



Kasi Academia

Platform Access, Datasets & Contact

INTRODUCING KASI ACADEMIA

Kasi Academia is a dedicated package for academic institutions, offering a specialized license to access high-quality African data for faculty, researchers, and students. This program enables academic communities to leverage real-world data for research, teaching, and analysis.



Core features and Benefits

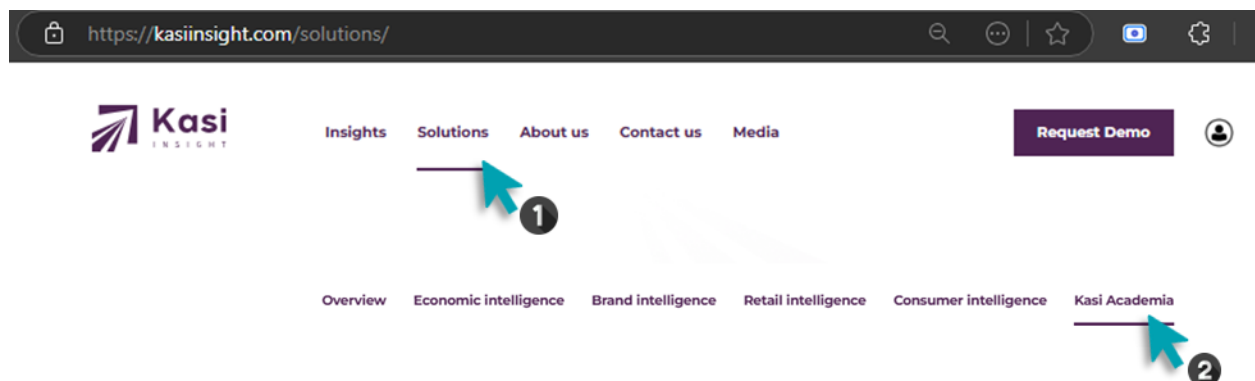
How it works

1. **Leverage Existing Data** – Access Kasi Insight’s extensive Pan-African datasets, covering key themes such as consumer behavior, socioeconomics, consumer confidence, retail, health, and finance. These datasets are updated regularly, allowing trend analysis and deeper insights.
2. **Collect Primary Data** – Utilize Kasi Insight’s survey infrastructure to design and execute custom research projects, ensuring your data is relevant, reliable, and up to date for your specific academic needs.

ACCESSING THE PLATFORM - KASI ACADEMIA

To Access the Kasi Academia

- ▶ Visit - www.kasiinsight.com
- ▶ Click on the '**Solutions**' tab and select '**Kasi Academia**'



- ▶ Click the '**Access Kasi Academia**' button (a new window will open)



The Intelligence Africa Runs On

Empower your research and teaching with exclusive access to curated datasets and analytics tool.

Unlock the Power of African Data

Gain access to Africa's most comprehensive datasets covering consumer trends, economic insights, quality of life, and more. Whether you're a student conducting research or faculty driving innovation, Kasi Insight empowers you to explore, analyse, and uncover insights.

How It Works

1. **View our dataset catalogue** - Browse the range of available datasets tailored for research and academic use.
2. Learn and explore - **Instantly access exclusive tutorial videos** to get started with the platform
3. Gain access to the Kasi platform or specific dataset (**Fill out the form**)
4. Book an in-person demo (**Optional**)

Access the Platform | Dataset(s)

Complete this form to request either access the Kasi Insight platform, datasets or collect primary data

SUBMIT

- Fill out the form and submit your request

Our team will reach out to you shortly to set up your access and help you start exploring African data through the Kasi Portal

KASI HUB DATA PORTAL

The Kasi Hub Data Portal is both a **comprehensive data repository** and a **self-service analytics tool** designed for businesses, researchers, and academics. It provides access to **over 600 curated datasets** and **60 million data points** from thousands of consumers across **20+ African markets**, making it a valuable resource for studying consumer trends, economic patterns, and social behaviors.

The screenshot shows the Kasi Hub Data Portal interface. The top navigation bar includes links for Repository, Team, Admin, Methodology, User Guide, Insights, and Deep Dive. A search bar and user profile are also present. The left sidebar lists various data categories such as Loans, Investment Products, Saving accounts, Credit cards, Saving pockets, Nigeria test, KASI COVID19 Pulse Ghana, COVID-19 Lifestyle impact, Daily Routines, KASI COVID19 Pulse Cameroon, Job Prospects, Ethiopia COVID 19 Pulse, and Media - Gap. The main content area displays a list of datasets, including KASI Election 2020, KASI COVID19 Pulse South Africa, KASI COVID19 Pulse Kenya, KASI COVID19 Pulse Tanzania, KASI COVID19 Pulse Ghana, KASI COVID19 Pulse Cameroon, KASI COVID-19 Purchase Index, and COVID19 Pulse Africa. Each dataset entry shows the Data Source and the Upload date.

