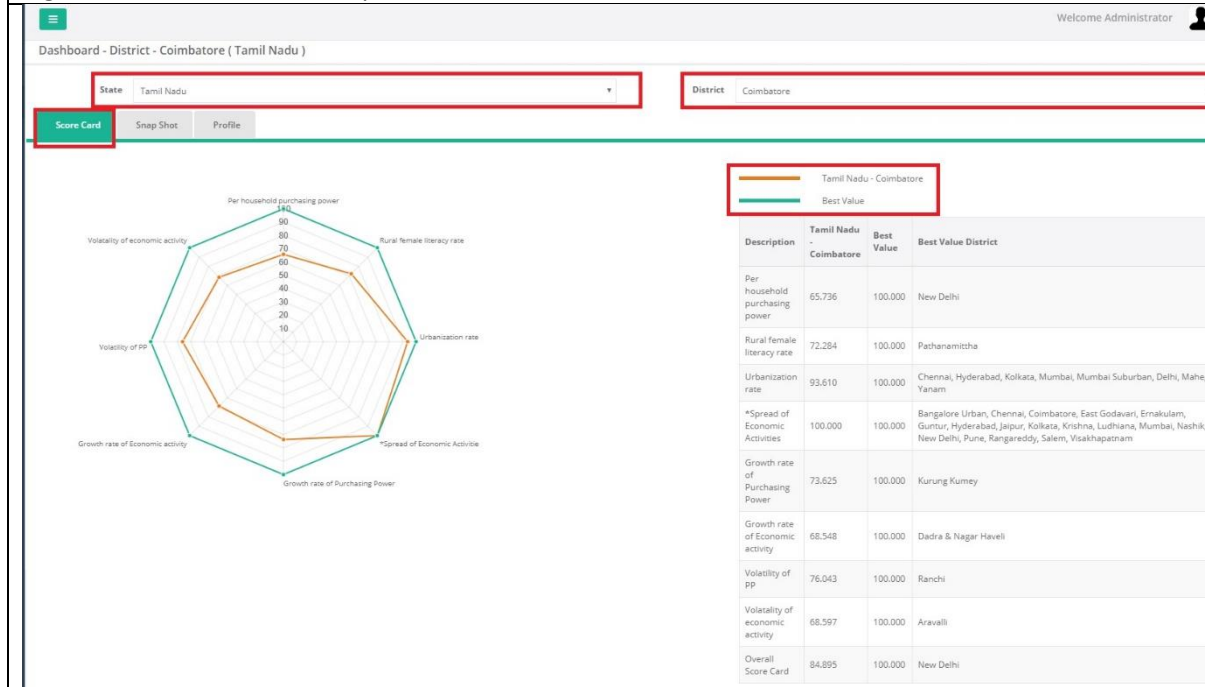
Get as Excel

State Name	District Name	Census		IEA	Contiguous District	
		Total Population	Literacy Rate (%)	Retail Trade		
Andhra Pradesh	Anantapur	20,16,653	56.63	1,6880	i	
Andhra Pradesh	Chittoor	20,83,860	63.92	2,3679	i	
Andhra Pradesh	East Godavari	25,84,608	63.80	3,6667	i	
Andhra Pradesh	Guntur	24,47,292	60.57	4,2676	i	
Andhra Pradesh	Krishna	22,50,023	66.63	5,6412	i	
Andhra Pradesh	Kurnool	20,14,236	52.48	2,1845	i	
Andhra Pradesh	Prakasam	16,82,684	56.05	1,7723	i	
Andhra Pradesh	Srikakulam	13,61,376	55.32	0,7064	i	

Advanced Query enables user to drilldown district/town that meet criterion in all the datasets that are provided in District Metrics.

