AfriStat Analytics Group
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AFRISTAT ANALYTICS GROUP LIMITED

COMPANY PROFILE

Evidence. Insight. Impact.
Research | Data | Analytics | Consulting
Kenya | Africa
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2. EXECUTIVE SUMMARY

Who We Are

AfriStat Analytics Group Limited is a Kenyan private limited company providing professional research, data collection, statistical consulting, data analytics, data management and evidence-based decision-support services. We work with organisations seeking to generate credible evidence, understand complex data and make informed decisions. Our work combines sound research methodology, statistical expertise, technology and contextual understanding to deliver solutions that are both technically rigorous and practically relevant.

What We Do

AfriStat provides end-to-end research and analytics solutions across the research and data lifecycle. Our capabilities include research design and methodology, survey design, digital data collection, field research, data management, statistical analysis, data visualisation, monitoring and evaluation, impact assessment, market research and analytical consulting. We support studies and analytical assignments across a range of sectors, including health, education, social sciences, agriculture, economics, environment, public policy, development and market research. Our approach enables clients to move from the formulation of a research question through data collection and analysis to the interpretation and communication of findings.

The Value We Bring

At AfriStat, we recognise that data alone does not create value. Value comes from reliable data, rigorous analysis and the ability to translate evidence into meaningful decisions. We therefore focus on delivering:

- **Methodological rigour** through appropriate research designs and statistical methods.
- **High-quality data** through structured data-collection and quality-assurance processes.
- **Analytical precision** through appropriate statistical and analytical techniques.
- **Clear evidence** through effective interpretation, visualisation and reporting.
- **Practical insight** that enables organisations to understand findings and apply them to real-world decisions.
- **Client-focused solutions** tailored to the objectives, context and resources of each engagement.

Through this approach, AfriStat seeks to become a trusted technical partner for organisations that value evidence, quality and informed decision-making.

Geographic Focus: AfriStat is headquartered in Kenya and is positioned to serve clients across Kenya and the wider African region. Our geographic approach combines an understanding of African research and operating contexts with internationally recognised principles of research methodology, statistical practice, data quality and professional consulting. We are committed to supporting organisations working at local, national and regional levels to generate and use evidence that contributes to better programmes, policies, services and decisions.

3. ABOUT THE COMPANY

Company Background

AfriStat Analytics Group Limited was established as a professional research, data and analytics company to address the growing demand for reliable evidence, high-quality data and specialised analytical expertise. The company brings together capabilities in research methodology, statistics, data analytics, data management and evidence generation to provide integrated solutions to organisations across different sectors. AfriStat supports clients throughout the research and data lifecycle. From defining research questions and developing appropriate methodologies, to collecting and managing data, conducting statistical analyses and communicating findings, our work is guided by a commitment to technical quality and practical relevance. The company is built around the belief that organisations make better decisions when they have access to credible evidence, well-managed data and sound analytical insight. Our role is therefore not simply to collect or analyse data, but to help organisations understand their evidence and use it effectively.

Legal Status

AfriStat Analytics Group Limited is a **Private Limited Company incorporated in Kenya**.

The company operates as a professional research, data analytics and consulting firm providing services to public institutions, private-sector organisations, non-governmental organisations, academic and research institutions, development organisations and other entities requiring research and analytical expertise.

Vision: To be a trusted African partner for research, data and analytics, advancing evidence-informed decisions and measurable impact.

Mission: To provide rigorous research, statistical and data analytics solutions that enable organisations to generate credible evidence, solve complex problems and make informed decisions.

Core Values

Integrity: We conduct our work with honesty, transparency, accountability and respect for professional and ethical standards.

Rigour: We apply sound research methodology, statistical principles and quality-assurance practices to produce credible and defensible results.

Excellence: We are committed to high professional standards and continuous improvement in the quality of our work and client service.

Innovation: We embrace appropriate technologies, analytical approaches and new ideas that improve the way research and data are generated, analysed and used.

Collaboration: We work closely with clients, researchers, field teams and other stakeholders to develop solutions that reflect their objectives and context.

Impact: We focus on translating research and data into meaningful evidence, practical insight and decisions that create value.

Our Commitment: AfriStat Analytics Group Limited is committed to delivering credible evidence, rigorous analysis and practical insight. We approach every engagement with professionalism, confidentiality, methodological discipline and respect for the people and organisations represented in the data we work with. Our commitment is to help organisations move confidently from data to evidence, and from evidence to better decisions.

4. OUR SERVICES

AfriStat Analytics Group Limited provides integrated research, statistical and data analytics services designed to support organisations throughout the research and data lifecycle. Our services can be delivered as standalone assignments or as integrated solutions depending on the needs and objectives of the client.

4.1 Research & Study Design

We provide methodological and technical support for the design and implementation of research studies. Our services include research question formulation, study design, sampling strategies, questionnaire and instrument development, protocol development, sample size determination, pilot testing and statistical analysis planning. We support both quantitative and qualitative research designs, with methods selected according to the research objectives, population, context and intended use of the findings.

4.2 Data Collection & Field Research

We design and implement structured data-collection processes for research, surveys, assessments and evaluations. Our capabilities include fieldwork planning, enumerator training, digital data collection, questionnaire administration, field supervision, quality control, data validation and fieldwork coordination. Where appropriate, we utilise digital data-collection technologies to improve efficiency, data quality, monitoring and real-time oversight of field activities.

