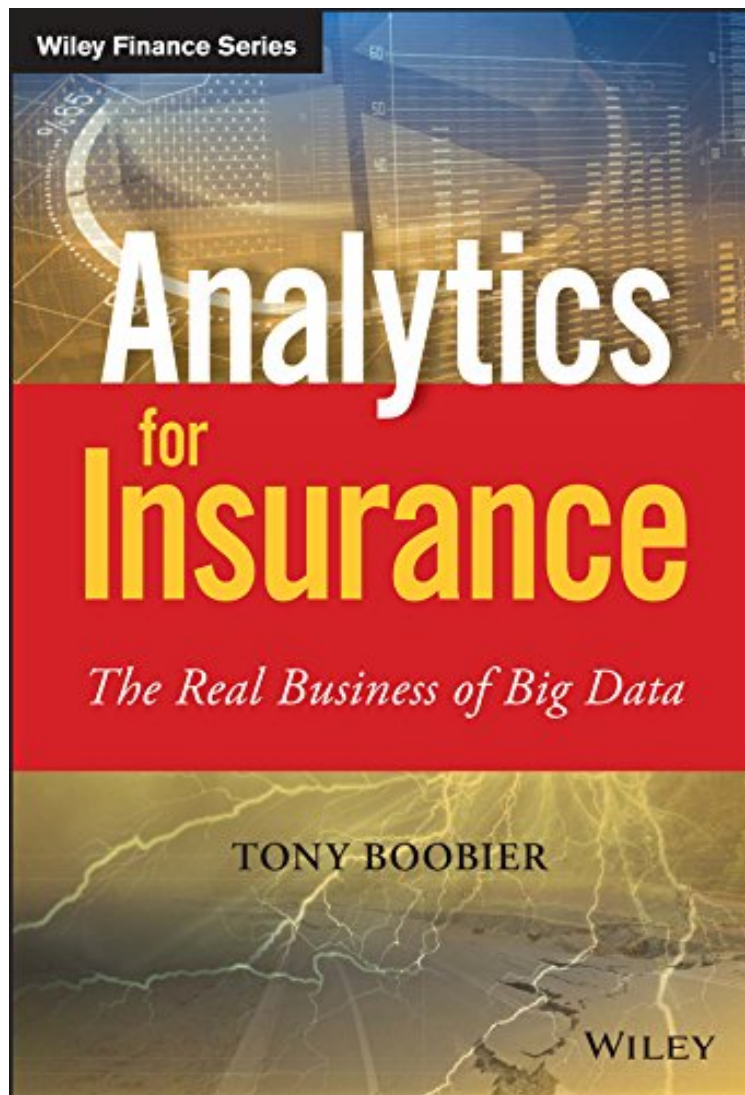


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## Analytics for Insurance: The Real Business of Big Data (The Wiley Finance Series)

Tony Boobier

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**Tony Boobier : Analytics for Insurance: The Real Business of Big Data (The Wiley Finance Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Analytics for Insurance: The Real Business of Big Data (The Wiley Finance Series):

0 of 0 people found the following review helpful. good basis to understand the transformations brought by data science to the insurance sector By Stefano Perfetti I have just read this book as a source for my thesis in the making, which is a study of its very topic. I found it very interesting because it takes a holistic view of data science in the insurance industry and because it looks into a future farther beyond the immediate applications and trends. I consider it a good

starting point to understand an economic sector in transformation.

The business guide to Big Data in insurance, with practical application insight Big Data and Analytics for Insurers is the industry-specific guide to creating operational effectiveness, managing risk, improving financials, and retaining customers. Written from a non-IT perspective, this book focusses less on the architecture and technical details, instead providing practical guidance on translating analytics into target delivery. The discussion examines implementation, interpretation, and application to show you what Big Data can do for your business, with insights and examples targeted specifically to the insurance industry. From fraud analytics in claims management, to customer analytics, to risk analytics in Solvency 2, comprehensive coverage presented in accessible language makes this guide an invaluable resource for any insurance professional. The insurance industry is heavily dependent on data, and the advent of Big Data and analytics represents a major advance with tremendous potential; yet clear, practical advice on the business side of analytics is lacking. This book fills the void with concrete information on using Big Data in the context of day-to-day insurance operations and strategy. Understand what Big Data is and what it can do Delve into Big Data's specific impact on the insurance industry Learn how advanced analytics can revolutionise the industry Bring Big Data out of IT and into strategy, management, marketing, and more Big Data and analytics is changing business; but how? The majority of Big Data guides discuss data collection, database administration, advanced analytics, and the power of Big Data; but what do you actually do with it? Big Data and Analytics for Insurers answers your questions in real, everyday business terms, tailored specifically to the insurance industry's unique needs, challenges, and targets.

