# DATA OPPORTUNITIES FOR DEVELOPMENT
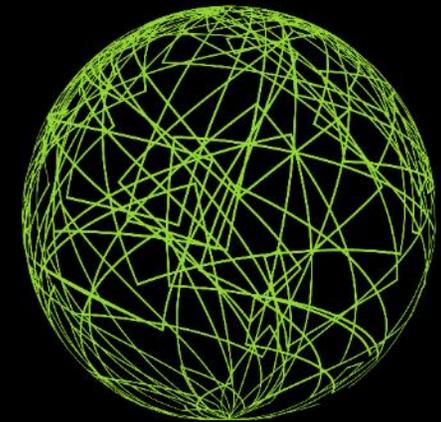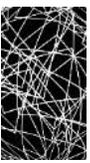
# Next-level targeting: how to find, understand, and reach specific populations with greater precision



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# Vulnerable communities in the Lake Chad basin
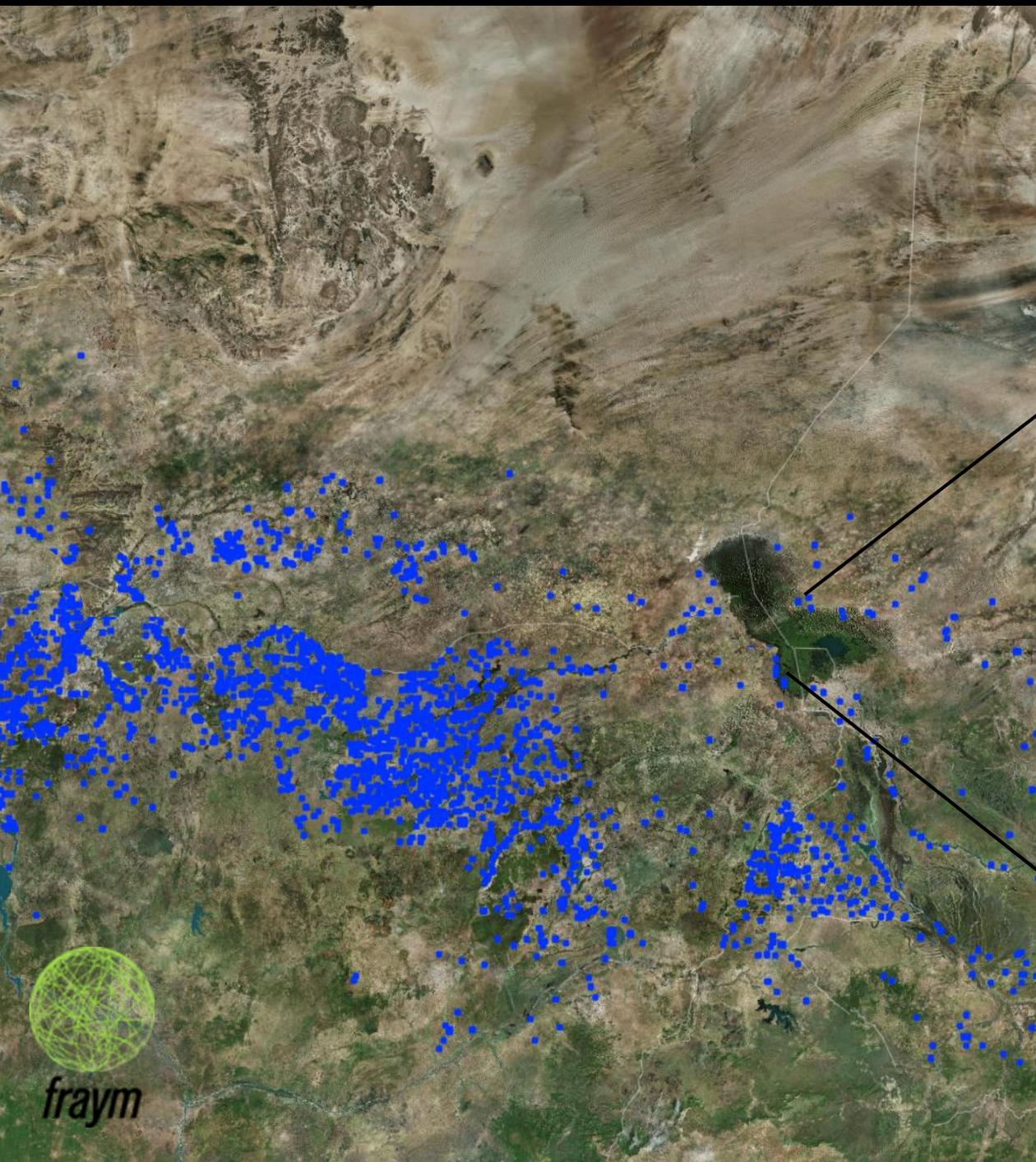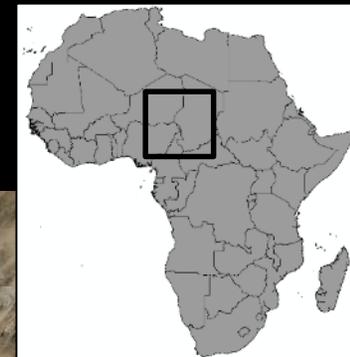
Kourlom, Lac region, Chad

