

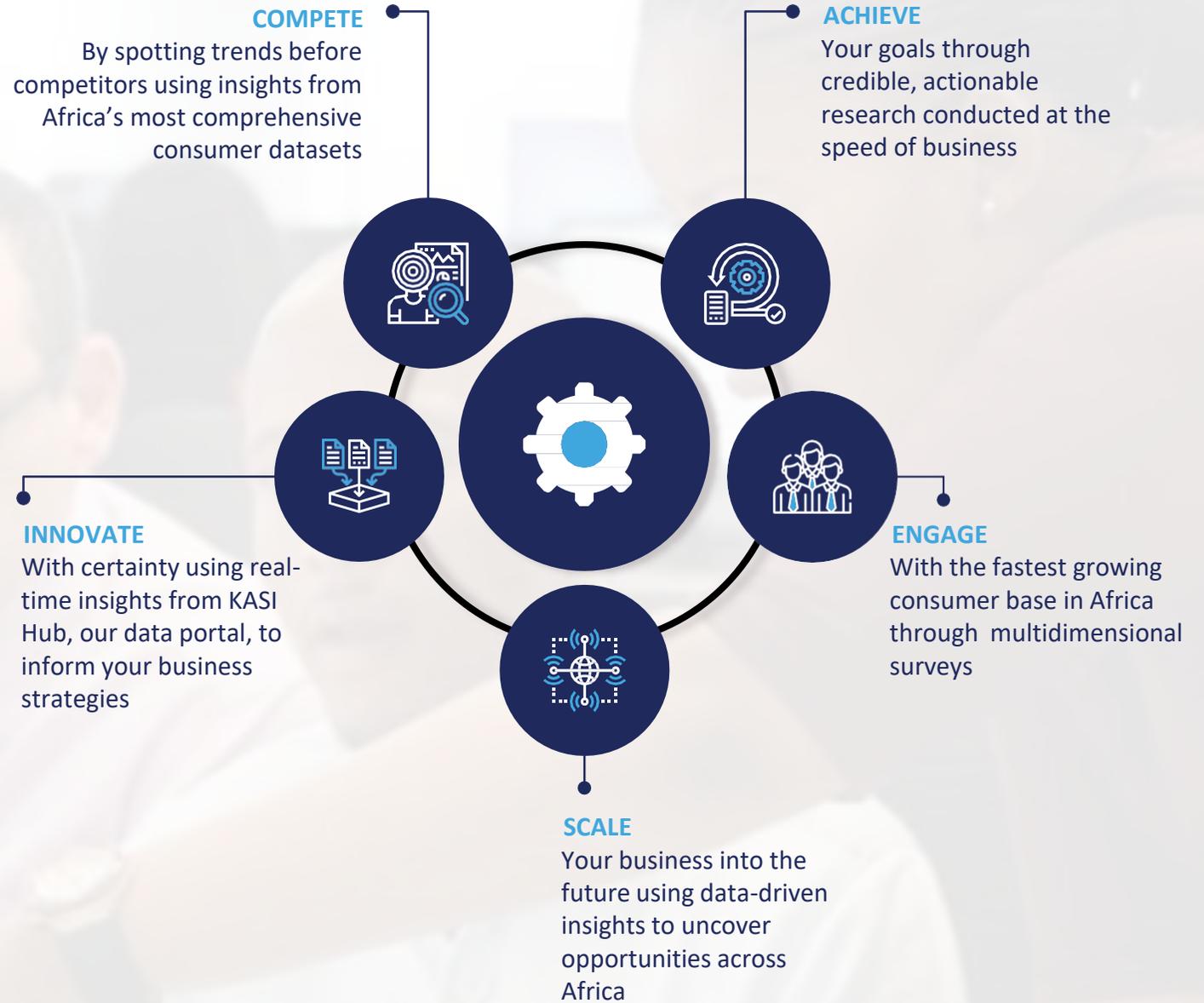


# KASI Insight Research Solutions

African Insights at the Click of a Button

# The KASI Framework

*You know your Business.  
We understand Africans.*



# Our Research Solutions



Our approach goes beyond traditional market research providing you tools to identify early signs of market shifts and opportunities.



