



# Persona Segmentation Toolkit

**A step by step guide for Financial Services Providers  
in Nigeria to profile their target market**

In partnership with



Welcome



*"Research reports are insightful but sometimes difficult to digest. The Scale2Save Persona Segmentation Toolkit is a unique tool that operationalizes research recommendations and enables financial sector professionals to make data driven decisions for (re)designing their financial outreach strategies. Our goal at Scale2Save was to make customer insights from an array of quant and qual research sources available in a format that help product and business development teams to draft data driven executive proposal."*

**Weselina Angelow**  
Programme Director  
Scale2Save



*"A lot of FSPs come to EFINA to get our data, the Access to Financial Services in Nigeria survey data, which is nationally representative but the challenge is a lot of them do not have the capacity to analyse this data in a way that it can be used to inform decision making. We strongly believe that the Scale2Save toolkit will be very useful for this."*

**Dr. Oluwatomi Eromosele**  
Research Manager  
Enhancing Financial  
Innovation and Access (EFInA)

welcome

P2 Persona segmentation toolkit: Nigeria



# The Guidebook

## Welcome to the Guidebook of the Scale2Save toolkit for Nigeria

- This guidebook supports financial sector professionals, consultants and researchers working in the financial sector in Nigeria to use the [Scale2Save persona segmentation toolkit](#).
- It describes the functionalities and applications, and explains how it can be useful in product development processes.
- If you are looking for guidance on how to analyse and interpret the data you can find the information [here](#).
- You can also find more information about the data sources, and the development of the toolkit [here](#).



# How to use the Guidebook

The guidebook was developed with different audiences in mind.



For **financial sector professionals**, working in marketing, research and product development teams

**Please follow the yellow slides**



For **academics, researchers, consultants**, or others interested in the details and processes of working with survey data

**Please follow the blue slides**

Introduction



# Elevator Pitch

The Scale2Save Persona Segmentation Toolkit

# Welcome to Scale2Save persona segmentation toolkit!

Persona Segmentation Toolkit: A step by step guide for FSPs in Nigeria to profile their target market

## Find opportunities!

This Scale2Save persona segmentation toolkit supports project teams to determine the size of business development opportunities and under-served market segments, such as small-holder farmers, informal traders, or priority groups such as youth and women. The toolkit offers insights into customer characteristics, livelihoods, financial decisions, and behaviours. These insights can support strategic business development discussions as well as product innovation processes. The tool can also inform the commissioning of targeted customer research by determining a particular set of customers ex ante.

## Our data sources

This tool is a pilot version based on free public data in Nigeria, generated by demographic, health and financial access surveys that are conducted at regular intervals. These surveys collect a wealth of often representative household and individual data and offer insights into livelihoods, household configuration and financial behaviours of existing customer segments or new market segments. The tool allows financial sector professionals to explore the survey data, select segments according to criteria, such as age, location, or source of income.



## Scale2Save persona segmentation toolkit

Login

Register

Email address

newclientfinbit@gmail.com

Password

.....

Keep me signed in

[Reset your password](#)

Sign in 



[www.scale2savetoolkit.com](http://www.scale2savetoolkit.com)

## About the toolkit



# The Scale2Save persona segmentation toolkit

P7 Persona segmentation toolkit: Nigeria

- The toolkit supports Financial Services Providers (FSPs) to **determine the size of business development opportunities specifically for under-served market segments**, such as smallholder farmers, informal traders, or youth.
- **It offers insights into customer characteristics, livelihoods, income patterns, and financial portfolios.**
- In order to do so, it combines business-critical information from different data sources. These include public data from demographic, health and financial access surveys that are conducted at regular intervals, as well as data from a financial diaries study, conducted with young people in Edo state.
- **The insights can support strategic business development discussions and product innovation processes.** The tool can also inform the commissioning of targeted customer research by determining a particular set of customers ex ante.

# The toolkit

The Scale2Save toolkit can provide information on a particular market segment, **here urban, male customers, aged 18-35**. It also estimates the size of the market segment.

**Let's keep the phone ownership indicator in mind.**

● Number of respondents in sample based on the applied filters is **2,582**

## Demographics

Indicators	%
still be in education	13.28%
be in paid work	78.37%
be in a couple	44.17%
have child(ren)	36.63%
run own household	49.88%
live with parents/GPs	40.03%
live with adult offspring	9.62%
not have completed primary education	15.24%
not have full literacy	39.03%

## Digital Access

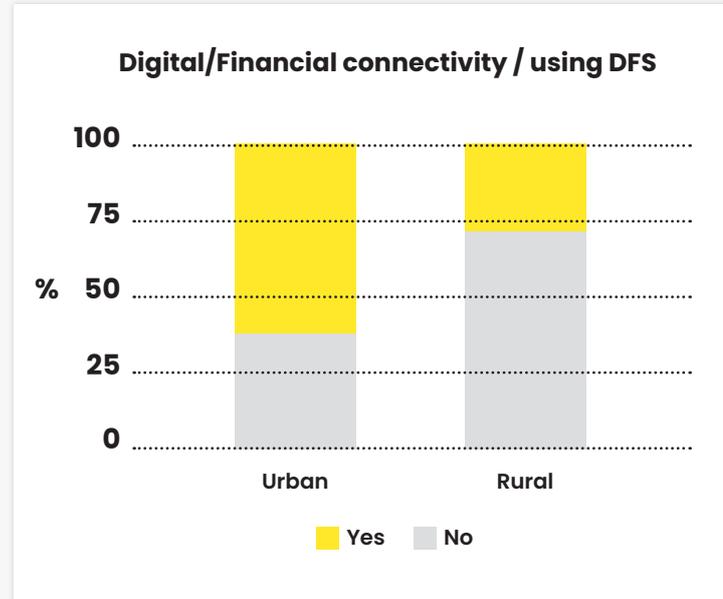
Indicators	%
having own phone	92.71%
uses internet weekly or more	49.84%
accesses media weekly/more	63.02%
has health insurance	3.24%

*\* Size of the market segment in Nigeria is **11.9M** (based on DHS sample)*

While we learned that 93 percent of urban male customers (aged 18-35) report to have mobile phones, only 11 percent have a mobile wallet, and 67 percent have an account with a bank or microfinance institution (EFINA, 2020).

The toolkit also allows to explore the financial behaviour of specific market segments and draw comparisons. Here we analyse the likelihood of urban **and rural male customers (aged 18-35) to have a bank or MFI account.**

You can see that there is a significant difference, as 63 percent of young men in urban areas have an account, in comparison to only 28 percent in rural areas. The toolkit also allows to apply a gender lens, or compare difference in age brackets.



Geographic filters allow to zoom in on specific zones and states. Here you can see a comparison between customers aged 18–35 in Zamfara and Lagos state with respect to their media use and digital connectivity.

### Digital connectivity

#### Lagos State

Digital Access	
Indicators	%
having own phone	94.79%
uses internet weekly or more	57.91%
accesses media weekly/more	83.37%
has health insurance	4.17%

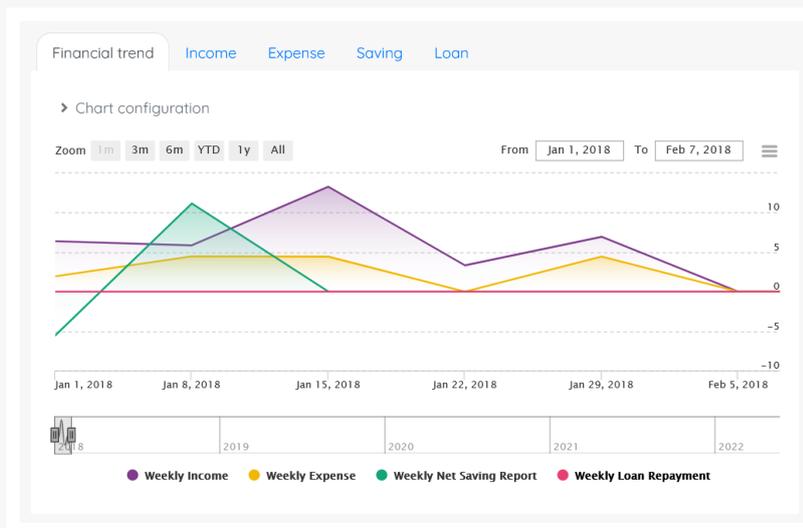
#### Zamfara

Digital Access	
Indicators	%
having own phone	52.62%
uses internet weekly or more	9.68%
accesses media weekly/more	15.98%
has health insurance	0.04%



The toolkit also allows to explore the financial behaviour and cash-flow patterns for **younger market segments (aged 15–30)** by using case studies.