Tunbun Buhari, Borno State, Nigeria

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# How Fraym works



Satellite Imagery | Household Surveys | SMS Surveys | IVR Surveys | Corporate Data | Remote Sensing Data

Deconstruction

Data Wrangling | Sanitation | Harmonization

Spatial Statistics

Derived Data Layers

Machine Learning

Artificial Intelligence

Predictive Analytics

Find Customers
Optimize Locations
Size Market
Optimize Operations

Data Visualization
Interactive Interfaces
Insights

Design Project
Profile Behavior
Measure Impact
Understand Drivers

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# Quickly assessing impact within a narrow geographic area

# Looking forward to quantify future impact



Kenyan Electric Grid (existing)

Kenyan Electric Grid (planned)

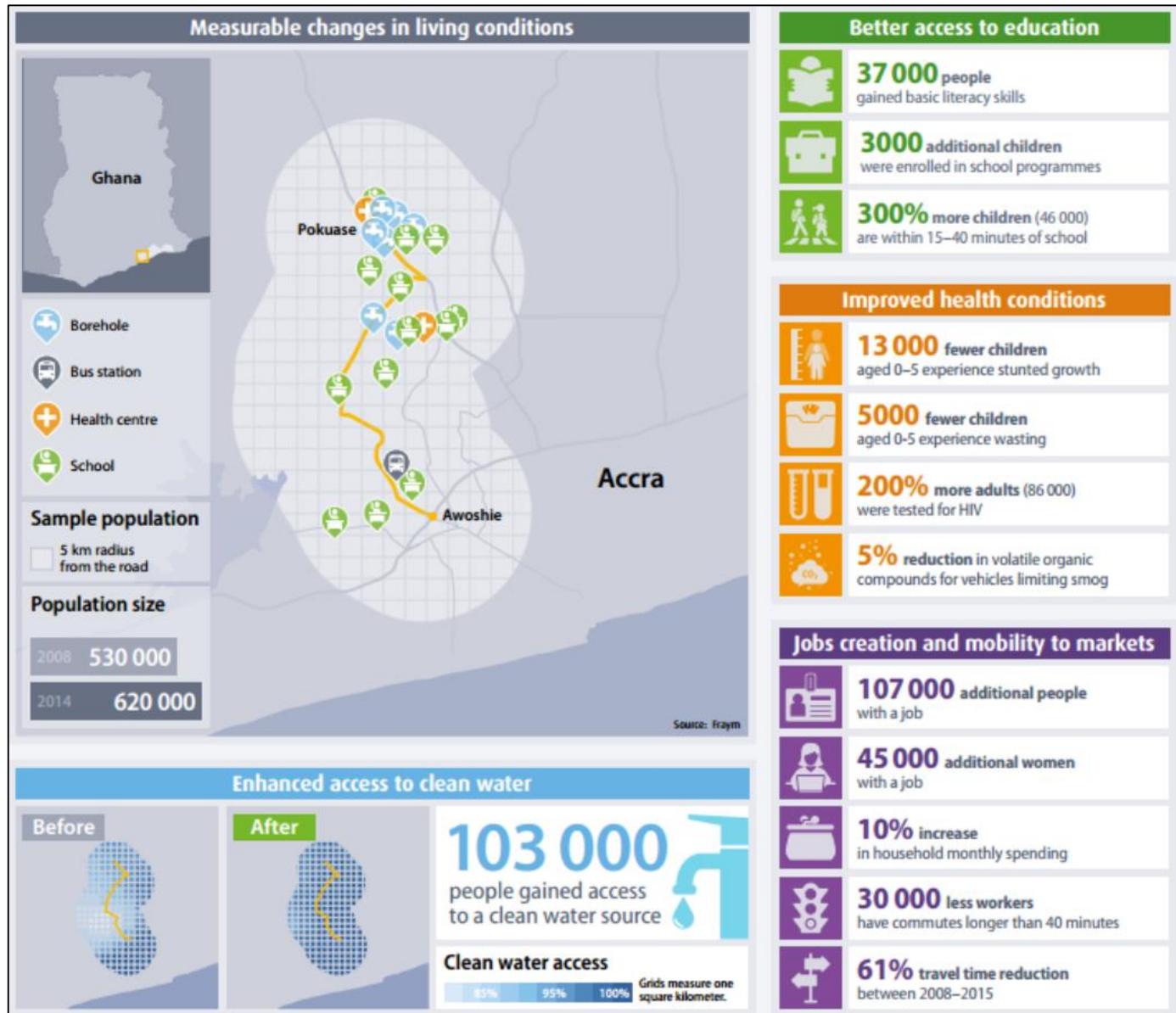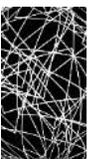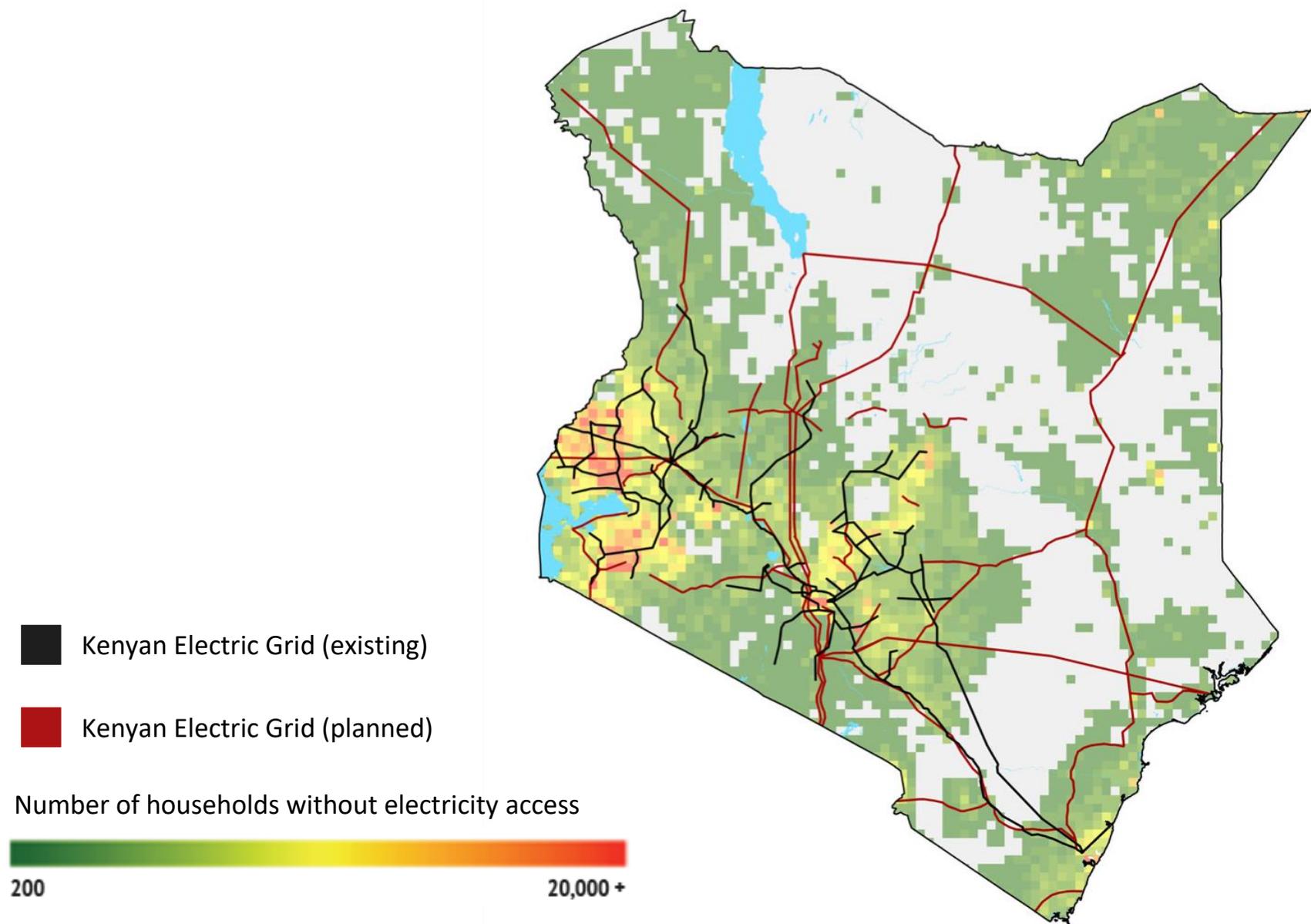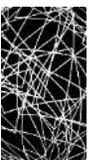Number of households without electricity access

