RESEARCH & ANALYTICS

MELANEL CONSULTING

Research | Data | Insight

Decisions Backed by Evidence

Credible data before you launch a project, enter a market or shape a policy.

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Why This Matters

Evidence Before Action

- Organisations need credible data before launching projects, entering markets or evaluating policies.
- Good decisions start with rigorous collection and analysis.

Our aim: decision-ready research you can act on.

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Market & Feasibility

Know the Market. Test the Idea.

- **Market research:** customers, market sizing, competitors, sectors
- **Feasibility studies:** technical, financial and economic viability, risk assessment

The result: clear investment recommendations.

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Policy & Social

Social and Policy Research

- **Policy analysis**
- **Institutional research**
- **Social impact studies**
- Public sector and development research

Research that informs institutions, partners and policymakers.

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Field Data

Field Data You Can Trust

- **Survey design**
- **Enumerator** recruitment and training
- **Digital data collection**
- Quality assurance and field supervision

> Good analysis starts with good data in the field.

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Analytics

Analysis and Dashboards

- **SPSS and STATA** analysis
- **Excel** modelling
- **Power BI** dashboards
- Statistical reporting

> Numbers turned into clear, usable insight.

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Work With Us

Let’s Work Together

Our research team helps you:

- **Research** markets, policies and communities
- **Analyse** data with rigour
- **Visualise** results for decision-makers

Talk to us
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