



**COMPANY PORTFOLIO**  
**2023**

# **GROUND VIEW**

# **ANALYTICS LTD**

Revolutionizing Market Research: A Cutting-Edge Approach  
to Consumer, Social, and User Insights

- Consumer Insights
- Retail Measurement Science
- Product Concept Testing
- Data Analytics



*This case study documentation, published in August 2023 by Ground View Analytics Ltd, is intended for public use to inform potential clients of former GVA projects and is deemed credible as a public source of information.*



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Ground View Analytics



Insights By GVAanalytics



Ground View Analytics

# FRONTRUNNERS IN MARKET RESEARCH, USER RESEARCH, & SOCIAL RESEARCH.

Who could benefit from services offered by GVA?

Any business in existence or looking to incorporate is already a part of our target market, however careful selection and prudence is needed to identify avenues for increasing company revenue. Industries in the Global economy can be segregated into



RETAIL AND LOGISTICS



ICT



AGRICULTURE



MOBILITY SYSTEMS AND INFRASTRUCTURE



BUILDING AND CONSTRUCTION



SERVICE INDUSTRY



BANKING AND INSURANCE / FINANCIAL MARKETS



TOURISM



NGOs



## BREAKDOWN OF SEGMENTS IN OUR **TARGET MARKETS**

Television & Broadcast

Internet

Cinema & Movies

Radio

Social Media & Messaging

Mobile services.

Newspaper (paper and online)

Subscription Video on Demand (SVOD)

E-commerce/ Online shopping

Magazine (paper and online)

Free online video streaming

Financial Services

Outdoor advertising

Music & Podcasts

Gambling

Milk products

Personal care

Household electronics

Dry foods

Cooking oil

Fresh Vegetables

Feminine care products

Alcoholic beverages

Soft drinks/ squashes and juices

Adult clothes

Children Clothes



# THE CUSTOMER VIEW POINT

## Data Collection Expertise

- Ground View Analytics specializes in collecting data through various methods such as surveys, focus groups, and observational research. We have the skills and resources to design effective research instruments and gather accurate and reliable data.

## Industry Expertise

- With over three years of expertise in business, this has allowed us to provide in-depth knowledge and insights that are relevant to our clients' businesses ranging from manufacturing to retail businesses

## Risk Mitigation

- By conducting thorough market research, we have helped our clients reduce the risks associated with launching new products or entering new markets. They have been better placed to identify potential pitfalls and challenges in advance.

## Cost-Effective Solutions

- Outsourcing market research to Ground View Analytics has proven to be cost-effective for our clients' businesses, as it has often eliminated the need to build an in-house research team and invest in research infrastructure.

## Long-Term Partnerships

- We have always aimed at building long-term relationships with our clients by offering ongoing support and insights as their businesses evolve.



### ***DID YOU KNOW?***

We are now a "one stop shop for data"

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# CASE STUDY 1

## STUDY DESCRIPTION

- **Client/Company:** Home Care Products manufacturer
- **Period:** 2020-2021
- **Study Description:** In-home Usage Testing for their newly developed product
- **Study Region:** Nairobi Region
- **Sample size requirement:** More than 50
- **Methodology:** Qualitative Research

# CASE STUDY 2

## STUDY DESCRIPTION

- **Client/Company:** Home Care Products manufacturer
- **Period:** 2021
- **Study Description:** Below - The - Line Marketing for the newly developed product concept
- **Study Region:** Nairobi Region
- **Sample size requirement:** sale of more than 120000 units of homecare products
- **Methodology:** Quantitative research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	SALES SUCCESS RATE
BTL	More than 120000	57%
STORES TARGETED	More than 1500	60%



# CASE STUDY 3

## STUDY DESCRIPTION

- **Client/Company:** Hardware products retailer
- **Duration:** 2021
- **Study Description:** Execution Study- Brand data distribution insights & Mystery Shopping
- **Study Region:** Nairobi metropolitan
- **Sample size requirement:** About 1000
- **Methodology:** Mixed Research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
EXECUTION	About 1000	66%

