

## SAUTI USER INSIGHTS QUARTERLY REPORT

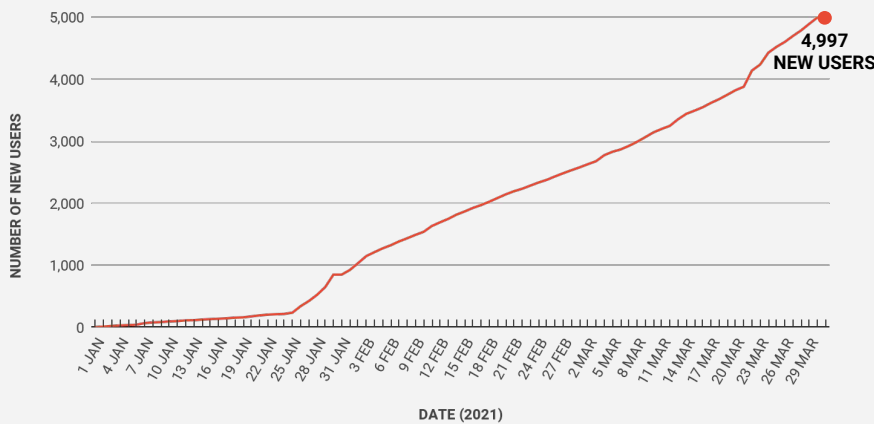
January - March (Q1) 2021

[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 January to 31 March, 2021.

The Q1 2021 quarter saw **4,997** new users access the platform, mostly driven by outreach activities in Kenya as a result of an updated USSD code and the launch of the WhatsApp platform. Since our [Q4 2020 report](#), COVID Info has been added to the Uganda platform, as well as the Weather feature to the Uganda and Rwanda platforms; both of which were popular information features in Q1 2021. In all four countries, the majority of price requests remain within domestic markets. For any questions on our data please contact [info@sautiafrica.org](mailto:info@sautiafrica.org).

### Total New Users Over Time

Between the 1st of Jan and the 31st of March 2021, 4,997 new users have accessed Sauti's information platform, with the total number of users at 24,114.



