

Antitrust Notice

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Presenting Your Data Graphically

September 20, 2016

CAS Casualty Loss Reserve Seminar

Chicago, Illinois

Brian Mullen, Director, Pricing Analytics & Technical Excellence, Zurich

Kevin Roll, Specialist Leader, Deloitte Consulting LLP

Learning Objectives

Learning Objectives: At the end of this session, participants will...

- 1) communicate more effectively when representing data in graphical form
- 2) create better presentations, incorporating appropriate graphical representations of data
- 3) assess and differentiate the options for graphical representation of data

Agenda

- Introduction
- Graphic Types
- Design Characteristics
- General PowerPoint Tips
- Closing



Introduction



And a verbal discussion, in which the presenter simply reads the PowerPoint slides



Introduction

Why are you spending your time reading this when you should be listening to what I am saying instead?

Because when I put words up on the screen, you will read them.

And if I am talking while you are reading this, then I am wasting my breath, because we can't listen and read at the same time.

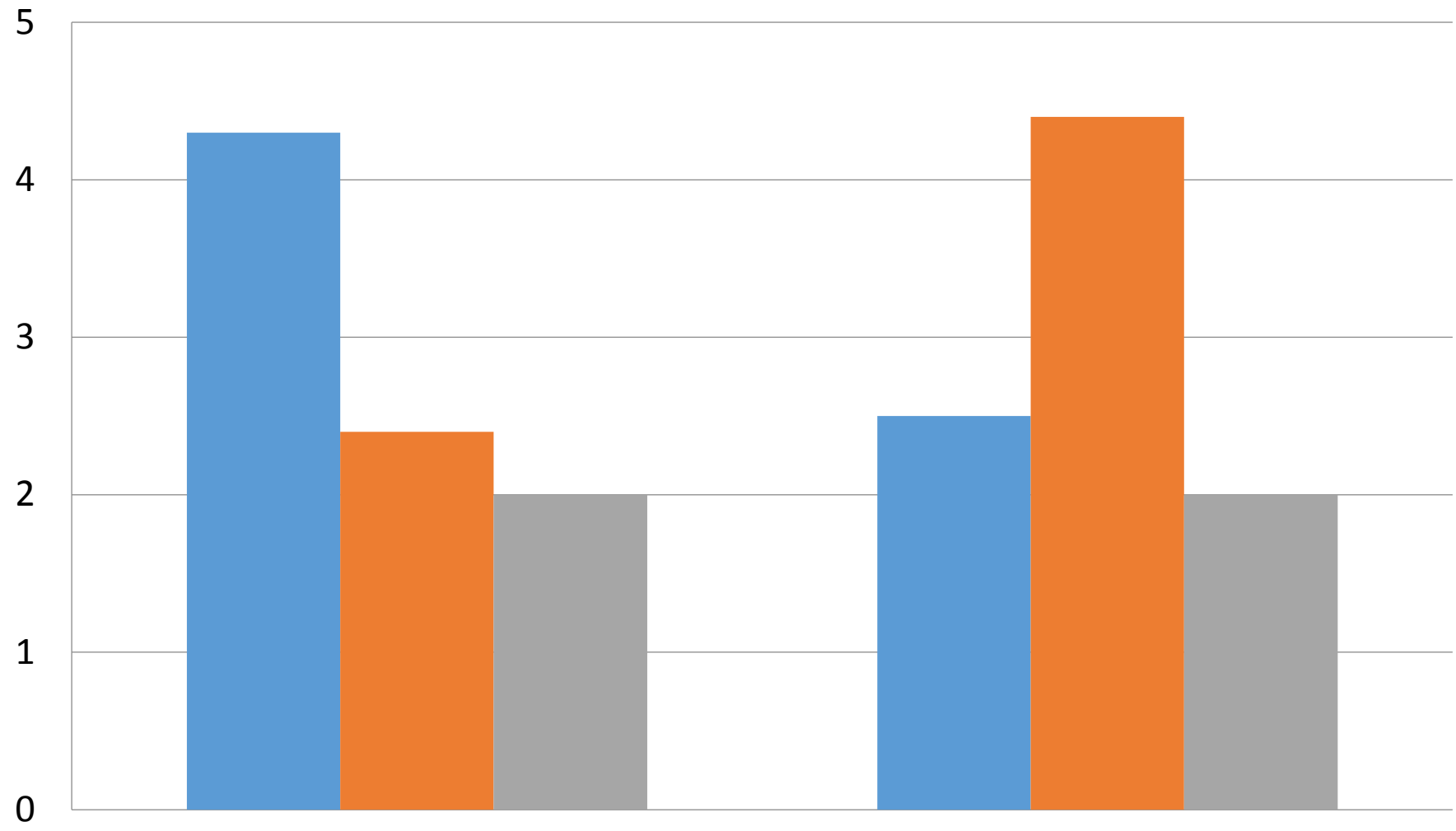
But this is what many presenters do.

If you (as the presenter) want people to listen to what you are saying, you must not be also giving them something to read.

Let them read, and when they are done, then talk.

