

How Smart Businesses Turn Data Into Profit

No fluff. Just what actually works.

The South African Guide to Making Customer Research Actually Work

 Featuring insights from Phakamani Ntimbane (Alabaster Group)

 Young & Calculated | Calculated Conversations

Why Most Businesses Struggle

✗ Too much data

✗ Changing customer needs

✗ One-size-fits-all strategies

Especially in a diverse country like SA, this is a recipe for wasted money.

What the Smart Ones Do Differently


✓ Clean and filter their data

✓ Understand regional behavior

✓ Use tech and local knowledge

🧠 It's not about collecting more data. It's about asking the right questions🔄

Real Strategies That Work

 Predict payday shopping behavior

 Use SMS in rural areas, apps in cities

 Meet customers where they are

 “Even your intern should understand the strategy.” — Alabaster Group

What You Can Do Today

- ✅ Stop hoarding data! start analyzing patterns
- ✅ Know who your customer is, region by region
- ✅ Simplify your strategy & talk like a human

🔥 Real advice: Don't take yourself too seriously! people buy from people.

Want to Win in 2025?

Build a strategy based on real customer behavior

Not assumptions, not guesswork

 Read the full interview at Young & Calculated

 Let's talk – What's the smartest move your business made lately?

 Tag a founder or marketer who needs to see this!