# Example analytics 1 – scoping/scaling new forms of access

**WORLD BANK GROUP - GLOBAL FINDEX: ZAMBIA 2017**
**Building from having an account to use of formal finance**



Percentage of adults aged 15+ with/using formal

- Step 1 — **8%** Formal Financial Institution a/c only
- Step 2 — **28%** Adults with M Money and FFI account
- Step 3 — **11%** Mobile Money / Payments Card but no FFI a/c
- Step 4 — **14%** Transact but claim no a/c or wallet
- End result — **56% ACTIVE**, **4%** Take out inactive
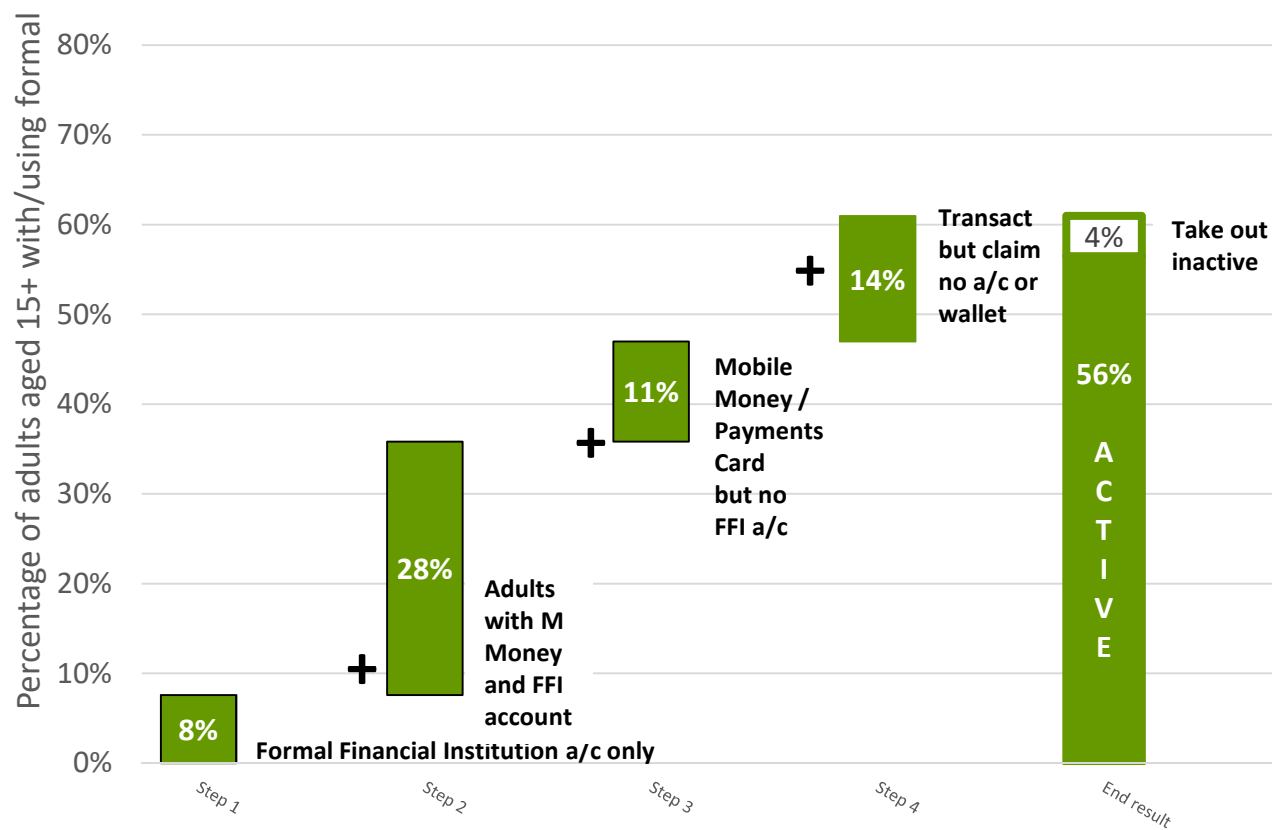
Demirgüç-Kunt, Asli, Leora Klapper, Dorothe Singer, Saniya Ansar, and Jake Hess. 2018. The Global Findex Database 2017: Measuring Financial Inclusion and the Fintech Revolution. Washington, DC: World Bank. Ref: WLD_2017_FINDEX`_v02_M. Accessed at http://microdata.worldbank.org/index.php/catalog/3324/study-description on 2019 Jan 09
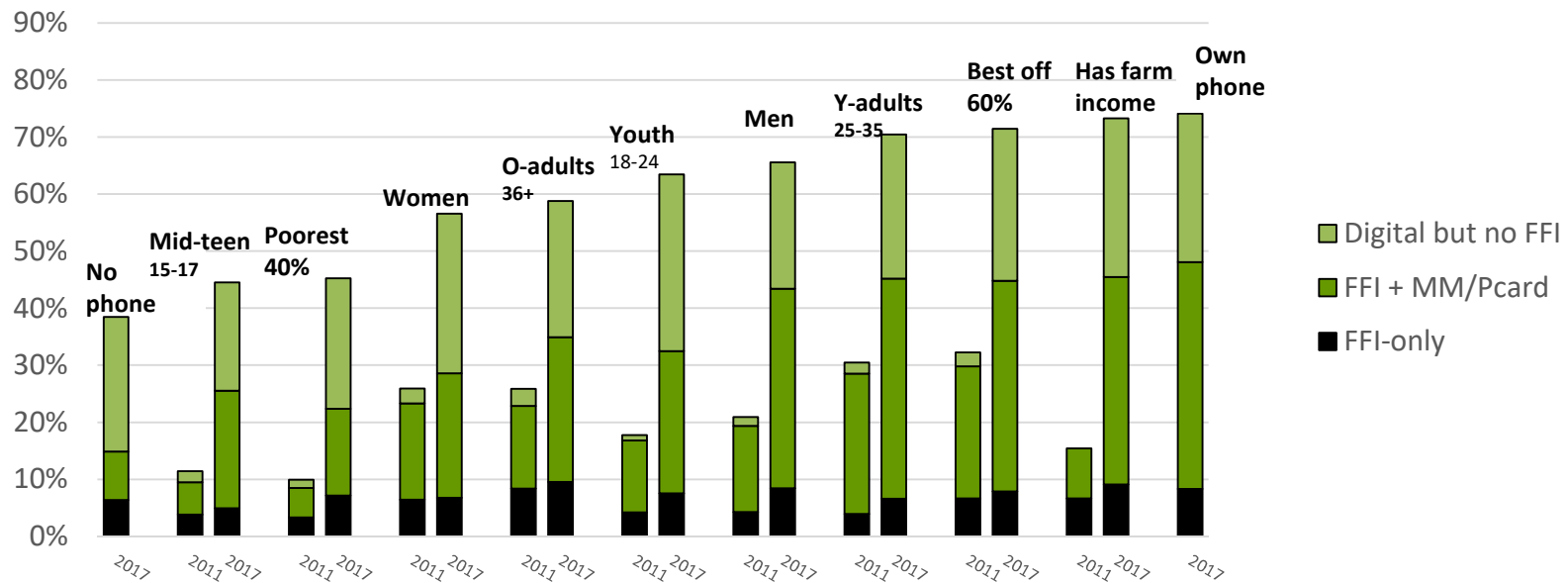
# Example analytics 1 – *continued* scoping/scaling non-traditional access

