

SAUTI USER INSIGHTS QUARTERLY REPORT

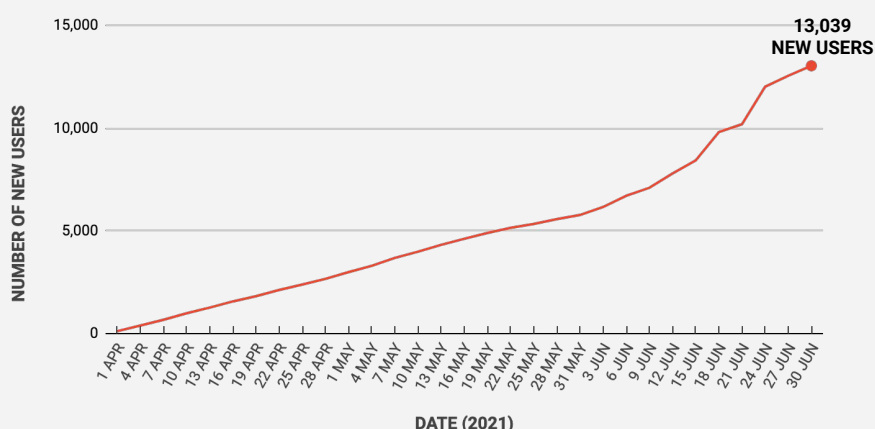
April - June (Q2) 2021

[Sauti's trade and market information platform](#) for businesses in the Kenyan, Ugandan, Rwandan and Tanzanian cross-border region has been operating since 2017. This report shows user behaviour insights from Sauti's mobile information platform based on usage between 1 April to 30 June, 2021.

The Q2 2021 quarter saw **13,039** new users access the platform. Our Kenya platform saw the largest growth over the quarter, mostly driven by our feature expansion, which now includes: general health, business operations, and agriculture information. In all four countries, the majority of price requests remain within domestic markets, however, cross-border trade from Kenya has increased by over 10 percentage points since the [Q1 2021 Report](#). For any questions on our data please contact info@sautiafrica.org.

Total New Users Over Time

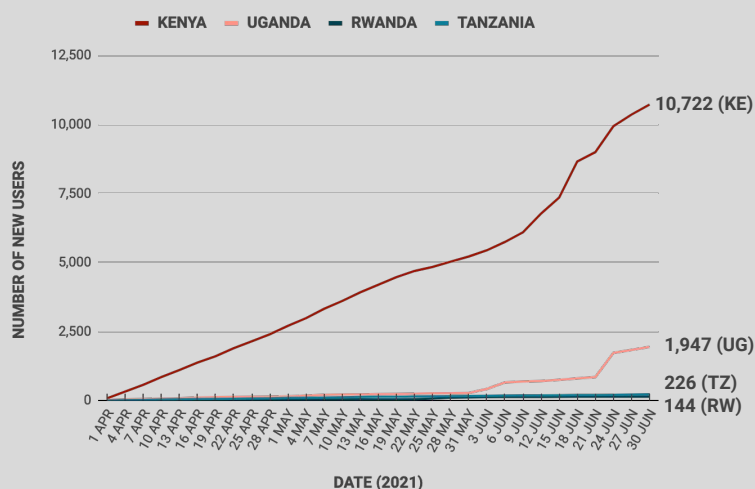
Between the 1st of April and the 30th of June 2021, 13,039 new users have accessed Sauti's information platform, with the total number of users at 37,349.