"..essential reading for insurance management of all levels and specialities, for students, and for IT suppliers to the insurance industry." (Only Strategic, December 2016) From the Inside Flap In order to stay competitive in any industry, it is increasingly essential to integrate data and analytics into every aspect of an organization. The insurance industry is undergoing a tectonic shift as technology transforms not only the business models that the industry takes for granted but also the entire landscape in which the industry operates. Analytics for Insurance explains the key changes and helps prepare those working in the insurance sector for success in the future state of the industry. This guidebook written by a recognized thought-leader in the insurance and technology industry is one that no professional working in insurance can do without. From the Back Cover Praise for Analytics for Insurance 'Insurance was one of the first industries to use analytics, but now the game has changed. There are new types of analytics, new forms of data, and new business models based on them. Insurers need only read this book if they wish to remain in business.' — Thomas H. Davenport, Distinguished Professor, Babson College; Research Fellow, MIT; Author, *Competing on Analytics*, *Big Data at Work* and *Only Humans Need Apply* 'If you want to understand how analytics is applied in insurance then this is THE book to read. Tony has succeeded in writing not just an authoritative and comprehensive review of the insurance industry and analytics but one that is actually enjoyable to read. He covers a range of topics that extends way beyond the core areas of underwriting, risk modeling and actuarial science, for which the industry is known, but delves into marketing, people and implementation too. This book brings together the author's extensive knowledge of both insurance and technology and presents it in a form that makes it essential reading for market practitioners and technologists alike.' — Gary Nuttall, Head of Business Intelligence (2012 — 2016), Chaucer Syndicates 'In this paradigm-shifting book, Tony Boobier provides us with the foundation to explore and rethink the future of the insurance industry. Visions of the future, a review of key processes and implementation concepts all combine to provide the essential guide to help you take your organization into the next decade.' — Robert W Davies, Consultant; Author, *The Era of Global Transition*; Senior Visiting Fellow, Cass Business School, London 'This book is a valuable read for any professional in the Insurance field who wishes to understand how spatial information and GIS can apply to their field. It introduces the first principals of location theory and goes on to illustrate how they can be applied practically. I would recommend it fully.' — Jack Dangermond, President, Environmental Systems Research Institute (ESRI) 'The number-one ranked finding from all recent buyer and customer research is that sales professionals today must be able to educate their buyers with new ideas and perspectives and have a real in-depth knowledge of their customers' burning issues. Tony Boobier explains clearly these key issues within insurers today. He goes further by explaining how insurers themselves can take full advantage of the dramatic advances in analytics and the new technologies. For those insurers seeking to optimize their own sales process and sales performance by using the power of analytics to successfully target and capitalize on their customers' critical issues, this book is required reading. For those sales professionals seeking to successfully sell to the insurance industry, this book really does hit the mark of providing key insights and new perspectives that will enable a deep understanding of the issues affecting the insurance industry today.' — Tom Cairns, Founder and Managing Director, SalesTechnique Limited 'This book is very insightful and shows the author is again thinking ahead of everyone else. Analytics has a major part to play in the supply chain. More information received at FNOL will help provide the right solution to the problem and speed up the process.' — Greg Beech, CEO, Service Solutions Group 'Insurance analytics, the process of sifting the fine grains of probability, is transforming an industry that can no longer

thrive on the uneasy marriage between risk and the art of prediction. Anyone navigating this brave new world of known unknowns should read this book. Like insurance itself, it's a book that should be judged by its cover ndash; full and comprehensive.' mdash;Richard Donkin, Author of The History of Work