



# Kasi

I N S I G H T

## USER GUIDE

DOCUMENTATION



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# ABOUT KASI HUB

## What is Kasi Hub Data Portal?

The Kasi hub is a self-service platform, which businesses use to leverage consumer insights at scale, identify early signs of market shifts and unlock market-creating opportunities for their business. This is a fully bootstrapped product.

The hub has over 600 datasets, 60 million data points from thousands of consumers in 20+ markets in Africa.

The Kasi Hub data are used only to build visualizations and reports requested for your business intelligence. Our tool gives you the power to build a life around your business and create decision-driven insights. The hub is your data intelligence platform for your marketing, strategic planning, sales, product development, branding and communication.

Let us assume you have business data - like sales, production, financial transactions, actions log, audit/survey results etc. - in Excel/CSV file or database and you want to find instant answers to specific business questions like:

- What happened?
- When? Who?
- How many?

You can get answers on these questions in seconds simply by uploading your data file into Kasi Hub data portal and create useful reports (pivot tables, charts, data grids) with a simple web interface. No IT background required; it is enough to understand basic pivot table concepts. Pivot tables can be a wonderful way to explore your data - even if you are not sure what you are looking for yet. Configured reports may be saved, exported to Excel or PDF file, shared to other Kasi hub data portal users, published to web, and embedded into any web page. Users can automate reports generation and deliver them on schedule.

Kasi Hub data portal usage is not limited only to pivot tables: it is also good for basic charts and usual table reports as well.

The screenshot shows the Kasi Hub data portal interface. At the top, there is a navigation bar with the Kasi logo, a repository selector set to 'Botswana Hub', and various menu items like 'Team', 'Admin', 'Methodology', 'User Guide', 'Insights', and 'Deep Dive'. A search bar and a user profile icon are also present. Below the navigation bar, there is a main content area with a grid of data reports. Each report card displays the report title, data source, upload date, and a brief description. The reports are organized into a grid with columns and rows.

Report Title	Data Source	Uploaded	Description
Beer Tracker Survey in Botswana	File (CSV) : Beer Tracker Survey in Botsw...	2023-07-21 00:14:49	Insights on the Brewing industry across
AI Perceptions and Adoption Survey in Botswana	File (CSV) : AI Perceptions and Adoption...	2023-09-15 17:30:56	Understand consumer perceptions and
April 2023 Trending Topics in Botswana	File (CSV) : April 2023 Trending Topics in...	2023-11-28 10:51:04	Understand how Batswana are interacting
Retail in Botswana - Health & Wellness Survey	File (CSV) : Retail in Botswana - Health ...	2024-02-22 09:03:44	Plan and execute your wellness category
Sustainability Tracker in Botswana	File (CSV) : Climate Change in Botswana...	2024-05-27 19:12:31	Delve into climate change dynamics from
Banking in Botswana - Financial Freedom Survey (2022...)	File (CSV) : Banking in Botswana - Finan...	2024-06-06 12:30:53	Uncover what financial freedom means in
Retail in Botswana - Consumer Purchase Trends	File (CSV) : Retail in Botswana - Consum...	2024-08-15 16:43:44	Plan and execute your marketing and
Banking in Botswana - Brand Intelligence	File (CSV) : Banking in Botswana - Brand...	2024-09-13 19:20:53	Discover what consumers say about
Share of Wallet in Botswana	File (CSV) : Share of Wallet in Botswana...	2024-10-17 11:49:03	Understand various aspects of consumer
Media Tracker Survey in Botswana	File (CSV) : Media Tracker Survey in Bots...	2024-10-17 12:02:36	Plan and execute your media strategy by
Retail in Botswana - Consumer basket purchase survey	File (CSV) : Retail in Botswana - Consum...	2024-12-13 12:56:21	Plan and execute your consumer
Cost of Living in Botswana	File (CSV) : Cost of Living in Botswana.zip	2025-01-13 17:47:19	Understanding how the inflation crisis has

# QUICKSTART

## Kasi Hub data portal Self-service web reporting tool

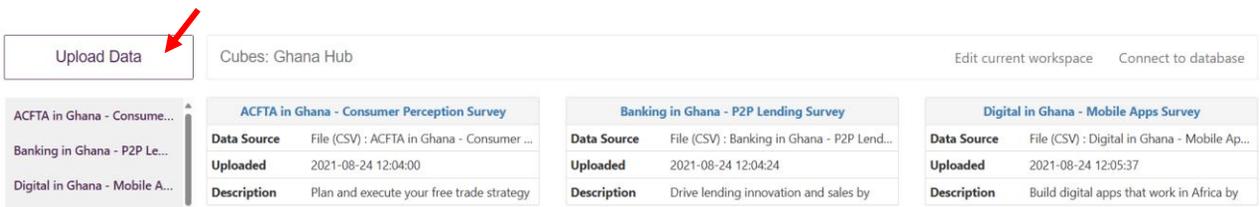
With the Kasi Hub data portal, you can create, save, export and share reports on your CSV data or database. Possible visualizations are:

- pivot table (crosstab): summary report
- pivot chart: bar / horizontal bar, stacked bar, line, scatter, area, pie / donut
- flat table (tabular report): unaggregated columns and rows

## Connect to Data

All data visualizations come from the underlying dataset. You can use Kasi Hub data portal with the following data sources:

### Uploading CSV/TSV/Excel/Zipped Files



The screenshot shows the Kasi Hub data portal interface. At the top left, there is a button labeled "Upload Data" with a red arrow pointing to it. To the right of this button, the text "Cubes: Ghana Hub" is displayed. Further right, there are two links: "Edit current workspace" and "Connect to database". Below the "Upload Data" button, there is a list of data sources. The first source is "ACFTA in Ghana - Consumer Perception Survey", which is highlighted. The other sources are "Banking in Ghana - P2P Lending Survey" and "Digital in Ghana - Mobile Apps Survey". Each source has a table with columns for "Data Source", "Uploaded", and "Description".

