



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

Tony Boobier

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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.

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