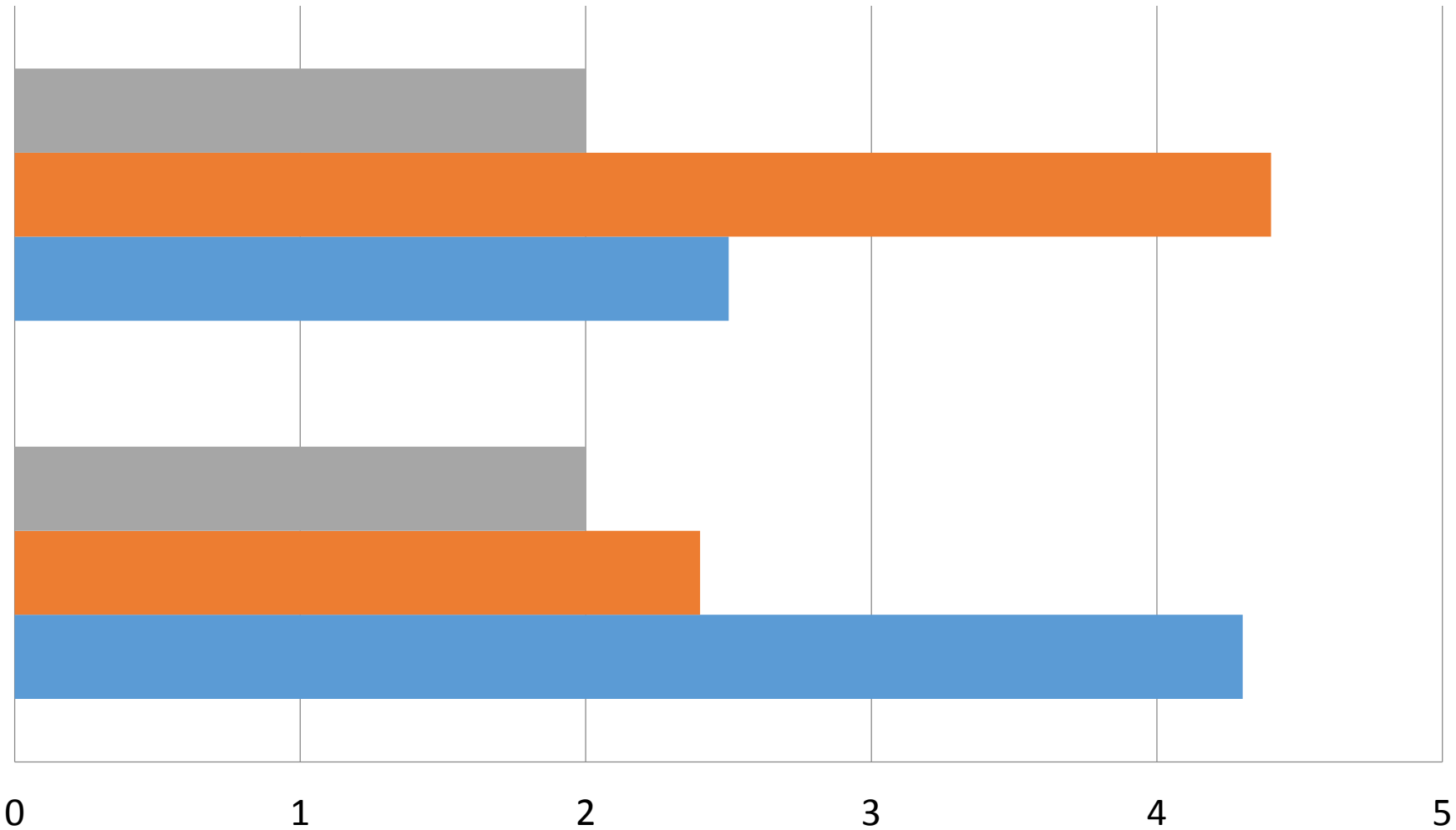


Graphic Types: Perception



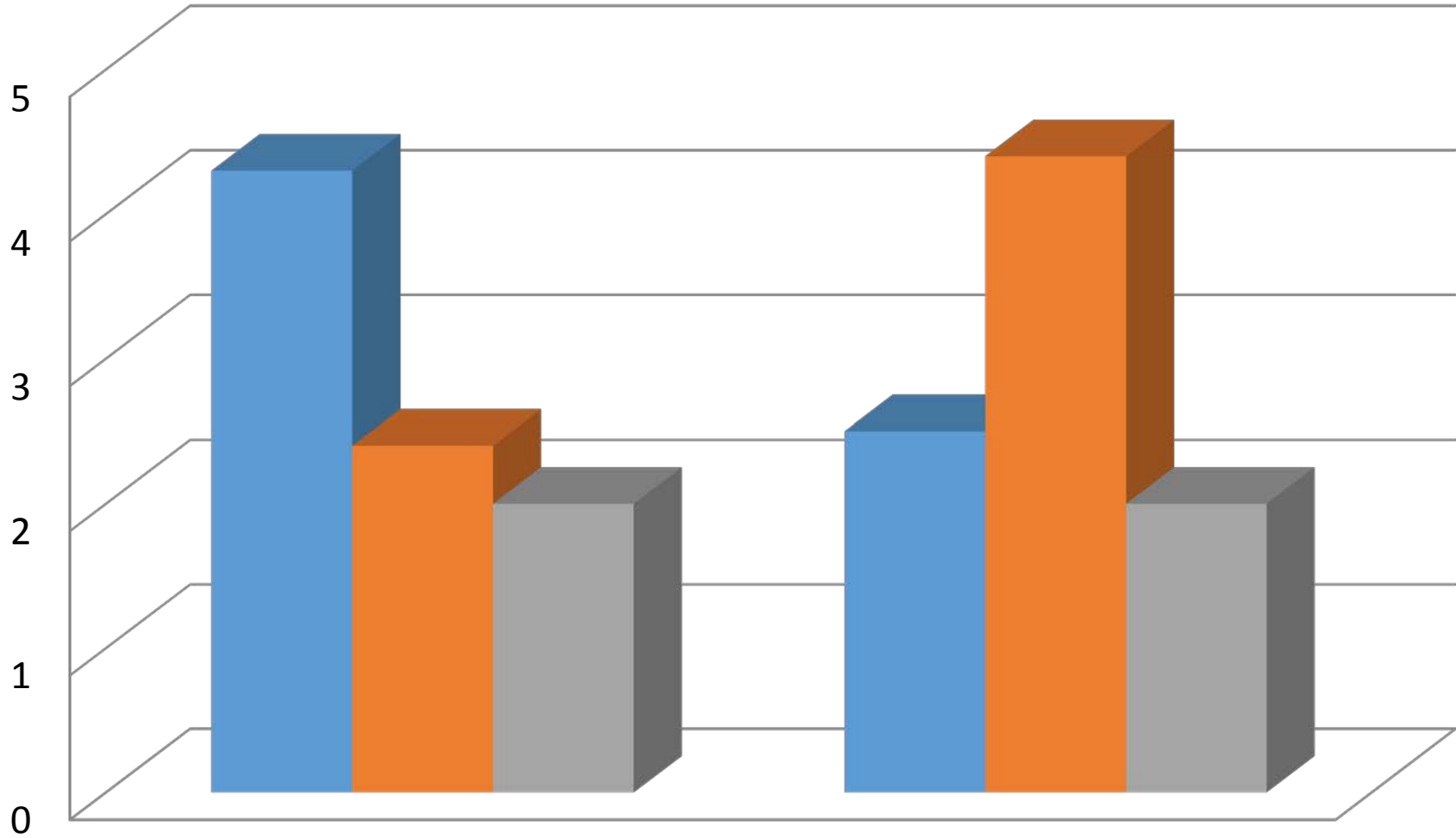


Graphic Types: Perception





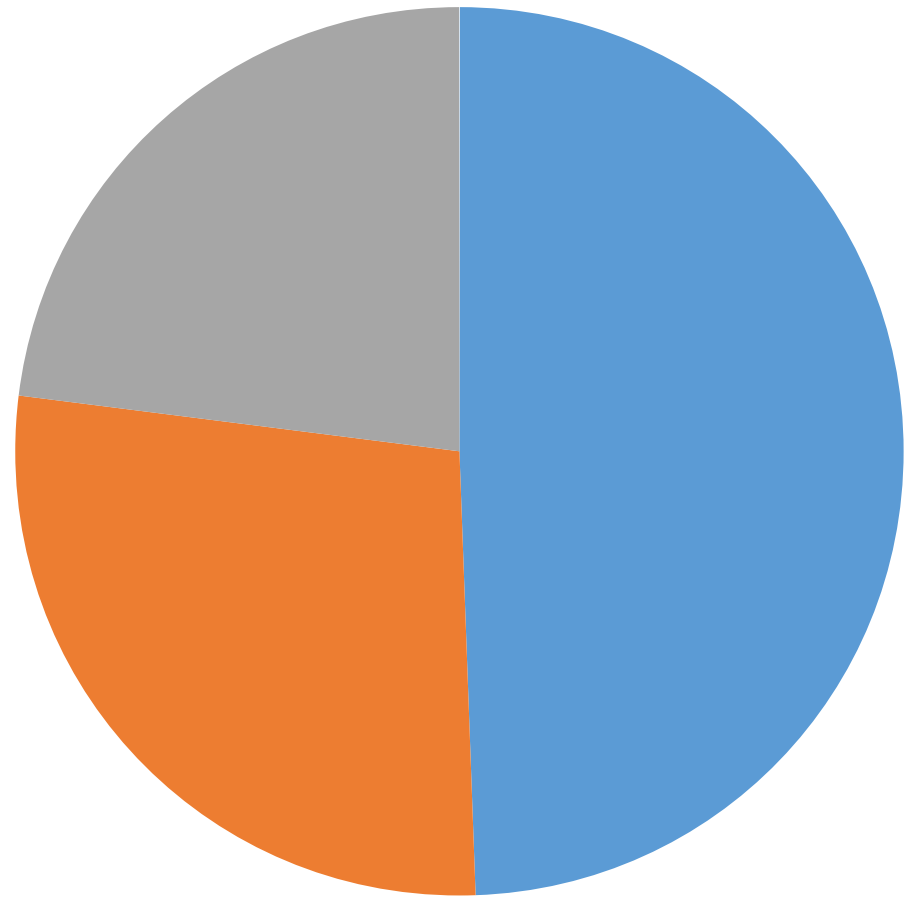
