

# TASKASQ56

## Data Consultancies Across Africa Serving SMEs

Here's a comprehensive landscape of leading data consultancies across Africa serving SMEs—drawn from public sources. Below is a compilation their profiles, service offerings, pricing insights (where available), examples of partnerships, and a SWOT framework to contrast against a new entrant.

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### 1. Econsult Africa (Nigeria)

**Website:** [econsult.africa](http://econsult.africa)

[kuroafrica.com](http://kuroafrica.com)+[2africadatainsight.com](http://2africadatainsight.com)+[2inmarq.africa](http://2inmarq.africa)+

- **Services:** Data collection, advanced analysis, visualization, business intelligence (Power BI), strategy, and economic research. Also offers training at beginner to advanced levels. [econsult.africa](http://econsult.africa)
  - **Pricing:** No public rates; typically custom quotes following a needs-analysis process.
  - **Partnerships:** Provides BI and economic analysis likely for clients in private and public sectors (e.g., central banks, multinationals). No specific partners listed.
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### 2. Data-Lead Africa (Pan-Africa, HQ Nigeria)

**Website:** [dataleadafrica.com](http://dataleadafrica.com)

- **Services:** Data strategy, analytics, bio-informatics, portfolio and market research, training (Python, SQL), plus a social-impact foundation.

- **Pricing:** Not advertised; consultancy typically scoped per project.
- **Partnerships:** Likely collaborates with governments, NonGovernmental Organizations (NGOs), and corporate clients; specifics not disclosed.

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### 3. Africa Data Insights (ADIL) (Rwanda)

**Website:** [africadatainsight.com](http://africadatainsight.com)

[dataleadafrika.com](http://dataleadafrika.com)+[econsult.africa](http://econsult.africa)+[datalystafrica.com](http://datalystafrica.com)

- **Services:** Market research, quantitative and qualitative data analysis using Computer-Assisted Telephone Interviewing (CATI), Computer-Assisted Personal Interviewing (CAPI), Computer-Assisted Web Interviewing (CAWI), In-Depth Interviews (IDIs), focus groups, plus consulting.
- **Pricing:** Custom answers post-consult.
- **Partnerships:** Supported private clients across Africa and North America; referenced via testimonials.

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### 4. Inmarq Africa (Kenya)

**Website:** [inmarq.africa](http://inmarq.africa) [africadatainsight.com](http://africadatainsight.com)

- **Services:** Bespoke data services: data science, analytics, collection, governance, architecture, integration.
- **Pricing:** Likely monthly retainer per bespoke engagement.
- **Partnerships:** Based in Nairobi; no public partnerships listed, but serves regional enterprise clients.

## 5. Datalyst Africa (Pan-Africa)

**Website:** datalystafrica.com [naijatrends.ng](http://naijatrends.ng)

- **Services:** Market research, dashboards, mobile data collection, M&E, cost–benefit; heavy on quantitative & qualitative.
  - **Pricing:** Project-based.
  - **Partnerships:** Engages with Non-Governmental Organizations (NGOs), government departments, international organizations (e.g., thru M&E assignments).
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## 6. Terragon Group (Nigeria + Offices in Kenya)

**Profile:** Wikipedia [datalystafrica.comqa.time.com](http://datalystafrica.comqa.time.com)

- **Services:** Marketing-tech platform, Customer Data Platform (CDP) services, digital advertising (e.g., Adrenaline).
  - **Pricing:** Subscription-based; specifics are proprietary.
  - **Partnerships:** Worked with global CPG, telecom; acquired Bizense in 2018; CDP certified and integrated with Facebook.  
[en.wikipedia.org](http://en.wikipedia.org)
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## 7. Stears (Nigeria, United Kingdom (UK))

**Profile:** Wikipedia

- **Services:** Market intelligence via subscription data tools, bespoke country and sector analysis for investors.
- **Pricing:** Subscription tiers + custom research fees.
- **Partnerships:** Clients include United Nations Development Programme (UNDP), Foreign, Commonwealth & Development Office (FCDO), international investors. [en.wikipedia.org](http://en.wikipedia.org)