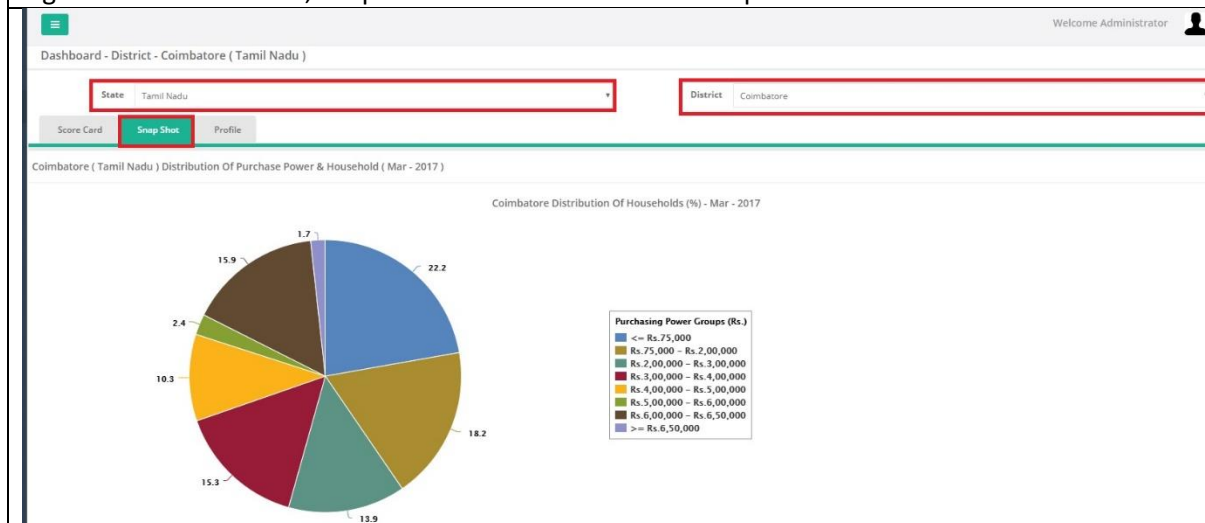
In addition, the resultant data can be exported to spreadsheet.

Figure 46. District Score, Snap Shot and Profile – Menu – Score Card



From figure 46, Coimbatore's score card can be seen. The spider graph is interactive – values of parameters will be displayed through mouse-over.

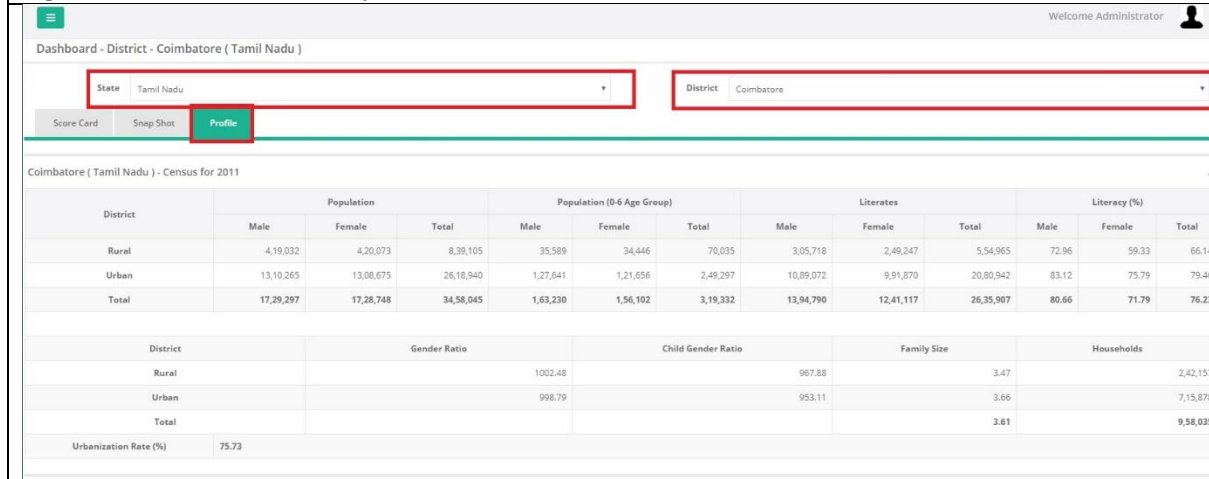
Figure 47. District Score, Snap Shot and Profile – Menu – Snap Shot



In the Snap Shot section of District Dashboard, the user can obtain datapoints on household distribution in each income bin and their purchasing power. Alongside, essential metrics from Census 2011 are shown graphically.

In the Profile section of the District Dashboard, the user can obtain a comprehensive range of datapoints on the selected district – these include from Census 2011, Purchasing Power and Economic Activity.

Figure 48. District Score, Snap Shot and Profile – Menu – Profile



Dashboard – Town

Apart from the District-level dashboard, DM users can access Town Dashboard to understand a town's profile – its purchasing power and demographic data.

(Note: Data Available for select towns of India)

Figure 49. Town Dashboard – Snap Shot, Profile – Menu



The user can choose to view town data at a snap shot-level or to know in-depth information, the user can view the selected town's profile.