ACFTA in Ghana - Consumer Perception Survey	Banking in Ghana - P2P Lending Survey	Digital in Ghana - Mobile Apps Survey
<b>Data Source</b> File (CSV) : ACFTA in Ghana - Consumer ...	<b>Data Source</b> File (CSV) : Banking in Ghana - P2P Lend...	<b>Data Source</b> File (CSV) : Digital in Ghana - Mobile Ap...
<b>Uploaded</b> 2021-08-24 12:04:00	<b>Uploaded</b> 2021-08-24 12:04:24	<b>Uploaded</b> 2021-08-24 12:05:37
<b>Description</b> Plan and execute your free trade strategy	<b>Description</b> Drive lending innovation and sales by	<b>Description</b> Build digital apps that work in Africa by

Click on "**Upload Data**" button, choose a file on your computer you want to upload. [**For quick and large file upload - Zipped CSV file is recommended**]

Kasi Hub data portal automatically determines the columns and configures them as a cube dimensions and measures; you can customize default CSV cube setup later if needed.

Please note:

- First row with column headers is required.
- Supported separators: comma, tab, semicolon, colon, pipe. Separator and file encoding are determined automatically.
- No limits on the number of rows or columns. Max file size upload limit: 50Mb.
- File may be compressed with zip (".zip" extension) or gzip (".gz" extension) - this allows you to upload even large CSV files (up to 500mb).
- Excel files: both ".xls" and ".xlsx" are supported, max file size is 5Mb. If you have larger Excel file you can save the worksheet as CSV and zip.

## Refreshing data

In some cases, you might need to refresh saved pivot table reports by uploading a newer version of the dataset. This is possible in the following ways:

**Manual:** If CSV file name is the same as previously uploaded file: just upload new file and choose Refresh Existing Cube in the confirmation dialog.

**Automated:** Use Zapier and create a task to automate CSV data refreshes. For example, you can refresh reports each time when you change a Google Sheets document or a CSV file on Google Drive / OneDrive / Dropbox. Also you can use Microsoft Power Automate for the same purpose.