The financial diaries data allows to look at the livelihood, financial portfolios and spending habits of respondents over time. [See page 28.](#)



- FSPs can use the toolkit to develop customer personas for new or existing customer segments to test product ideas, or inform marketing research design.
- These customer personas are brief descriptions of the characteristics and preferences of the targeted customers, based on the available survey data.

## Why is it called Persona Segmentation Toolkit?



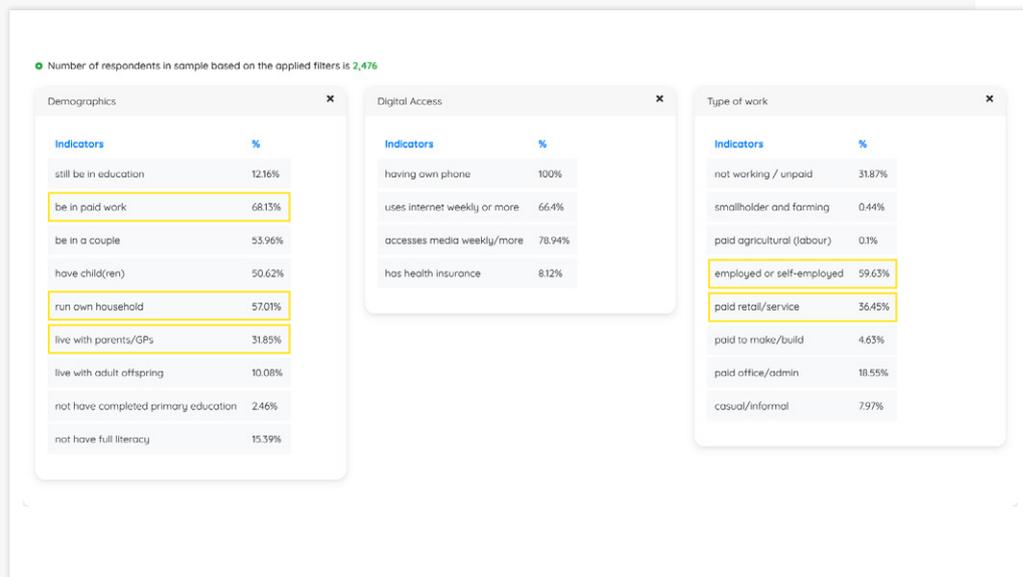
- Customer personas allow FSPs to gain perspective in ideation or product development meetings, and can build empathy for example when presenting a new market segment in management meetings.

If you want to know more about customer personas, please visit the DMAC toolkit for more, p. 36 onwards: [here](#)



# How can we use the tool to draw up personas?

This is the Demographic and Health Survey (DHS) data for females, aged 18–35 in urban areas who own phones and use digital financial services.



## The corresponding personas could look like this...

These customer profiles are fictional but **based on the insights the DHS data provides**. The profiles describe customers that are highly likely to be part of the selected market segment.

		
	<b>Oni</b>	<b>Chioma</b>
<b>Name</b>		
<b>Gender</b>	Female	Female
<b>Age</b>	24	20
<b>Location</b>	Urban	Urban
<b>Income</b>	Salaried	business owner
<b>Bank A/C</b>	with bank account	without bank account
<b>Use mobile internet</b>	Yes	Yes
<b>In a relationship</b>	No	Yes, with one child
<b>Living situation</b>	Lives with parents	Own household

\*Females, aged 18–28 in urban areas who own phones and use digital financial services.

# Keep reading

The next sections allow you to better understand the data, offer instructional videos that help you navigate the toolkit, and present an initial use case of a Nigerian FSP.

# Contents

- 16** **Chapter 01: The data**  
Learn more about the different data sources.
- 21** **Chapter 02: Using the Persona Segmentation Toolkit**  
Learn more about its development and how to use it. This section and offers video instructions to help you:
- [Access the toolkit and login](#)
  - [Use the survey statistics](#)
  - [Use the financial diaries data](#)
- 35** **Chapter 03: Working with different data sources**  
Learn more about the ways and limitations of working with different kinds of data.
- 43** **Chapter 04: Interpretation of results**  
Learn more about the findings. This section offers video instructions to:
- Help you interpret the results of your analysis using survey data
  - Suggest ways of working with the data
- 47** **Chapter 05: Emerging use cases**  
Learn more about how the toolkit has helped LAPO Microfinance Bank to focus their marketing research for a savings product.
- 60** **Contact and organisations**

**What are the different data sources?**

**How do the different data sources come together?**

**01**

**The data**

# Data sources

	<a href="#">Demographic and Health Survey</a>	<a href="#">EFInA Access to Financial Services in Nigeria</a>	Young People Financial Diaries in Nigeria
<b>Organisation</b>	DHS	EFInA	L-IFT
<b>Year</b>	2018	2018 and 2020	2018
<b>Interval</b>	5 years	2 years	on commission
<b>Type</b>	Structured survey	Structured survey	Financial diaries data
<b>Summary</b>	Nationally-representative household surveys that provide data in the areas of demographics, livelihoods, access to information and financial services, health and nutrition.	Nationally representative individual survey to measure the levels of access/usage of financial products and services and record financial behaviours and trends.	Collection of financial transaction data over 13 weeks among 128 participants, including income, expenditure, savings and loan payments.
<b>Sample</b>	41,821 women (age 15–49), and 13,311 men (age 15–59) from 40,427 households.	27,938 women and men (age 18+).	128 women and men (age 15–30) in Edo state.

## The data



 DATASET

# 2018 Nigeria Demographic and Health Survey

- The 2018 Nigeria Demographic and Health Survey (2018 NDHS) was implemented by the National Population Commission (NPC). It is part of the wider global DHS Program supported by USAID.
- Demographic characteristics, housing, household configuration, and health and nutrition data do not change at a fast pace, thus the survey is conducted approximately every 5 years.
- The survey is focused on demographics, health and nutrition of households and individuals living in these households, and disproportionately samples female respondents to record trends in fertility, family planning and infant and child health.
- It however also collects business critical information such as income and livelihood information, media access and use, mobile phone ownership, and basic indicators of access to financial services.
- You can read more about the methodology and findings [here](#)



DATASET

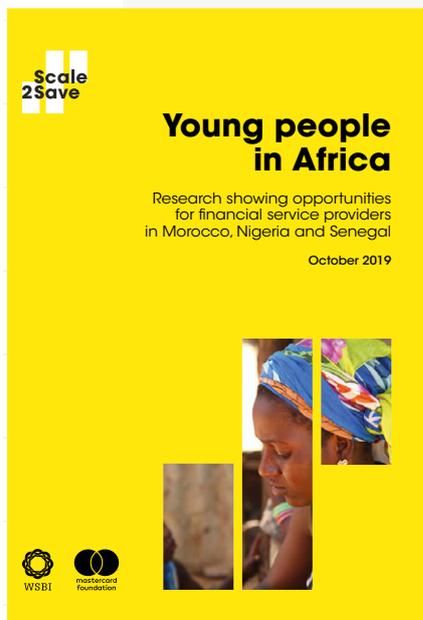


DATASET

## EFinA Access to Financial Services in Nigeria

- The EFinA Access to Financial Services in Nigeria survey is nationwide and covers over 25,000 consumers.
- The survey is conducted every two years and aims to:
  - Document usage of financial products across both formal and informal sectors from an urban and rural perspective.
  - Provide insights into regulatory and market obstacles to growth and innovation in the financial sector.
  - Identify the financial needs of the adult population and thereby give service providers the opportunity to develop innovative products to serve them.
  - Provide credible data that highlight opportunities for policy reform and support evidence based financial inclusion policies.
- We have included the survey data from 2018 as well as 2020 in the toolkit.
- You can learn more about the methodology and findings here.

# Financial Diaries



P20 Persona segmentation toolkit: Nigeria

- The Young People Financial Diaries in Nigeria study was conducted by L-IFT in 2017-18. It collected financial transaction data and cash flows from a sample of 128 participants over 13 weeks.
- Participants were sampled across the three age groups of 15-17, 18-24 and 25-30 and lived in Edo state.
- Most respondents were account holders at financial institutions; almost two-thirds were active, and almost one-third dormant account holders.
- Contrary to survey data, financial diaries work with a panel of respondents, a constant group of people, over a fixed period of time. This allows to explore patterns and trends for a specific group of customers, rather than to draw conclusions for a larger market segment.