A Dual-Purpose Platform

- **Data Repository** - Explore a vast collection of **Kasi Insight's proprietary datasets** covering topics such as consumer sentiment, retail demand, financial behavior, health and wellness, media consumption, and more. These datasets provide a rich foundation for academic research, policy analysis, and market studies.
- **Self-Analytic Tool** - Conduct analysis directly on **Kasi datasets or upload your own data** to uncover trends and insights. Use an intuitive web-based interface to create pivot tables, charts, and reports—no advanced technical skills required.

Whether you're conducting a thesis, dissertation, market research, or policy study, the Kasi Hub enables you to **explore consumer trends, economic indicators, and social behaviors** with ease. Our platform supports **visualizations, reports, and data analysis**, helping you turn raw data into meaningful insights without requiring advanced technical skills.

Market Coverage: Kenya, Cameroon, Ghana, Ivory Coast, Nigeria, South Africa, Tanzania, Congo, DRC, Senegal, Tunisia, Morocco, Egypt, Algeria, Namibia, Zambia, Mozambique, Angola, Uganda, Botswana, Zimbabwe, Ethiopia, Global (Africa)

KASI DATASETS

The Kasi Hub offers two primary types of datasets: **Index Data and Survey Data**. These datasets provide deep insights into consumer behavior, economic conditions, and market dynamics across Africa. Additionally, Kasi datasets fall into two categories:

- **One-time datasets** - Standalone research studies focused on specific topics or events.
- **Trackers** - Recurring surveys that **ask the same questions over time, enabling users to track trends and measure changes** across different periods.

All datasets support granular analysis, allowing users to filter by demographics such as age, gender, occupation, country, and more to uncover detailed insights and patterns.

1. INDEX DATA

Index datasets **provide a quantitative measure of consumer behavior and economic conditions**, helping researchers track trends over time. These indices serve as **leading indicators** for market demand, financial confidence, and spending behavior.

Index	Description
Index of Consumer Sentiment (Kasi ICS)	<p>Measures consumers' confidence in the economy by evaluating their personal financial situation, current economic conditions, and expectations for the future. The index 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 hesitation to spend. The Kasi ICS is calculated from a combination of seven subindices: Country Economic Conditions, City Economic Conditions, Household Income, Household Budget, Discretionary Spending, Household spending and Job Prospect.</p> <p>Period: June 2016 - up to date Frequency: Monthly</p>
Retail Demand Index (Kasi RDI)	<p>Tracks consumer demand for various retail [category subcategory] across Africa. It provides valuable insights into how consumer habits, economic factors, and seasonal trends influence retail demand. The index ranges from +100 to -100, where a score near +100 indicates strong consumer interest and high demand for specific categories, while a score near -100 reflects weak demand.</p> <p>Period: April 2020 - up to date Frequency: Triannually (switched to quarterly in 2025)</p> <p>Category Scope: [Personal Hygiene], [Cleaning products], [Long lasting (dry) groceries], [Fresh groceries (Fruits, vegetables)], [Vitamins/Supplements], [Medicines/Natural remedies], [Laundry products], [Alcohol beverages], [Skin care], [Hair care], [Entertainment], [Electronics], [Beauty], [Clothing], [Airtime/Data bundles]</p> <p>Subcategory Scope: [Mobile money], [Savings pocket], [Savings account/products], [Day to day banking], [Credit cards], [Loans], [Insurance products], [Investment products], [Wine], [Beer], [Champagne /Sparkling Wine], [Vodka], [Brandy], [Cognac], [Whisky], [Tequila/Liqueurs], [Rum], [Gin], [Cream Liqueurs], [RTDS/Ciders], [Tea], [Coffee], [Fruit Juice], [Bottled water], [Milk], [Canned or boxed milk e.g. Evaporated/Long life Milk], [Powdered Milk], [Drinkable Milk], [Diet Soft/other drinks e.g. Diet Cola], [Regular Soft/other drinks e.g. Coca Cola], [Energy drinks e.g. Red Bull], [Sports drinks], [Breakfast e.g. Bread/Cereal], [Flour], [Pasta/Noodles], [Rice], [Fresh fruits and Vegetables], [Canned fruit/vegetables], [Canned beans/lentils], [Dried beans/lentils], [Canned tomatoes], [Meat/Fish], [Eggs], [Milk], [Cheese], [Yoghurt], [Chocolate and Sweets], [Biscuits, Chips & Other snacks], [Packaged snacks], [Frozen foods], [Nuts/Dried fruits], [Cereal bars (e.g. muesli bar)/protein bar], [Traditional staple foods (e.g. mealie meal, cassava, pounded yam), [Spices and Seasonings], [Canned fish], [Cooking Oil], [Cleaning / Disinfectant products], [Toilet Paper], [Hand sanitizer], [Hand wash], [Bath soap], [Wet wipes], [Body wash], [Deodorant], [Toothpaste], [Mouthwash/Dental floss], [Protective equipment supplies e.g. gloves, facemasks]</p>