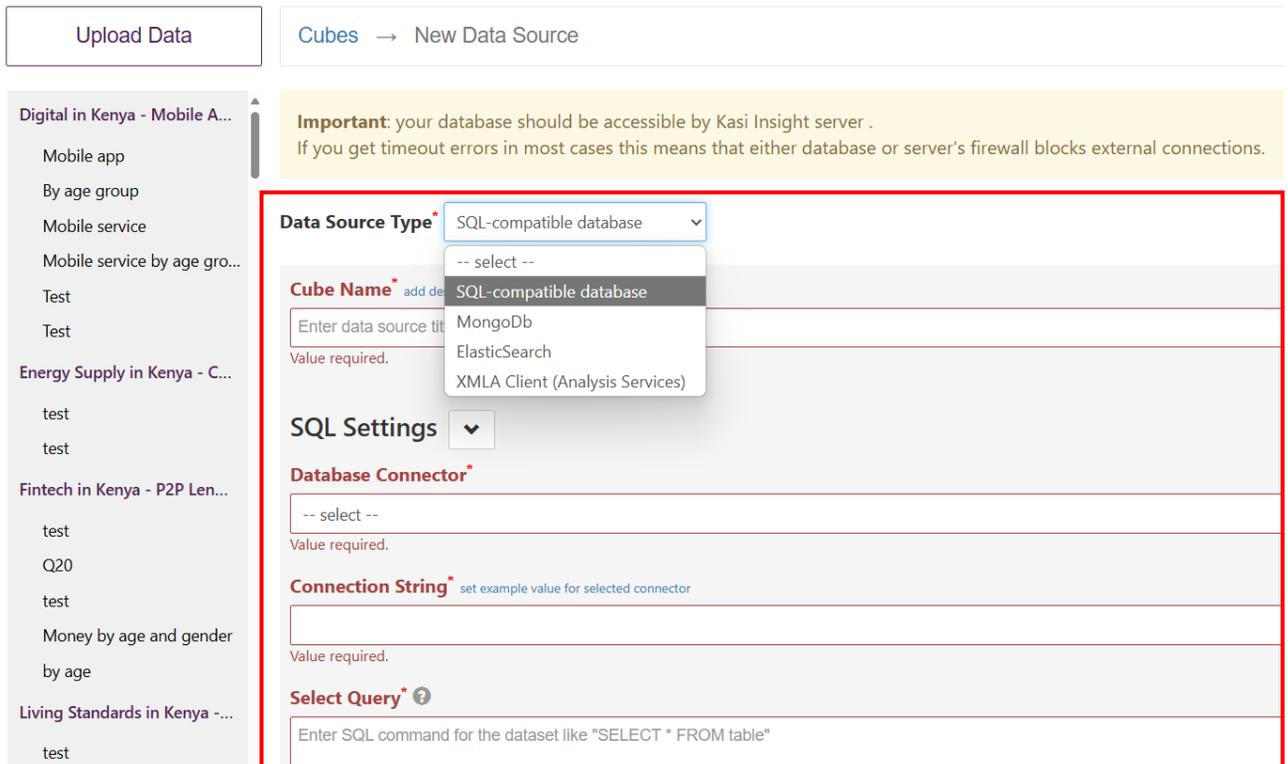
## Database Connection

1. Click on "**Connect to Database**"



The screenshot shows the 'Cubes: Kenya Hub' interface. At the top right, there is a button labeled 'Connect to database' which is highlighted with a red arrow. Below this, there are three data source cards: 'Digital in Kenya - Mobile Apps Survey', 'Energy Supply in Kenya - Consumer Perception Survey', and 'Fintech in Kenya - P2P Lending Survey'. Each card displays its 'Data Source', 'Uploaded' date, and 'Description'.

2. Select "**SQL-compatible database**" or the desired database in Data Source Type selector



The screenshot shows the 'New Data Source' configuration form. The 'Data Source Type' dropdown menu is open, showing 'SQL-compatible database' as the selected option. Below the dropdown, there is a 'Cube Name' field with a red error message 'Value required.'. The 'SQL Settings' section is expanded, showing 'Database Connector' and 'Connection String' fields, both with red error messages 'Value required.'. The 'Select Query' field is also visible, with a red error message 'Value required.'. A yellow warning box at the top of the form states: 'Important: your database should be accessible by Kasi Insight server. If you get timeout errors in most cases this means that either database or server's firewall blocks external connections.'

3. In **Cube Name** enter short title that describes this dataset.
4. Choose your database in **Database Connector** and configure its **Connection String**  
- Configuration Documentations: [SQL Compatible Database](#), [MongoDB](#), [ElasticSearch](#), [XMLA OLAP](#)
5. Specify **Select Query**: this is a SELECT command that loads all possible columns for dimensions or measures.
6. Keep **Infer dimensions and measures by columns** checked to determine dimensions and measures automatically by the first N rows. You can modify suggested configuration later.
7. Click on "**Save**" button.

If everything is fine, you should see a new cube dashboard with the list of available dimensions and measures. In case of connection error, you'll see an orange box with an error message; you may click on "Edit Configuration" and apply necessary changes.

# UNDERSTANDING DATASET/CUBE FEATURES

Once you open a cube, navigate to "**Edit Cube Configuration**" to add a description, modify dimensions, and select preferred measures for analysis. Key tasks include defining preferred formats for dimensions, hiding irrelevant fields, sorting the fields, adding parameters to specific columns (e.g. for [multivariate fields](#) (fields with multiple values separated by a delimiter, like `;`), add a parameter for easy aggregation.), adding expressions and finally selecting appropriate measures.

Repository: Kasi Consumer Confidence Index - Team Admin Methodology User Guide Insights Deep Dive Search... info@kasiinsight.com

Cubes: Kasi Consumer Confidence Index → Economic Intelligence - CCI in Africa Add new report Share to team **Edit cube configuration** Delete

**Description** The Kasi Index of Consumer Sentiment (ICS) tracks consumer confidence across various aspects of the economy, from personal finances to the broader national economic outlook. The ICS ranges from +100 to -100, where a score above 0 signals a positive outlook, indicating consumers are more willing to spend. A score below 0 reflects negative sentiment, suggesting consumer hesitance to spend. The Kasi ICS is calculated from a combination of seven subindices: Country Economic Conditions Index, City Economic Conditions Index, Household Income Index, Household Budget Index, Discretionary Spending Index, Household Spending Index, Job Prospect Index

Unlock insights by region and demographics including age group (Gen Z, Millennials, Gen X) and gender (Male vs Female)  
Period: June 2016 - December 2024  
Frequency: Monthly

**Data Source** File (CSV): Economic Intelligence - CCI in Africa.zip view data uploaded: 2025-01-14 19:23:08

**Dimensions** Period: Year | Quarter | Month | Day Region Segment ICS - Consumer Sentiment ICC - Current Conditions ICE - Future Expectations Q2. Job Prospect Q3. Discretionary Spending Q4. Household Spending Q5. Household Budget Q6. Household Income Q7. City Economic Conditions Q8. Country Economic Conditions Q8a. Money Making

**Measures** ICS - Consumer Sentiment: average ICC - Current Conditions: average ICE - Future Expectations: average Q2. Job Prospect: average Q3. Discretionary Spending: average Q4. Household Spending: average Q5. Household Budget: average Q6. Household Income: average Q7. City Economic Conditions: average Q8. Country Economic Conditions: average Q8a. Money Making: average

**Ask Data** search for names and add filters Run Query

**Reports** show suggested

Index of Consumer Sentiment		
Rows	Region	Segment
Columns	Period	Period:Year
Values	Average of ICS - Consumer Sentiment	

Gen Z vs Overall Outlook	
Rows	Segment
Columns	Period
Values	Average of ICS - Consumer Sentiment

New Report +

NOTE: Dimensions are descriptive, qualitative, and categorical, while measures are quantitative, numeric, and measurable.

