

KASI RAPID INSIGHTS

# Your business question. Our data. Answers in days.

Decision-ready intelligence without waiting for a new research study.

Your CEO needs evidence for an upcoming meeting. Your sales are changing, but the reasons aren't clear. Your management team is debating where to invest next.

You need more than information. You need credible external evidence, relevant analysis and a clear understanding of what it means for your business.

**Kasi Rapid Insights turns existing proprietary African consumer data into tailored answers to your business questions.**

No lengthy research commissioning process. No unnecessary data collection. Just focused, analyst-led intelligence built around the decision you need to make.

**Snapshot**

*Confidence to communicate.*

**Deep Dive**

*Clarity to understand.*

**Decision Analysis**

*Evidence to prioritize.*

Three packages. Three business situations. One intelligence advantage.

# Which situation sounds familiar?

## ***“I need credible evidence for an important meeting.”***

Your presentation is almost ready, but you're missing the external market perspective that will make your argument credible.

Your internal data tells you how your business is performing. You need to know what's happening among consumers and in the wider market.

CHOOSE

### **SNAPSHOT**

*Confidence to communicate.*

## ***“Something is changing, but we don't understand why.”***

Sales are slowing. Consumer behaviour is shifting. Marketing, sales and finance have different explanations.

You need to understand the patterns, examine the evidence and separate plausible explanations from assumptions.

CHOOSE

### **DEEP DIVE**

*Clarity to understand.*

## ***“We need to make a strategic choice.”***

Your organization has several opportunities but limited resources.

Which customer segments should you prioritize? Which categories have the strongest potential? Where are the risks?

You need an independent, evidence-based assessment before committing resources.

CHOOSE

### **DECISION ANALYSIS**

*Evidence to prioritize.*

# Your next presentation needs more than internal numbers.

*Confidence to communicate.*

## THE CHALLENGE

Your Head of Strategy or CEO asks for a market perspective ahead of an important management meeting.

You have internal performance figures, but no credible external evidence to support the market narrative. The presentation is due in two days.

**Commissioning a new study isn't an option.**

## HOW KASI HELPS

We identify relevant existing proprietary indicators, extract the appropriate trends and prepare a concise market perspective tailored to your question.

### WHAT YOU RECEIVE

- A focused response to one defined business question
- **Approximately 3–5 presentation-ready charts**
- Relevant consumer or market trends
- Key findings and practical business implications
- Data sources, coverage and methodological caveats
- Concise, executive-ready analytical commentary

### A TYPICAL BUSINESS QUESTION

***“Are Kenyan consumers becoming more confident about their finances, and what does that suggest about household spending?”***

### WHAT CHANGES FOR YOU?

**You enter the meeting with credible external evidence and a clearer, more defensible narrative.**

**Typical applications:** Executive presentations, quarterly business reviews, board updates, investor briefings, client pitches and urgent market questions.

From  
**\$1,500**

Typically  
**1–2 business days**

**SNAPSHOT** — *Confidence to communicate.*

# The numbers tell you what's changing. Understand what's behind them.

*Clarity to understand.*

## THE CHALLENGE

Your business is experiencing a change in demand, customer behaviour or market performance.

Marketing believes affordability is the problem. Sales points to competitors. Finance questions whether recent investments are working.

**Everyone has a hypothesis. Nobody has a shared understanding.**

## HOW KASI HELPS

We bring together relevant existing Kasi datasets to investigate the issue.

Our analysts examine consumer trends, segment differences, purchasing behaviour and potential explanations. We identify what the evidence supports, what remains uncertain and where management should focus attention.

### WHAT YOU RECEIVE

- Integrated analysis across relevant datasets
- **Approximately 8–15 analytical charts**
- Historical trends and consumer segment comparisons
- Assessment of evidence supporting competing explanations
- Key insights, business implications and emerging opportunities
- Analyst discussion to explain the findings

### A TYPICAL BUSINESS QUESTION

***“Why is demand for our food category weakening despite increased promotional activity?”***

### WHAT CHANGES FOR YOU?

**Your management team can move from competing assumptions toward a shared, evidence-based understanding of the problem.**

**Typical applications:** Declining category performance, changing consumer demand, brand challenges, affordability pressures, customer segment differences and market diagnostics.

From  
**\$4,500**

Typically  
**3–5 business days**

**DEEP DIVE — Clarity to understand.**

# Before you commit resources, understand your options.

*Evidence to prioritize.*

## THE CHALLENGE

Your organization must decide where to invest, which consumers to prioritize or which opportunities to pursue.

Different teams advocate different directions. The financial commitment is significant, and **management needs a defensible basis for choosing.**

## A TYPICAL BUSINESS QUESTION

***“Should our bank prioritize mass-market savings, emerging affluent investment products or digital financial services in 2027?”***

## HOW KASI HELPS

We combine relevant proprietary consumer evidence to evaluate market attractiveness, customer needs, segment opportunities, risks and trade-offs.

Our analysts structure the findings around the strategic options your organization is considering.

## WHAT YOU RECEIVE

- Integrated assessment of the strategic question
- **Approximately 15–25 analytical charts**
- Consumer opportunity and segment analysis
- Structured comparison of strategic options
- Risks, assumptions and evidence gaps
- Prioritized recommendations grounded in the available evidence
- Management-ready presentation and analyst briefing

## WHAT CHANGES FOR YOU?

**You can narrow your options, understand the trade-offs and defend your investment priorities with independent consumer evidence.**

**Typical applications:** Growth strategy, segment prioritization, portfolio decisions, market opportunity assessments, geographic expansion and channel investment.