**Youth Livelihoods Diaries Research Project**



# Using the persona segmentation toolkit

**Why the toolkit was  
developed**

**The toolkit and the  
platform**

**find instructional  
videos on how to  
access and use  
the platform here!**

**Working with different  
data sources**

# 02

# Partner voices

How Scale2Save partner LAPO Microfinance Bank, financial sector catalyst EFinA and the Scale2Save team view the progress and potential of the tool.

## Scale2Save toolkit



# 5 reasons to use data

## Part 1

### The case for using data

Your FSP has access to a wealth of data but may not see the wide ranging and business enhancing use that data could have. In part 1, we explain the power data could have for your FSP and then explore how you can start preparing to make full use of that data.



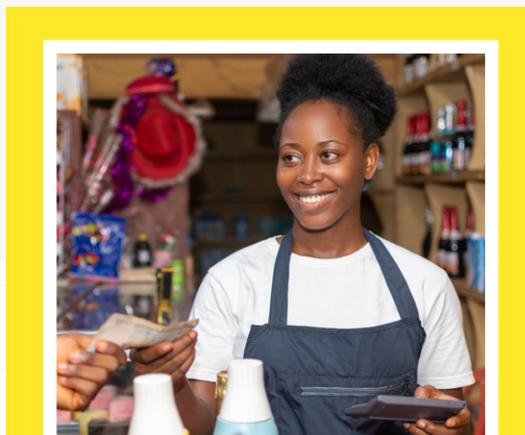
Many initiatives have highlighted the importance of data-centric decision making in financial sector innovation and its particular use case in product development processes.

Find out more: [DMAC](#)

- 1 More data is becoming available to FSPs.** A wide range of different data is being created on internal systems, as a result of improved connectivity, increasing smartphone penetration, and the digitization of many aspects of our lives. Free public data, such as national survey data is widely available.
- 2 Data-driven decision-making is a driver for successful innovation, marketing and product development.** This is particularly true for market segments that are traditionally 'data poor': lower-income or rural customers, informal economy participants, or youth. In absence of relevant data, product development teams might overly rely on anecdotal evidence or intuition, which can reduce the product-preference fit. Marketing efforts might be less tailored to the preferences and behaviours of existing or potential customers. A lack of data can also lead to iterative innovation, rather than novel ideas and financial products.

## 5 reasons to use data

- 3 The use of existing public data can reduce the time and budgets spent on marketing research.** Data analysis ex ante can allow FSPs to frame statements that the customer research can explore, e.g.: *“Smallholders aged 20–35 have more disposable income and are more likely to own a phone than those aged 36 and older.”* Could they be early adopters of digital solutions, and support older customers in adoption? It can also highlight differences between customer segments, e.g., the differences between smallholder farmers aged 20–35, who are using mobile money, and those not yet using mobile money. This can inform purposive research sample design.
- 4 Data capabilities constitute a competitive edge.** In most financial sectors, data are playing an increasingly central role as fintech companies and mobile network operators compete with traditional FSPs.



## 5 reasons to use data

Data can be used throughout product development and business development processes, and can offer valuable insights when designing the customer journey.

### Savings at the Frontier

The role of data analytics in business development in low-income markets

A focus note

Hanna Laufer, February 2022



The [Savings at the Frontier programme](#) has worked with commercial banks, and fintechs, to develop tools that support data-driven decision-making regardless of the organisational capacity and systems available for supporting data analytics.

These simple, project-specific tools can reduce bias and uncertainty, help identify and quantify opportunities, help overcome operational challenges (such as the proximity gap) and emphasize the focus on customer behaviour: [Read more here.](#)



- 5 Quantify the opportunity.** Product development is often slowed down by the trade-off between an investment to unlock longer-term revenue and tangible immediate needs in the FSP. Data analytics can play a useful role in quantifying the market opportunity and reducing uncertainty.

# 5 barriers to using data

- 1 While many FSPs have designed data-centric strategies they often have not yet been translated into **organisational systems, structures, and capacity**.
- 2 The use of both, internal and external data in FSPs has been driven by a **reporting and compliance culture**, rather than a pro-active explorative culture.
- 3 **Fragmented data repositories, the sensitive nature of financial data, and centralized or siloed data teams** prevent ad-hoc access to customer data to explore product performance or customer behaviour beyond standardized reports.
- 4 Product managers and developers often have **limited capacity or time** to work with internal or external data sets in the available formats.
- 5 **Data poverty** persist, specifically for segments such as smallholder farmers, micro-, small and medium-sized enterprises, and rural households and youth, and available sources of information are not widely known.

# The vision

**A practical tool was needed, that allows project/product managers to use available data and integrate it with other data types**

## **The objective was to develop a tool that is**

- **easy to access** for financial sector professionals and those supporting them in innovation and product development, and
- **easy to use** as a planning and decision support tool that can be part of meetings and brainstorm sessions or ad-hoc explorations.

## **The toolkit should allow users to**

- **quantify** the market development opportunities;
- **describe market segments and compare them** using business critical characteristics;
- **explore financial behaviours** and patterns of certain market segments, and
- **create customer personas** that can be useful for product development processes or to inform marketing research activities.

# The development process

Initially the Scale2Save toolkit aimed at identifying and aggregating data and information on young people [in Nigeria](#). The Scale2Save programme conducted financial diaries studies, and qualitative research, and analysed public survey data to support Scale2Save partners in developing products for the youth market segment. The development of the toolkit was an **iterative and consultative process supported by LAPO, FCMB, and EFINA**.

**01**

Youth research study conducted

**02**

Analysis of publicly available survey data

**03**

Development: portal to make youth research data available

**04**

Development of an excel tool to make survey data easier to use

**05**

EFINA survey data added

**06**

Web portal development

**07**

Idea to combine the different data sources

**08**

FCMB and Lapo offer feedback

**09**

Additional indicators added

**10**

Workshop with EFINA to improve web portal

# The development process additional references

Scale  
2Save

## Young people in Africa

Research showing opportunities for financial service providers in Morocco, Nigeria and Senegal

October 2019

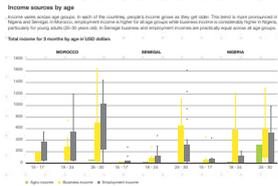


Understanding needs and creating opportunities for the most vulnerable  
[Full report here](#)

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### Young people in Africa Income patterns

To see the full research, go to [Scale2Save](#) or to [Scale2Save youth research](#) on our research page.



Scale  
2Save

### Young people in Africa Spending patterns

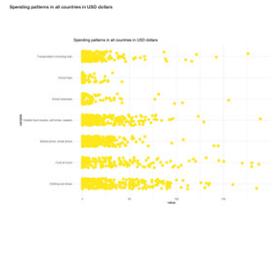
To see the full research, go to [Scale2Save](#) or to [Scale2Save youth research](#) on our research page.

**General spending patterns**

The research looked at young people aged 18 to 24 in three countries: Morocco, Nigeria and Senegal.

It examined their expenses in order to better understand support structures and quantifies opportunities. The most interesting categories included in a number of ways: their expenditure on mobile, mobile data and qualitative research.

Some of the findings were spending patterns. The study showed that young people spend their income mainly on clothing and shoes, followed by food and snacks for events, as well as transportation and transportation.



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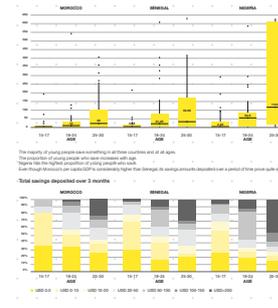
### Young people in Africa Savings patterns

To see the full research, go to [Scale2Save](#) or to [Scale2Save youth research](#) on our research page.

**Frequency of savings bank**

Most young people were frequently. The total amount saved increases exponentially with age, particularly from 18 to 24 to 25 years old. The highest frequency of savings bank was observed in Senegal.

**Average savings amount per respondent over 3 months (savings in USD)**



# The toolkit and platform

The Scale2Save Toolkit is hosted on the FINBIT platform. The Scale2Save toolkit combines financial diaries data and datasets from two large-scale public surveys conducted in Nigeria.

## Host Platform

**FINBIT**

Finbit is a **global platform** that collects financial diaries data in financial markets in Sub Saharan Africa

**Young People Financial Diaries study in Nigeria**



**Scale  
2Save**

Toolkit



## Survey Data

Nationally representative survey data, collected at regular intervals in Nigeria.