After everything is setup Don't forget to **save your changes!**

The platform also features a search engine, allowing you to quickly find data field names or survey questions by typing type in a keyword or phrase under "**Ask Data**", and it'll pull up any related questions or data points from your survey data

Additionally you can **save views/reports** which are simply summary tables or pivot charts.

## Dimensions Setup

Type	Name	Label	Format	Parameters	Use in Reports	
Field	Period		{0:yyyy-MM-dd}	+ Value	Any report type	✕ ↓
Field	Period.Year			+ Value	Any report type	✕ ↑ ↓
Field	Period.Quarter			+ Value	Any report type	✕ ↑ ↓
Field	Period.Month		{0:MMM}	+ Value	Any report type	✕ ↑ ↓
Field	Period.Day			+ Value	Any report type	✕ ↑ ↓
Field	Enter your Code			+ Value	Flat table	✕ ↑ ↓

**Type** **Field**: dimension name refers to table column or result of SQL expression (can be provided as the first "Parameters" value).

**Expression**: dimension is defined as **calculated field** with custom formula that uses another dimensions as arguments (formula and arguments should be specified in "Parameters").

**Name** Unique dimension identifier. For Type= **Field** this is column name specifier (possibly with table alias prefix).

**Label** User-friendly dimension title (optional).

**Format** Custom format template (syntax is for .NET **String.Format**, only zero-index placeholder **{0}** can be used). Examples:

- **prefix {0} suffix** → append custom prefix and/or suffix
- **{0:yyyy-MM-dd}** → format date (or timestamp) as 2017-05-25
- **{0:MMM}** → format month number (1-12) as a short month name (Jan, Feb etc)
- **{0:MMMM}** → format month number (1-12) as a full month name (January, February etc)
- **{0:ddd}** → format day-of-week number (0-6) as a short day-of-week name (0=Sun, 1=Mon, 2=Tue etc)
- **{0:dddd}** → format day-of-week number (0-6) as a full day-of-week name (0=Sunday, 1=Monday, 2=Tuesday etc)

**Parameters** One or more values with additional dimension's configuration:

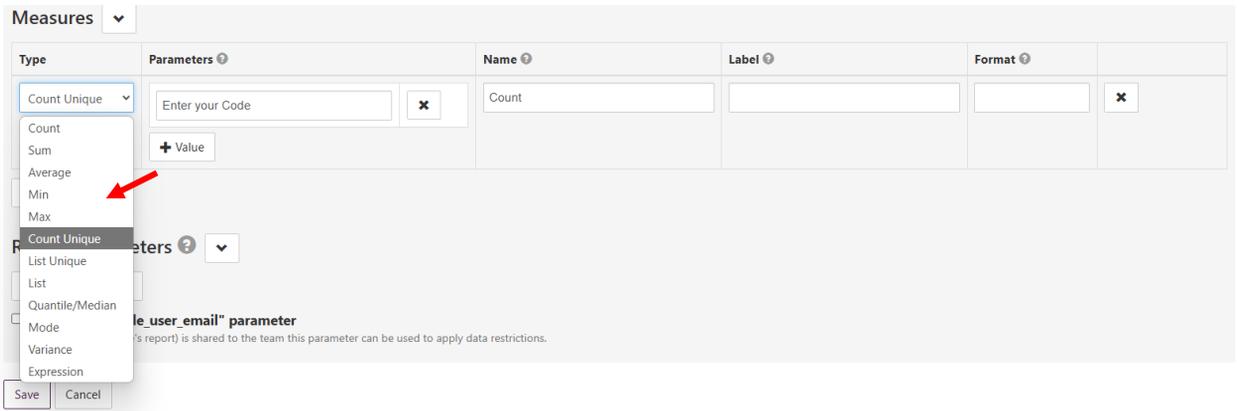
- For Type= **Field**: you can specify a custom SQL expression for this dimension (1-st parameter), or dimension's ID column when dimension name refers to a column from "**Conditional JOIN rule**". **Report parameters** may be used in this SQL, in this way you can have a dimension that depends on the user-entered value(s).

Do not wrap dimension's SQL expression with excessive outer brackets like **<expr>** until you want to force special SQL generation mode which uses **GROUP BY <ordinal>** syntax for this particular dimension (this convention works only if DB supports this syntax).

- For Type= **Expression**: you can specify **formula expression** (1-st parameter) and dimension names for the arguments (2-nd, 3-rd etc parameter).

### [Learn more - Calculated Dimensions](#)

# Measures Setup



- Type**
- Count** : the number of aggregated rows.
  - Sum** : the total sum of a numeric column.
  - Average** : the average value of a numeric column.
  - Min** : the minimal value of a column.
  - Max** : the maximum value of a column.
  - Count Unique** : the number of unique or distinct values of a column.
  - Quantile/Median** : 2-quantile value (median) for the a numeric column.
  - Mode** : the value that appears most often.
  - Variance** : the variance  $Var(X)$  of a numeric column. It is possible to calculate sample variance / standard deviation / sample standard deviation by specifying 2-nd parameter for this measure type.
  - Expression** : measure defined as *formula* calculated by SeekTable.

