

# Data analytics

Solutions that help you reach the low- and middle-income segments







## The challenge

Organizations that work for the low- and middle-income segments rarely utilize the potential of data analytics. They have limited knowledge of the right data and the right analytics for the Lower and Middle Income (LMI) segment.







## The opportunity

Data analytics includes Big Data, Artificial Intelligence, and Machine Learning. It is fast becoming a key competitive resource for organizations. Data analytics tools can help businesses sharpen up their strategy.

## We offer

-  Strong analytics expertise and capabilities in multiple analytics software packages
-  Big Data analytics, AI and ML solutions for the mass market using alternate data
-  20 years of customer-centric design (MI4ID) experience to complement analytics work
-  A deep understanding of the LMI context in different geographies

## Our services

-  Customer analytics
-  Operational research
-  Credit-scoring
-  Data visualization
-  Data foundation and strategy
-  Advanced analytics

Our team members are experts in conducting advance analytics work in various sectors, including **financial services, health, education, livelihoods, and WASH.**

## Clients and partners



and many more...

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## Our impact



Our detailed analysis of digital credit in Kenya drove regulatory and policy change through data analytics. We worked on a dataset of over 9 million borrowers from a credit reference bureau's database.



We conducted segmentation and stratified analysis to identify customer segment personas for over 10 government programs, donors, and service providers.



We executed quantitative modelling exercises and econometrics to develop a robust credit-scoring tool for micro-enterprises, informing a USD 10 million portfolio for one client