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## 8. Rwazi (Africa-focused, HQ in LA)

**Profile:** Wikipedia

- **Services:** Consumer insights via on-ground “mappers” collecting retail data in real time; sold via subscription.
- **Pricing:** Licensing/subscription.
- **Partnerships:** Backed by Tech-stars, New-fund; serves multinationals needing granular consumer insights in Africa.  
[en.wikipedia.org](https://en.wikipedia.org)

## 9. Dataphyte (Nigeria)

**Profile:** Wikipedia

- **Services:** Data-as-a-service, journalism-driven insights, civic tech tools (Anfani, Nubia), open-access datasets.
- **Pricing:** Likely grant-funded; custom advisory fees for governments & Non-Governmental Organizations.
- **Partnerships:** Statista, United States Agency for International

Development (USAID) via Centre for Journalism Innovation and Development (CJID), Archiving; funded by Open Society Initiative for West Africa (OSIWA), National Endowment for Democracy (NED), Media Development Investment Fund (MDIF), Stanford.

[startuplist.africa+3en.wikipedia.org+3en.wikipedia.org+3](https://startuplist.africa+3en.wikipedia.org+3en.wikipedia.org+3)

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## 10. Datacomb Consulting (South Africa)

**Website:** [datacomb.co.za](https://datacomb.co.za)

- **Services:** Economic development policy, SME development strategy, CSI advisory, programme management.
- **Pricing:** Project-based consultancy.

- **Partnerships:** Department of Science & Technology, Mobile Telephone Networks Group (MTN), University of Johannesburg.  
[africadatainsight.com+4datacomb.co.za+4naijatrends.ng+4](http://africadatainsight.com+4datacomb.co.za+4naijatrends.ng+4)

## SWOT Analysis: New Entrant vs. Established Firms

Factor	Strengths of New Entrant	Weaknesses	Opportunities	Threats
Scale & Reach	Can operate pan-Africa digitally	Lack in-country presence	Grow through strategic local partners	Regulatory or cultural barriers
Custom	Agile and	Limited track	Niche focus	Established firms with
Factor	Strengths of New Entrant	Weaknesses	Opportunities	Threats
Solutions	innovations-driven	record	(SMEs, underserved sectors)	economies of scale
Pricing	Competitive pricing to SMEs issues	No pricing history/trust attract	Transparent pricing	Price wars with local tiered players
Tech Stack	Opportunity to integrate AI/remote sensing	Limited tech investment	Collaborate with startups (e.g., Amini)	Rapid tech obsolescence
Brand & Trust	Potential to build fresh brand	Poor brand recognition	Build credibility through partnerships (NGOs, IFC)	Entrants from Big via Four or major African consultancies

## Strategic Gaps & Opportunity Picks

1. **SME-focused, fixed-price offerings** – None of the incumbents offer transparent, startup-friendly packages—an opportunity for modular, flat-fee services.
2. **AI-powered environmental + agritech data** – Capitalize on A mini-style signals by partnering to fill gaps in environmental insights.
3. **Comprehensive governance/data maturity frameworks** – Few firms address data governance and internal capacity-building end to end.
4. **Tech-enabled mobile data collection** – Position as a mobilenative data collection leader across under-digitized regions.
5. **Integration with digital marketing / CDP offers** – Mix insights with activation (like Terragon but tailored to SMEs).
6. **Open-data platforms + civic-tech** – Build community trust via civic transparency tools similar to Dataphyte’s Anfani/Goloka.

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## Next Steps

- **Validate pricing strategies:** Conduct follow-ups or interviews to obtain pricing structures.
- **Identify target SMEs/verticals:** Use market data to map sectors with high data maturity needs.
- **Plan pilot partnerships:** Contact Amini, Codify with civic-tech organizations, or agricultural startups.
- **Build MVP offerings:** Layer clear entry packages; e.g., “Data Readiness Assessment” → “Dashboard + Reporting” → “Automated Insights”.