Graphic Types: Perception





Graphic Types: Perception

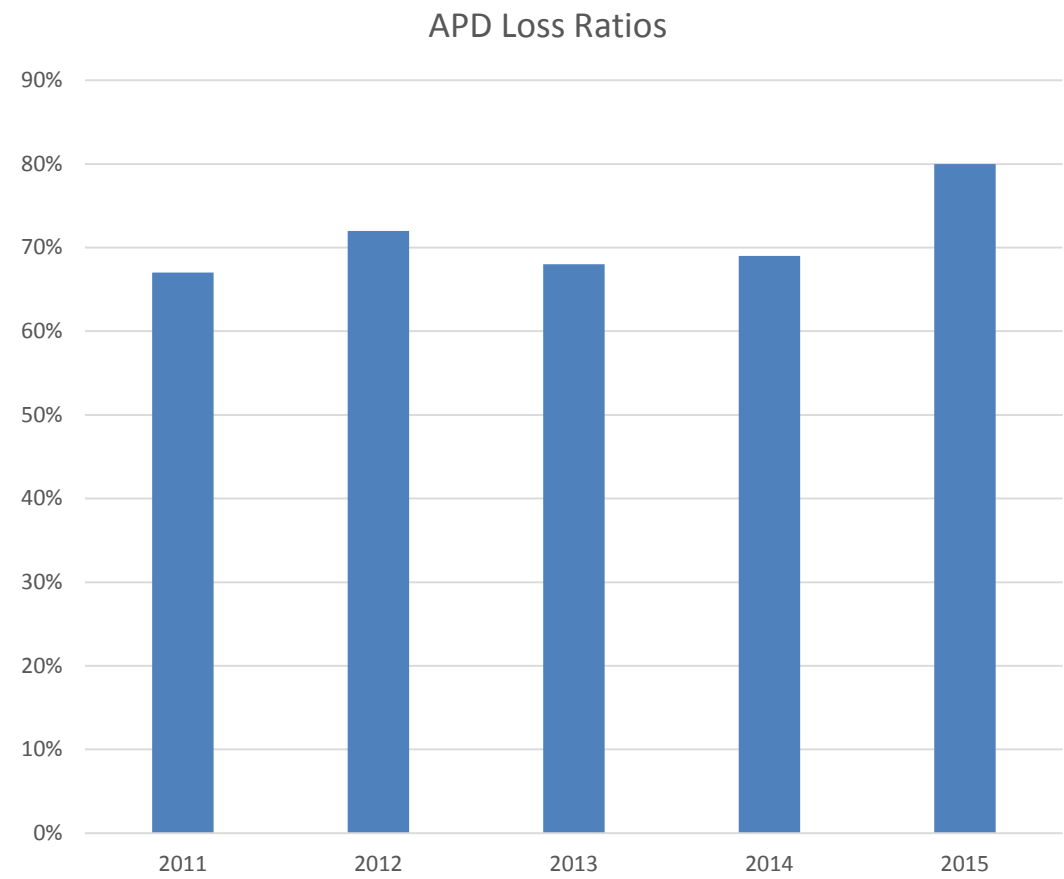
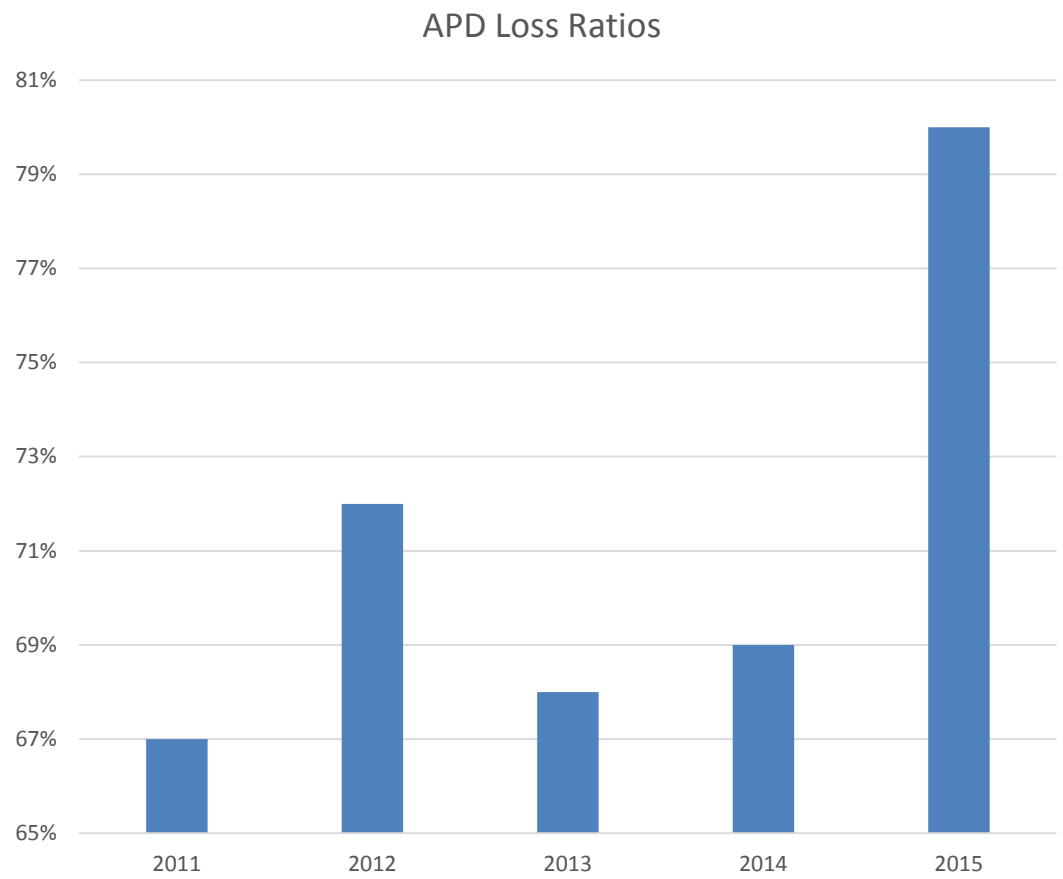
Sales