200                    20,000 +

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# Monitoring population changes in hard to reach places—like informal settlements in Borno State, Nigeria
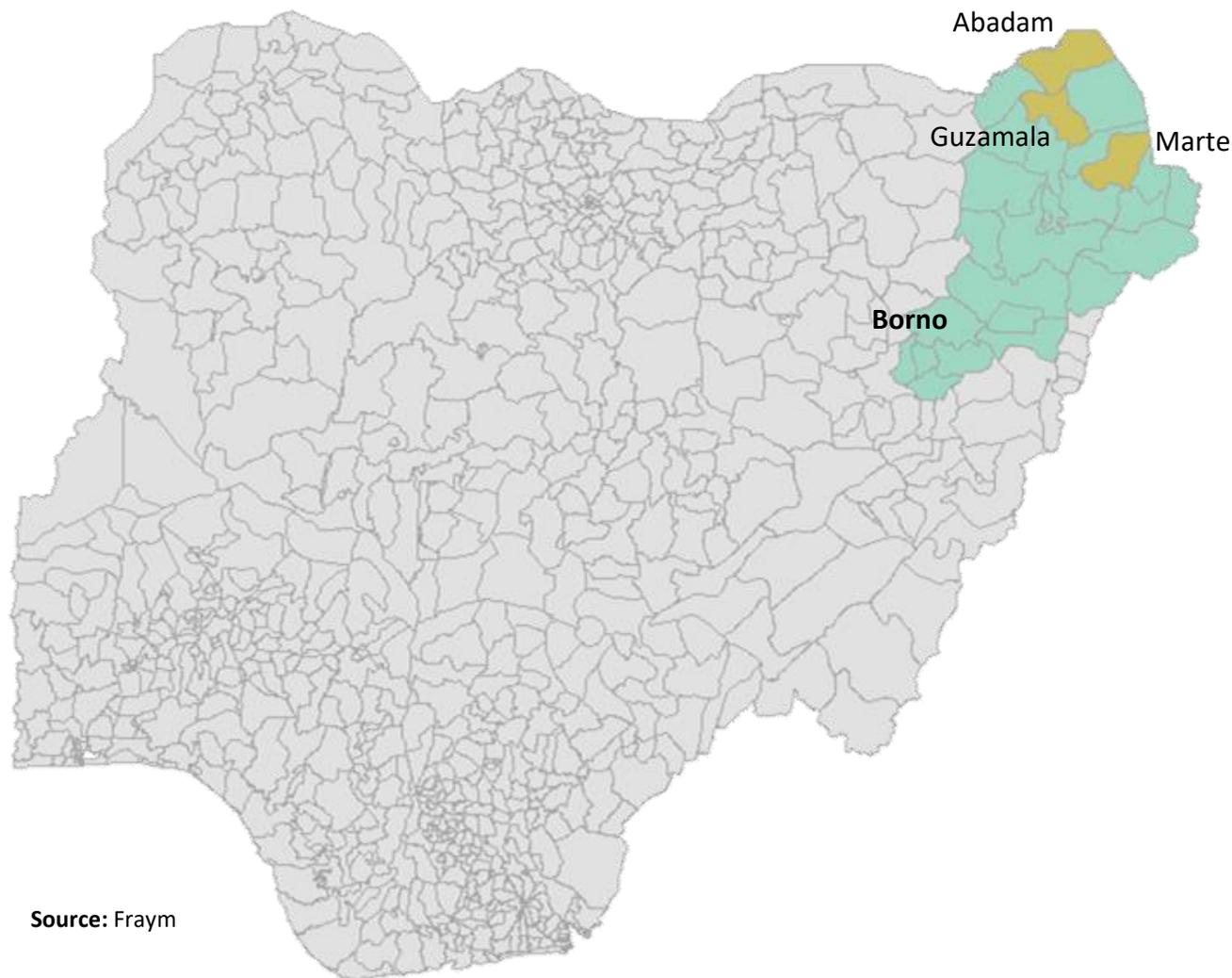


