GROUND VIEW ANALYTICS LTD
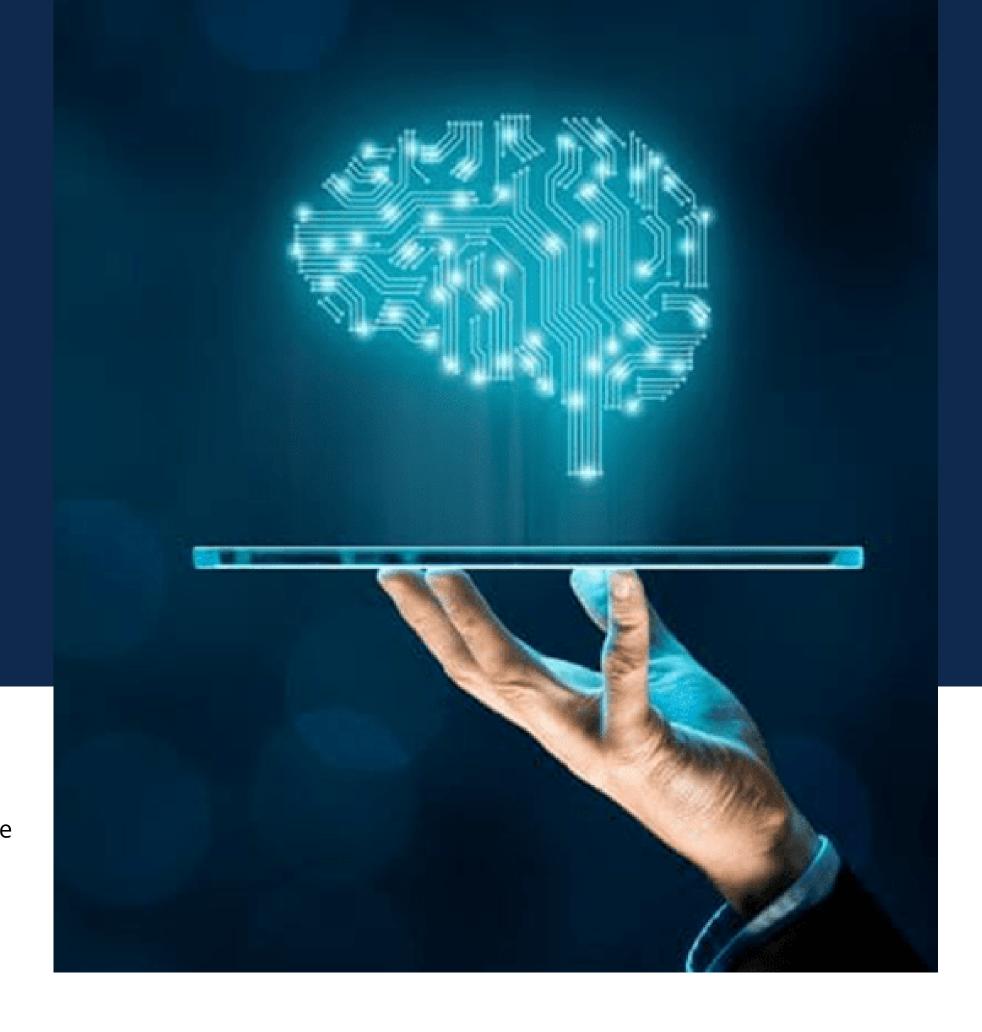
COMPANY PROFILE

GROUND VIEW
ANALYTICS
THE CUSTOMER VIEWPOINT

WHO WE ARE

We are a market research company based in Nairobi, Kenya, providing business-wise relevant industry and consumer insights.

Our core objective is to give our clients a clear perspective of not only the environment of the industry in which they serve, but also what their customers actually think about them or perceive of their products and services

OUR GOALS

01. **ANALYSE THE MARKET**

Research to explore the market & size of the opportunity to determine where your products & services fit.

02 **UNDERSTAND YOUR CUSTOMER**

Getting a clearer perspective of your customer's needs & their experiences while engaging with your business allows you to prioritize the most relevant opportunities and become more competitive.

03 **BUILD FOR THE FUTURE**

Use our insights & recommendations to make more confident strategic decisions in line with your business success goals.

04 **OPTIMIZE YOUR EXPERIENCE**

Refine your product to give your users the best experience and help you increase dominance of the market you're in.

VISION & MISSION

Vision

To be the reliable GO-TO Market Research firm in Kenya and across Africa.

Mission

To be the premier provider of market and industry realities through unbiased collection and analysis of data.

