

## Don't spend on research, use open data instead

Kenyan small businesses could save massive resources and time spent doing market research by using open data to plan crucial marketing strategies.

By [Ngugi Mungai](#) 28 Sep 2015



Image via [123RF](#)

The core goal in open data is to make data freely available for use by everyone. There is massive data that has been made available by various state agencies under the Kenya Open Data Initiative. For example, the scientific data that is readily accessible from the Kenya National Bureau of Statistics website can be very useful in guiding business decisions.

Most KNBS data is released on a monthly and quarterly basis, covering mainly the economy, market outlook and new business opportunities. The data to look out for in the KNBS website would mainly be the economic survey, leading economic indicators, and the consumer price indices.

There is also the online portal that serves as a one-stop shop for government information, which can be accessed at [www.opendata.co.ke](http://www.opendata.co.ke). The website has information on budget and statutory laws, and social, economic, health and education data. It had close to 500 datasets that had been uploaded by May 2015.

The Central Bank of Kenya also releases important data on its website, covering the banking and finance sectors. In the CBK website, the small businesses should be keen on the KBRR data and the financial stability report because the two documents cut across credit access. Register your business in the [Biz4Africa](#) platform for more useful tips on strategic planning in business.