

Data safari: Mapping emerging Africa's analytics

IQturf Consulting Services, an analytics-driven solution provider, is rolling out a new data solution for Africa's 'emerging set': Kenya, Tanzania, Ghana and Nigeria.



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What better way to make precise business decisions than through visualised patterns and trends?

In expanding their 'data safari' to East Africa, insights show extractive industries once perceived as an investment destination in yesteryear still offer higher growth potential as a spill-over in the services sectors with local economy growing in consumerism and financial domains.

Going beyond the major towns, IQturf charted customer propensities over Tanzania and Kenya, as well as identifying Uganda and Nigeria as emerging economies.

Retail banking, telecommunication and retail FMCG industries are seen as key players in propelling the domestic economy. IQturf also explored urban clusters in Ghana as well as 3,500 market and lifestyle clusters in Nigeria.

Going mobile

As mobile technology spurs all over Kenya, Tanzania, Ghana and Nigeria, local consumerism is witnessing a rapid boom, which was unheard of 20 years ago.

To be successful in East Africa, understanding local potential pockets and consumer segments will give an edge to domestic firms in collaborating with overseas partners.

As per the African proverb, "The best time to plant a tree is 20 years ago. The second best time is now".

It's time to spread your analytical wings across the region. For more information, visit the [IQturf website](#).

For more, visit: <https://www.bizcommunity.com>