**Demographic and Health Survey  
EFInA Access to Financial**

# FinBit portal



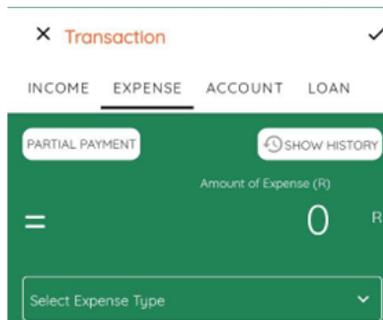
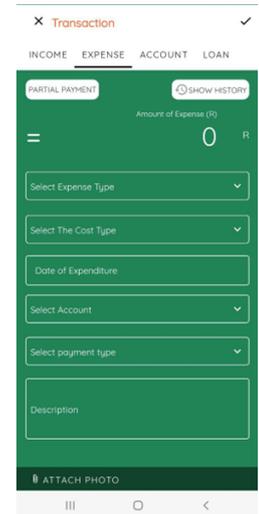
FINBIT is a technology system with an Android App for data collection, and a data portal to visualize financial diaries data

The Android App is used to record cash-flow, income and expenses in form of financial diaries studies from individuals

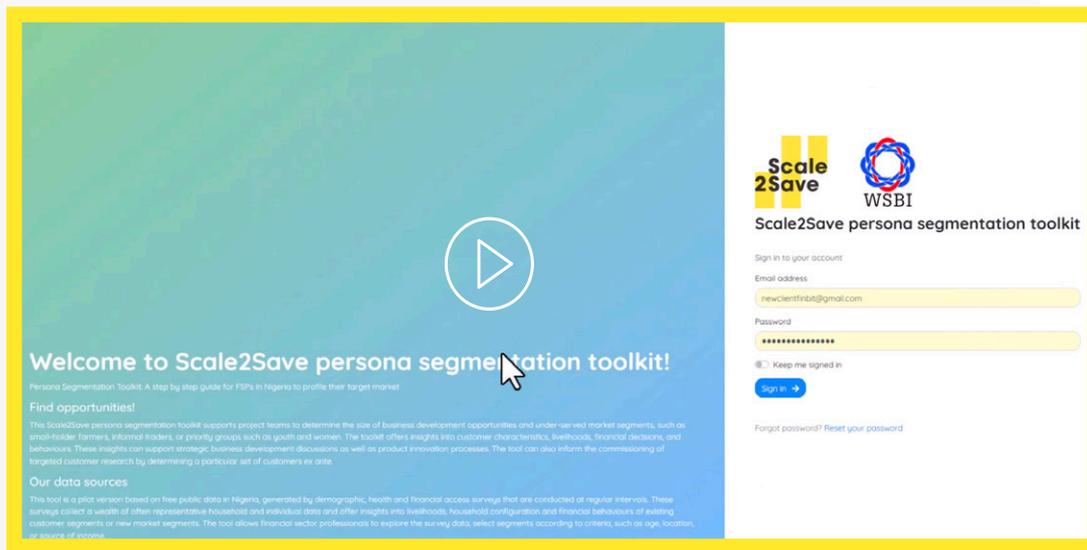
The FINBIT portal hosts financial diaries research studies from 15 countries

The Scale2Save toolkit is part of the **Nigerian FINBIT project space**

We therefore have to click on [Nigeria](#) to get to the survey data, and financial diaries data of the Scale2Save toolkit



# Access & login



**Welcome to Scale2Save persona segmentation toolkit!**

Persona Segmentation Toolkit: A step by step guide for FSPs in Nigeria to profile their target market.

**Find opportunities!**

The Scale2Save persona segmentation toolkit supports project teams to determine the size of business development opportunities and under-served market segments, such as small-holder farmers, informal traders or priority groups such as youth and women. The toolkit offers insights into customer characteristics, livelihoods, financial decisions and behaviours. These insights can support strategic business development discussions as well as product innovation processes. The tool can also inform the commissioning of targeted customer research by determining a particular set of customers ex ante.

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**Scale2Save**

**WSBi**

**Scale2Save persona segmentation toolkit**

Sign in to your account

Email address

newclient@wsbi@gmail.com

Password

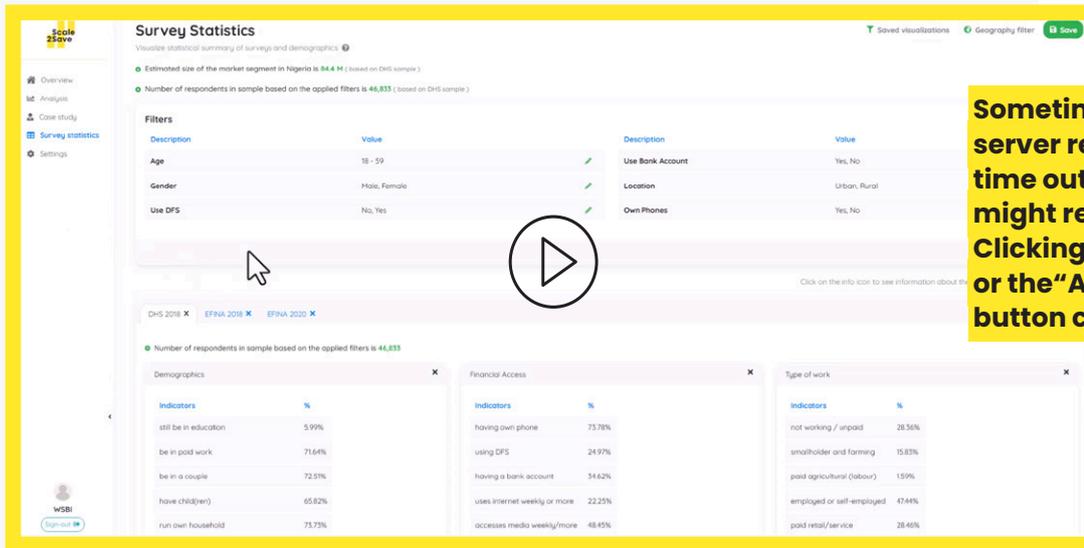
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Keep me signed in

[Sign in](#)

[Forgot password? Reset your password](#)

# Using the survey data



**Survey Statistics**  
Visualize statistical summary of surveys and demographics

- Estimated size of the market segment in Nigeria is **84.4 M** (based on DHS sample)
- Number of respondents in sample based on the applied filters is **46,833** (based on DHS sample)

**Filters**

Description	Value
Age	18 - 59
Gender	Male, Female
Use DFS	No, Yes

Description	Value
Use Bank Account	Yes, No
Location	Urban, Rural
Own Phones	Yes, No

Number of respondents in sample based on the applied filters is **46,833**

Indicators	%
still be in education	5.99%
be in paid work	71.64%
be in a couple	72.51%
have child(ren)	65.82%
run own household	75.73%

Indicators	%
having own phone	73.78%
using DFS	24.97%
having a bank account	34.62%
uses internet weekly or more	22.25%
accesses media weekly/more	48.45%

Indicators	%
not working / unpaid	28.36%
smallholder and farming	15.83%
paid agricultural (labour)	1.59%
employed or self-employed	47.64%
paid retail/service	28.46%

**Sometimes your server request might time out. The portal might return 0 values. Clicking the refresh or the "Apply Filter" button can help.**

### Settings

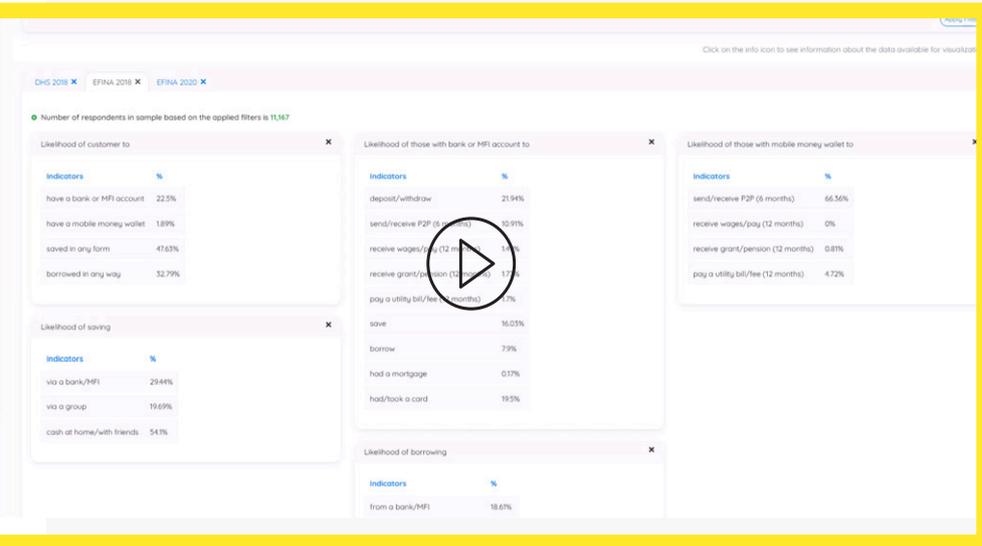
Customize the portal the way you like it