4.3 Statistical Analysis

We provide statistical consulting and analytical services across a wide range of research and organisational needs. Our capabilities include descriptive and inferential statistics, hypothesis testing, regression modelling, multivariate analysis, scale and psychometric analysis, reliability assessment, association analysis, predictive modelling and advanced statistical techniques. We also support researchers and organisations with statistical analysis planning, interpretation of results and technical reporting.

4.4 Data Science & Analytics

AfriStat applies modern analytical approaches to transform complex datasets into useful information and actionable insight. Our capabilities include exploratory data analysis, predictive analytics, statistical modelling, machine learning, data mining, analytical automation, business intelligence and decision-support solutions. We work with structured and unstructured data where appropriate and select analytical approaches based on the nature of the problem and the decisions that the analysis is intended to support.

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4.5 Monitoring, Evaluation & Learning

We support organisations in assessing the performance, effectiveness and impact of programmes and interventions. Our services include baseline, midline and endline studies, monitoring and evaluation frameworks, indicator development, outcome measurement, impact assessment, programme evaluation, data-quality assessments and learning systems. We help organisations generate evidence that supports programme improvement, accountability, learning and strategic decision-making.

4.6 Market & Social Research

We conduct research designed to understand markets, populations, behaviours, perceptions, preferences and social trends. Our services include market surveys, customer and stakeholder research, needs assessments, perception studies, behavioural research, community assessments, feasibility studies and social research. We translate research findings into insights that can inform organisational strategy, programme design, service delivery and market decisions.

4.7 Data Management & Visualisation

We help organisations establish reliable processes for managing, organising and communicating their data. Our services include database development, data cleaning, data validation, data quality assurance, data coding, data transformation, data integration, statistical data management, dashboards and data visualisation. We transform complex datasets into clear and accessible outputs that enable decision-makers to identify patterns, trends and areas requiring attention.

4.8 Research & Statistics Training and Capacity Building

AfriStat provides professional training and capacity-building programmes designed to strengthen research, statistical and data-analytics capabilities. Training areas may include research methodology, survey design, sampling, questionnaire development, statistical analysis, data management, data visualisation, statistical software, research reporting and interpretation of statistical results. Our training programmes can be customised for researchers, students, organisations, project teams, field teams and other professionals according to their specific capacity-development needs.

5. AREAS OF EXPERTISE

AfriStat applies its research and analytical capabilities across multiple sectors. Our multidisciplinary approach allows us to adapt research methodologies and analytical solutions to different institutional, social and economic contexts.

Health: Research and analytics supporting health programmes, health systems, population health, public health interventions, healthcare services and health-related outcomes.

Education: Research supporting education programmes, learning outcomes, institutional assessments, student and teacher studies, educational interventions and programme evaluation.

Social Sciences: Research addressing social behaviour, communities, institutions, wellbeing, demographic issues, social relationships and other social phenomena.

Agriculture: Research and analytics supporting agricultural programmes, livelihoods, food systems, farming practices, rural development and agricultural interventions.

Economics: Analytical work addressing economic conditions, livelihoods, household outcomes, enterprise performance, socioeconomic trends and economic interventions.

Public Policy: Research and evidence generation supporting policy development, implementation, assessment and evidence-informed decision-making.

Environment: Research relating to environmental conditions, natural-resource management, climate-related issues, sustainability and environmental programmes.

Market Research: Research supporting market understanding, consumer behaviour, customer preferences, demand assessment, product and service development and organisational strategy.

Development Programmes: Research, monitoring and evaluation supporting development interventions, programme performance, outcomes, impact, accountability and organisational learning.

Contact Us

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Kenya | Africa

LEADERSHIP & TEAM

Leadership

Founder & Managing Director

John Makunda
Founder & Managing Director

The Founder and Managing Director provides strategic and technical leadership for AfriStat Analytics Group Limited, overseeing the company's research, analytics and consulting engagements. His work and technical interests span research methodology, statistical analysis, data analytics, research design, data management and evidence generation, with a focus on applying rigorous analytical approaches to real-world research and decision-making challenges. He provides overall direction for the company while coordinating technical delivery, client engagement, quality assurance and the development of AfriStat's research and analytics capabilities.

Technical Personnel

AfriStat draws on multidisciplinary technical expertise across research methodology, statistics, data analytics, data management, monitoring and evaluation and field research. Depending on the requirements of an engagement, technical personnel are assembled according to the scope, methodology, sector and specialised expertise required by the assignment. This flexible model enables AfriStat to bring together appropriate expertise while maintaining technical oversight and quality throughout project implementation.

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Associates & Consultants

AfriStat maintains the capacity to work with **specialist associates, researchers and consultants** where an assignment requires additional sector-specific or technical expertise. Associates may contribute expertise in areas such as:

- Research methodology
- Biostatistics and health research
- Monitoring, evaluation and learning
- Econometrics and economic research
- Data science and machine learning
- Qualitative research
- Survey and field research
- Geographic and environmental research
- Programme and policy evaluation
- Data management and visualisation

The composition of each project team is determined by the **technical requirements and scope of the engagement**, ensuring that clients receive appropriate expertise for their specific needs.