BUSINESS ANALYTICS

an insurance digital solution by **BSynchro**

Technology is rapidly catching up on the insurance industry, making the amount of data to deal with immeasurable. When it comes to analyzing that-data, the process often leads to endless BI and Data Warehouse projects that make the management lose interest before they see the light. So how do Data Analytics deal with these issues? What Data Analytics offer is a change of mindset on how data should be analyzed using self-service tools.
It provides faster results with easy customization and flexibility in development, which most insurers lack the skills, budget, and know-how for. This is where Crow by BSynchro comes in handy, supported by a team of 70 professionals with an extensive experience with Insurers, Reinsurers, and TPAs.
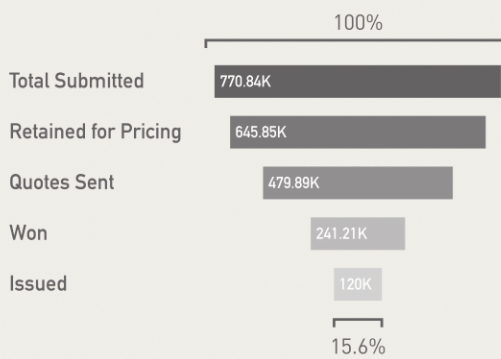
OVERVIEW

Crow will deliver Power BI Dashboards available online from any mobile and web to gain access to companies'critical informa-tion and clearly identify KPIs & Trends related to Organizational Units, Sales Chan-nels, Agents, Products, etc. The product also provides the ability to drill down to customers, policies, covers, and more, in order to make better decisions based on scientific figures and visual diagrams. Receiving quick insights with classification, data correlation, and viewing outliers are also available from the dashboards. Crow can also deliver real-time reporting and tracking on operations using SQL Reporting Services.

FEATURES

- Cognitive services
- Attractive business dashboards
- KPIs management and tracking
- Data modeling
- Fraud detection
- Visibility increase on pipeline
- Forecasting
- Classification
- Real time reporting and tracking
- Financial data analyzing

Example of dashboards N°1

General Sales

	100%
Total Submitted	770.84K
Retained for Pricing	645.85K
Quotes Sent	479.89K
Won	241.21K
Issued	120K

15.6%

Example of dashboards N°2

Medical TPA

Production vs. Last Year
4.82M
Goal: 55.31M (-91.28%)

Profitability vs. Last Year
1.51-M
Goal: 370.12K (-506.78%)

Loss Ratio vs. Last Year
119%
Goal: 99% (-19.94%)

Adherents vs. Last Year
13
Goal: 12 (+8.33%)

595.03K
Goal: 354.65K (+67.78%)

Benchmark v.s. TPA

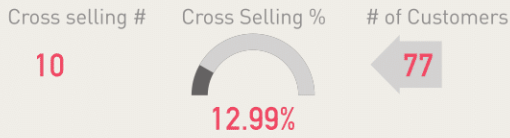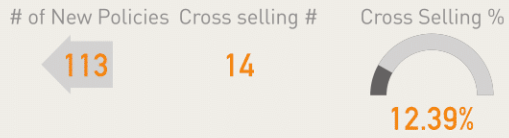Claim Frequency vs. Benchmark

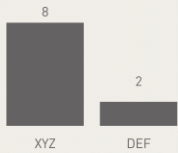Burning Cost vs. Benchmark

7.11

2.840

Example of dashboards N°3
Life Sales

Customer Cross Selling

Cross selling #	Cross Selling %	# of Customers
10	12.99%	77

Policy Cross Selling

# of New Policies	Cross selling #	Cross Selling %
113	14	12.39%

Cross Selling Product Distribution (ABC)

XYZ	DEF
8	2

Cross Selling of all Products

ABC	XYZ	DEF
19	12	10

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XYZ	DEF
8	2

Cross Selling of all Products

ABC	XYZ	DEF
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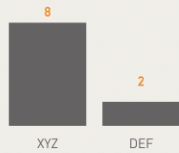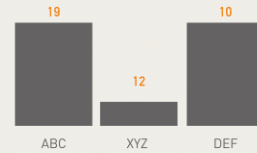
Example of dashboards N°4
Profitability

YTD Profitability by Sales Channel

Broker

Internal Sales

Director

Insurance
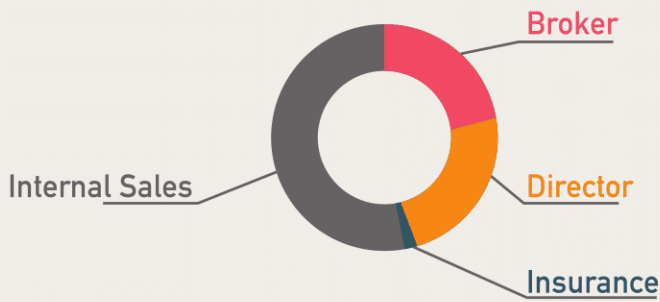
Example of dashboards N°5
Accounting

Premium growth by line of business

Medical	Fira	Life	Workmen	Cargo	Motor
15%	14%	10%	10%	7%	3%
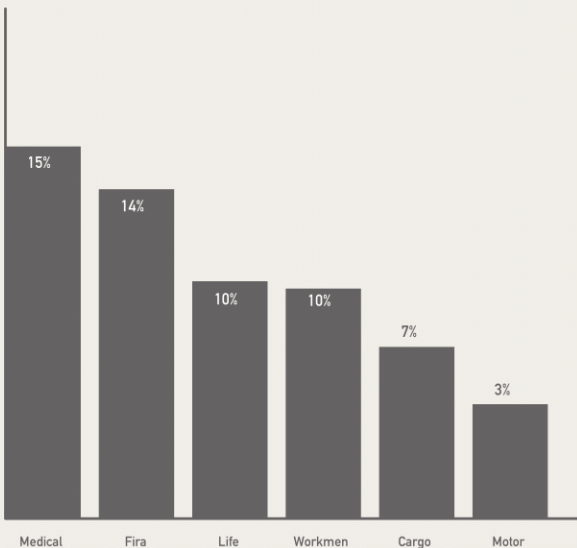
Growth in policy number by line of business

Wellness	2%
Motor	14%
Medical	12%
Life	9%
Fire	6%
Cargo	-4%
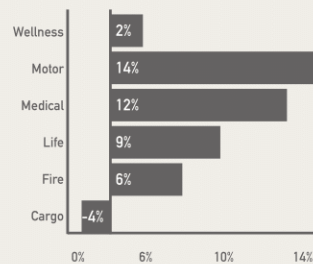
Growth of indemnities by line of business

Wellness	13%
Motor	6%
Medical	13%
Life	18%
Fire	66%
Cargo	45%