**Source:** Fraym

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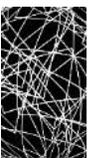
# Changes over two weeks in Guzamala LGA (9-29 September, 2017)

**Change in population clusters**

Decrease in population

Increase in population

Each grid represents 1 square kilometer areas that Fraym has identified as regions that have seen a significant change in the population in the two week time period.

Near Mairarai
Est. Pop: 242

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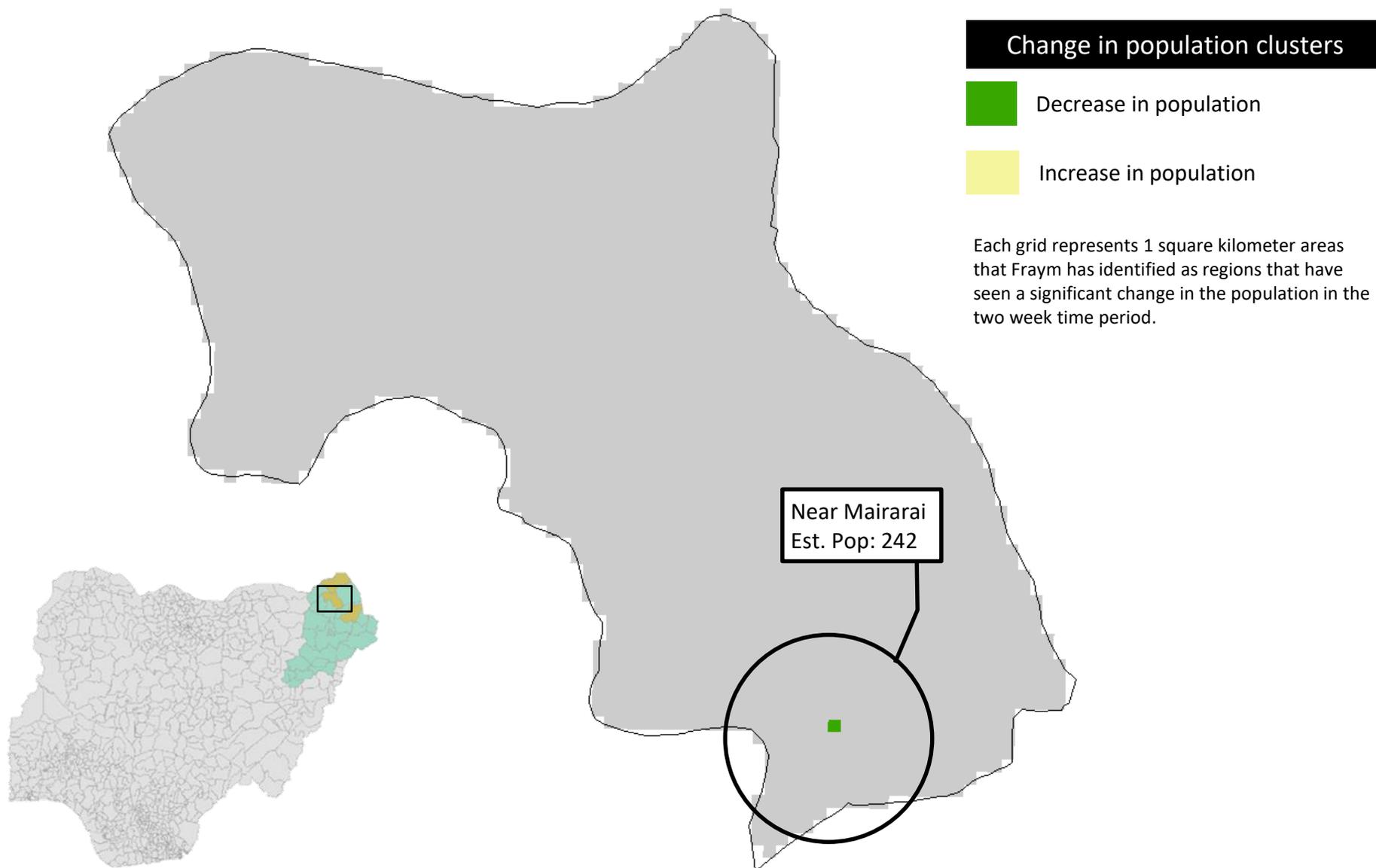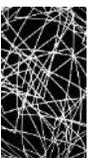
# Changes over six months in Guzamala LGA (February-September, 2017)