- Parameters**
- For Type= **Count** : no parameters needed.
  - For Type= **Sum / Average / Min / Max / Count Unique / Mode** : name of CSV column to aggregate.
  - For Type= **Quantile/Median** : first parameter is name of CSV column; second parameter is optional and represents percentile value (default value is 0.5 which gives median).
  - For Type= **Variance** : first parameter is name of CSV column; second parameter is optional and can be: Variance, SampleVariance, StandardDeviation, SampleStandardDeviation (if not specified "Variance" is assumed).
  - For Type= **Expression** : first parameter is an *expression*, and next parameters are names of measures used as arguments in the expression.

**Name** Explicit unique measure identifier. You can leave it blank (for any measure types except "Expression") to generate the name automatically.

**Label** User-friendly measure caption (optional).

**Format** Custom format template (syntax is for .NET *String.Format*, only zero-index placeholder **{0}** can be used). Examples:

- o **{0:\$.##}** → format number as \$10.25 (or empty if no value)
- o **{0:,.0#}k** → show number in thousands with "k" suffix
- o **{0:0.#|k}** → if number>1000 shorten it with "k" suffix
- o **{0:0,,.0#}M** → show number in millions with "M" suffix
- o **{0:0.#|M}** → if number>1000000 shorten it with "M" suffix
- o **{0:0.#|kMB}** → shorten large number with appropriate "k"/"M"/"B" suffix

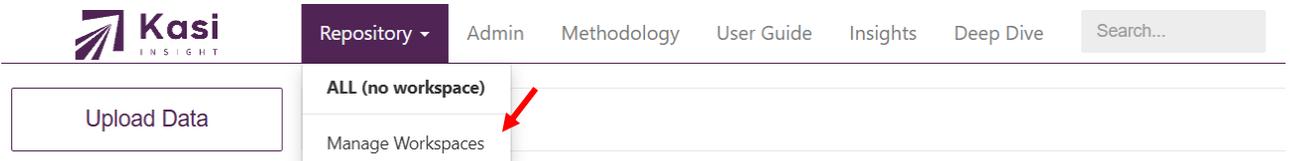
## [Learn more - Calculated Measures](#)

# ORGANIZING DATA IN WORKSPACES/HUBS

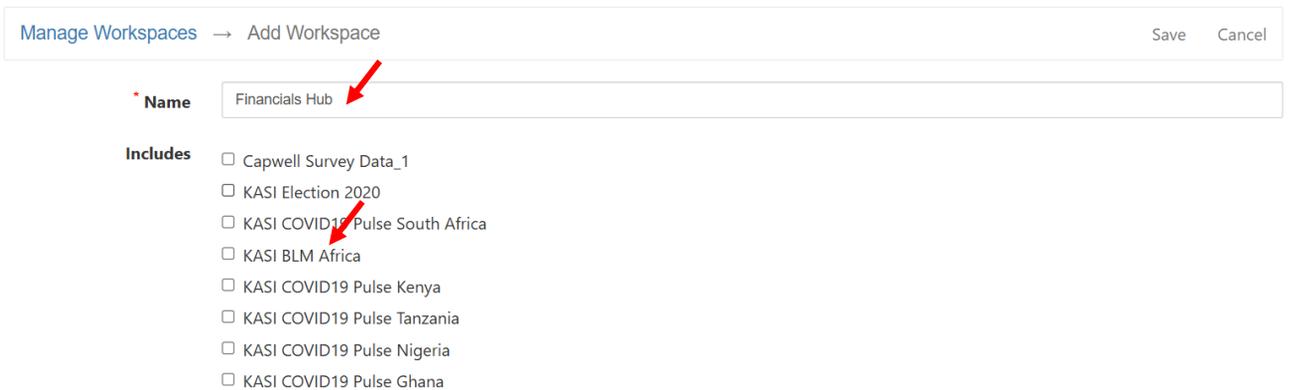
Once an account is created, and datasets added at one point require you to organize those datasets base on either country, index, personalized hub or types. This is known as managing or configuring a workspace.

To manage or configure your workspace:

1. On the **Repository** dropdown click **"Manage Workspaces"**

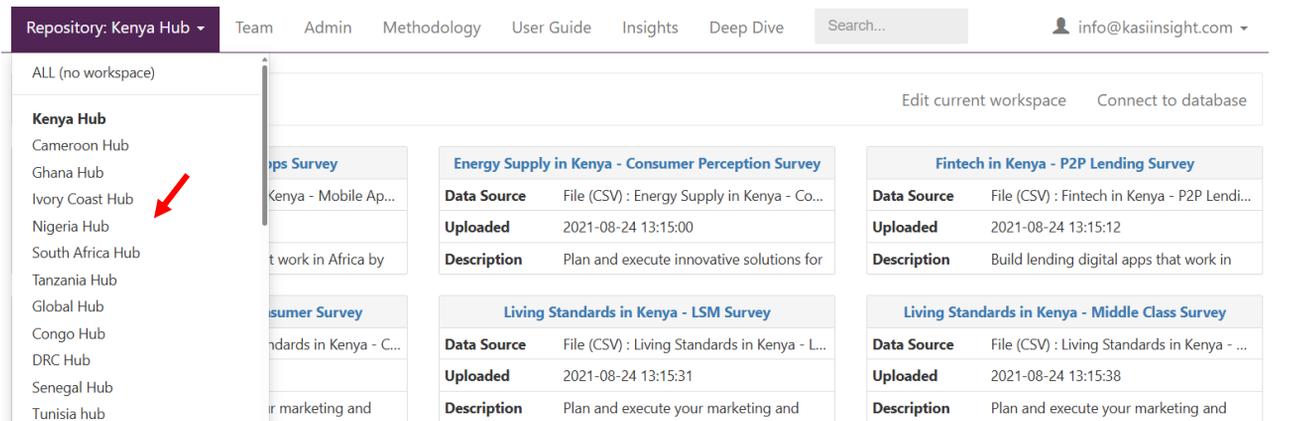


2. Then click **"Create New Workspace"**
3. Give it a name and choose which dataset to be included in that workspace/hub



4. Click save

The name of the group you just created will appear on the Repository dropdown as indicated below.



# CREATING CROSTABS/PIVOT TABLES

Pivot Tables (also known as "crosstabs") allow you to summarize and analyze data in terms of groups; with pivot tables you can see comparisons, explore trends, and get answers on questions like "what is happened" and "why".

In the Kasi Hub data portal, literally anyone can create useful pivot tables just in a few clicks:

1. Connect to your data OR use Kasi datasets
2. Click on any dimension OR click **"New Report +"** from cube OR choose **"Add new report"** next to cube's name in the left menu.
3. Keep "Report Type" option at **"Pivot table"**
4. Choose grouping criteria: what columns to use for **"Rows"** and/or **"Columns"**.
5. Hold CTRL to select multiple items at once.

Cubes: Kenya Hub → Retail in Kenya - Consumer basket purchase survey → New Report

Report Type  Pivot Table  Flat Table

Fields **Format**

Rows  

✖ Period.Year

Columns  

✖ 6. How do you expect your household's income to change over the next 6 months?

Values 

✖ CountUnique of 0. Enter your code

Chart

(no chart) 

Filter filter syntax help 

Apply

6. Choose a **measure (aggregate function)** to display in the pivot table: this may be count of rows, sum or average of the column. You can choose several measures at once.
7. Click the **"Apply"** button

Cubes: Kenya Hub → Retail in Kenya - Consumer basket purchase survey → New Report click to save Undo 

View ▾ Export ▾ Share ▾

Period.Year ↑	6. How do you expect your household's income to change over the next 6 months? --	Improve	Stay the same	Worsen	Totals
2021		293	154	40	487
2023		387	387	212	986
2024		226	162	108	496
	<b>Totals</b>	906	703	360	1,969

Fields **Format**

Rows  

✖ Period.Year

Columns  

✖ 6. How do you expect your household's income to change over the next 6 months?

Values 

✖ CountUnique of 0. Enter your code

Apply

# Learn how to do:

- ✓ [Sorting](#)
- ✓ [Filtering](#)
- ✓ [Cell Formatting](#)
- ✓ [Drill Down and Expand/Collapse Mode](#)
- ✓ [Value Calculations - Percentages/Difference/Running Total](#)
- ✓ [Add data bars](#)
- ✓ [Limit - show only top N \(last N\) rows and/or columns](#)

## Exporting Reports

One can export pivot tables to all popular export formats: CSV, PDF, Excel, HTML. For PDF/Excel exports the layout is identical to a web view. In Excel exports all formatting is preserved (excluding custom HTML; colors/links for cells are preserved in Excel export). If pivot report has a chart, it is also exported as an Excel Chart in a separate worksheet (this is a rather unique capability).

The screenshot displays a data visualization interface. At the top, the breadcrumb path is 'Cubes: Kenya Hub → Cost of Living in Kenya → Stress by gender'. Below this are buttons for 'Save', 'Revert', and 'Undo'. A red arrow points to the 'Export' dropdown menu, which is open and shows options: PDF, CSV, Excel, Excel PivotTable, and HTML. The main area features a bar chart with the y-axis labeled 'CountUnique of 0. Enter your Code' ranging from 0 to 70. The x-axis is labeled '9. Gender' and has two categories: 'Female' and 'Male'. The chart shows three bars for each gender: a purple bar (Neutral), an orange bar (Not stressful), and a teal bar (Quite stressful). Below the chart is a pivot table with the same data. The pivot table has columns for '9. Gender', 'Female', 'Male', and 'Totals'. The rows represent the stress levels: 'Neutral', 'Not stressful', and 'Quite stressful'. The 'Totals' row shows 100% for both Female and Male, and 100% for the overall total.