2. SURVEY DATA

Survey datasets capture **detailed, qualitative insights** from consumers across Africa. They cover various topics such as **purchasing behavior, cost of living, consumer sentiment, financial habits, health and wellness, media consumption, and many more**

Dataset	Description
Cost of Living in Africa	Assesses the impact of inflation on Africans by analyzing their perceptions and concerns about rising commodity prices. It explores the everyday challenges residents face, including how the rising cost of living affects their purchasing power, and the strategies they employ to cope with these financial burdens. Period: June 2022 - to date Frequency: Triannually (moved to quarterly in 2025)
Consumer Sentiment in Africa (Used to calculate the Kasi ICS, a key indicator of economic optimism or pessimism.)	Captures consumer perceptions of their financial situation, economic conditions, and future expectations. It includes insights on job prospects, income changes, household budgets, and spending behavior. The dataset also tracks perceptions of how easy it is to make money, cash vs. virtual money usage, whether the country is moving in the right or wrong direction, and daily meal consumption. Period: June 2016 - to date Frequency: Monthly
Consumer Purchase Trends (Used to calculate the Kasi RDI)	Tracks monthly changes in consumer purchasing behavior across various product categories. It measures whether consumers are buying more, less, or the same amount compared to the previous month, helping businesses understand demand shifts and spending patterns. Period: April 2020 - up to date Frequency: Triannually (switched to quarterly in 2025)
Media Consumption in Africa	Monitors consumer preferences for information sources on a monthly basis, examining digital vs. traditional media consumption, media trust, and engagement. Period: June 2022 - to date Frequency: Monthly
Sustainability in Africa	Provides an in-depth understanding of sustainability practices across various industries in Africa. It delves into climate change dynamics across Africa from shifts in weather patterns, offering insights into addressing climate change and promoting environmental sustainability practices. It also examines sustainable factors influencing purchase decisions, and how businesses and policymakers can develop strategies that promote environmental conservation and a greener future. Period: September 2022, February 2024, February 2025 Frequency: Annually
Consumer Basket Purchase in Africa	Provides valuable insights into the typical shopping basket of Africans, shedding light on preferences, behaviors, and purchasing patterns regarding household essentials. This dataset is instrumental in understanding how consumers allocate their spending across essential and discretionary products. Period: December 2022 - November 2024 Frequency: Annually