- 1st Qtr
- 2nd Qtr
- 3rd Qtr



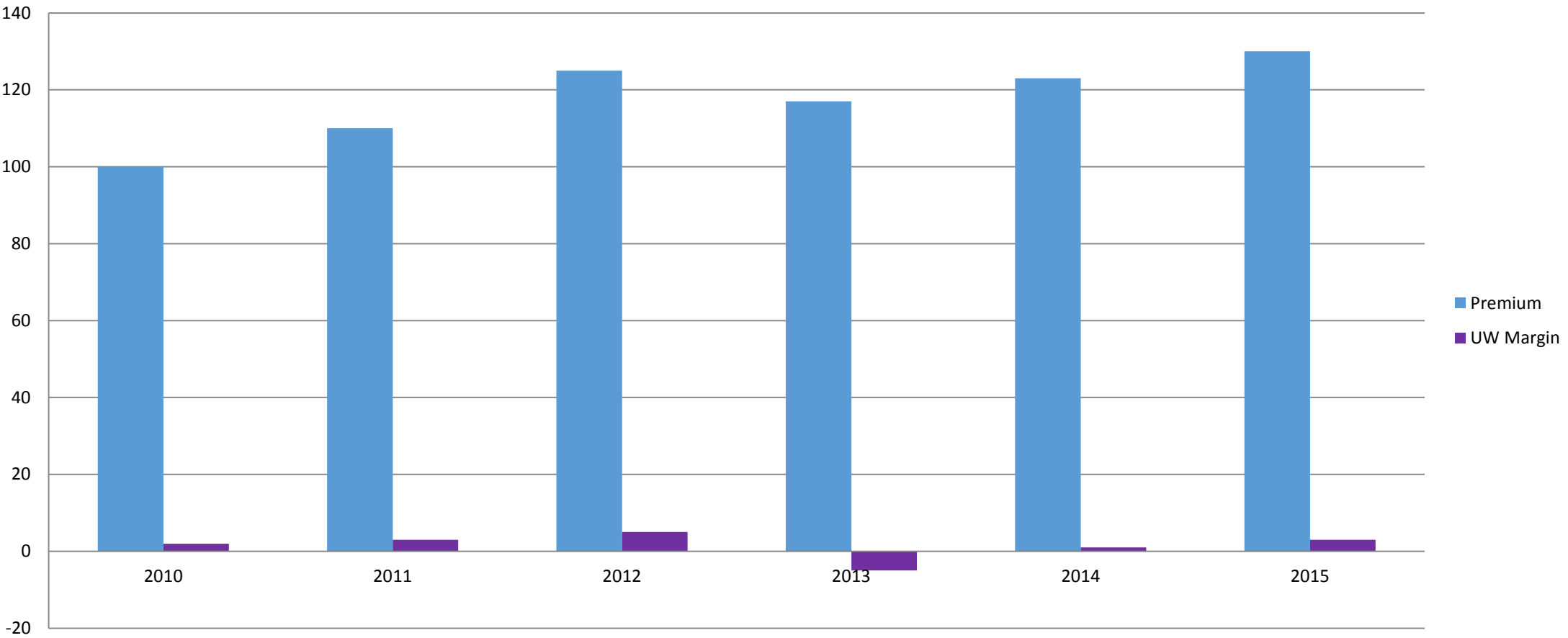
Graphic Types: Bar Charts



Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Bar Charts

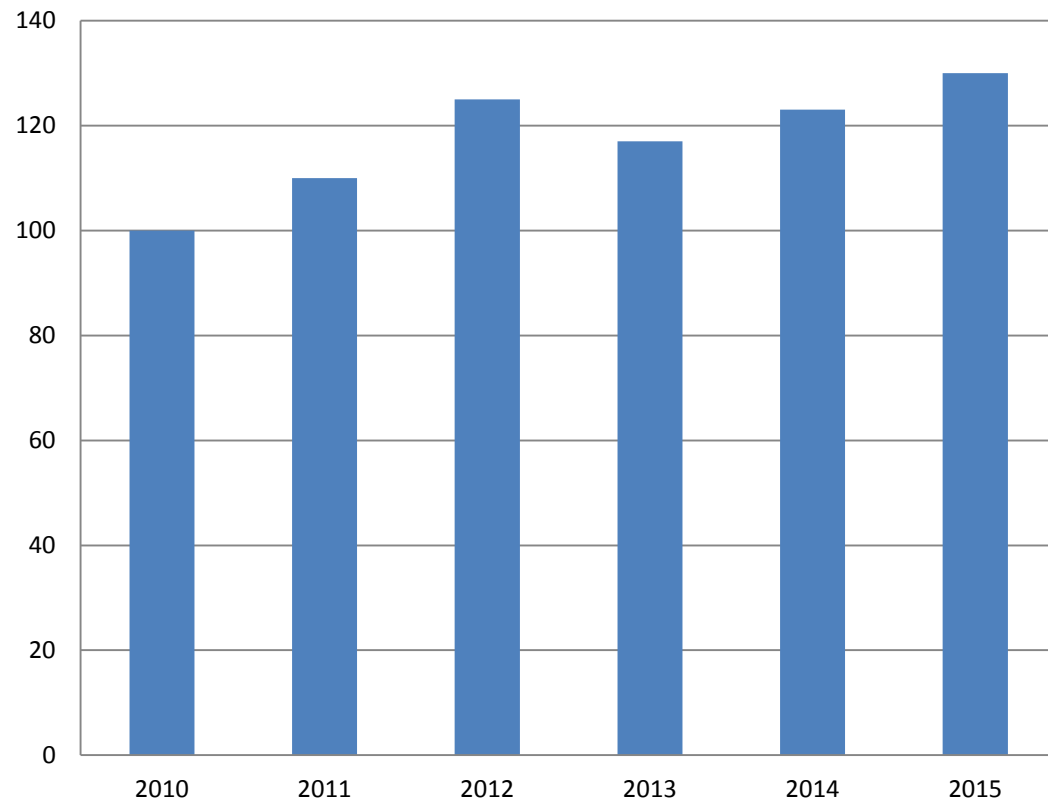


Data presented is fictitious and provided for illustration purposes only.