	9. Gender	Female	Male	Totals
26. Thinking about the amount of stress in your life as a result of rising prices and financial issues How would you describe most of your days recently? ↓				
Neutral		24.23%	24.72%	24.48%
Not stressful		9.85%	11.55%	10.7%
Quite stressful		65.92%	63.73%	64.82%
	Totals	100%	100%	100%

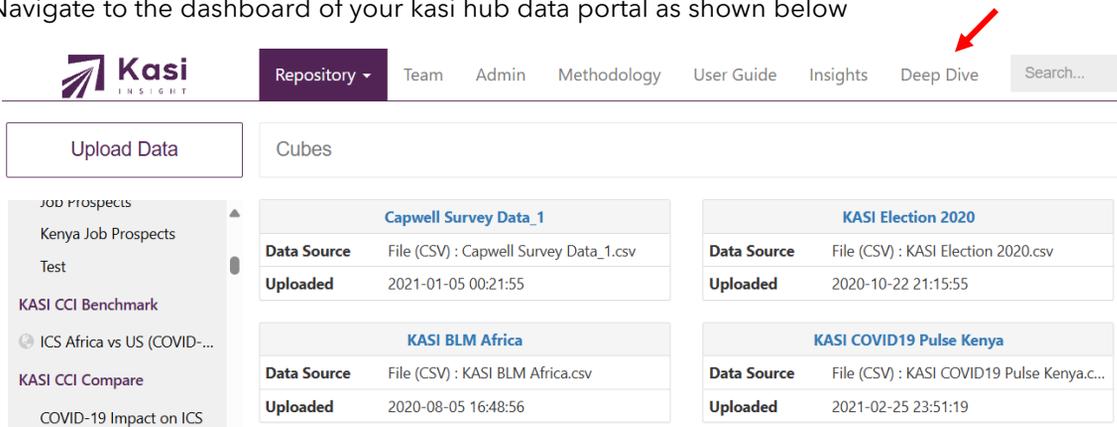
# SUBMITTING AD-HOC REQUESTS

## Deep Dive

Ad-hoc survey request are conducted by businesses in response to specific needs, events, or requests of information from specific or targeted set of individuals. Deep dive requires businesses to request Kasi Insight to run custom research for them within their subscription package. Results and data of such kind of requests are available within two weeks after finalization of terms with Kasi Insight.

How to Submit a Deep dive request:

1. Navigate to the dashboard of your kasi hub data portal as shown below



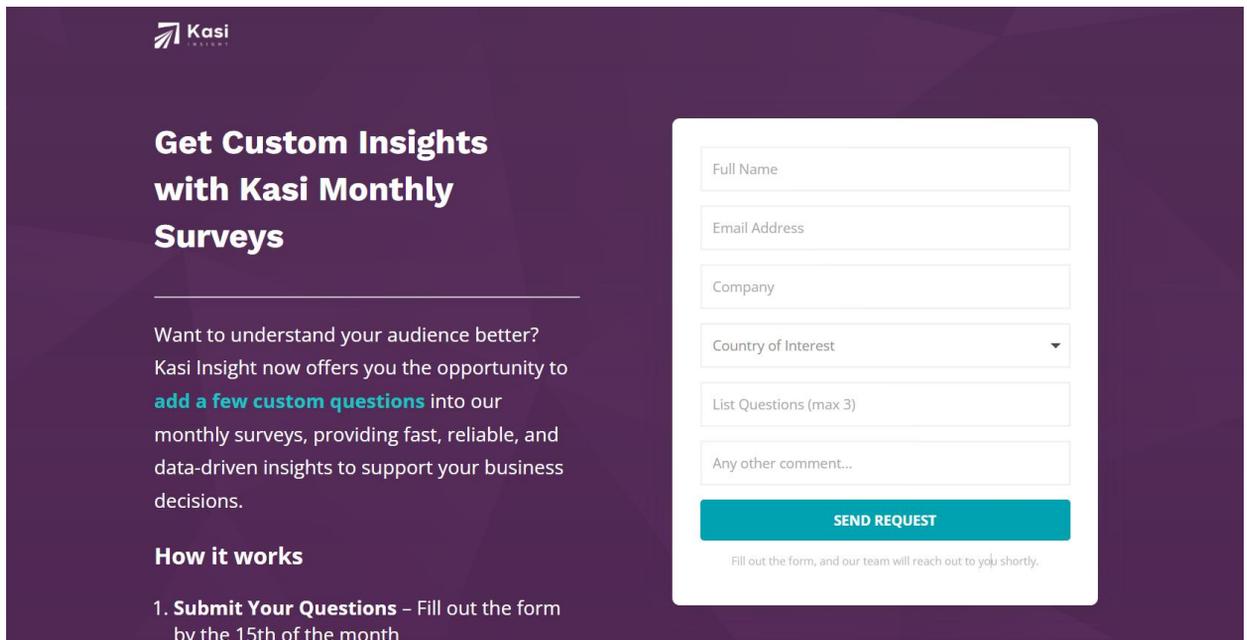
The screenshot shows the Kasi Insight dashboard. The 'Deep Dive' tab is highlighted in the top navigation bar, indicated by a red arrow. The dashboard displays a list of data sources under the 'Cubes' section. The data sources are:

Capwell Survey Data_1	KASI Election 2020
<b>Data Source</b> File (CSV) : Capwell Survey Data_1.csv	<b>Data Source</b> File (CSV) : KASI Election 2020.csv
<b>Uploaded</b> 2021-01-05 00:21:55	<b>Uploaded</b> 2020-10-22 21:15:55

KASI BLM Africa	KASI COVID19 Pulse Kenya
<b>Data Source</b> File (CSV) : KASI BLM Africa.csv	<b>Data Source</b> File (CSV) : KASI COVID19 Pulse Kenya.c...
<b>Uploaded</b> 2020-08-05 16:48:56	<b>Uploaded</b> 2021-02-25 23:51:19

2. Click **Deep Dive** Tab. You will be redirected to the form



The screenshot shows a form titled 'Get Custom Insights with Kasi Monthly Surveys'. The form includes the following fields:

- Full Name
- Email Address
- Company
- Country of Interest (dropdown menu)
- List Questions (max 3)
- Any other comment...