Figure 50. Town Dashboard – Snap Shot, Profile – Snap Shot

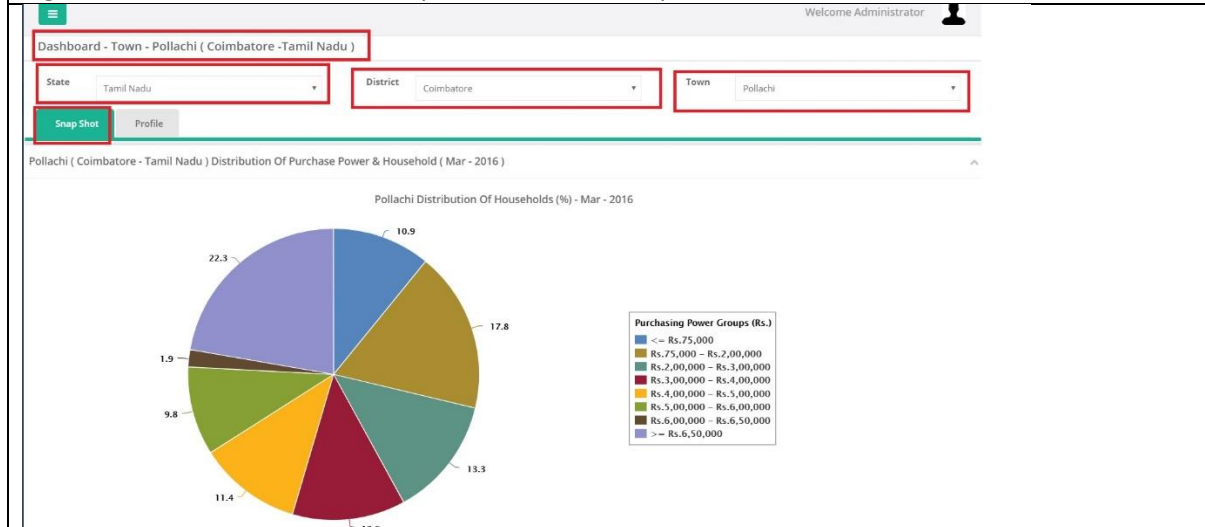
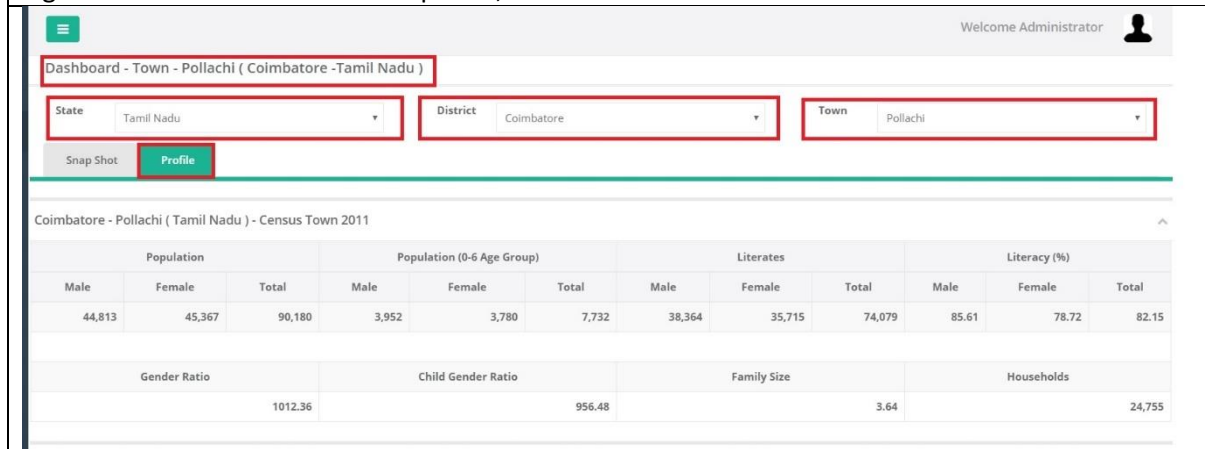
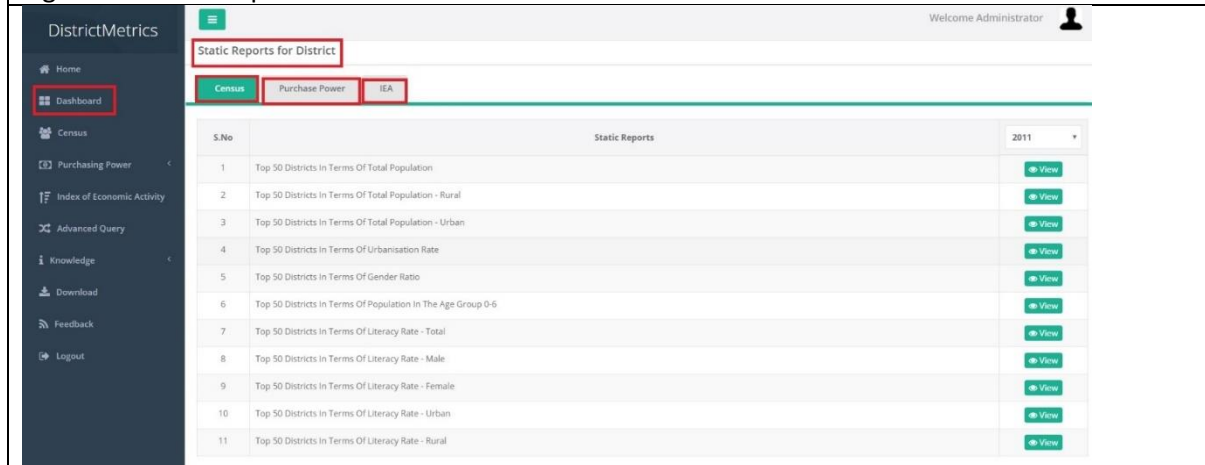