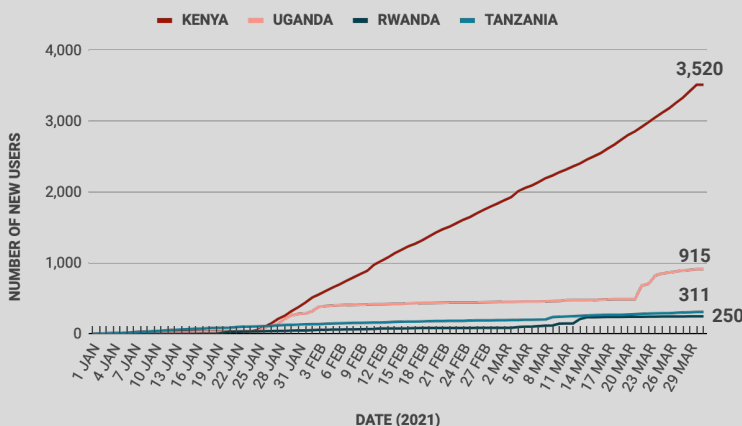
**4,997**

New Users

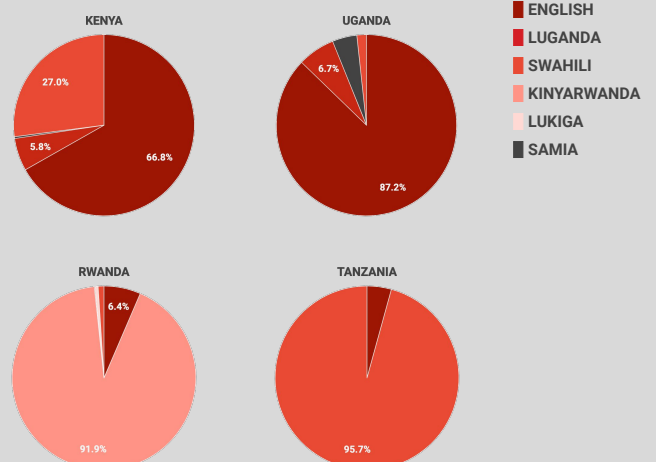
**24,114**

Total Users-to-Date

### New Users

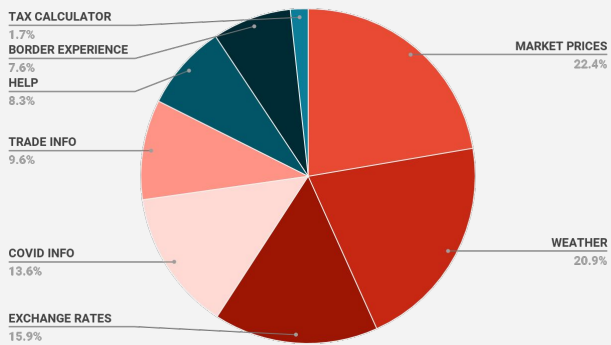


### Breakdown of Language Selection

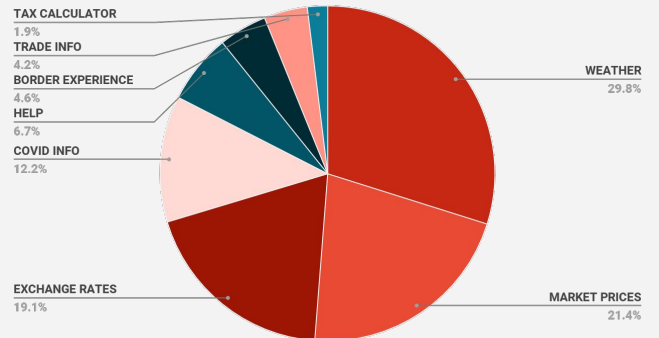


## Most Popular Information Features

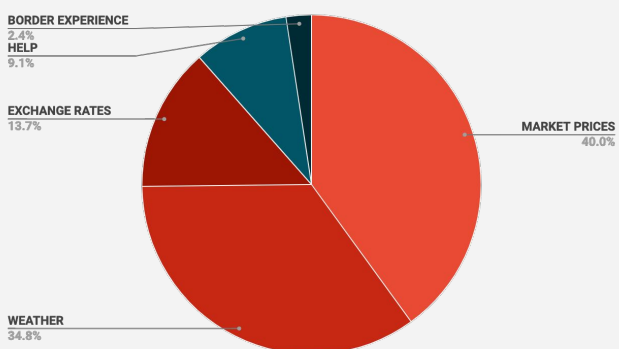
### Kenya



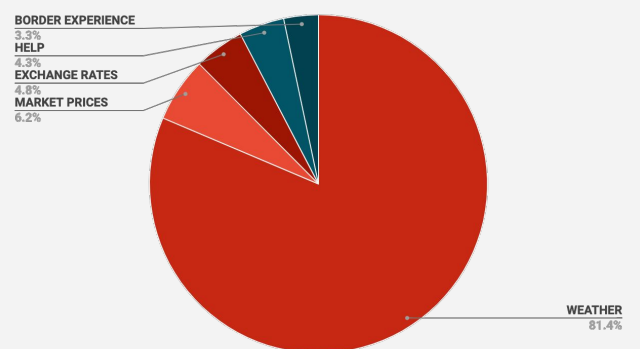
### Uganda



### Rwanda



### Tanzania

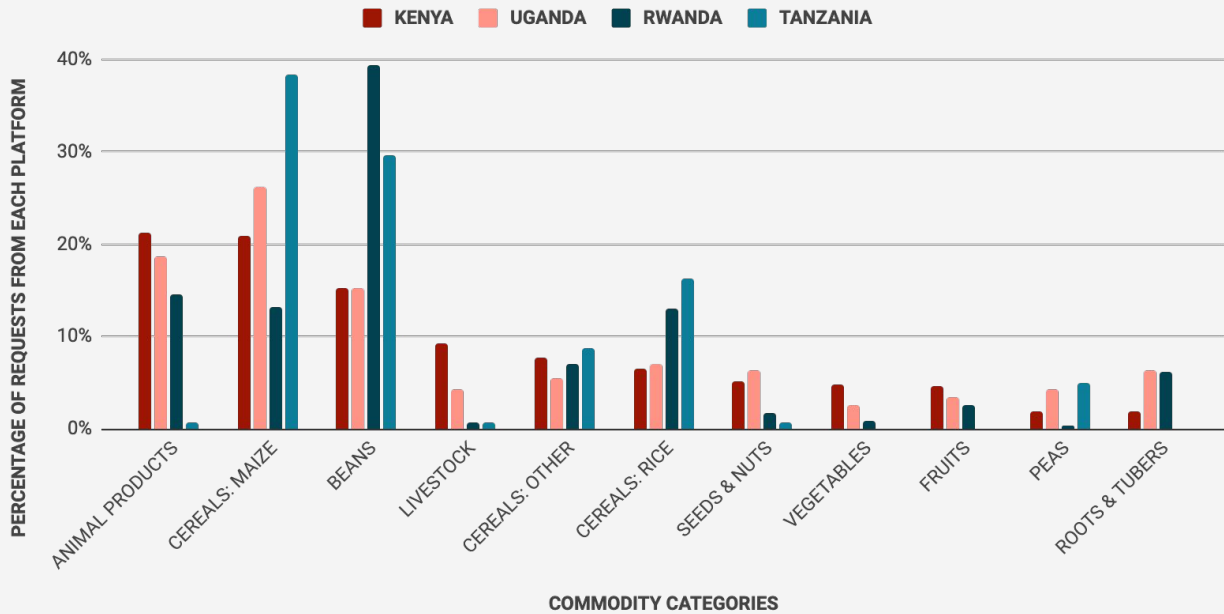


\*COVID-19 information was not available on the Rwanda and Tanzania platforms in Q1 2021.

