

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.







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

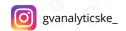






BREAKDOWN OF SEGMENTS IN OUR **TARGET MARKETS**

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









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.





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%







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%







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









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

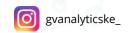
Client/Company: FMCG Manufacturer

• **Duration**: 2022

Study Description: Census study

Study Region: Nairobi

• Sample size requirement: N/A Census • Methodology: Quantitative Research











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%







ONE STOP SHOP FOR DATA

 This year, 2023 we have taken a few milestones, and we now have a data shop for our clientelle. 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

 Study Region: Nairobi County • Sample size requirement: 200 · Methodology: Mixed Research

• Price: \$819.00

CASE STUDY D



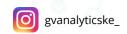
Project: Alcohol Consumption

• Duration: July 2023

· Study Description: Brand usage, preference, consumption patterns

• Study Region: Nairobi County Sample size requirement: 200 Methodology: Mixed Research

Price: \$819.00



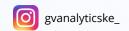








EXPECT MORE







Let's find your customer viewpoint.



EMAIL

hello@gvanalytics.com



MOBILE

0712-079-933 0723-312-306



MAILING ADDRESS

Cassia Court - Block A-3B Kiambere Road, Upper Hill.