Currency format:

- USD  ETB  KES  MMK  UGX  RWF  TZS  CDF  XAF  ZWL  ZMW  MZN  NGN  GHS

**Tip: Visit the settings site to change the currency to Naira.**

# Using the financial diaries data



# 03

# Working with different data sources...

# Working with survey data

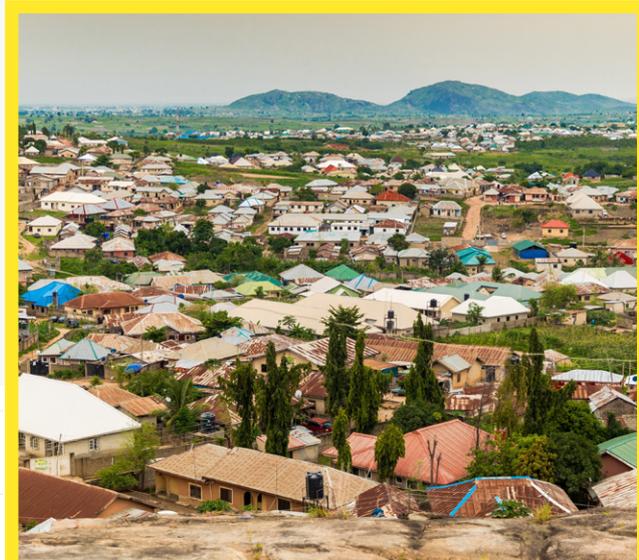
- There are specific challenges to generating insights based on two different representative surveys...
- **Population factors** are different for the two data sources. The DHS deliberately includes more women than men, due to a large part of the survey focusing specifically on maternal and child health.
- **State numbers.** The DHS questionnaire differentiates between urban and rural regions in each state.. State indicators had to be constructed manually to correspond to EFINA data.
- **Definitions and terminology used are not consistent.** Often, response options given, e.g., when asked for the main income sources are dissimilar in DHS and EFINA questionnaires. Categories of employment or descriptions of self-employment differ, e.g., EFINA records how people get paid whereas the DHS asks about the work they do and whether it is paid or not. To apply the same set of filters across the two datasets, categories had to be developed that fit both surveys.

# Working with survey data

- **Limited sample size of surveys.** The size of the survey sample is an important consideration in the interpretation of the results...
- Both surveys are designed in a way that they are representative. This means that the group of respondents that was selected can adequately represent the characteristics and qualities of the Nigerian population
- This said, the sample is finite. If we narrow down our market segment of interest too much, e.g., females aged 18-20 in Lagos and using a bank account, the group of survey respondents that match those criteria can become very small. **If the group of respondents in the sample is too small, we cannot be confident that the findings will accurately represent the characteristics of the entire market segment.**
- Users of the toolkit have to take into account that for a small sample size (smaller than 1000 respondents) the findings might have a larger margin of error and might not describe the market segment as accurately.

## Working with survey data

- **Survey datasets contain variables such as identifiers and the responses to questions.** The DHS female survey creates nearly 6000 data items per respondent. The EFInA survey is smaller but still consists of 1500 questions, and sub-questions. If you imagine a dataset with 1500+ variables, and 30,000 observations, you might think using this data is too difficult.
- We therefore reduced some of the complexity.
- In order to be able to segment the respondents of the surveys into those who use digital financial services, and those who do not, we create a digital financial services indicator.



# Working with survey data

The digital financial services indicator is build based on four questions in the EFINA questionnaire with 13 possible responses concerning the access to and use of mobile money, bank accounts, etc.

The **DHS** asks a simple binary (yes/no) question around digital financial services: *Do you use your mobile phone for any financial transactions?*

**EFInA** asks more detailed questions so assessing whether the respondent uses digital financial services is more complex.

BA1\_12 – Mobile money (e-wallet)  
answer 3: have/use

BA1\_14 – Internet banking  
answer 3: have/use

MMIB – answer 4: use mobile money services, but you are not registered

PY1A – Used to pay for goods ... and/or services ... in the past 12 months

BA1\_13 – Bank USSD codes (e.g., \*120\* ...)  
answer 3: have/use

BA1\_15 – Banking Apps  
answer 3: have/use

MMIB – answer 5: registered mobile money user

PY2B – Used to pay bills ... in the past 12 months

MT2a – Use in last 12 months to receive money from within Nigeria:

\_ 3 Bank transfer (online website or App)

\_ 6 Mobile money

\_10 Bank USSD code

MT7a – Use in last 12 months to send money within Nigeria:

\_ 3 Bank transfer (online website or App)

\_ 4 Bank USSD code

\_ 7 Mobile money

\_ 7 Agent (either mobile ...

\_6 Bank transfer OR \_7 Bank USSD code OR \_11 Mob. money

# Working with survey data

- While financial diaries data is made up of different elements, including structured surveys focused on respondents' livelihood and income profiles, the methodology **differs significantly** from that of structured surveys.
- Financial diaries is a hybrid methodology that can both provide quantitative and qualitative research results.
- **Presenting survey data, as well as financial diaries data on the same portal requires users to understand the differences in approach, and interpretation.**
- Financial diaries are conducted with the same group of people over a fixed period of time, i.e., 13 weeks in the case of the Scale2Save study in Nigeria. The approach provides more detailed data demonstrating dynamics over time and covers reliably complex and sensitive aspects but has limited sample size and geographic reach.
- **Financial diaries strength is to provide context and depth**, but this study is not statistically representative, and most financial diaries studies have limited representativeness.

# Working with financial diaries data

- Financial diaries studies can **complement the analysis of public survey data and be a tool for in depth customer research**. E.g., financial diaries can provide insights that can be further explored using survey data to verify whether these findings hold for wider populations.
- When exploring the young savers dataset on the Scale2Save toolkit, the case studies will offer behaviour and preferences of specific customers in the selected market segment.
- The financial diaries data can be accessed in the toolkit if either the selected geography is “Nigeria” or “Edo state”, and if the selected age group matches the profiles of the young savers who participated.
- This said, L-IFT, the owner of the FINBIT portal, conducts financial diaries studies in other projects across Nigeria, e.g., to understand the cash flows and savings patterns of micro-, small- and medium- sized enterprises. These datasets will be available on the FinBit platform once completed.” better be “The coverage of financial diaries studies is expanding in Nigeria. L-IFT, the owner of the FINBIT portal, conducts a financial diaries study in three states amongst micro and small enterprises. This dataset is expected on the public FINBIT end of 2022.

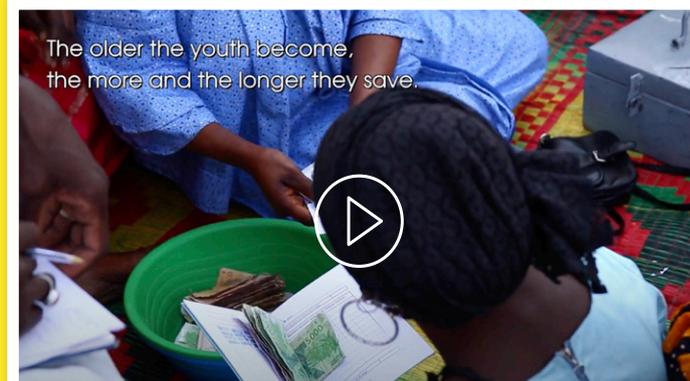
## More sources to explore financial diaries

- The longest-running [Hrishipara Diaries](#).
- [Small Firm Diaries](#) (including Nigeria).
- [Garment worker diaries](#)
- [The corner shop diaries](#)