## CONSUMER INTELLIGENCE

Leverage innovative research solutions designed to meet Africa's unique challenges



## ECONOMIC INTELLIGENCE

Access the most credible and predictive economic indicators in Africa



## RETAIL INTELLIGENCE

Comprehensive retail & shopper insights informed by consumer behavior changes and trends



## BRAND INTELLIGENCE

Innovative brand tracking solution to strengthen brand performance and support brand growth

# Africa's first data intelligence platform

Consumer data at scale for agile businesses

250+

Weekly surveys since 2016

100+

Consumer datasets

20+

Million data points

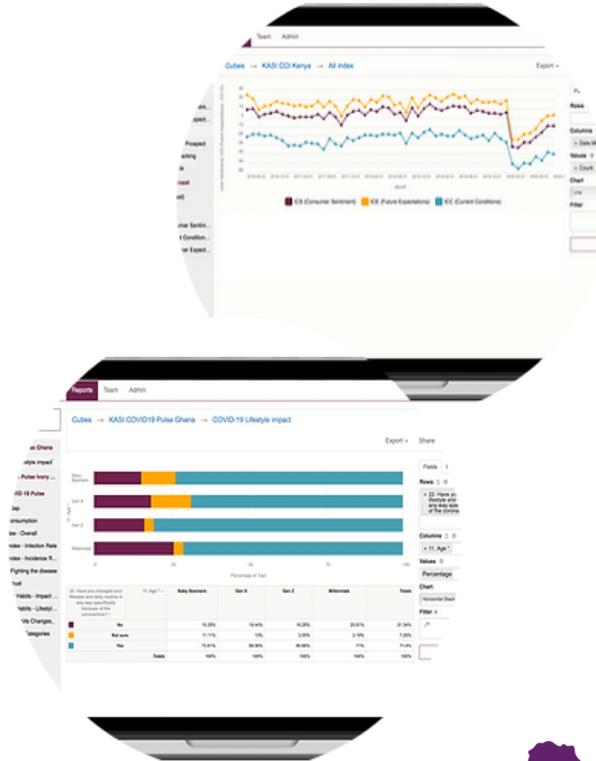
7+

Largest markets in Africa

## EXPLORE Kasi's consumer-led platform

KASI Hub allows brands and organizations to get insights at the click of a button. The platform is a collection of datasets built from weekly surveys of thousands of consumers in the largest markets in Africa. The tool comes with data exploration and visualization capabilities that allow you to chart, graph and unlock insights instantly.

You can access the platform online and anytime. Best your entire company can leverage the power of this tool.



BOOK DEMO



# Our Offerings

An exclusive collection of datasets with data visualization capability



	ECONOMIC INTELLIGENCE	CONSUMER INTELLIGENCE	RETAIL INTELLIGENCE	
Datasets	Consumer Confidence Index	COVID-19 Pulse Tracker	Categories Momentum/Demand	Holiday Shopping Tracker
Description	Track consumer sentiment in Africa (Current conditions, Expectations, Job prospects, Purchase Intent)	Holistic view of COVID-19's impact on African consumers (Health, Socio-Economic, Shopper behavior, Media & Messaging, etc.)	Track purchase momentum for retail categories including: Food, Beverage, Alcoholic Beverages, Personal Care, Home Care, Financial Products	Explore consumer needs and shifts in shopping habits and trends around Christmas
Data type	Index	Survey-based, 40+ questions	Index	Survey-based, 20+ questions
Frequency	Monthly	Monthly	Monthly	Annually
Inception	June 2016	February 2020	April 2020	2017
Example of Sample Questions	<ul style="list-style-type: none"> <li>How do you expect your household income to change over the next 6 months?</li> </ul>	<ul style="list-style-type: none"> <li>In what ways has your lifestyle changed because of COVID?</li> <li>What type of message do you prefer brands to communicate to you during this pandemic?</li> </ul>	<ul style="list-style-type: none"> <li>Compared to before the pandemic started, which of the following categories are you purchasing more of, purchasing the same or purchasing less of?</li> </ul>	<ul style="list-style-type: none"> <li>How much are you looking to spend on gifts this Christmas?</li> <li>What items will you be purchasing as gifts for each family member?</li> <li>When will you be conducting your holiday shopping?</li> </ul>