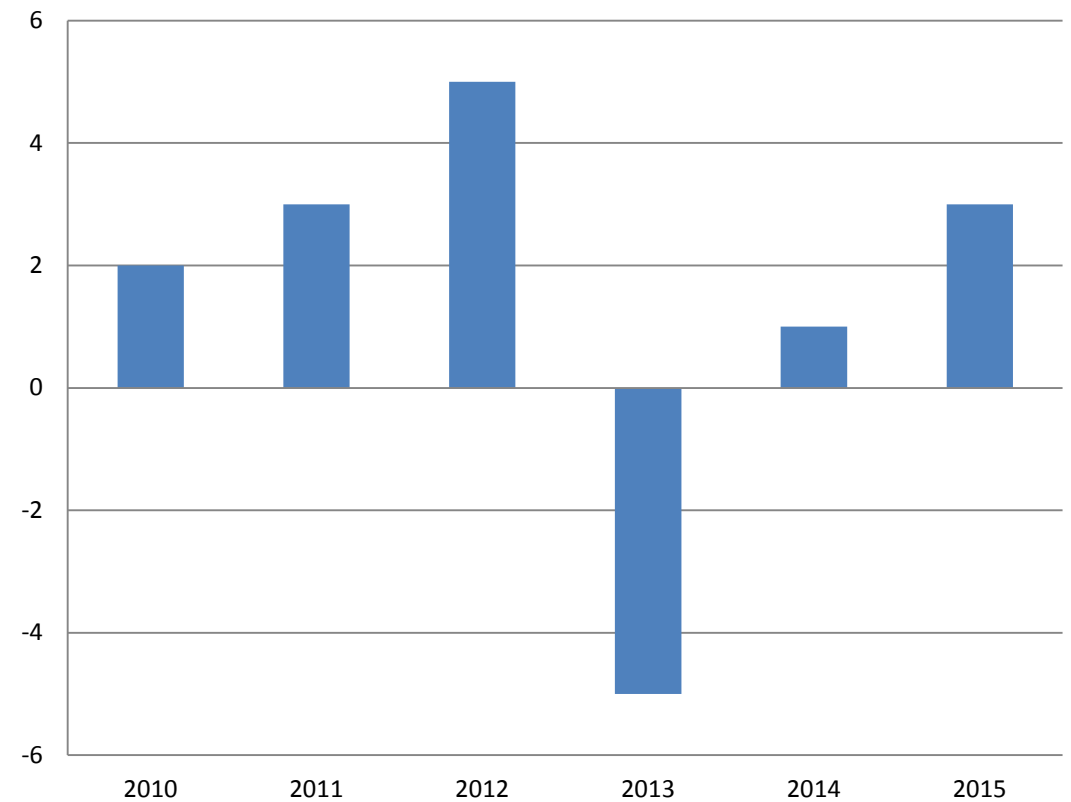


Graphic Types: Bar Charts

Premium



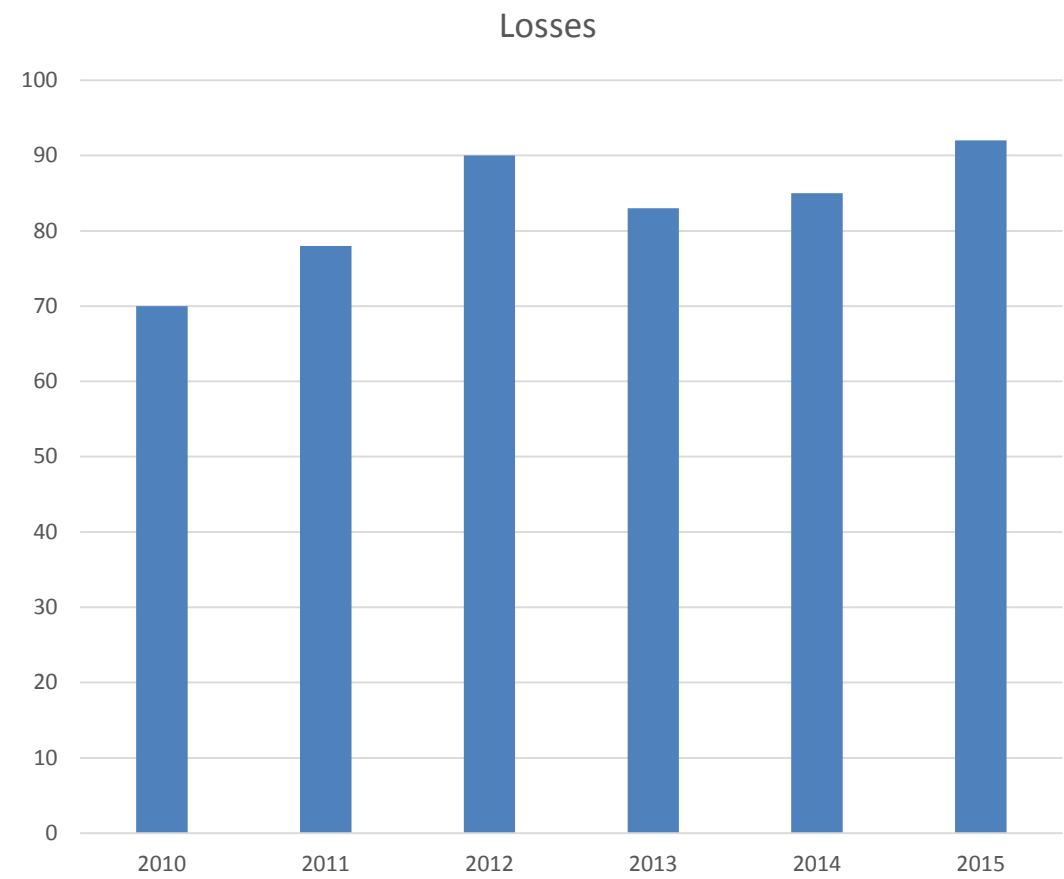
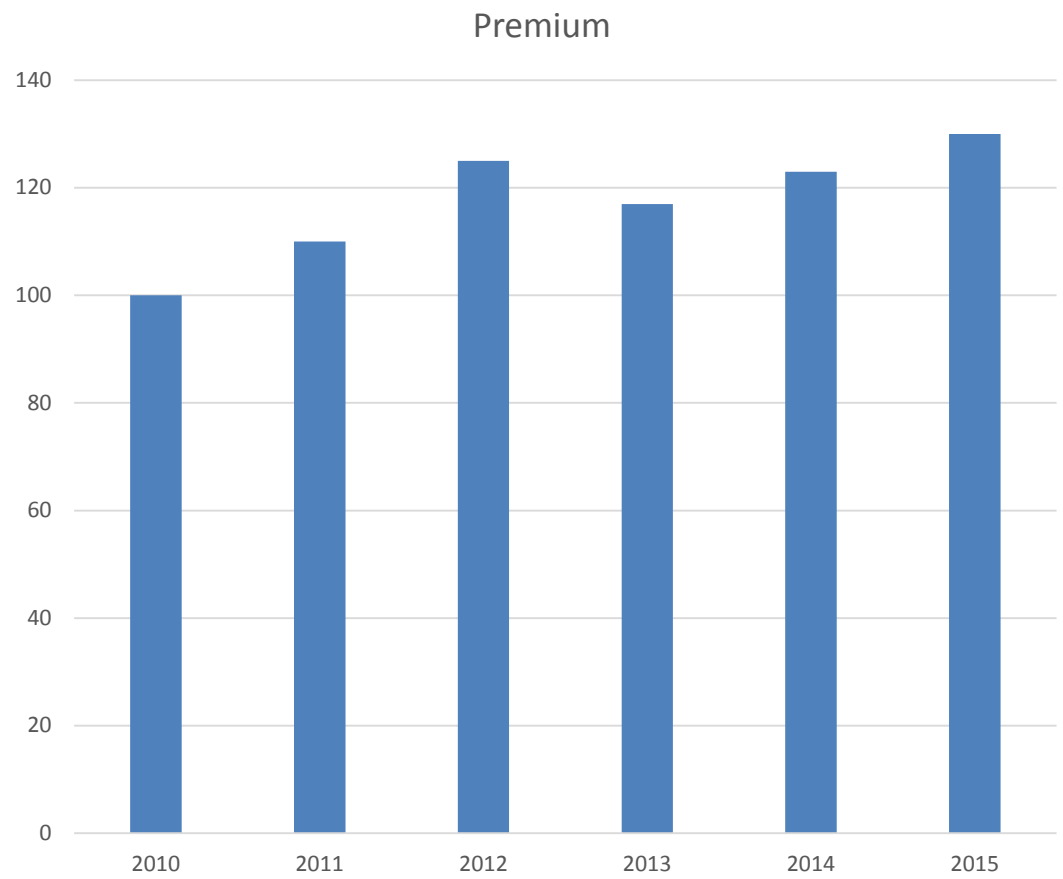
UW Margin