# 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\*

**Kenya**

- 1 DRY MAIZE (21%)
- 2 GOAT (12%)
- 3 RICE (4%)

(n = 1,689)

**Uganda**

- 1 DRY MAIZE (24%)
- 2 GROUND NUTS (5%)
- 3 BEEF (4%)

(n = 912)

**Rwanda**

- 1 DRY MAIZE (10%)
- 1 MIXED BEANS (10%)
- 3 BLACK BEANS (8%)

(n = 557)

**Tanzania**

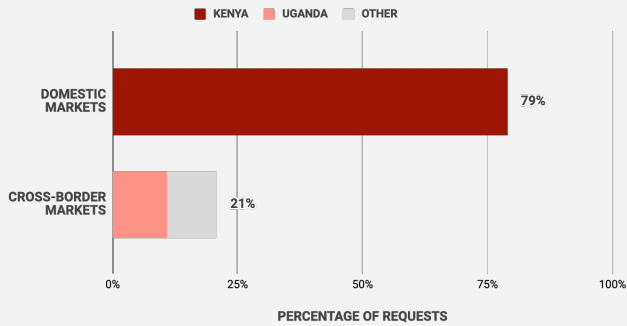
- 1 DRY MAIZE (39%)
- 2 YELLOW BEANS (21%)
- 3 RICE (13%)

(n = 150)

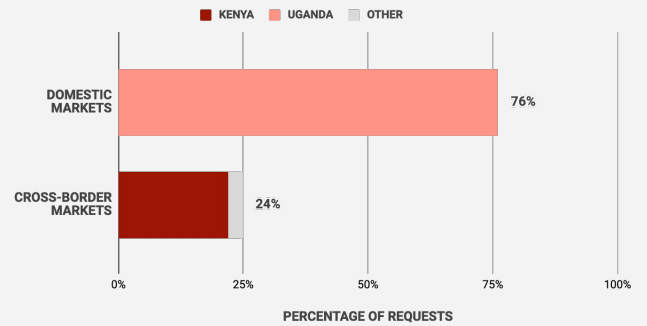
\*Percentages reflect the proportion of all user requests for commodity prices in the respective country.