A 'SEND REQUEST' button is located at the bottom of the form. Below the button, it says: 'Fill out the form, and our team will reach out to you shortly.'

3. Fill out the form as shown above with the necessary details and click on the submit button.

4. You will receive a response mail of your request, and our research experts will reach out to you

## KASI - TOP RATED DATASETS

Dataset	Description	Availability
<b>Index of Consumer Sentiment (ICS or CCI)</b>	Measures consumer confidence levels based on personal finance, current economic conditions, and future expectations. Inclusive of 7+ sub indices Period: July 2016 - to date   Frequency: Monthly <a href="#">Learn more</a>	20+ countries 20+ sub-datasets
<b>Retail Demand Index (Derived from Consumer Purchase Trend dataset)</b>	Tracks consumer demand for various retail categories across Africa. It provides valuable insights into how consumer habits, economic factors, and seasonal trends influence retail demand. Period: April 2020 - to date   Frequency: Triannually <a href="#">Learn more</a>	20+ countries 20+ sub-datasets
<b>Cost of Living Tracker</b>	Assesses the impact of inflation on Africans by analyzing their perceptions and concerns about rising commodity prices. Period: June 2022 - to date   Frequency: Triannually <a href="#">Learn more</a>	20+ countries 20+ sub-datasets
<b>COVID-19 Pulse Tracker</b>	Assesses changes in daily routines, shopping habits, health protocols, government response, media consumption and purchasing pattern in response to the pandemic Period: Feb 2020 - Oct 2021   Frequency: Monthly <a href="#">Learn more</a>	12+ countries 12+ sub-datasets
<b>Consumer Basket Purchase</b>	Insights into the typical shopping basket of Africans, shedding light on preferences, behaviors, and purchasing patterns regarding household essentials. Period: Dec 2022 - to date   Frequency: Annually	20+ countries 20+ sub-datasets
<b>Share of Wallet Tracker</b>	It highlights how much financial resources consumers allocate to various types of goods and services, offering insights into consumer priorities and preferences. Period: Aug 2023 - to date   Frequency: Biannually	20+ countries 20+ sub-datasets
<b>Brand Intelligence - Banking in Africa</b>	Provides an in-depth view of consumer awareness and preferences in the banking sector across Africa. It captures information on bank familiarity, usage, consideration and the ones they would recommend to others. Period: March 2021 - to date   Frequency: Annually	20+ countries 20+ sub-datasets
<b>Financial Freedom</b>	Provides an in-depth understanding of the concept of financial freedom in Africa. It offers valuable insights that can drive product innovation for banks and financial institutions. Period: March 2021 - to date   Frequency: Annually	20+ countries 20+ sub-datasets
<b>Holiday Shopping Tracker</b>	Analyses consumer behaviors during holiday seasons, focusing on spending, popular products, and shopping channels. Period: Nov 2017 - to date   Frequency: Annually	20+ countries 20+ sub-datasets

## HELP AND SUPPORT CONTACT

### What happens if I forget/lose my password?

If you forgot/lost your password, kindly email our support team [hello@kasiinsight.com](mailto:hello@kasiinsight.com) to get your account password fixed for you.

### Which browsers does Kasi Hub Data Portal support?

As a business app Kasi Hub Data Portal is rather conventional in this question and supports even legacy versions of web browsers:

- IE 9+, Edge (legacy/new)
- Chrome (56+)
- Firefox (52+)
- Safari (11+)

### How do I contact your support system?

For help and support, kindly use the below to reach out to any of our support systems

Action Type	Email	Description
Technicalities	<a href="mailto:paul@kasiinsight.com">paul@kasiinsight.com</a>	For assistance or clarification on how to generate reports using the Kasi data portal
Sales Inquiries	<a href="mailto:segun@kasiinsight.com">segun@kasiinsight.com</a>	For those interested in learning more about Kasi Insight's products and services.
Press & Speaking Inquiries	<a href="mailto:info@kasiinsight.com">info@kasiinsight.com</a>	For members of the media or those wishing to speak with Kasi Insight experts.
General Inquiries	<a href="mailto:hello@kasiinsight.com">hello@kasiinsight.com</a>	For general comments and questions regarding Kasi Insight and Kasi Hub Data Portal.
	<a href="mailto:info@kasiinsight.com">info@kasiinsight.com</a>	For any questions on product offerings and data categories
	<a href="mailto:hello@kasiinsight.com">hello@kasiinsight.com</a>	For any questions

# Thank You!

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