

Data

Information

Knowledge

Affordability

What is the average monthly income across African countries?

How does the average monthly income compare to insurance premiums?

What are the affordability thresholds for insurance in different income segments?

Insurance Knowledge

What are the main concerns expressed by potential customers regarding insurance?

What are the common misconceptions about insurance in the African context?

How can we effectively communicate the value of insurance to potential customers?

Target Marketing

What are the demographics and socio-economic backgrounds of the uninsured population?

Where are the geographical concentrations of potential customers?

Which segments of the population are more likely to be receptive to insurance offerings?