



Country Business Intelligence

Country BI empowers organizations through data solutions and BI services. We enable data-driven decision-making and operational optimization.

 **by Country BI**

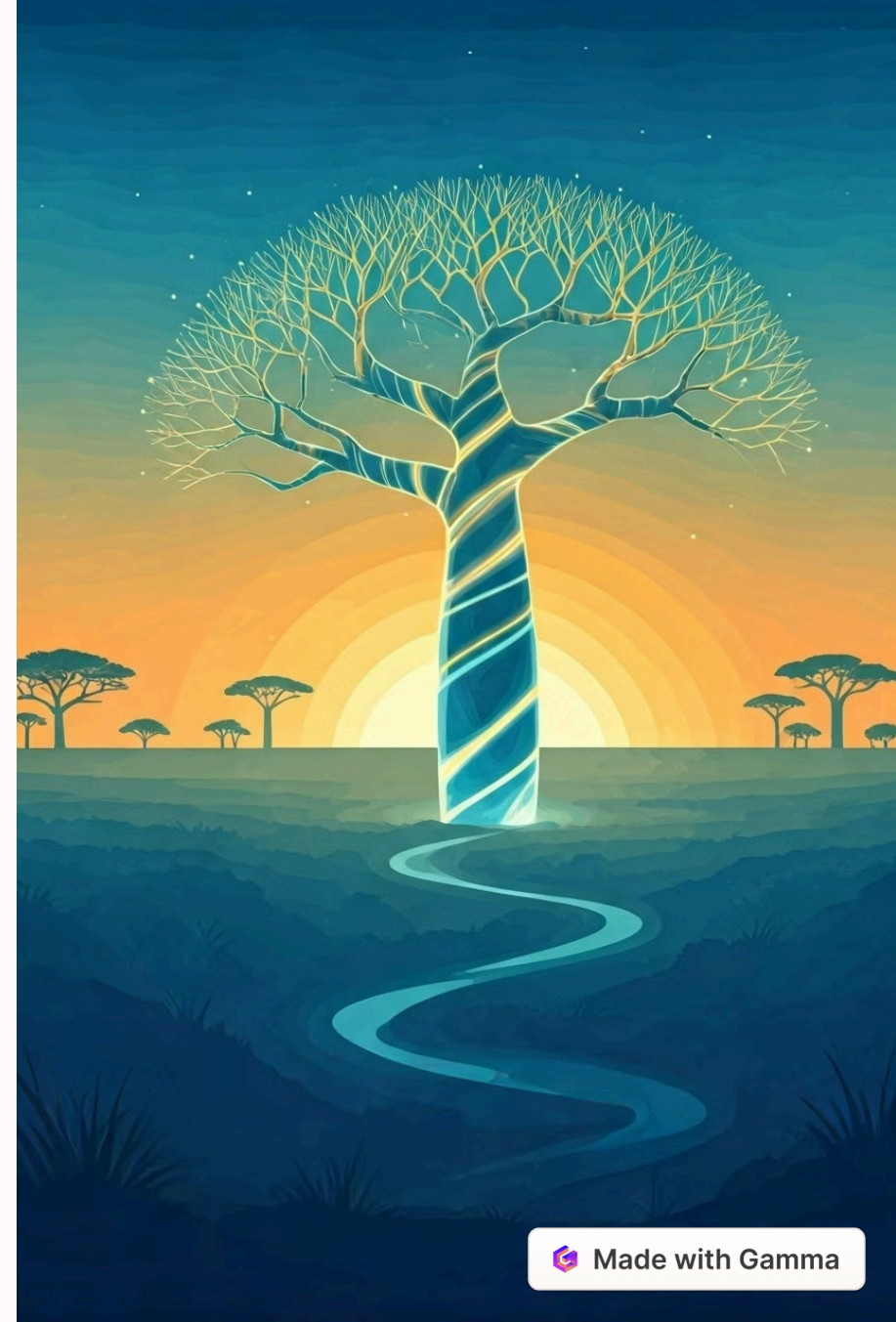
Vision & Mission

Vision

Leading provider of data and marketing solutions in East Africa.

Mission

Empower organizations to leverage data for sustainable growth.





Market Overview

- 1** — **Africa Market**
2022: \$1.2B; 2027: \$3B; CAGR: 20-25%
- 2** — **East Africa Market**
2023: \$200M; 2028: \$600M; CAGR: 20-30%



DATA SOLUTIONS
ANALYTICS

Core Focus Areas



Business Intelligence

Customized BI tools for KPIs.



Data Solutions

Data collection, cleaning, analytics.



Marketing Data Analysis

Consumer behavior, campaign effectiveness.

Target Markets

SMEs (60%)

Operational efficiency and decision-making.

Financial Institutions (20%)

Risk management, compliance, reporting.

Government (10%), Retail (5%), Tech (5%)

Data-driven insights, sales optimization, data strategies.



Competitive Advantage

1 Customized Solutions

Personalized offerings for unique client challenges.

2 Local Expertise

Deep understanding of Tanzanian and East African markets.

3 Comprehensive Services

Holistic approach covering all aspects of BI.

Service Offerings: Data Solutions

1

Data Governance

Data protection standards adherence.

2

Predictive Analytics

Machine learning for trend forecasting.

3

Real-Time Analytics

Instant insights for time-sensitive industries.

4

Data Integration & APIs

Unifying data from multiple sources.

5

Data Center Solutions

Scalable and reliable data storage.

Service Offerings: BI Products & Marketing



AI-Driven BI

Advanced analytics and anomaly detection.



Mobile BI Dashboards

KPI tracking on mobile devices.



Marketing Data Analysis

Customer segmentation, attribution modeling, sentiment analysis.

Service Offerings: Financial Analysis & Consulting

Financial Modeling	Budgeting & Forecasting	Profitability Analysis
Cash Flow Management	Financial Risk Analysis	Data Strategy Development



Five-Year Projection & Revenue Model

Revenue Growth

2023: \$800,000; 2029: \$4 million;
CAGR: 20%

Market Cap

2023: \$3 million; 2029: \$15 million;
3% market share.

Revenue Model

Project-based, subscription,
consulting, training.