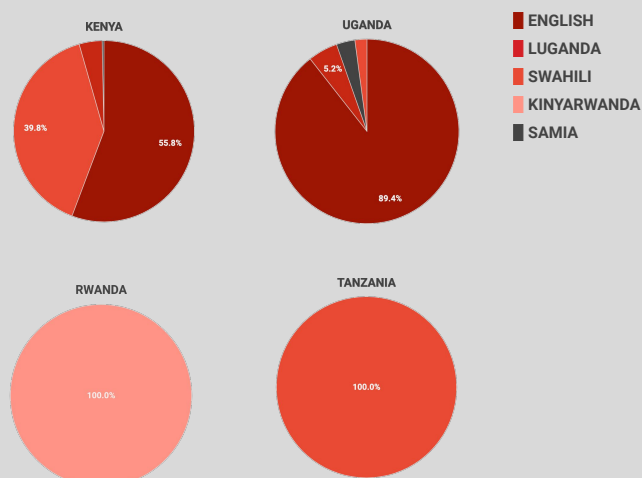
13,039
New Users

37,349
Total Users-to-Date

New Users

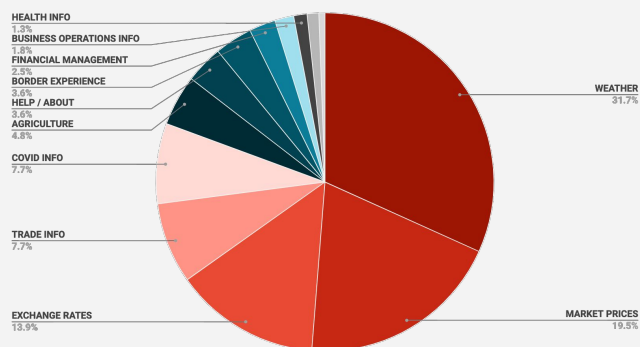


Breakdown of Language Selection

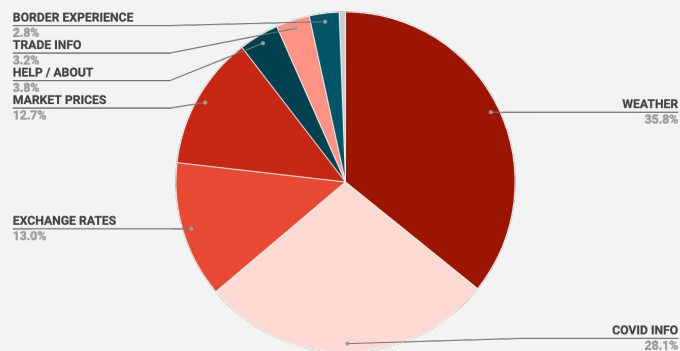


Most Popular Information Features

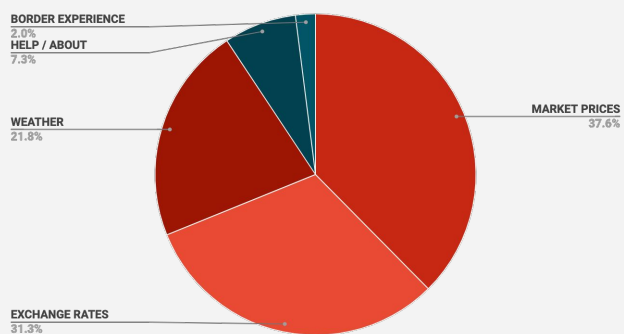
Kenya