## TASK 1: Blog Post

### The Impact of Remote Work on Employee Productivity

Over the last few years, remote work has transitioned from a small-scale benefit to a mainstream work model. Initially propelled by necessity during the COVID-19 pandemic, remote work has since become a defining feature of the modern workplace. But as many companies adapt to this shift, a key question continues to arise, many asking *How does remote work affect employee productivity?*

Let's take a closer look at the impact of remote work on productivity, drawing from both research and real-world experiences.

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#### A Productivity Boost: Benefits of Working From Home

Many organizations feared that without supervision, employees working remotely would be less productive. However, data from the past few years has often told a different story.

According to the study that was carried out by Stanford University back in the year 2022, it was found that remote workers are 13% more productive than their in-office counterparts. This increase came from fewer breaks, reduced sick days and a more personalized work environment(Stanford, 2022).

Some of the main reasons remote work can enhance productivity include:

- **Fewer workplace distractions:** No random and unplanned desk Conversations or loud office noises.
  - **Reduced commute time:** Employees can begin work more energized and save hours per week.
  - **Flexible work schedules:** Workers can often align tasks with their personal peak productivity hours.
  - **Customized workspace:** Employees are more comfortable and can tailor their environments to their preferences.
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For self-motivated employees, these factors often combine to create a more focused and efficient workday.

## **The Flip Side: Challenges That Impact Productivity**

Of course, remote work isn't universally positive. Some employees struggle with distractions at home, isolation, or difficulty separating work from personal life. These challenges can diminish productivity over time.

Here are a few common challenges:

- **Communication gaps:** Without the immediacy of face-to-face interactions, teams can experience delays or misunderstandings.
- **Technology hiccups/Problem:** Not all employees have access to reliable internet or high-quality equipment at home.
- **Overworking and burnout:** Without clear boundaries, many remote workers report working longer hours and struggling to disconnect.
- **Isolation and disengagement:** The lack of social interaction can impact morale and, by extension, productivity.

Organizations that don't offer sufficient support—such as regular checkins, collaboration tools, or mental health resources—may find that these challenges outweigh the benefits of remote work.

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## **Hybrid Models: The Best of Both Worlds?**

Many companies are now leaning into hybrid work models, allowing employees to split their time between home and the office. This approach aims to combine the focus and flexibility of remote work with the collaboration and connection of in-person work.

When well-designed, hybrid setups can:

- Provide flexibility without sacrificing team unity

- Allow face-to-face interaction for brainstorming and complex discussions
- Reduce office overhead while maintaining a physical presence for meetings and events

The key lies in clarity—clear expectations, schedules, and communication protocols help teams stay productive regardless of location.

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## Strategies to Maximize Remote Productivity

Whether your team is fully remote or adopting a hybrid model, a few best practices can help sustain (and even boost) productivity:

- **Set clear goals and expectations:** Regularly communicate performance benchmarks and deadlines.
- **Use the right tools:** Platforms like Slack, Zoom, Google Meet, and Microsoft Teams keep teams connected and organized.
- **Encourage regular check-ins:** One-on-ones and team standups help maintain alignment and morale.
- **Prioritize outcomes, not hours:** Trust employees to manage their time as long as goals are met.
- **Support mental health:** Encourage breaks, offer counseling services, and promote work-life balance.

Investing in employee well-being and the right infrastructure goes a long way in making remote work sustainable.

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## Conclusion: Productivity Is a Shared Responsibility

Remote work has reshaped the concept of productivity. While it offers significant advantages—especially for knowledge workers—it also introduces new challenges. The most successful companies recognize that productivity isn't just about location; it's about creating environments where employees feel supported, motivated, and connected.

By addressing the downsides and building on the benefits, businesses can harness remote work not just as a Backup plan, but as a powerful longterm strategy.