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Graphic Types: Bar Charts



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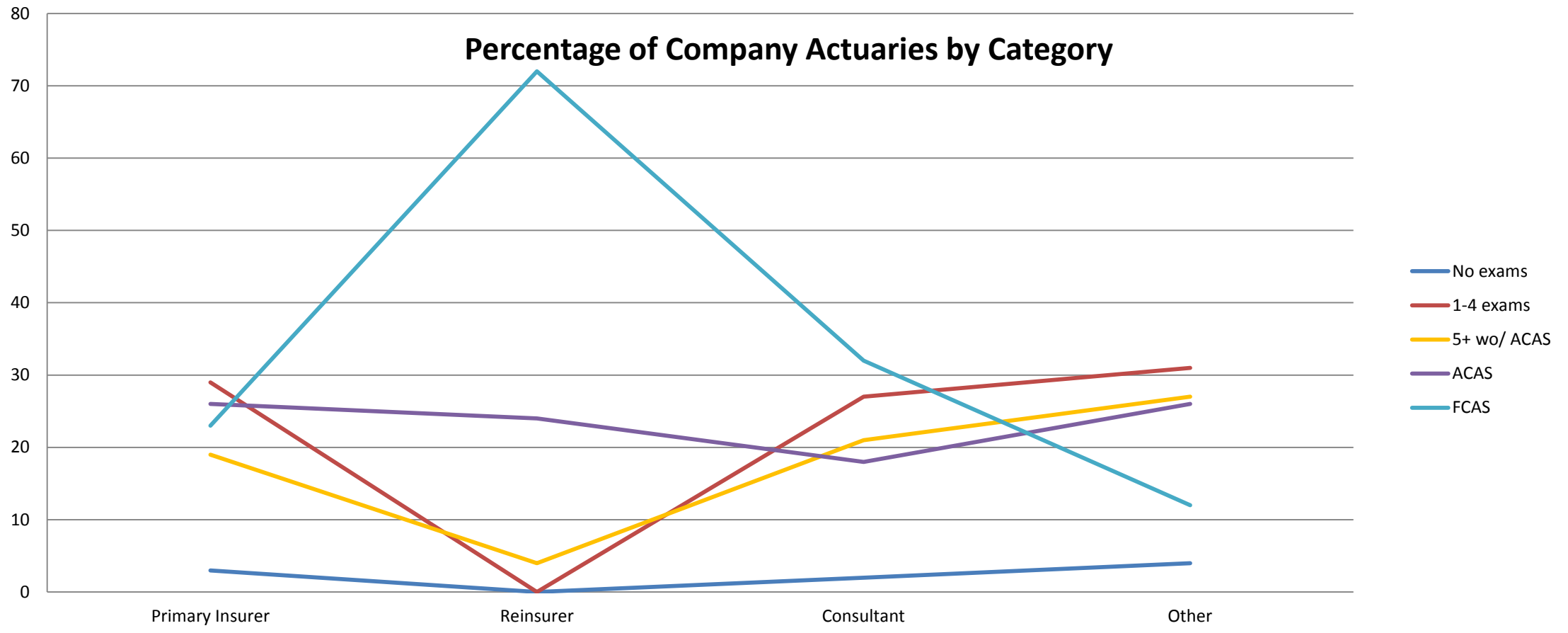
Graphic Types: Bar Charts



Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Line Charts

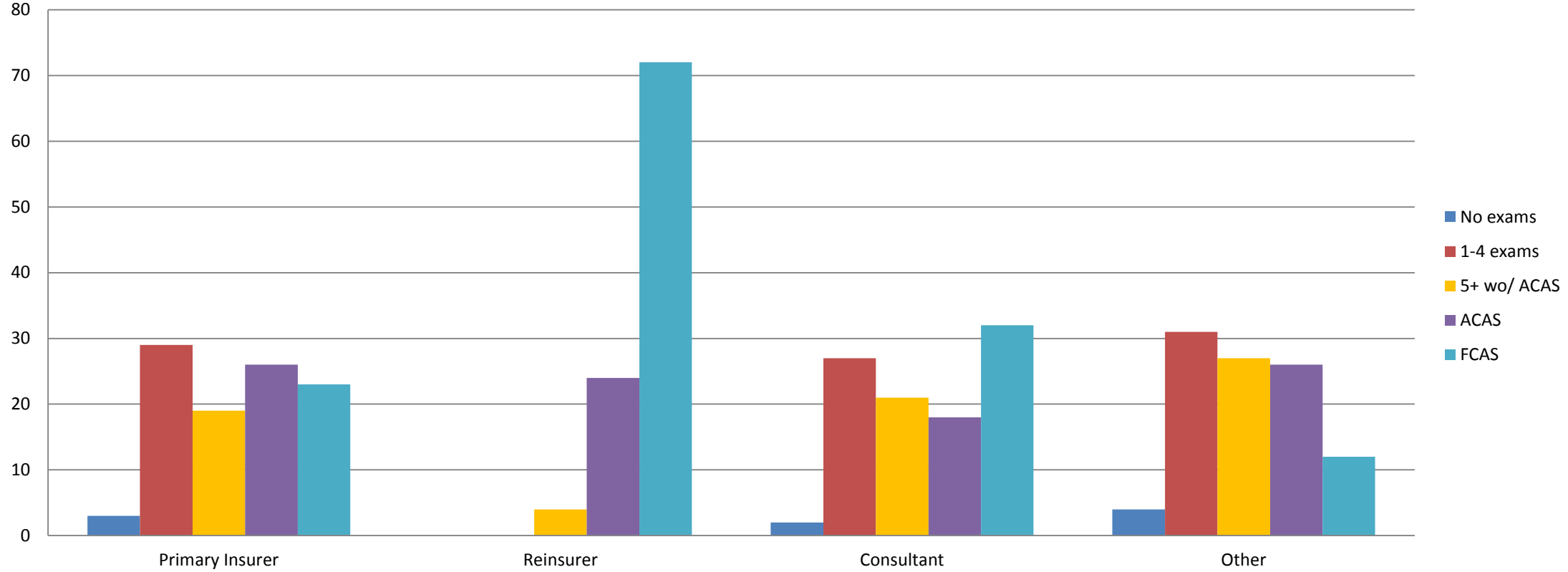


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Line Charts

Percentage of Company Actuaries by Company Category

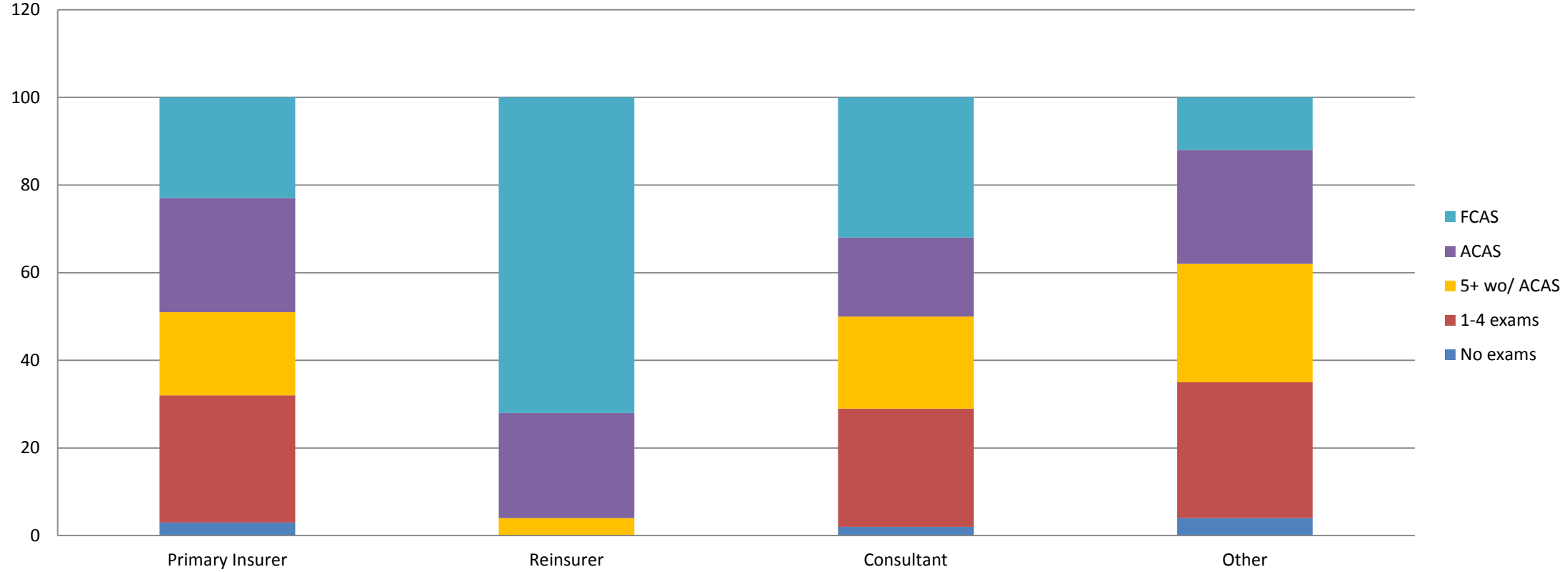


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Line Charts

