

# Data Sight addresses need for emerging market data, analysis

Innovation house RubiBlue has launched a new company called Data Sight in an aim to address the need for emerging market data and its analysis as brands, corporations, and startups look to enter Africa and connect with the 1.1 billion people on the continent who will account for one-fifth of the world's population by 2025.



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“Africa has its own nuances, and its complex cultures within its different countries hold a myriad of challenges for established businesses and startups looking to enter its new markets,” says Kimberley Clare Ogden RubiBlue MD and founder of Data Sight. “If you don’t understand consumers in the territory you’re entering, you’re setting yourself up to fail.”

“There are currently 293.8 million smartphone users across the continent, and according to research firm Ovum, the smartphone penetration rate will grow at 52.9% year-on-year. It’s these smartphone users we will use to collect data from and create a picture of Africa’s consumers,” adds Ogden.

## Subscriber rewards

Data Sight subscribers will be surveyed and rewarded with data or airtime vouchers upon completion of question sets, as well as other partnered value-added service (VAS) providers across Africa.

“Creating and owning its data, and the ability to carry out surveys on demand from a uniquely dynamic platform, Data Sight will partner with organisations and entrepreneurs to furnish them with the insight they need,” adds Ogden. “Most businesses don’t have access or the expertise to collect and analyse vast amounts of data. Which is where our experience and expertise adds value.”

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