### Youth Livelihoods Diaries Research Project



### Scale2Save



# 04

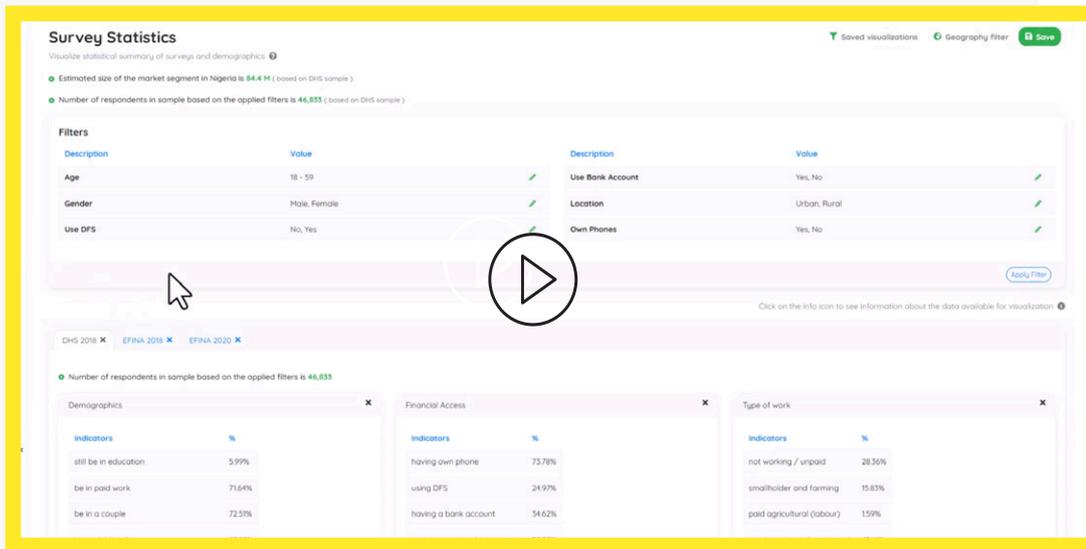
# Interpretation of results

**How to interpret  
the information?**

**How can you  
work further  
with the  
information?**

# Survey data

**Tip: Visit the settings site to change the currency to Naira.**



**Survey Statistics** Saved visualizations Geography filter Save

Visualize statistical summary of surveys and demographics

- Estimated size of the market segment in Nigeria is **64.4 M** (based on DHS sample)
- Number of respondents in sample based on the applied filters is **46,833** (based on DHS sample)

**Filters**

Description	Value	Description	Value
Age	15 - 59	Use Bank Account	Yes, No
Gender	Male, Female	Location	Urban, Rural
Use DFS	No, Yes	Own Phones	Yes, No

**Apply Filter**

Click on the info icon to see information about the data available for visualization

DHS 2018 **EFNA-2018** EFNA-2020

- Number of respondents in sample based on the applied filters is **46,833**

Demographics	
Indicators	%
still be in education	5.99%
be in paid work	71.64%
be in a couple	72.51%

Financial Access	
Indicators	%
having own phone	73.78%
using DFS	24.97%
having a bank account	34.62%

Type of work	
Indicators	%
not working / unpaid	28.36%
smallholder and farming	15.83%
paid agricultural (labour)	1.59%

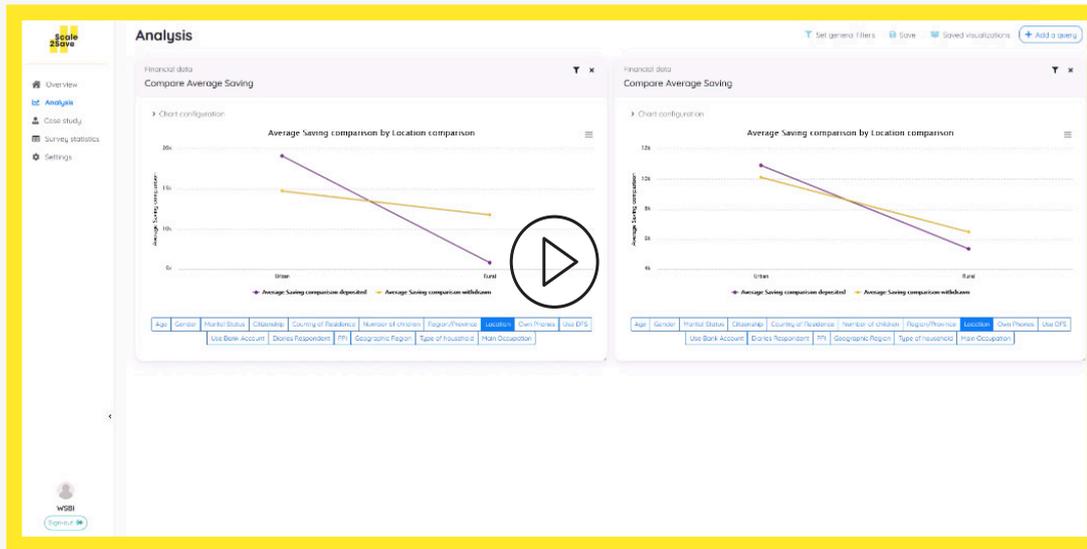
# Financial Diaries data

- The research was conducted in Edo state, in Benin city and Uromi, in mostly peri-urban and urban areas.
- The insights must be interpreted with that context in mind, including the socio-economic and socio-political positioning of young people, which is shaped by external factors, such as economic and academic opportunities, social norms and cultural or religious influences.

## WHAT CAN BE LEARNED?

- **Case studies can offer in depth insights into the financial behaviour and preferences of young people.**
- **Financial sector professionals can explore cashflow patterns of different personas, those living with their parents, those continuing education, or those starting their own businesses.**
- **Financial diaries can help think through the financial needs of young people, and the relevance of financial services at certain points in time.**

# How can you work further with the information?

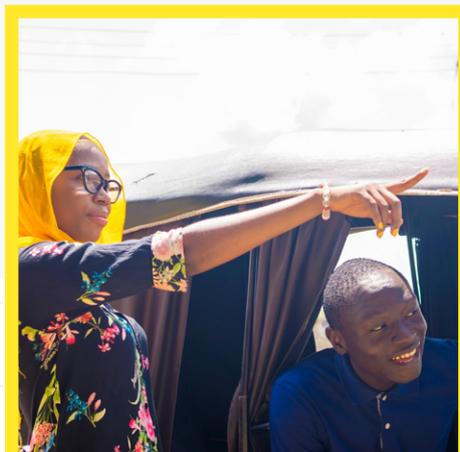


# 05

# Emerging use cases

# Data in innovation and product development

- A vast range of data is available to FSPs in innovation and product development processes. Often, a mix of these different sources is used to arrive at success.
- **Internal data:** *customer information, transaction data, product performance data, channel information, customer feedback/complaints, marketing and customer research data.*
- **External data:** *Census data, national household surveys, individual surveys, industry analysis and published market research.*
- **Commercial data from third party providers:** *credit reference bureau data, social media data, specialist analysis and research, satellite imagery/GIS data, partner market research.*



# The Scale2Save toolkit in product development

- 1 Re-focus the delivery of existing products.** *FSPs can identify market segments similar to those that are already served and sell existing financial products and services to new customers. It can also inform new marketing or channel strategies.*
- 2 Measure business opportunities.** *The DHS data helps to estimate the size and to a lesser degree the potential value of a new market segment.*
- 3 Drive innovation.** *The toolkit can offer a starting point for innovation processes and prototype design. It can be used in an exploratory manner – to research certain customer profiles, or to test assumptions or hypothesis made in product development meetings.*
- 4 Reduce costs for marketing research.** *Research questions can be explored through data analysis first. FSP marketing research surveys are based on much smaller samples. The analysis allows to focus remaining research questions, and to make subsequent research activities more relevant and cost efficient.*

## Emerging use cases

**LAPO (Lift Above Poverty Organization) Microfinance Bank Limited**, a pro-poor organization with a mission to improve the lives of economically active poor through the provision of affordable and easily accessible financial products and services. It does this through its over 500 branches and 1,900 agents across 34 states in Nigeria.

In January 2020, LAPO launched the MyPikin & I savings product under the Scale2Save programme, targeted at women with children to help build a savings culture that would provide succour for emergencies, education scholarship opportunity and health insurance scheme for the child.

Since then, over 180,000 accounts have been opened with a cumulative savings value of more than \$23,000,000 mobilized.

P50 **Persona segmentation toolkit: Nigeria**



# LAPO Microfinance Bank

# Use case: LAPO Microfinance Bank

Re-focus the delivery of  
existing products.

