

URL

<https://districtmetrics.com/>**Quick facts**

 Company:	DistrictMetrics
 Sector:	Population & Society
 Product / service:	Company
 Type of data:	Government and geospatial data
 Origin:	India

**Description**

DistrictMetrics is a product from Akara Research & Technologies Pvt Ltd. that combines census and economic data from the Indian government. By providing and combining scientific analytics with maps, DistrictMetrics gives users an overview of demographics and economic indicators, such as the purchasing power or economic activity in various districts.

**Benefits**

- DistrictMetrics enables marketers to identify and locate market geographies and households that are of interest.
- Users can juxtapose these data with other data, allowing them to make decisions on location, market segmentation or post-sales interaction.



# DistrictMetrics

**How open data is used**

For economic data, DistrictMetrics relies on the Reserve Bank of India and the Ministry of Statistics. For demographic data, they collect data from the Census of India.

