Abstract

An inclusive financial sector is a key enabler for Kenya's long-term development objectives. Kenya's Vision 2030 was launched in 2008 as Kenya's development blueprint for 2008 to 2030. It aims to make Kenya a newly industrialising, "middle income" country providing high quality of life for all its citizens by the year 2030".

The financial sector can play a role in catalysing these changes by providing access to meaningful financial solutions that empower individuals, meet their needs, and contribute to broader economic development in Kenya.

Problem

To identify market opportunities to meet the needs of the financially underserved, this study uses FinAccess 2019 data to segment and profile adults in Kenya.

Decide if you are using the K-Means algorithm or Agglomerative Clustering method to solve this problem.

Guidelines

- Keep it simple.
- Demonstrate data preparation and cleaning.
- Perform data exploration analysis to provide usable and viable insights.
- Identify segments were (crucial to the realisation of Kenya's long-term development strategy and policy objectives.)

NOTE:

Financial needs that are unmet, or not fully met, present opportunities for regulators, policy makers and financial service providers to intervene and better serve these customers.