Data Collection & Market Research

Better analysis
Better solutions
Value unlocked for our clients
INTRODUCTION TO GENESIS ANALYTICS

Established in 1998, Genesis is the largest economics-based advisory firm in the region. Our head office is in Johannesburg, South Africa; with reach is across the continent and globally through offices in Nairobi (Kenya), Addis Ababa (Ethiopia), London (UK), and representation in Canada, Nigeria, India, UAE, and Cote d'Ivoire.

Early specialisations of the firm were competition and regulatory economics, and financial services strategy. Since then, we have added human development, applied behavioural economics, digital economics, climate finance and economics, health, monitoring and evaluation, and shared value and impact advisory to our core competencies.

Through our various complementary technical practice areas, Genesis has provided research and advisory services across a range of sectors and clients across 95 countries - 43 of which are in Africa. Our purpose is to unlock value. We use our analytical capabilities to improve decision-making and, through better decisions, to unlock value and maximise impact for our clients and society.

Our clients have included development finance institutions (DFIs), international development agencies, governments, local and international corporations, NGOs, and private foundations.

Genesis provides rigorous and reliable market research, data collection, data processing and data analysis services to our clients across Africa, Asia and the Middle East.

A global African firm.
Genesis has worked in 43 African countries and 95 countries globally.
Working with teams of established and reliable data collection partners across the African continent, we are able to provide high quality qualitative and quantitative data collection services.

Specifically, we have developed data collection skills and expertise in:

- **Computer Assisted Personal Interviews (CAPI)**
  - Using our mobile data collection platforms such as SurveyCTO and SurveyToGo, we efficiently and cost-effectively collect reliable data from rural and urban businesses, consumers and households.

- **Computer Assisted Telephonic Interviews (CATI)**
  - Using a network of call centres, we efficiently and cost-effectively collect reliable data from business, consumer and household respondents.

- **Online Data Collection**
  - Working with panel partners, we efficiently and cost-effectively collect reliable data on-line from business, consumer and household respondents.

- **Qualitative Data Collection**
  - Our multilingual teams of trained moderators and interviewers conduct online and face-to-face focus group discussions, stakeholder and key informant interviews and ethnographic studies.

Our skills and experience enable our clients to make better decisions and find better solutions.
MARKET RESEARCH WITH GENESIS

Our teams of analysts and consultants spread across Sub-Saharan Africa have provided market research services to clients in the private, public and NGO sectors.
QUALITY

Quality is fundamental to Genesis and this is embedded in all stages of our data collection and market research process.

EXPERIENCE

We understand Africa. Over the past 25 years, we have provided data collection and market research services across 43 African countries.

SPEED AND RELIABILITY

We are flexible, agile and able to consistently deliver our data collection and market research services on time and in full.

DATA SECURITY

Our systems and processes meet the provisions of data privacy and protection legislation in the markets where we operate thus ensuring that all the data we collect is secure.

COVERAGE

Our partnerships with local data collection teams supported by our offices in South Africa, Kenya, Ethiopia, Nigeria, and Ivory Coast means that we easily provide data and market research services across the African continent.
**OUR DATA COLLECTION PROCESS**

**GENESIS RESEARCH TEAM**

1. Questionnaire Sign Off
2. Questionnaire Scripting
3. Questionnaire Translation
4. Questionnaire Scripting Sign Off
5. Questionnaire Translation Sign off

6. First level sample design: Stratification
7. Second level sample design: Sample point selection and map generation
8. Fieldwork preparation Briefing docs, show material
9. Show material sign off
10. Trip plans
11. Fieldwork Briefing - Core Team
12. Fieldworker Briefing Fieldwork Team

**GENESIS PRIMARY DATA UNIT**

13. Pilot interviews
14. Data verification
15. Fieldwork
16. Quality Control
17. Interim data – Quality check
18. Cross-country quality control
19. Secondary data – Quality check
20. Final Data Check
21. Data processing
22. Reporting

**GENESIS QUALITY CONTROL**

- Interviewer training – must achieve 90% to quality in practical assessment
- GPS location monitoring
- Random audio recording
- 10% in-field back checks
- 20% telephonic back-check
OUR QUALITY CONTROL PROCESS

DATA SET UP
- Rigorous script testing with skip routines inbuilt and automatically enforced
- Full interviewer briefing
- Accurate sampling
- Pilot Interviews and testing before starting data collection

DATA COLLECTION
- Real time interviewer quality control during fieldwork
- Sample concerns raised immediately with interviewers
- GPS tracking of interviews conducted
- Silent listening on selected questions
- Flags on length of interview and period between interviews
- Daily quota validation

DATA VALIDATION
- Automated data validation
- Identifying missing data
- Straight-lining
- Outlier analysis
- Trend evaluation

DATA REPORTING
- Re-validate trends
- All reports quality checked before issue
SOME OF OUR RECENT CLIENTS

Our skills and experience enable our clients to make better decisions
GENESIS HAS WORKED IN 95 COUNTRIES GLOBALLY

North America
Canada, United States of America

Central America
Jamaica, Mexico

South America
Argentina, Colombia, Peru

Europe
Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Denmark, Germany, Kosovo, Netherlands, North Macedonia, Portugal, Romania, Russia, Serbia, Slovenia, Switzerland, United Kingdom

Asia & Middle East
Afghanistan, Bangladesh, Bhutan, Cambodia, India, Indonesia, Iran, Iraq, Jordan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Sri Lanka, Syria, Thailand, Turkey, Turkmenistan, United Arab Emirates, Vietnam

Africa
Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Democratic Republic of Congo, Côte d’Ivoire, Egypt, Eswatini (formerly Swaziland), Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

A Global African Consultancy

Where we have worked ▲ Where we have offices ● Where we have staff

25 YEARS OF UNLOCKING VALUE
LEADING OUR PRIMARY DATA UNIT TEAM

Marx is currently Primary Research Manager at Genesis. He manages all the Primary data collection across the business ensuring that Genesis collects high quality primary data to address client needs.

Prior to joining Genesis, Marx worked for Ipsos, one of the leading global market research firms, and as Operations Lead MTN where he was in charge of all data collection, quality control and data analysis activities for a 14-country study for MTN group. Prior to this role, Marx worked as Commercial Director, Country Manager and Head of Market Research for Ipsos in South Africa and Uganda.

Marx has more than 10 years experience in data collection across Africa and in a wide range of sectors including financial services, telecommunications, NGOs and government.

Marx Rukundo
Manager Primary Data Unit

READ MORE ABOUT US ON OUR WEBSITE: www.genesis-analytics.com