# CASE STUDY 4

## STUDY DESCRIPTION

- **Client/Company:** Financial Service Provider
- **Period:** 2021 - 2022
- **Study Description:** CSAT & NPS, Mystery shopping & FIAUA (Financial Industry Awareness Usage and Attitude) Studies
- **Study Areas:** Country-wide,
- **Sample size requirement:** About 800 financial products users
- **Methodology:** Mixed Research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
CSAT & NPS	About 500	168%
Mystery shopping	Country wide	100%
FIUA	About 400	100%



# CASE STUDY 5

## STUDY DESCRIPTION

- **Client/Company:** FMCG Retailer
- **Duration:** 2021
- **Study Description:** Customer Experience (CX)
- **Study Region:** Nairobi Region
- **Sample size requirement:** About 400
- **Methodology:** Mixed Research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
EXECUTION	About 400	104%

# CASE STUDY 6

## STUDY DESCRIPTION

- **Client/Company:** Beverage manufacturer
- **Duration:** 2022
- **Study Description:** Retail Audit
- **Study Region:** Embakasi Region
- **Sample size requirement:** About 200 MT and GT channels
- **Methodology:** Quantitative research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
RETAIL AUDIT	About 200	64%

# CASE STUDY 7

## STUDY DESCRIPTION

- **Client/Company:** Beverage manufacturer
- **Duration:**2022
- **Study Description:** Blind Taste Test- Energy Drink
- **Study Region:** Nairobi
- **Sample size requirement:** About 40 participants
- **Methodology:** Central Location Testing





# CASE STUDY 8

## STUDY DESCRIPTION

- **Client/Company:** Beverage manufacturer
- **Duration:** October, 2022
- **Study Description:** New Product Development- Vodka Category
- **Study Region:** Nairobi and Kiambu Counties
- **Sample size requirement:** About 1000 ( In-field surveys and Focus Group Discussions )
- **Methodology:** Mixed research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
INFIELD STUDY	About 1000	115%

# CASE STUDY 9

## STUDY DESCRIPTION

- **Client/Company:** Beverage manufacturer
- **Duration:** 2022
- **Study Description:** Blind Taste Test- Energy Drink Alcohol Brand- 2 study categories
- **Study Region:** Nairobi
- **Sample size requirement:** About 40 participants
- **Methodology:** Central Location Testing

# CASE STUDY 10

## STUDY DESCRIPTION

- **Client/Company:** FMCG Manufacturer
- **Duration:** 2022
- **Study Description:** Census study
- **Study Region:** Nairobi
- **Sample size requirement:** N/A Census
- **Methodology:** Quantitative Research



# CASE STUDY 11

## STUDY DESCRIPTION

**Client/Company:** Financial Service Provider

**Duration:** 2023

**Study Description:** Market Analysis for an Income Solution

**Study Region:** Nairobi Region

**Sample size requirement:** About 1000

**Methodology:** Mixed Research

## STUDY OUTCOME

STUDY	SAMPLE SIZE (n)	DATA COLLECTION SUCCESS RATE
MARKET ANALYSIS	About 1000	141%



- This year, 2023 we have taken a few milestones, and we now have a data shop for our clientele. Thus far we have internal data arrays and reports containing

## CASE STUDY A



- **Project: Personal Care wave 1**
- **Duration:** May 2023
- **Study Description:** Unveiling the Powerhouses of Personal Care Brands in Nairobi
- **Study Region:** Nairobi County
- **Sample size requirement:** 200
- **Methodology:** Mixed Research
- **Price:** \$819.00

## CASE STUDY B



- **Project: Soft Drinks and Juices**
- **Duration:** June 2023
- **Study Description:** Brand usage, preference and consumption drivers
- **Study Region:** Nairobi County
- **Sample size requirement:** 200
- **Methodology:** Mixed Research
- **Price:** \$819.00

## CASE STUDY C



- **Project: Health and Fitness**
- **Duration:** June 2023
- **Study Description:** Fitness habits and trends across physically active Nairobi residents
- **Study Region:** Nairobi County
- **Sample size requirement:** 200
- **Methodology:** Mixed Research
- **Price:** \$819.00

## CASE STUDY D



- **Project: Alcohol Consumption**
- **Duration:** July 2023
- **Study Description:** Brand usage, preference, consumption patterns
- **Study Region:** Nairobi County
- **Sample size requirement:** 200
- **Methodology:** Mixed Research
- **Price:** \$819.00

# EXPECT MORE



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# Let's find your customer viewpoint.



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