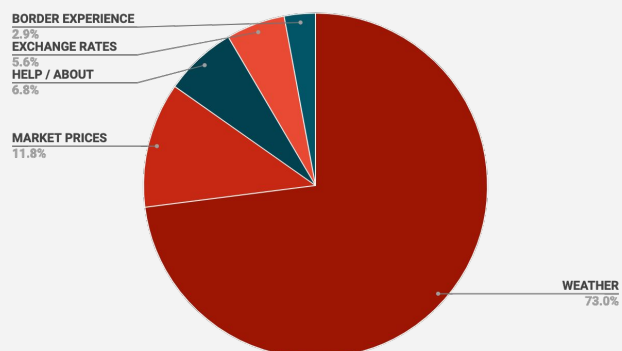
Uganda



Rwanda



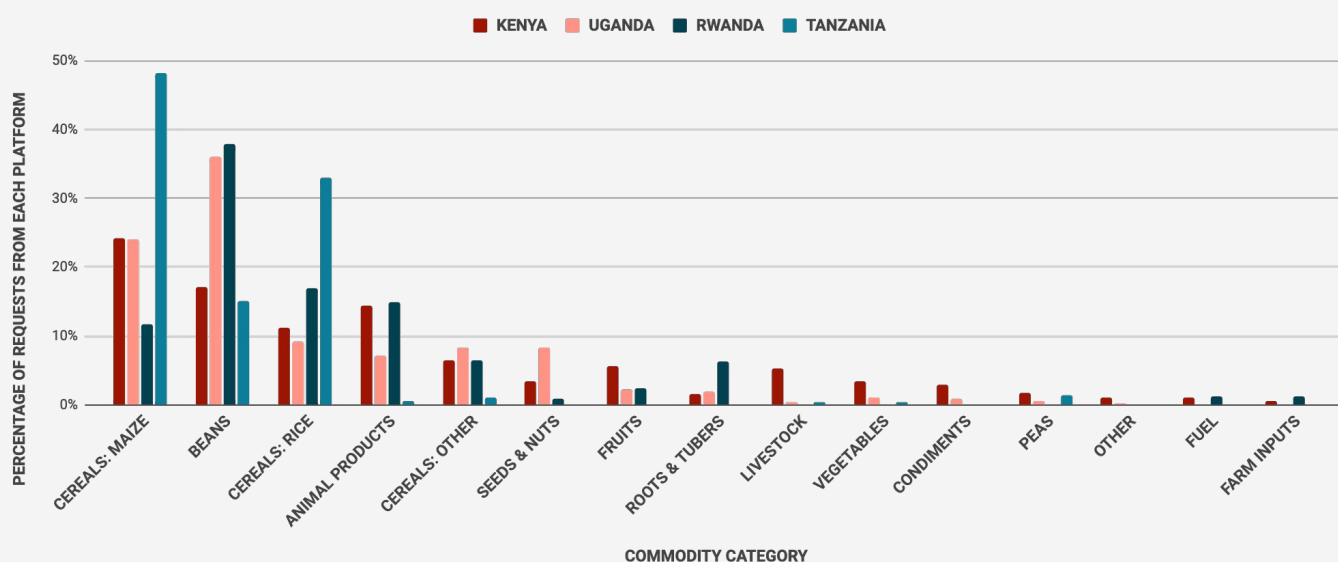
Tanzania



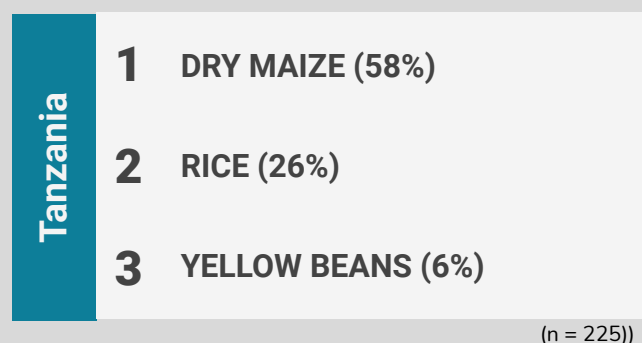
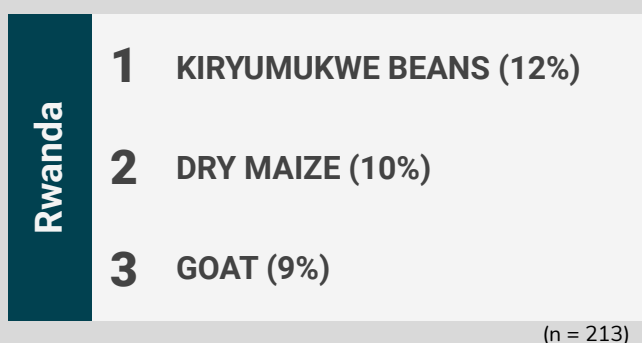
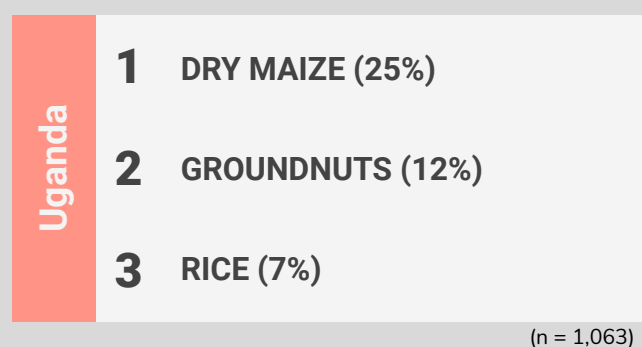
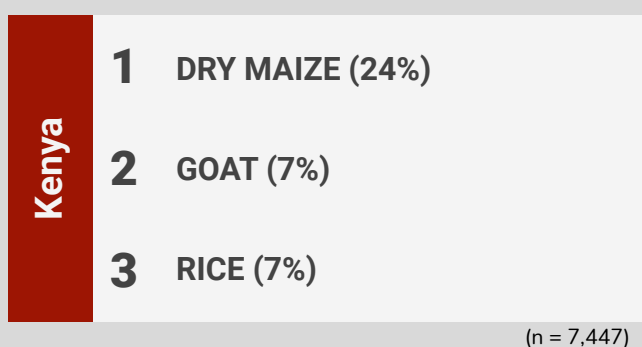
Market Data Insights