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**WORLD BANK GROUP - GLOBAL FINDEX: ZAMBIA 2011-2017**
**Change in segment percentages with formal access**



Legend:
- Digital but no FFI
- FFI + MM/Pcard
- FFI-only

X-axis categories: No phone, Mid-teen 15-17, Poorest 40%, Women, O-adults 36+, Youth 18-24, Men, Y-adults 25-35, Best off 60%, Has farm income, Own phone

» **Digital is changing definitions of who is/isn't served**

» **Previously excluded groups are benefitting differentially:**
  - ➤ Youth
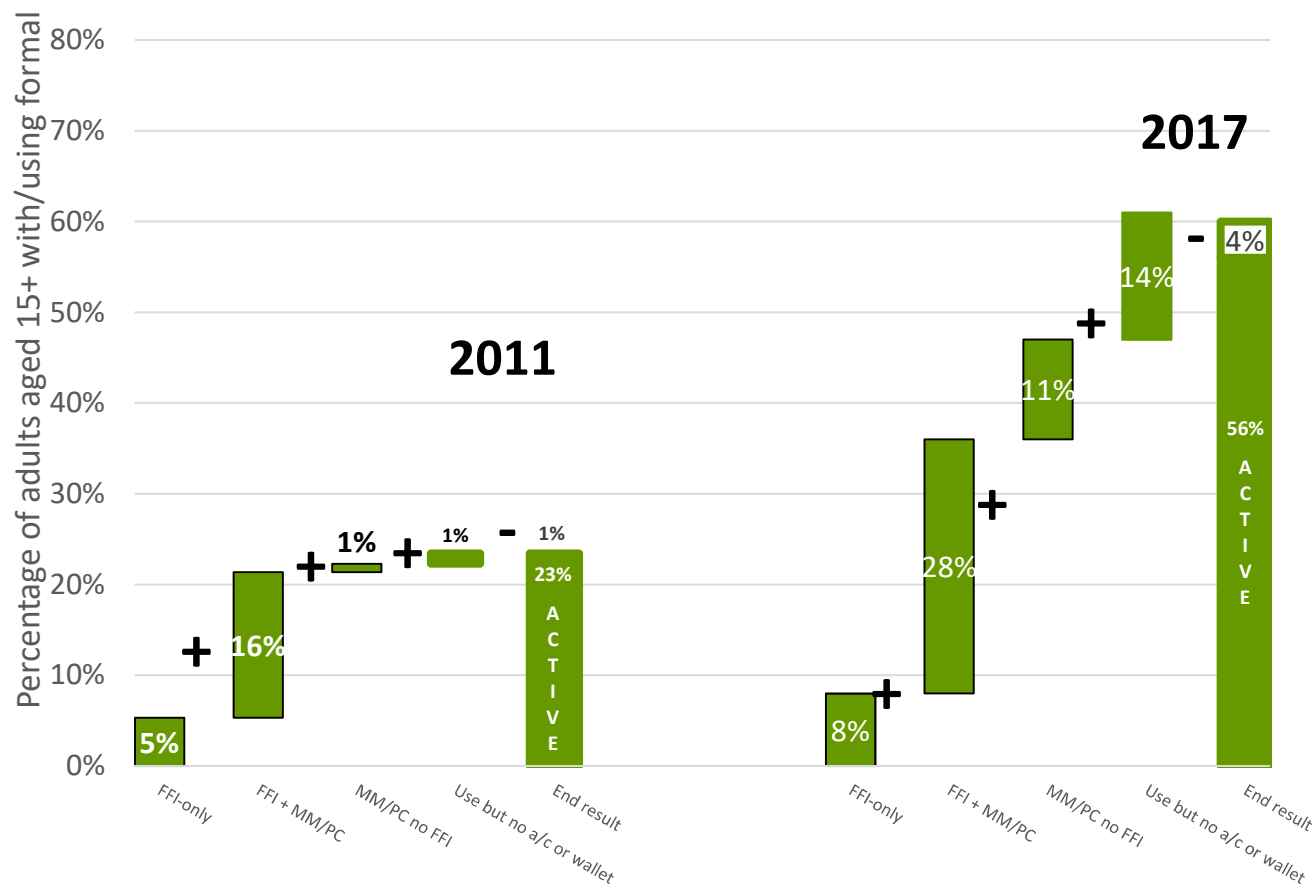  - ➤ the poor
  - ➤ those with farm incomes

» **POTENTIAL DISRUPTER:** What percentage of male youth 18-24 have some sort of formal access?

# Example analytics 1 – scoping/scaling new forms of access

**WORLD BANK GROUP - GLOBAL FINDEX: ZAMBIA 2011-2017**
**Building up from having access to using formal financial services**