OUR SERVICES

Gain a competitive edge on the market through Real-time, Cross-sectional, & Longitudinal Data and Analytics

MARKET RESEARCH

Understanding user behaviour, needs, and motivations through observation techniques, task analysis, towards your product

USER RESEARCH (UX)

Understand social trends, dynamics and principles that exist between populations

SOCIAL RESEARCH

OUR PROJECTS

MARKET RESEARCH

Our Market Research services include;

1. Retail Audit
2. Brand Distribution Data Insights
3. Consumer/Market Insights & Perception Analysis
4. Customer Satisfaction Survey (CSAT)
5. Net Promoter Score (NPS)
6. Customer Effort Scores (CES)
7. Competitor Analysis/Intelligence
8. Brand Health Tracking (BHT)
9. Mystery shopping
10. Usage & Attitude Survey (U&A)

USER RESEARCH

Our User Research services include;

1. Empathy Mapping
2. Product concept testing
3. Market Testing
4. In-House Usage Test (iHUT)
5. Usability Testing

SOCIAL RESEARCH

Our Social Research services include;

1. Ethnographic research
2. Enumeration Surveys
3. Feasibility studies

OUR STRENGTHS

We pride ourselves in

QUANTITATIVE RESEARCH

Data collected is coded, validated, and analyzed to derive insights which will enable businesses make informed decisions.

PREDICTIVE ANALYTICS

Use of mathematical algorithms, Artificial Intelligence (AI) and machine learning to take a deeper look into the "what" and "why" of a potential future outcome

QUALITATIVE RESEARCH

Use of semi-structured questionnaires to collect categorical data that will encompass the variables under observation in the study.

PRESCRIPTIVE ANALYTICS

Leveraging raw mined up-to-date data, historical figures and statistics to provide the most suitable course of action in future
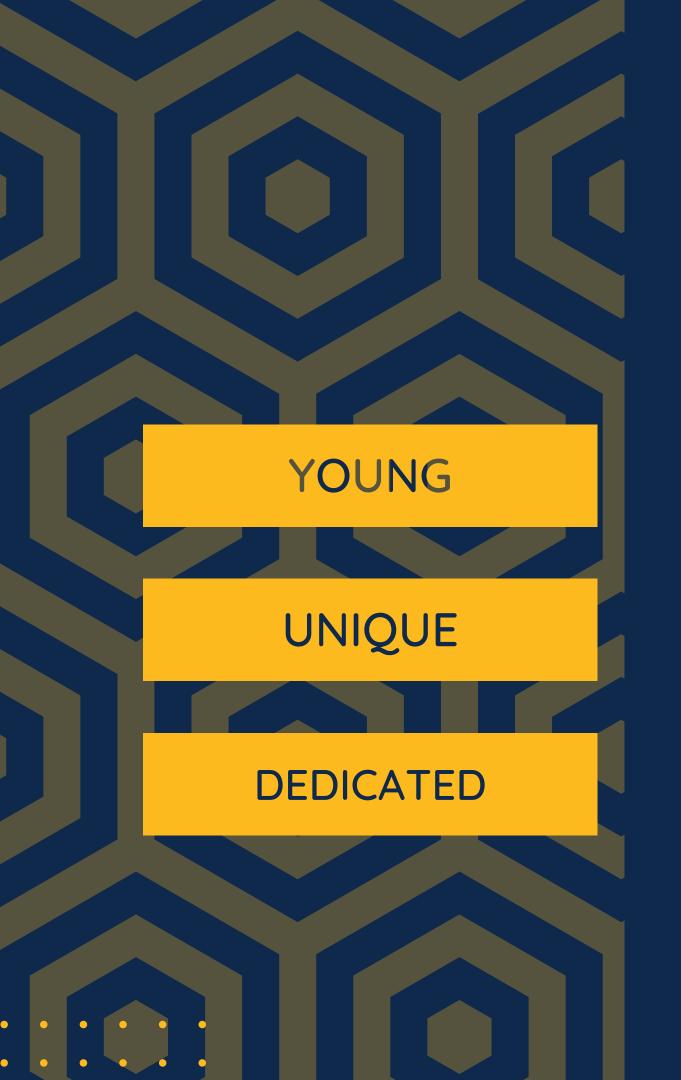
FACTS

YOUNG

UNIQUE

DEDICATED

THOROUGH

RELIABLE

INTEGRITY

What started as a chance meeting has grown into a commercially viable entity that's helping build other businesses. We are grateful for all the people who we've partnered with & seen us through.

GET IN TOUCH

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