From  
**\$9,000**

Typically  
**5–10 business days**

**DECISION ANALYSIS** — *Evidence to prioritize.*

# From an urgent question to a strategic decision

|                                   | <b>SNAPSHOT</b><br><i>Confidence to communicate.</i> | <b>DEEP DIVE</b><br><i>Clarity to understand.</i> | <b>DECISION ANALYSIS</b><br><i>Evidence to prioritize.</i> |
|-----------------------------------|------------------------------------------------------|---------------------------------------------------|------------------------------------------------------------|
| <b>The pressure you're facing</b> | I need evidence for a meeting                        | We don't understand what's driving change         | We need to choose where to focus                           |
| <b>The question</b>               | <b>What's happening?</b>                             | <b>What's behind the change?</b>                  | <b>What should we do?</b>                                  |
| <b>Primary outcome</b>            | A credible market perspective                        | A clearer understanding of the issue              | Evidence-based strategic priorities                        |
| <b>Analysis</b>                   | Focused trends and comparisons                       | Multi-dimensional analysis and segmentation       | Integrated opportunity and option assessment               |
| <b>Typical charts</b>             | <b>3–5</b>                                           | <b>8–15</b>                                       | <b>15–25</b>                                               |
| <b>Analyst engagement</b>         | Concise written interpretation                       | Findings discussion                               | Management briefing                                        |
| <b>Turnaround</b>                 | 1–2 business days                                    | 3–5 business days                                 | 5–10 business days                                         |
| <b>Starting price</b>             | <b>\$1,500</b>                                       | <b>\$4,500</b>                                    | <b>\$9,000</b>                                             |

Indicative scope and turnaround depend on the availability and suitability of existing data. New primary research is quoted separately.

**Not sure which package fits?**

[Tell us the question — we'll recommend one.](#)

# We collect the evidence before you need it.

Traditional market research typically begins when a client commissions a study. **Kasi takes a different approach.**

We continuously collect and organize proprietary consumer intelligence across African markets, building an evidence base that can be analyzed when business questions arise.

## OUR INTELLIGENCE ADVANTAGE

**20+**
**African markets**

Consumer intelligence spanning major African economies.

**12,000**
**monthly interviews**

A continuing source of primary consumer evidence.

**600+**
**datasets**

Confidence, financial behaviour, purchasing, retail, brands and more.

**100M+**
**data points**

A substantial proprietary evidence base.

**Historical**
**intelligence**

Separates emerging change from longer-term patterns.

## THE DATA BEHIND YOUR ANSWERS

| INTELLIGENCE FAMILY                     | BUSINESS QUESTIONS IT CAN HELP ANSWER                                     |
|-----------------------------------------|---------------------------------------------------------------------------|
| <b>Consumer Confidence</b>              | Are consumers becoming more optimistic or cautious?                       |
| <b>Cost of Living</b>                   | How is household financial pressure changing?                             |
| <b>Financial Freedom</b>                | How are consumers managing savings, borrowing and financial security?     |
| <b>Consumer Basket</b>                  | What are consumers purchasing, and how do patterns differ?                |
| <b>Retail Demand</b>                    | Which product categories show stronger or weaker consumer demand signals? |
| <b>Share of Wallet</b>                  | How are households allocating spending across needs?                      |
| <b>Banking &amp; Brand Intelligence</b> | How do customer perceptions and preferences differ across providers?      |
| <b>Consumer Segmentation</b>            | Which groups present different needs, behaviours and opportunities?       |

Availability, market coverage, measurement frequency and analytical suitability vary by dataset. Kasi confirms the evidence available before accepting an assignment.

# From question to answer in five steps

- 1 Tell us the business question**  
Describe the challenge, decision, country and deadline. You don't need to know which dataset to request.
- 2 We assess the evidence**  
Our analysts identify relevant existing Kasi datasets and confirm whether they can adequately address your question.
- 3 We agree on the scope**  
We recommend Snapshot, Deep Dive or Decision Analysis, with a clear deliverable, price and turnaround.
- 4 We analyze and interpret**  
We examine the evidence, prepare the relevant comparisons and translate findings into business implications.
- 5 You receive decision-ready intelligence**  
Your team receives a tailored analytical output designed for its immediate business need.

## WHAT MAKES THIS DIFFERENT?

### **Not a generic AI answer.**

We use proprietary evidence unavailable to most public AI systems, supported by analyst interpretation.

### **Not a new survey.**

Rapid Insights draws on existing data, allowing faster delivery. When new evidence is required, we recommend Kasi Research.

### **Not a standard report.**

Every assignment is structured around your specific business question.

### **Not just charts.**

We explain what the evidence suggests, why it matters and what it may mean for your business.

# Your next decision deserves better evidence.

Whether you have 48 hours to prepare a presentation, need to understand a performance challenge or are evaluating a major opportunity, start with the business question.

## TELL US THREE THINGS

1

### What do you need to understand or decide?

For example: “Why are consumers switching brands?” or “Which customer segments offer the strongest growth potential?”

2

### Which market or customer group matters?

Tell us the country, sector or consumer segment you’re interested in.

3

### When do you need the answer?

We’ll assess the available evidence and recommend an appropriate package.

**Your business question. Our data.  
Answers in days.**

## ASK KASI

Kasi Insight · [www.kasiinsight.com](http://www.kasiinsight.com)

*Decision Intelligence for Africa.*

Kasi logo (white)

## COMMERCIAL TERMS

All prices are indicative starting prices in USD and exclude applicable taxes. Final pricing, deliverables and turnaround depend on geography, existing data availability, analytical complexity and agreed scope. Rapid Insights does not include new primary data collection. Findings are interpreted within the limits of the available evidence; observed associations do not automatically establish causation, and strategic recommendations do not guarantee commercial outcomes.