**This pattern is changing fast over time**

**Purely digital forms of access are having the biggest impact**
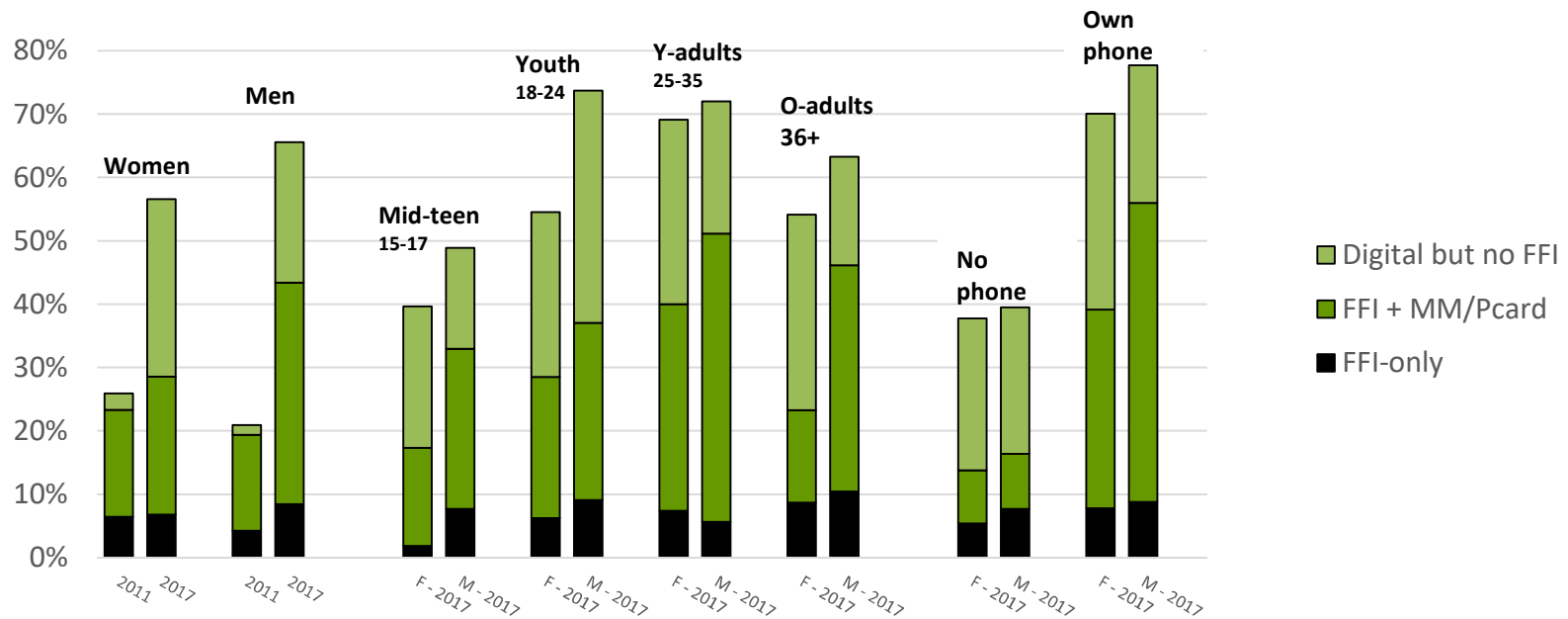
**Data is key**

# Example analytics 1 – *continued* scoping/scaling non-traditional access

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**WORLD BANK GROUP - GLOBAL FINDEX: ZAMBIA 2011-2017**
**Gender differences by age band**



Legend:
- Digital but no FFI
- FFI + MM/Pcard
- FFI-only

Chart labels: Women, Men, Mid-teen 15-17, Youth 18-24, Y-adults 25-35, O-adults 36+, No phone, Own phone

**POTENTIAL DISRUPTER:**
Nearly 75% of male youth 18-24 already have some access

**EMERGING DATA-DRIVEN BUSINESS CHALLENGE:**
Why do young women aged 18-24 slip behind their male age-mates when the Gender Parity Index for their younger and older sisters is closer to 100%

**POTENTIAL GAIN:**
Nearly half a million extra customers if the gender parity gap gets closed

# Example analytics 1 – *summary*

**Challenge addressed:**

➢ understanding how a fast changing market place is changing how different segments add digital in the mix;

➢ Identifying fast-growing segments that might be reachable by repackaging existing products;

➢ showing new routes to market for excluded segments;

**Approach:**

➢ take a freely available dataset that can be manipulated in Excel and answer the questions we want answered;

➢ create our own variables to capture different forms of access and use;

➢ summarise these for segments of interest and adjust segment definitions to find the real differentiators between well-met and only partly-met demand.

**Limitations:**

➢ sample size is big by commercial standards but not big enough to support finer differentiation that shown here;

➢ even these analytics are at the limits of statistical robustness.

➢ limited questionnaire

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