Most Requested Commodity Price Information, by Category[†]

The categories below show the top 99% of commodity price categories requested for each country. The commodity categories with fewer requests, and not shown on the graph, are fuel and farm inputs.



Top Three Requested Commodity Prices by Country^{†*}

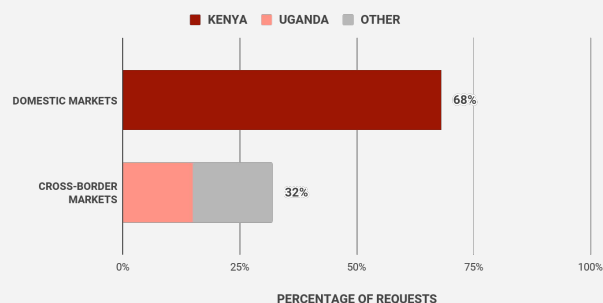


[†]Indicated figures represent information requests weighted by user and by option set. This weighting standardizes the impact of high frequency users and maximizes the accurate representation of each users behavior.

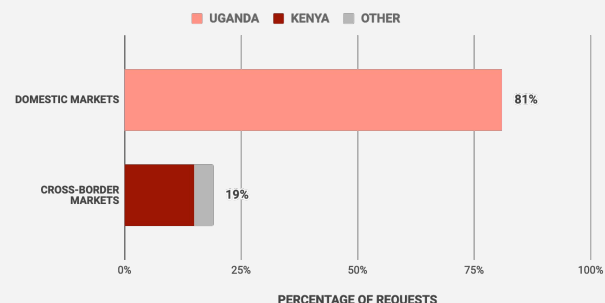
^{*}Percentages reflect the proportion of all user requests for commodity prices in the respective country.

Requests for Commodity Prices in Cross-Border Markets[†]

