

RETAIL INTELLIGENCE

Investment, sales & retail category professionals use our retail intelligence datasets on a monthly basis to make strategic & tactical decisions.

Kasi Retail Intelligence Solution includes datasets such as the monthly category momentum and demand trackers as well as our annual holiday shopping trackers available in over 7 countries in Africa.

The proprietary datasets from thousands of monthly tracking surveys conducted since 2016 are available at a click of a button via our cloud-based, self-service platform for ad-hoc data analytics, operational & embedded reporting with live tables & charts.

What is the Kasi Retail Intelligence Solution?

- First pan African monthly retail intelligence platform providing data on consumer demand for the biggest retail categories.
- Largest coverage in Africa: Access monthly data from 8 countries: South Africa, Nigeria, Cameroon, Ivory Coast, Kenya, Ghana, Tanzania and Ethiopia.
- A collection of relevant datasets: The solution includes data and insights from consumer surveys ran monthly such as the category demand index, category momentum index and holiday shopping tracker.
- Monthly reporting and data delivery: Data is available every 15th of the month via Kasi hub data portal.
- **Retail Momentum/Demand Index:** With this dataset, track shifts in consumer current and future demand for your products. Categories include Food, Beverage, Alcoholic Beverages, Personal Care, Financial Products and Home Care.
- **Holiday Shopping Tracker:** Everything you need to know about consumer plans for the holiday season. When they plan to shop, online vs offline shopping, spending levels, and much more.

What are the benefits?

For Category & Sales Professionals:

- Manage your category to maximize profitability.
- Get much needed knowledge of the consumer demand to develop, implement and manage your category strategy.
- Research and analyze data and market insights, search for insights into consumer needs and wants.
- Calculate forecasts for product demand trends, manage and track budget.
- Innovate by introducing or expanding your categories based on consumer data.

For Finance & Investment Professionals:

- Design investment thesis for specific industry using demand and momentum data to proxy sector performance such as Food, Beverage, Personal care, Home care, etc.
- Forecast companies performance by using category momentum data.

For Insights & Strategy Professionals:

- Develop an understanding of the changing retail landscape post COVID-19.
- Develop framework and methodologies for forecasting product demand and consumer unmet needs.

Industries using retail category data

Fast Moving Consumer Good (FMCG):

- The retail intelligence tracker informs those in the industry specifically about where demand is concentrated in the market. Changes in economic climates changes focus of expenditure and thus, tracking consumer demand will allow for better forecasting for supply chains.
- Additionally, the Holidays shopping tracker will be extremely valuable to inform stakeholders in the industry of consumption trends surrounding the holiday season. This includes shopping preferences and whether it is online or in person, what are consumers purchasing as gifts, when is peak shopping season etc.

Retail Banks and Insurers:

- Retail data informs banks and insurers of consumption patterns, providing insight on the demand for financial products as well. As specific financial products are being tracked, the tracker provides insight that helps banks with setting borrowing rates.
- Additionally, holiday shopping trackers will allow banks to identify potential demographic segments to target loan advertisements especially around the holidays.

Media/Ad Agencies:

Understanding how consumers engage products, the customer journey, pain points, and trends—this knowledge is truly indispensable to any marketing campaign.

Kasi Insight is Africa's leading provider of data, measures, and insights to understand the average African behavior. Every month, we listen to Africans and turn survey-based data into actionable insights.

Through our self-service platform, our clients leverage consumer insights at scale, identify early signs of market shifts and unlock market-creating opportunities for their business.

Kasi Insight partners with emerging brands across FMCG, Financial data, Retail, Media, Banking & Insurance sectors.

Clients include Bloomberg, Refinitiv, BitPesa, Tilisi, Unilever, CIB, Mixa and Kimberly Clark amongst others.

- Weekly surveys
- Over 20 million data points
- 10+ African countries



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