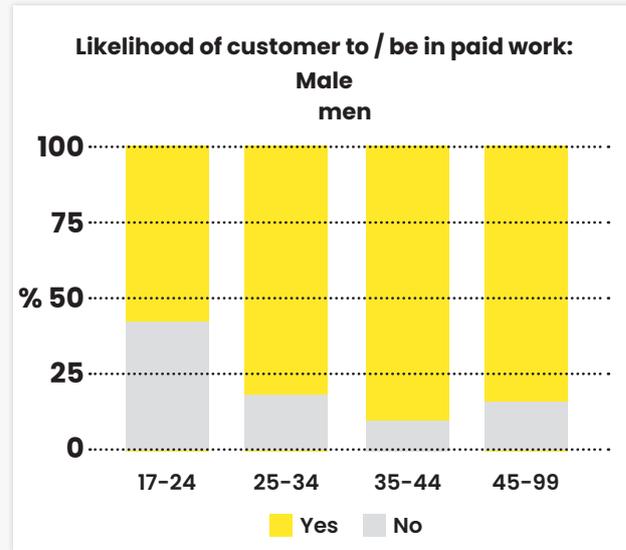
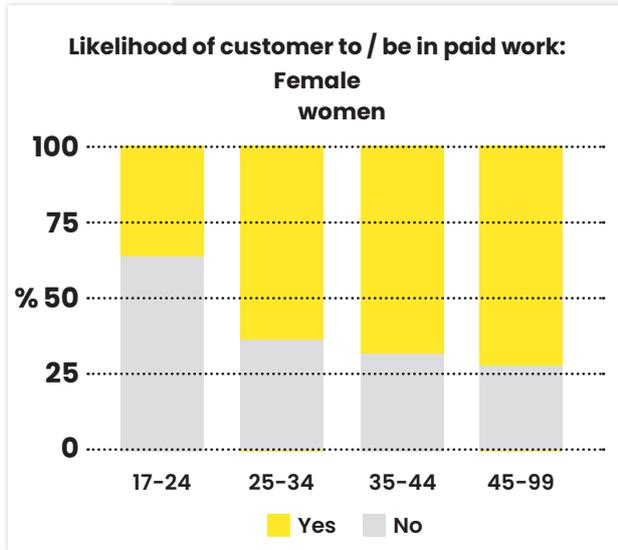
- LAPO used the Scale2Save toolkit to re-focus the delivery of an existing product, the **MyPikin & I**, a savings account designed and targeted at mothers to save for their children
- **Internal data** showed that the account was taken up by more men than women
- Using the Scale2Save toolkit, the team explored which market segments were the priority customers the product should be marketed to...



**When do women have children?  
How does this differ for men?  
Who has money to save?  
What age brackets should LAPO target?**

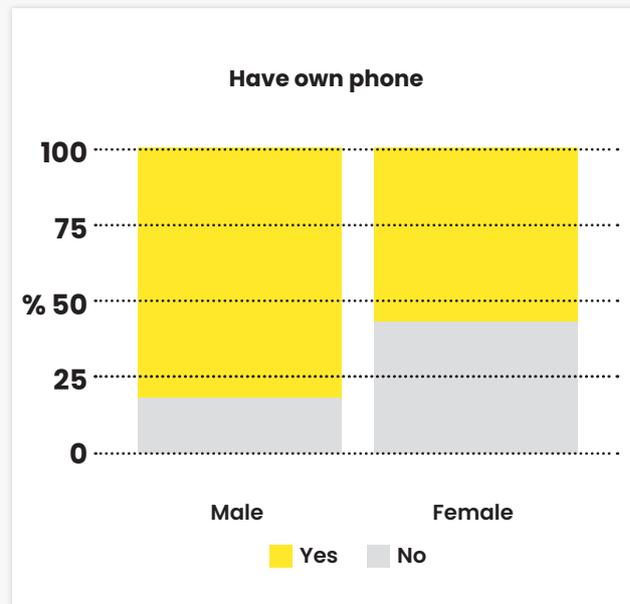
## Use case: LAPO Microfinance Bank

But women are less likely than men to be in paid work, specifically when aged 17-24. This improves for the next age band for both women and men, and only changes slightly after the age of 34.

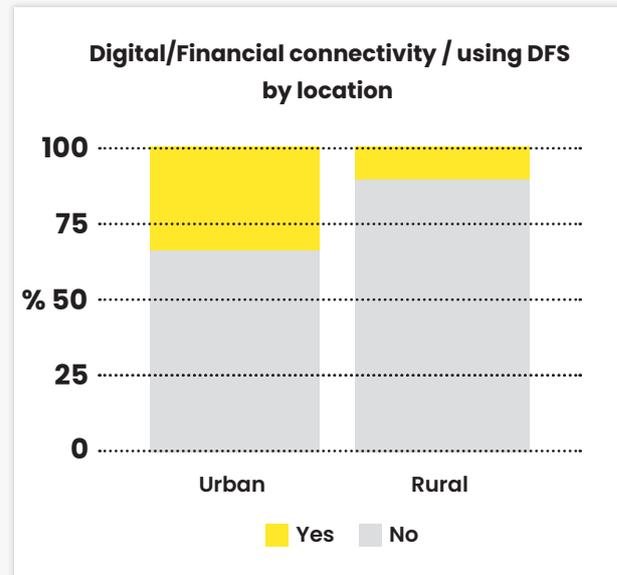
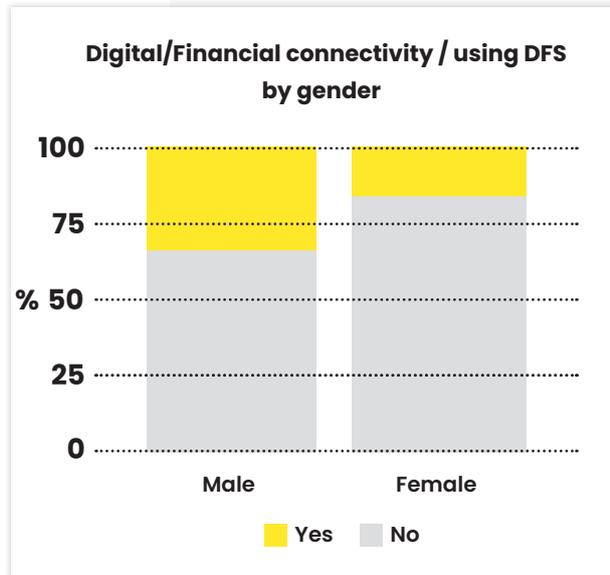


## Use case: LAPO Microfinance Bank

- The priority market for MyPikin & I are women and men over 25 with children.
- **These customers are likely to be in couples, live in their own households and have disposable income.**
- Not many of them are served by formal financial institutions yet – could this savings account be an entry product?
- A re-branding to include men in the marketing drive or tailor messages to couples or families might improve uptake.
- A closer look also reveals that most men aged 25–34 own mobile phones, and therefore could use mobile money services to deposit savings.

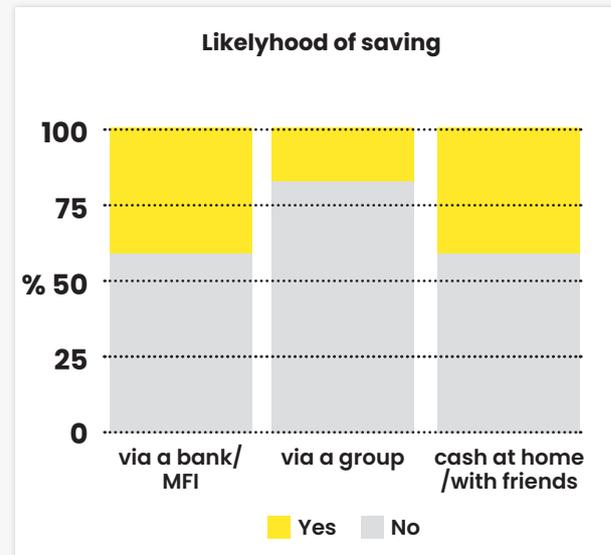
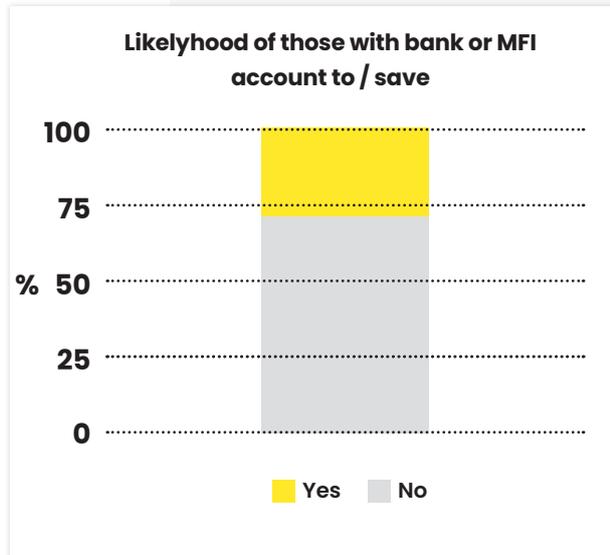


## Use case: LAPO Microfinance Bank



- Despite the phone ownership, the majority of women and men aged 25–34 are not using digital or mobile financial services yet. 66 percent of men and 83 percent of women are yet to be served.
- There is a significant difference between those aged 25–34 in rural and urban areas in terms of using digital financial services.