Figure 51. Town Dashboard – Snap Shot, Profile – Profile



Apart from District and Town Dashboards, District Metrics provides users with the option to view pre-defined queries in the form of reports – Top and Bottom districts and towns for a set of parameters, as per Census, Index of Economic Activity and Purchasing Power.

Figure 52. Static Report for District – Menu



In the Static Report for District, top districts as per various parameters are available. As per Census 2011, a set of pre-defined reports are available on both as tabular and map-view; in addition there is option to export to excel.

To view the data for select parameter, the user has to select desired period (Year in this case) and click on 'View' button next to the desired report.

Figure 53. Static Report for District - How to View Static Report – Census

Static Reports for District

Census Purchase Power IEA

S.No	Static Reports	2011
1	Top 50 Districts In Terms Of Total Population	View
2	Top 50 Districts In Terms Of Total Population - Rural	View
3	Top 50 Districts In Terms Of Total Population - Urban	View

Welcome Administrator

Static Reports for District

District - Total Population

Go Back Map Export Excel

S.No	State Name	District Name	Total Population
1	Maharashtra	Thane	1,10,60,148
2	West Bengal	North 24 Parganas	1,00,09,781
3	Karnataka	Bangalore Urban	96,21,551
4	Maharashtra	Pune	94,29,408

Figure 54. Static Report for District - How to View Static Report – Purchasing Power

Static Reports for District

Census Purchase Power IEA

S.No	Static Reports	Mar-2017
1	Top 50 Districts In Terms Of Total Purchasing Power	View
2	Top 50 Districts In Terms Of Total Purchasing Power For Rural	View
3	Top 50 Districts In Terms Of Total Purchasing Power For Urban	View
4	Top 50 Districts In Terms Of Total Number Of Households In Income Group Above 5 Lakhs	View
5	Top 50 Districts In Terms Of Number Of URBAN Households In Income Group Above 5 Lakhs	View

Welcome Administrator

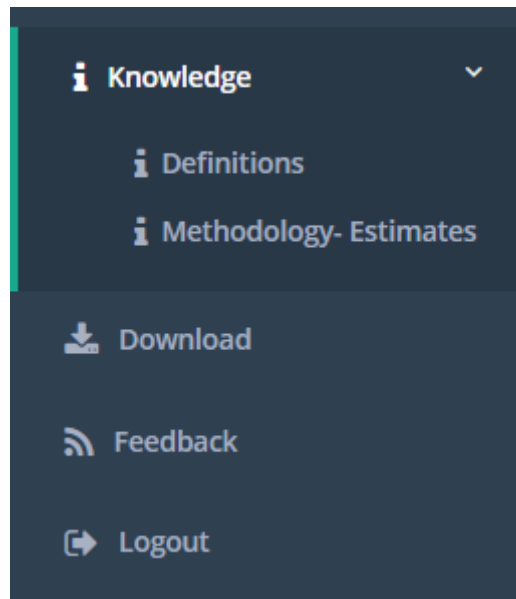
Static Reports for District

Mar-2017

Mar-2017
Mar-2016
Mar-2015
Mar-2014
Mar-2013
Mar-2012
Mar-2011

To view report from desired period, dropdown listing period(s) should be selected.

Other Features of District Metrics



‘Knowledge’ section provides the user with definitions of various terms used in District Metrics; Methodology-Estimates provide an overview of estimation of purchasing power and district scorecard.

‘Download’ option provides user to download district/town/ward codes that can be mapped to user’s proprietary/internal data which can be dragged-and-dropped onto District Metric’s map-view to juxtapose internal data over District Metrics data.

Users share can their feedback on product, queries on data through ‘Feedback’ option provided.
