Crowdsourcing Predictive Analytics

2012 CAS Annual Meeting
Orlando, FL
November 11-14, 2012

Brobeck Analytics Consulting, LLC

Antitrust Notice

- **The Casualty Actuarial Society is committed to adhering strictly to the letter and spirit of the antitrust laws. Seminars conducted under the auspices of the CAS are designed solely to provide a forum for the expression of various points of view on topics described in the programs or agendas for such meetings.**

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- **It is the responsibility of all seminar participants to be aware of antitrust regulations, to prevent any written or verbal discussions that appear to violate these laws, and to adhere in every respect to the CAS antitrust compliance policy.**

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About the Speakers

- ## Linda Brobeck FCAS, MAAA
  - Principal at Brobeck Analytics Consulting
  - Formerly with Allstate & Kemper National Insurance Cos.
    - Pricing, International , Research & Planning Center
- ## Will Cukierski
  - Data Scientist, Kaggle
  - BS in Physics from Cornell University; Ph. D. in Biomedical Engineering from Rutgers University
  - Has finished competitively in Predictive Data Competitions.
- ## Floyd Yager FCAS, MAAA
  - Chief Data Officer, Allstate Insurance Company
    - Actuarial, Field, Customer Advocacy positions of Leadership
  - MBA (U of I – Chicago); Board of Directors (FHCF, IHS, HLDI)

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CROWDSOURCING

is the PROCESS of CONNECTING

with LARGE GROUPS of PEOPLE

via the INTERNET

**Knowledge
Expertise
Time
Resources**

In mid-2006, Jeff Howe wrote an article for WIRED magazine coining the term - Crowdsourcing

The act of taking a job traditionally performed by a designated employee and outsourcing it to an undefined generally large group of people in the form of an open call.

1714

1936

1955

Cancer Research

2001

2002

2005

2012

Types of Crowdsourcing

Assessing Distributed Knowledge

Crowd Funding

Cloud Labor

Open Innovation

Crowd Creativity