## Use case: LAPO Microfinance Bank



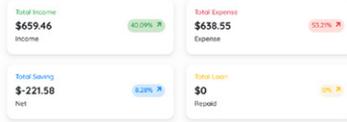
- Using the EFInA data, we can take a closer look at the financial behaviour of the **identified priority market segment**.
- Only just over 25 percent of those aged 25–34 with an existing bank or MFI account currently save money.
- And of those who are saving in the age group 25–34, only 40 percent are saving at a formal institution.

# Use case: LAPO Microfinance Bank

- Since the financial diaries study offers insights into the financial lives of young adults , we use the data to look at case studies of 24-25 year olds with children. 30 respondents fit that criteria. 15 of those have bank accounts.
- This respondent is male, married with children, a business owner in Edo state, and living in a rural household.
- From the transaction data it is evident that this respondent saves to meet expenses.
- He reports to save at home despite having a bank account.

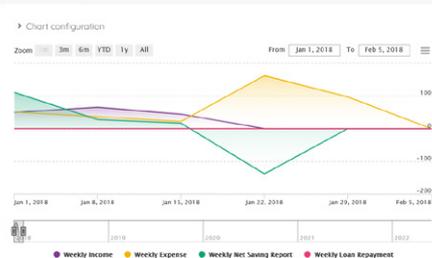
## Case study

Select a person to view his/her daily data about them



**Savings as a cash flow management tool**

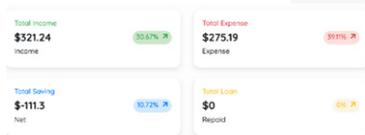
## Could this customer be save money for longer-term goals?



## Use case: LAPO Microfinance Bank

- Looking at another respondent's financial transactions, they reveal a similar pattern.
- This respondent reports to be married with kids, in a rural area in Edo state, and runs a business.
- Savings patterns roughly follow the income patterns but are used to cover expenses.
- Interestingly, the respondent uses the money he saves at home to meet expenses and not money he saves in a bank account. He contributes \$65.32 to the bank account over a period of 13 weeks.

### Do we sufficiently understand how young adults meet bulk expenses?



### Savings as a cash flow management tool



# Use case: LAPO Microfinance Bank

## We learned that

- Women have children earlier than men, and the need to save for school fees or other expenses arises sooner.
- Men and women are significantly more likely to be in paid work aged 25 and above.
- Young adults aged 25–34 save but not many are using bank accounts to save; in fact, not many people in this age group have relationships with formal FSPs yet.
- There are significant differences in terms of access and use of mobile phones, and related digital financial services between female and male, and between rural and urban young adults.
- People save for different purposes and cash-flow management is one of them, specifically important perhaps for business owners.

# Use case: LAPO Microfinance Bank

**We have identified critical questions for further marketing research...**

- Why are these young adults hesitant to use formal finance and digital financial services? Who is an early adopter and why?
- How can marketing campaigns increase awareness and appetite for savings?
- What motivates the 25-34 year olds to save? Are there differences across different livelihoods, e.g., those with salaried jobs, versus those with businesses or in smallholder agriculture?
- Why do some of the 25-34 year olds have bank accounts but still save using informal mechanisms? What keeps those saving with family and friends from depositing their money at banks or mobile money agents?
- At what point in time do individuals in this market segment have disposable income to save? Is this different for rural and urban market segments?

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**Contact us**

# Reach out

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**Please get in touch  
with ideas, feedback  
or comments!**

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P60 **Persona segmentation toolkit: Nigeria**

## **Login details**

To receive login details or for other technical support get in touch with:

**Haimanot Y. Tiruneh**

[hyibetal@l-ift.com](mailto:hyibetal@l-ift.com)

## **Advice and capacity building**

For advice and capacity building to use the portal, please contact:

[info@efina.org](mailto:info@efina.org)

## **Partnerships**

For strategic requests, or partnership inquiries please contact:

**Weselina Angelow**

[weselina.angelow@wsbi-esbg.org](mailto:weselina.angelow@wsbi-esbg.org)

# Enhancing Financial Innovation & Access (EFInA)



- Enhancing Financial Innovation & Access (EFInA) is a Financial Sector Deepening (FSD) organisation that promotes inclusive finance in Nigeria. The FSD Network is a family of nine Financial Sector Deepening, or FSD, programmes operating across Africa. EFInA was established with support from the UK's Foreign Commonwealth & Development Office (FCDO) in 2007 and began receiving funding support from the Bill & Melinda Gates Foundation in 2009.
- EFInA is renowned, within Nigeria's financial sector, for providing thought leadership toward achieving financial inclusion and championing the unbanked. By funding and catalysing innovation, providing cutting-edge research, advocating for inclusive policies, and building capacity, EFInA has gained a reputation as an "honest broker" among the private and public sectors in Nigeria. EFInA's Access to Financial Services in Nigeria surveys and other research have served as credible sources of information for policymakers and regulators, including the Central Bank of Nigeria (CBN), the National Insurance Commission (NAICOM), the National Pension Commission and others, to formulate regulations and policies. Since its founding, EFInA has contributed to the increased focus on financial inclusion in Nigeria, convening and supporting stakeholders to develop and work toward the implementation of a National Financial Inclusion Strategy.



## The World Savings and Retail Banking Institute



- The World Savings and Retail Banking Institute (WSBI) initiated the Scale2Save programme in partnership with the Mastercard Foundation in 2016 with the aim “to establish the viability of low-balance savings accounts and use of customer-centric approaches to address barriers faced in access, usage and affordability of savings services”.
- The programme aims at improving the reach and nature of inclusive finance in sub-Saharan Africa and more specifically promoting formal savings. It supports Financial Services Provider partners in Cote d'Ivoire, Kenya, Morocco, Nigeria, Senegal and Uganda to find a viable business case for delivering savings value propositions to previously under-served customer segments.
- More specifically, it provides FSPs with technical assistance, research, data analytics and learning activities, as well as finance to develop savings services valued by low-income customer segments.
- The programme ends in August 2022. For more information about WSBI please visit the website. For more information about Scale2Save, please click [here](#).

# Low-Income Financial Transformation



- L-IFT stands for Low-Income Financial Transformation. It is a research company that brings about meaningful access to finance, energy and other services for low-income groups. L-IFT is specialized in diaries studies, which track people over time in terms of financial transactions, livelihoods behaviour, energy access and other complex, sensitive issues.
- L-IFT's mission is to use a unique technology-led diaries research methodology to bring data empowerment to low-income communities which facilitates evidence-based policy design and service delivery.
- The company's goal is "to facilitate original and appropriate solutions to the fundamental challenges in low-income people's lives by leveraging low-income people's knowledge, innovation and problem-solving capacities, enhancing and bringing about interchange of these".
- L-IFT initiated FINBIT, a technology system that enables clients to conduct meaningful longitudinal data collection. FINBIT is now registered as a separate FinTech company, partially owned by L-IFT's staff. It aims to give users 'data empowerment' and access to 'data driven financial services'. <https://l-ift.com/>

# The Mastercard Foundation



- The Mastercard Foundation works with visionary organizations to enable young people in Africa and in Indigenous communities in Canada to access dignified and fulfilling work. It is one of the largest private foundations in the world with a mission to advance learning and promote financial inclusion to create an inclusive and equitable world. The Foundation was created by Mastercard in 2006 as an independent organization with its own Board of Directors and management.
- For more information on the Foundation, please visit: [www.mastercardfdn.org](http://www.mastercardfdn.org)