## Requests for Commodity Prices in Cross-Border Markets

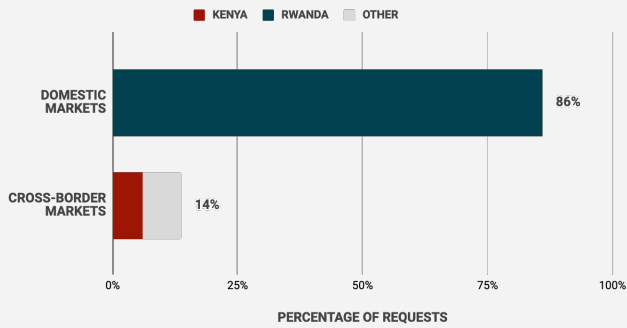
### Kenya



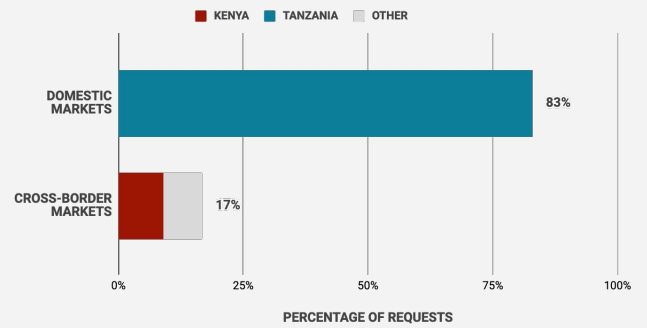
### Uganda



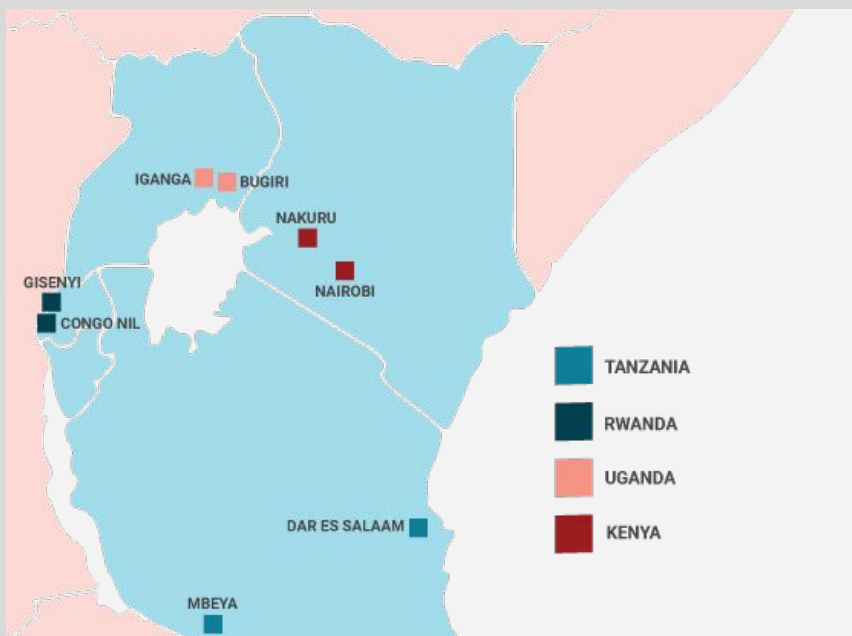
### Rwanda



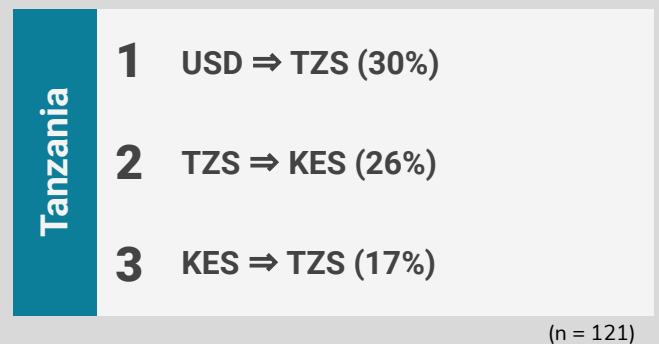
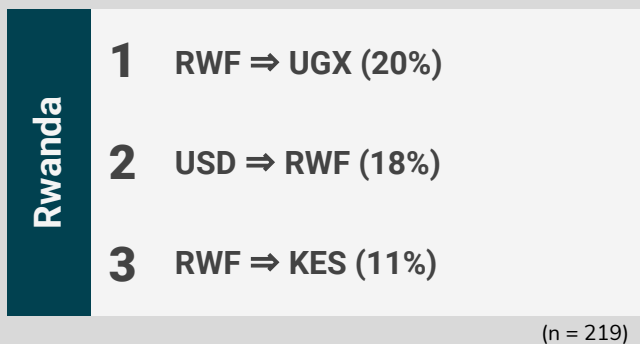