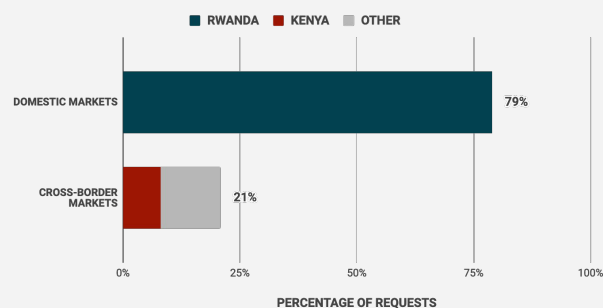
Kenya



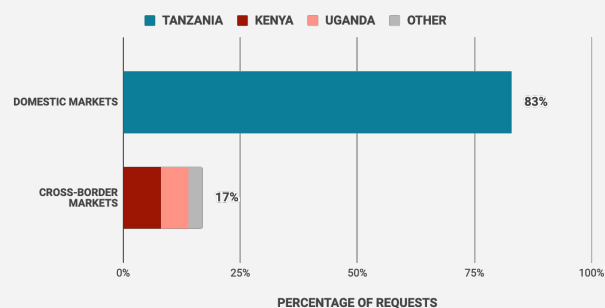
Uganda



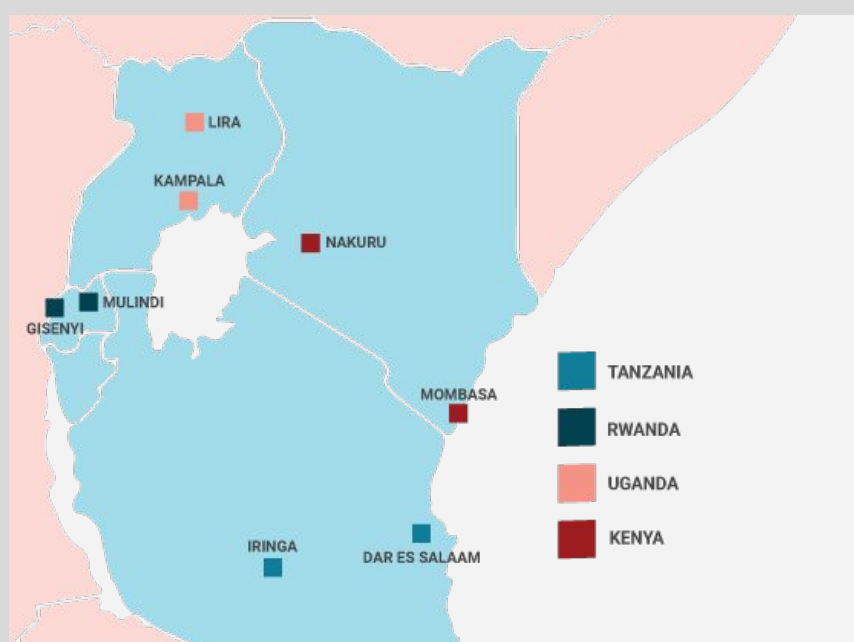
Rwanda



Tanzania

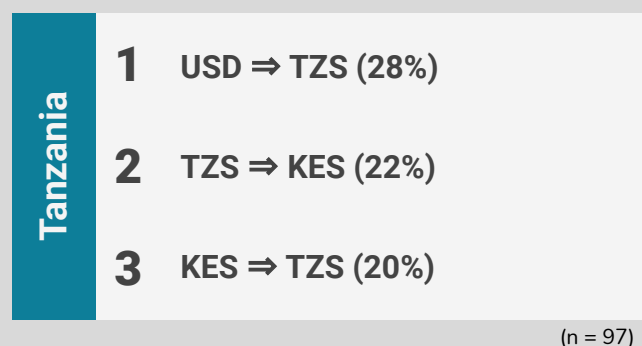
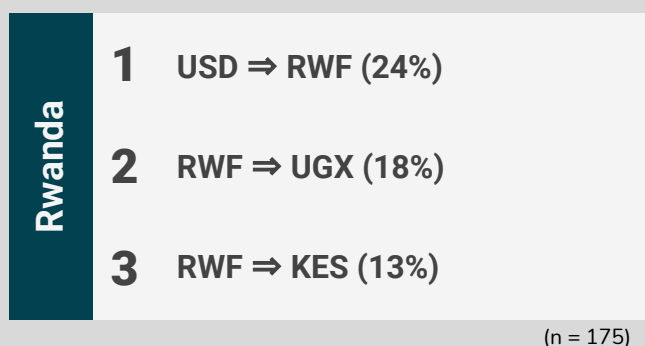
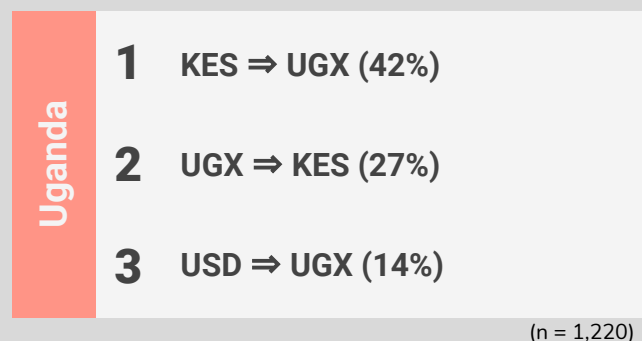
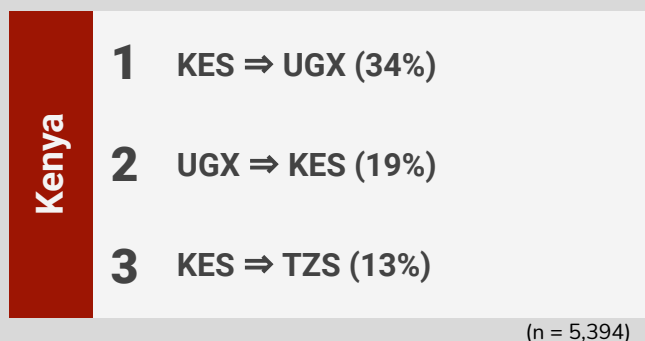