**Change in population clusters**

Decrease in population

Increase in population

Each grid represents 1 square kilometer areas that Fraym has identified as regions that have seen a significant change in the population in the six month time period.

Near Gidimbari
Est. Pop: 918

Near Mairarai
Est. Pop: 1,178
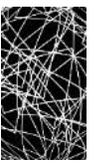
*fraym*
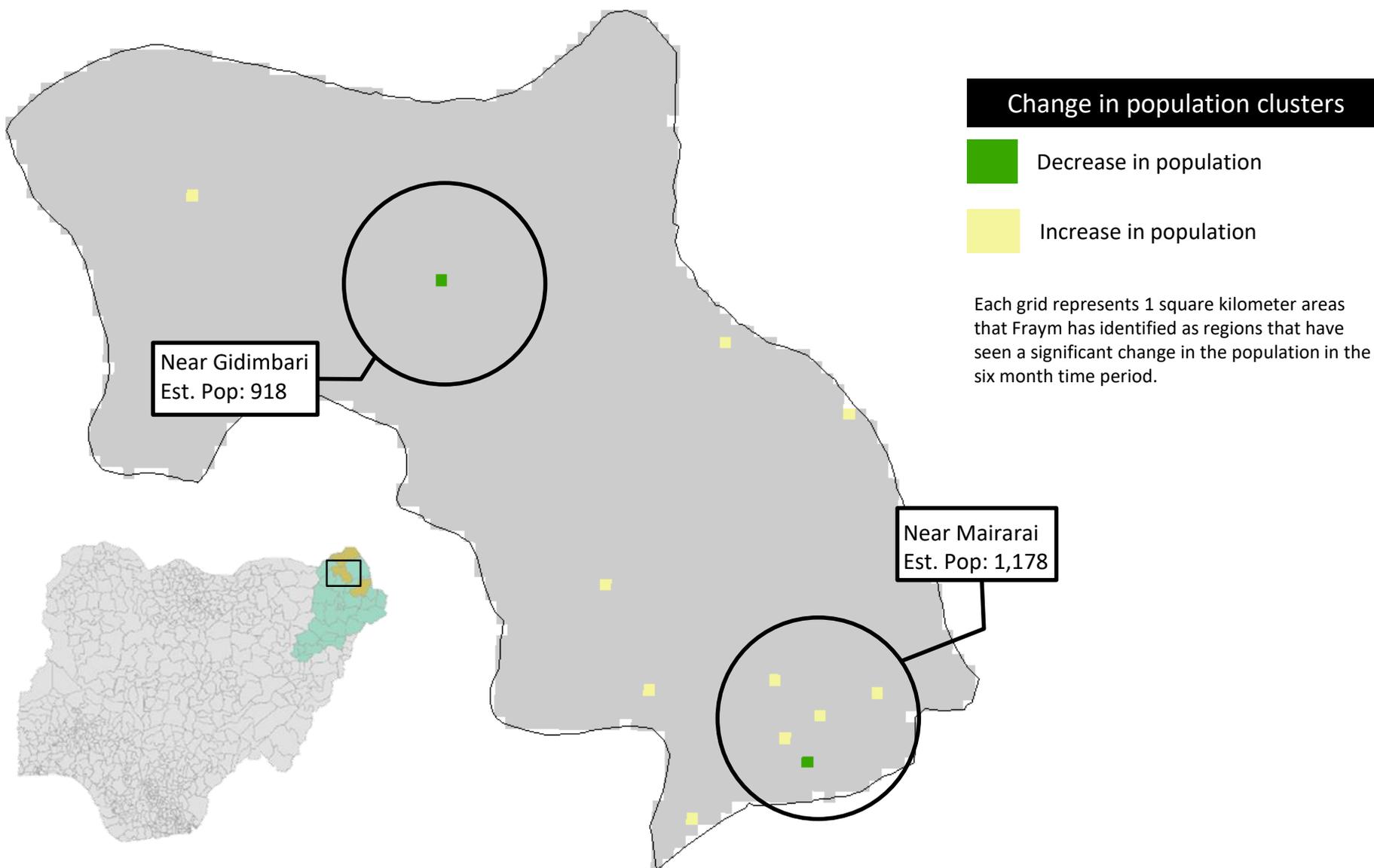
# Visualizing the changes in Guzamala
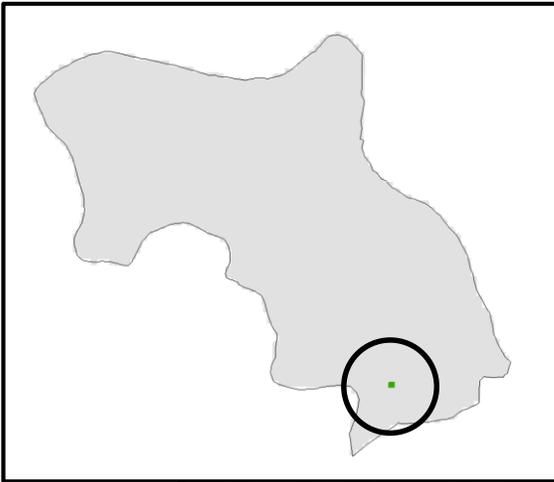