**SURVEY DETAILS:**

- **COVERAGE** - Solutions available across 8 markets: Cameroon, Ethiopia, Ghana, Ivory Coast, Kenya, Nigeria, South Africa, Tanzania
- **DEMOGRAPHICS** - All datasets include key demographics, such as Age, Gender, Occupation, Marital Status and Income
- **SAMPLE** - Each monthly data set has an Average Sample Size of 500 respondents per country

# Our team

Africa insights at a click of a button



**Yannick Lefang**  
Founder & CEO



**Patience Muyambo**  
Research Director



**Martin Onzere**  
Operations Director



**Bertrand Tchuenkam**  
BI/Cloud Director



**Joy Muindi**  
Data Supply &  
Quality Control Lead



**Davies Nyachienga**  
Economic Intelligence



# Our Packages



Simple and affordable subscriptions to get access to actionable insights anywhere, anytime

Our data is trusted by the two largest financial data companies in the world  
Bloomberg & Refinitiv

	LITE	PRO	VIP
<b>ECONOMIC INTELLIGENCE</b>			
Consumer Confidence Index	●	●	●
<b>CONSUMER INTELLIGENCE</b>			
COVID-19 Pulse Tracker		●	●
<b>RETAIL INTELLIGENCE</b>			
Holiday Shopping		●	●
Category Momentum/Demand		●	●
<b>BRAND INTELLIGENCE</b>			
Brand tracking, Concept testing			●
<b>ADDITIONAL FEATURES</b>			
Whitepapers	●	●	●
Webinars		●	●
Daily insights		●	●
Monthly brief		●	●
Custom research/insights			●
Expert advice & support			●
<b>ANNUAL SUBSCRIPTION</b>	<b>Contact our Sales team</b>	<b>Contact our Sales team</b>	<b>Contact our Sales team</b>

- *\*Introductory 2-day Access Pass to explore the various datasets and visualization options KASI Hub has to offer*
- *This is a once-off offer only available to the first 500 subscribers to the Hub in November 2020*

# Our clients and partners

Africa insights at a click of a button



ISI Emerging Markets Group



MARRAKECH COP22 | CMP12  
UN CLIMATE CHANGE CONFERENCE 2016



appsfrica



Business for Africa  
and the World

SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

Memberships:



GreenBook  
DIRECTORY



# About KASI

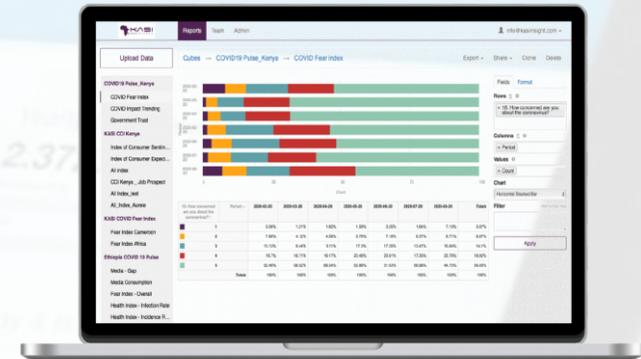
We speak to thousands of African consumers each month and turn survey-based data into actionable insights.

Our data driven approach empowers businesses with first-hand feedback from their most valuable asset, their future customers.

Through our self-service platform, KASI Hub, our clients:

- leverage consumer insights at scale,
- identify early signs of market shifts, and
- unlock market creating opportunities for their businesses

*Passion to drive sustainable business growth in Africa*



**For A Free One On One Demo  
Contact Us:**

[info@kasiinsight.com](mailto:info@kasiinsight.com)  
[www.kasiinsight.com](http://www.kasiinsight.com)