Top Two Requested Markets for Commodity Prices in Each Platform[†]

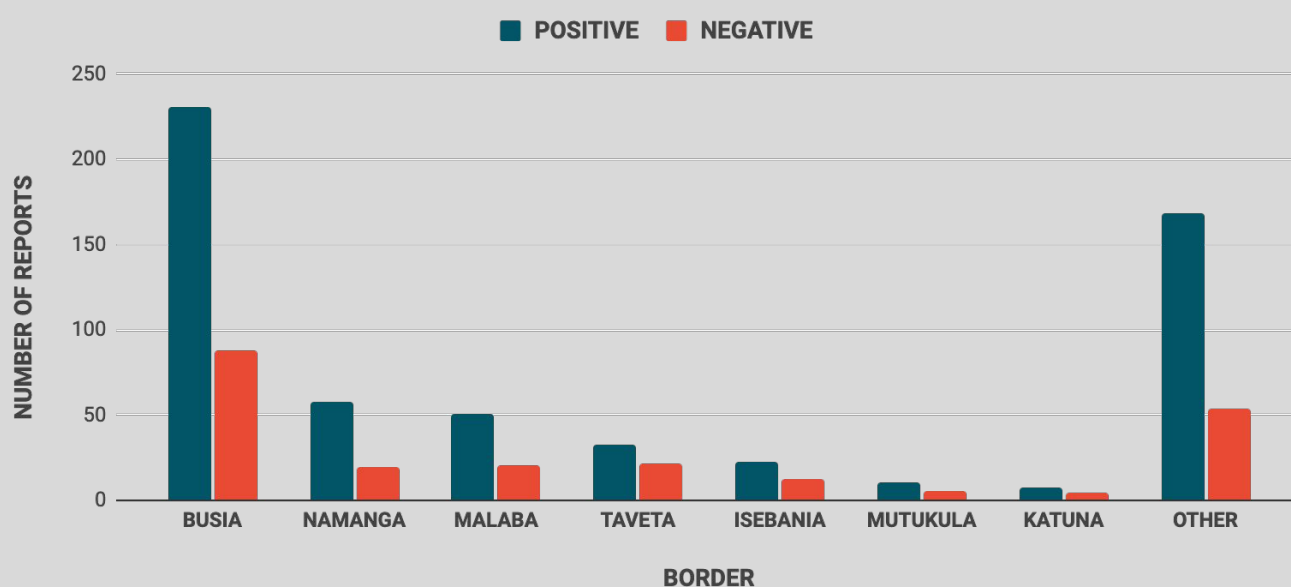


[†]Indicated figures represent information requests weighted by user and by option set. This weighting standardizes the impact of high frequency users and maximizes the accurate representation of each users behavior.

Top Requested Exchange Directions by Country*



Border Experience Reports from All Platforms



*Percentages reflect the proportion of all user requests for exchange rates in the respective country.

Sauti.

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ABOUT SAUTI

Sauti East Africa provides trade and market information services that empower cross-border traders in East Africa to trade legally, profitably, and safely.