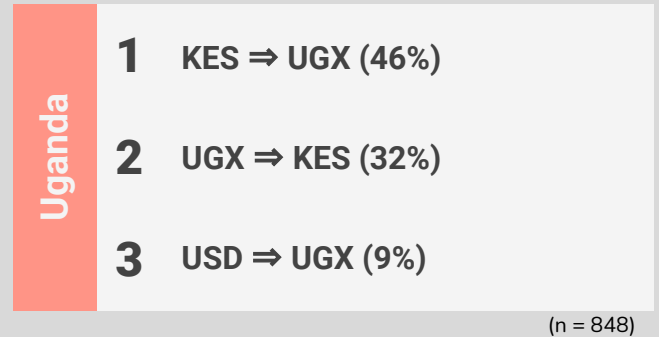
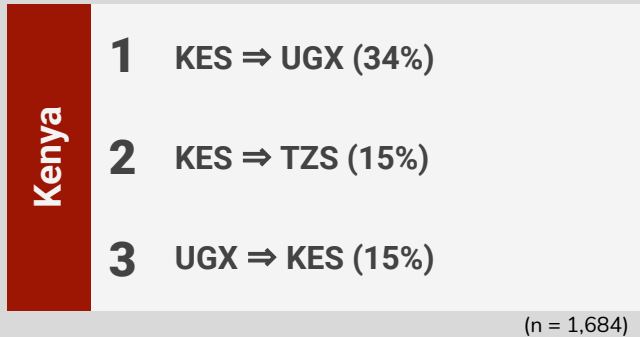
### Tanzania



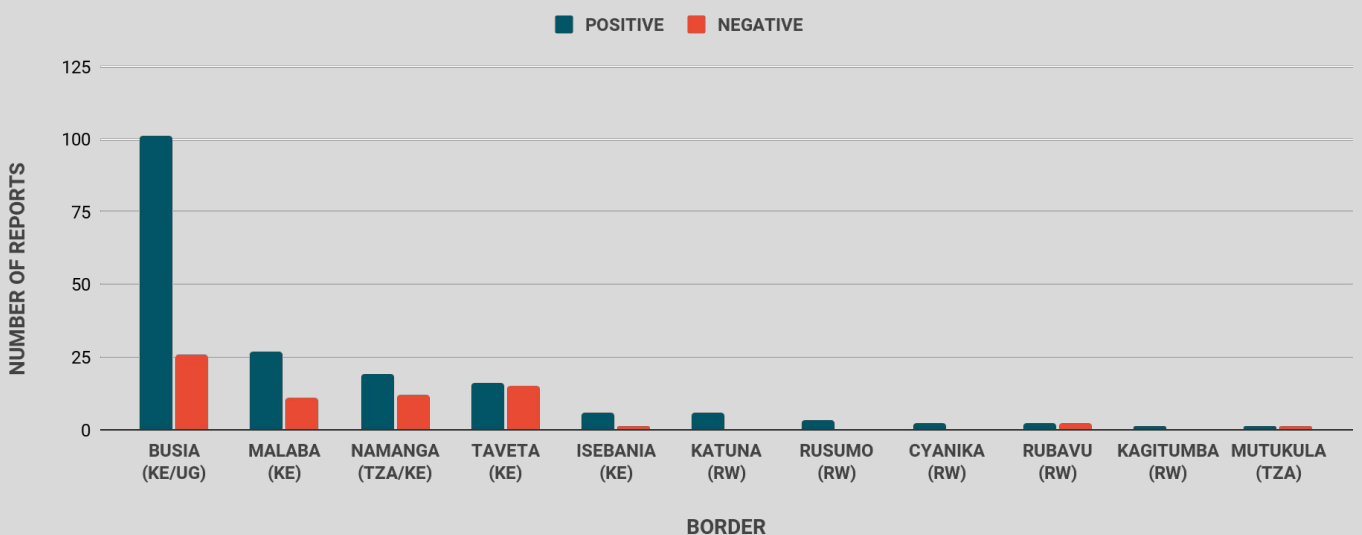
## Top Two Requested Markets for Commodity Prices in Each Platform



## 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.