Banking in Africa - Brand Intelligence	<p>Provides an in-depth view of consumer awareness and preferences in the banking sector across Africa. It captures information on which banks consumers are familiar with, the banks they currently use, those they might consider in the future, and the ones they would recommend to others. It also explores the factors influencing both the initial choice of a bank and the reasons for continued loyalty, offering valuable insights into consumer decision making.</p> <p>Period: March 2021 - to date Frequency: Annually</p>
Banking in Africa - Financial Freedom	<p>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 other financial institutions. The data allows for a granular analysis by age group, gender enabling a nuanced understanding of different demographic groups' financial goals and strategies.</p> <p>Period: March 2022 - to date Frequency: Annually</p>
Health and Wellness in Africa	<p>Provides a detailed exploration of health and wellness trends and behaviors across various demographics. It examines how different groups engage with health and wellness practices, including dietary habits, exercise routines, and mental health strategies.</p> <p>Period: February 2017 - to date Frequency: Annually</p>
Share of Wallet in Africa	<p>Provides a detailed analysis of consumer spending patterns across different sectors. It highlights how much of their available financial resources' consumers allocate to various types of goods and services, offering insights into consumer priorities and preferences.</p> <p>Period: August 2023 - to date Frequency: Biannually</p>
Holiday Shopping Tracker in Africa	<p>Provides an in-depth analysis of consumer behavior and trends during holiday seasons across various regions and demographics. It explores popular products and services, average spending amounts, and preferred shopping channels (online or in-store).</p> <p>Period: November 2017 - to date Frequency: Annually</p>
Quality of Life in Africa	<p>Provides insights into the factors that influence urban living standards across African cities, focusing on how residents perceive and rate various aspects of their lives.</p> <p>Period: August 2024 - to date Frequency: Annually</p>
Statutory Holiday Impact in Africa	<p>Discover how public holidays shape personal well-being, daily life, and national dynamics in Africa. This dataset captures public sentiment on the effects of statutory holidays, including their influence on relaxation, productivity, and societal cohesion.</p> <p>Period: January 2025</p>
Human Connection in Africa	<p>Understand how Africans build and maintain relationships, express love, and communicate in different settings. This dataset explores relationship satisfaction, social bonds, and awareness of gender-based violence (GBV), including personal experiences and societal perceptions.</p> <p>Period: January 2025</p>

COVID-19 Pulse Tracker in Africa	Understand consumer sentiment and behavior patterns across various demographics in response to the COVID-19 pandemic. It assesses changes in daily routines, shopping habits, health protocols, government response, media consumption and purchasing pattern. Period: February 2020 – October 2021
G7 Sentiment Tracker in Africa	Track opinion and approval ratings of foreign countries in Africa. Period: February 2022, June 2022
Retail in Africa - Ecommerce Intelligence	Plan and execute your E-commerce strategy by understanding consumer behavior, considerations and habits on shopping online. Period: June 2021, February 2023
AI Perceptions and Adoption	Understand consumer perceptions and attitudes towards Artificial Intelligence (AI). It examines familiarity with AI, utilization of AI-powered apps, perceived benefits of AI, and obstacles to its adoption. Period: July 2023
April 2023 Trending Topics in Africa	Understand how Africans are interacting with AI and the impact of the war in Sudan on the region's economy and consumer behavior. Period: April 2023
Cryptocurrency in Africa	Understand the adoption and usage of Crypto in Africa - Market share, Usage, Drivers across 20 markets in Africa. Period: December 2022
Banking in Africa-P2P Lending Survey (2016)	Drive lending innovation and sales by uncovering consumer lending practices and habits. Period: April 2016, July 2016
Consumer Priorities in Africa - New Year Resolution Survey	Plan and execute your annual strategy by understanding consumer priorities and resolution. Period: January 2018, December 2018, December 2019
Living Standards in Africa - Middle Class	Plan and execute your marketing and brand strategy by understanding key characteristics of the middle class. Period: May 2019
Energy Supply in Africa - Consumer Perception	Plan and execute innovative solutions for Africa by understanding consumer perceptions about their current source of energy. Period: July 2019
Retail in Africa - Packaging Insights	Plan and execute effective package design and materials by understanding consumer perceptions on color and its meaning. Period: 2017 December
Fintech in Africa - P2P lending	Build lending digital apps that work in Africa by understanding the wants and needs of users. Period: July 2017, September 2017, March 2018, October 2018, February 2019, February 2020
ACFTA in Africa - Consumer Perception	Plan and execute your free trade strategy by understanding consumer perceptions awareness and readiness. Period: February 2019, August 2019
Black Lives Matter - Africa Perceptions	Find out consumers' perception, awareness, and readiness about black live matters campaign. Period: May -July 2020
Living Standards in Africa - LSM	Plan and execute your marketing and brand strategy by understanding key characteristics of the Consumers Period: April 2017, April 2019

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 to get your account password fixed for you.

Which browsers does Kasi 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	paul@kasiinsight.com	For any technical assistance or clarification on using the Kasi data portal
Sales Inquiries	segun@kasiinsight.com	For those interested in learning more about Kasi Insight's products and services.
Press & Speaking Inquiries	info@kasiinsight.com	For members of the media or those wishing to speak with Kasi Insight experts.
General Inquiries	hello@kasiinsight.com	For general comments and questions regarding Kasi Insight and Kasi Hub Data Portal.
	info@kasiinsight.com	For any questions on product offerings and data categories
	hello@kasiinsight.com	For any other questions