*A False Color Composite is a visualization method that makes it easier to distinguish features.*
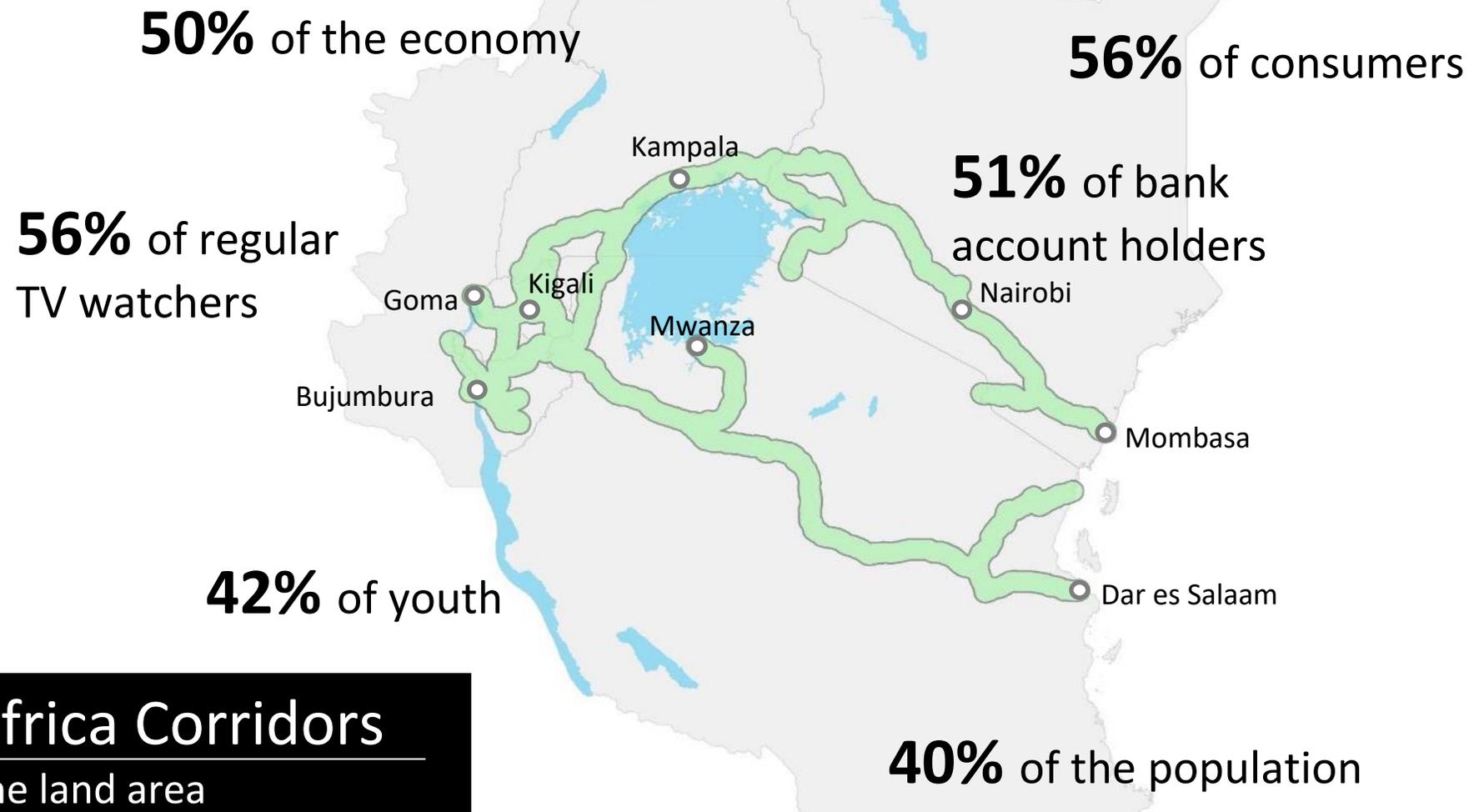
Towns are marked by circular dark spaces surrounded by blocky farmland alongside a road.

Road

# Thinking differently—and more expansively—about where people live and how to reach them
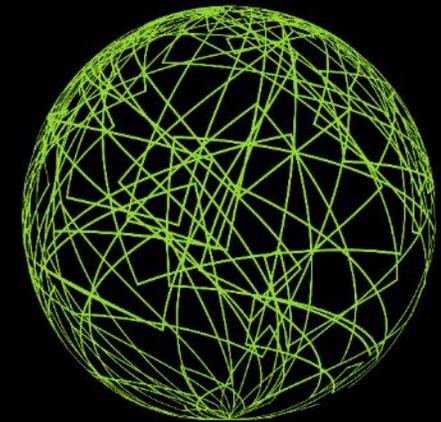


**50%** of the economy

**56%** of consumers

**56%** of regular TV watchers

**51%** of bank account holders

**42%** of youth

**40%** of the population

Kampala

Goma

Kigali

Mwanza

Nairobi

Bujumbura

Mombasa

Dar es Salaam

## East Africa Corridors
10% of the land area

**Notes**: Youth are defined as 15 to 24-year-olds
Consumers are defined as people who own either a car, motorbike, television, or refrigerator

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# ADDITIONAL INFORMATION

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