## **11. TASK 2: Product Description (E-commerce)**

### **Ergonomic Office Chair – Ultimate Comfort for All-Day Productivity**

Upgrade your workspace with the Ergonomic Office Chair designed to support you through long hours of work, study, or gaming. Engineered with comfort and functionality in mind, this chair features a breathable mesh back, adjustable lumbar support, and a high-density foam seat to keep you cool and comfortable throughout the day.

Whether you're working from home, setting up a gaming station, or furnishing a corporate office, this chair adapts to your needs with its adjustable height, Lean-back resistance, and 360° full rotation. Its sleek, modern design adds a professional touch to any room—without sacrificing comfort.

Say goodbye to back pain and hello to better posture. Invest in a chair that works as hard as you do.

#### **Key Features:**

- **Adjustable lumbar support for personalized back comfort**
- **Breathable mesh back to keep you cool during extended use**
- **High-density foam seat** for lasting comfort
- **Tilt and recline function** with tension control
- **Height-adjustable armrests** and seat for a tailored fit
- **Durable nylon base** with smooth-rolling caster wheels

## **TASK 3: SEO Article Snippet**

### **Topic: Best Ways to Improve Sleep Quality Naturally**

Struggling to fall asleep or stay asleep through the night? You're not alone—and the good news is, there are simple, natural ways to improve your rest. If you've been wondering *how to sleep better naturally*, the answer often lies in small, consistent lifestyle changes. From creating a calming bedtime routine to adjusting your diet and environment, you can significantly enhance your sleep without turning to medication. In this article, we'll explore science-backed strategies that support restful, uninterrupted sleep. Whether you're dealing with occasional restlessness or chronic insomnia, learning how to sleep better naturally can help you wake up feeling refreshed, focused, and energized. Let's dive into easy, effective habits that make a real difference—starting tonight.

## **TASK 4: Social Media Post**

**Platform: LinkedIn**

### **Topic: Celebrating One Year of Freelance Writing**

✦ One year ago, I took the leap into freelance writing—and what a journey it's been!

From pitching my first client to building a portfolio across industries like tech, wellness, and e-commerce, this year has been full of growth, challenges, and unexpected wins. I've learned how to manage my time, set boundaries, and most importantly, trust the process.

Some milestones I'm proud of:

- Landing recurring clients through referrals
- Publishing 50+ articles and blog posts
- Learning to balance creativity with strategy

Freelancing has taught me that success doesn't happen overnight, but consistency and resilience pay off. If you're thinking about making the switch or just want to chat about freelancing life—let's connect!

Connect with me if you're exploring freelance opportunities. I'm always happy to share tips or collaborate on new projects!

## **TASK 5: Editing/Proofreading Sample**

### **Error Version:**

“Many people is not thinking how important is writing clearly. In online content, bad grammar and poor sentence structure causes confusion and bad impression on readers. It also could damage credibility of the company.”

### **Edited Version:**

Many people don't realize how important clear writing is. In online content, poor grammar and sentence structure can create confusion and leave a negative impression on readers. It may also damage a company's credibility.

## **TASK QUIZ23**

### **English-Swahili Translation and Editing**

Here's a Non-Governmental awareness information guide document aimed to inform rural communities about clean water practices, disease prevention, and hygiene. The document is in English written version. Translate and Edit the document into Swahili version accurately, appropriately and easy to understand for wide audience.

#### **Source Text (English Excerpt)**

"To prevent diseases such as Cholera and Typhoid, always wash your hands with clean water and soap, especially before eating and after visiting the Toilet. Boil drinking water to kill germs and avoid drinking directly from rivers or lakes."

#### **Translated Text (Swahili)**

"Ili kuzuia magonjwa kama kipindupindu na homa ya matumbo, daima nawa mikono kwa maji safi na sabuni, hasa kabla ya kula na baada ya kutoka chooni. Chemsha maji ya kunywa ili kuua vijidudu na epuka kunywa moja kwa moja kutoka mito au maziwa."