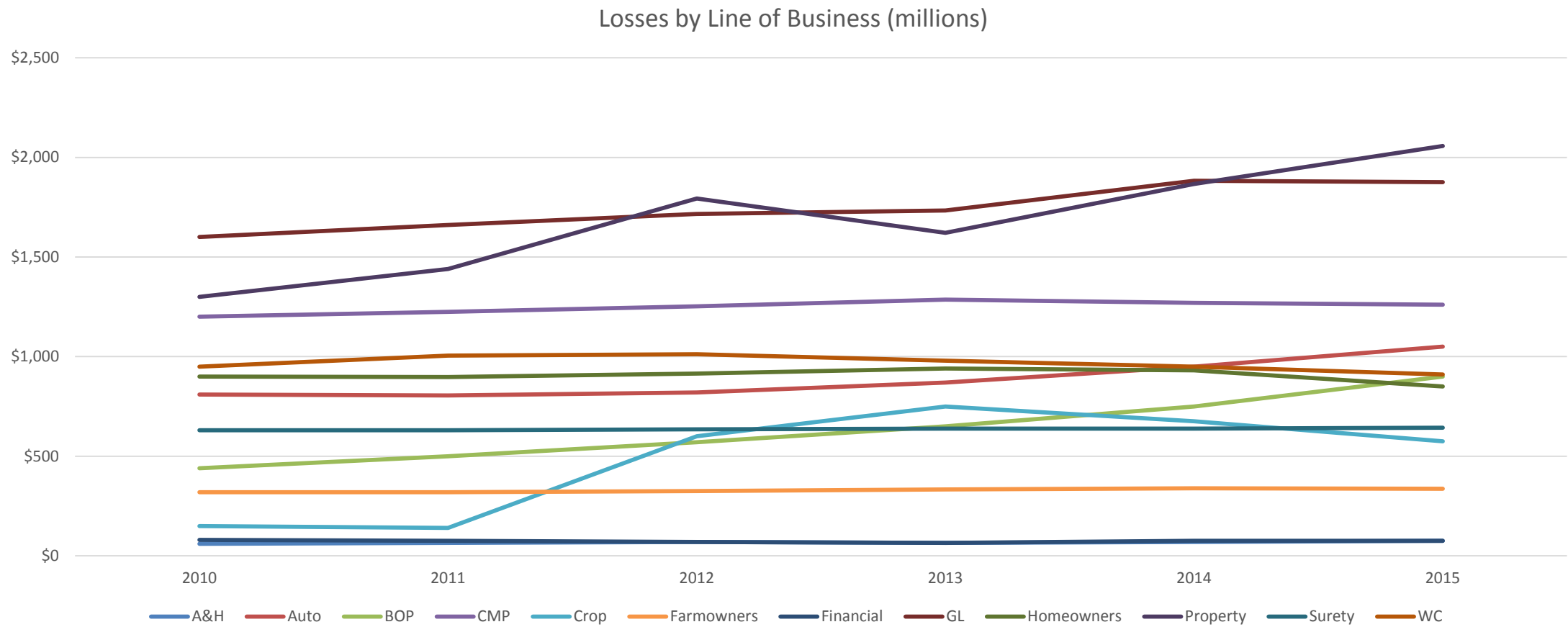
Percentage of Company Actuaries by Company Category



Data presented is fictitious and provided for illustration purposes only.



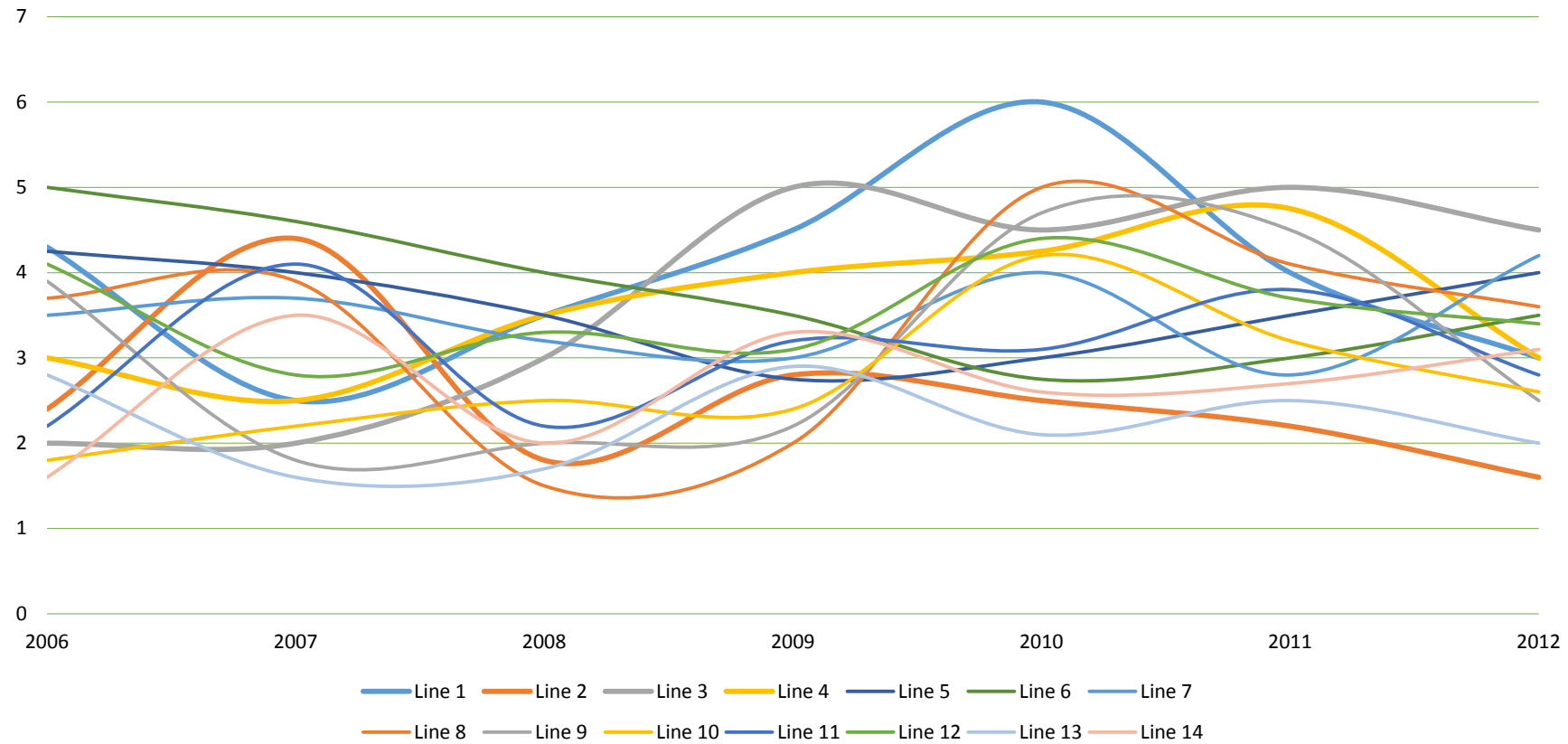
Graphic Types: Line Charts



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Graphic Types: Line Charts

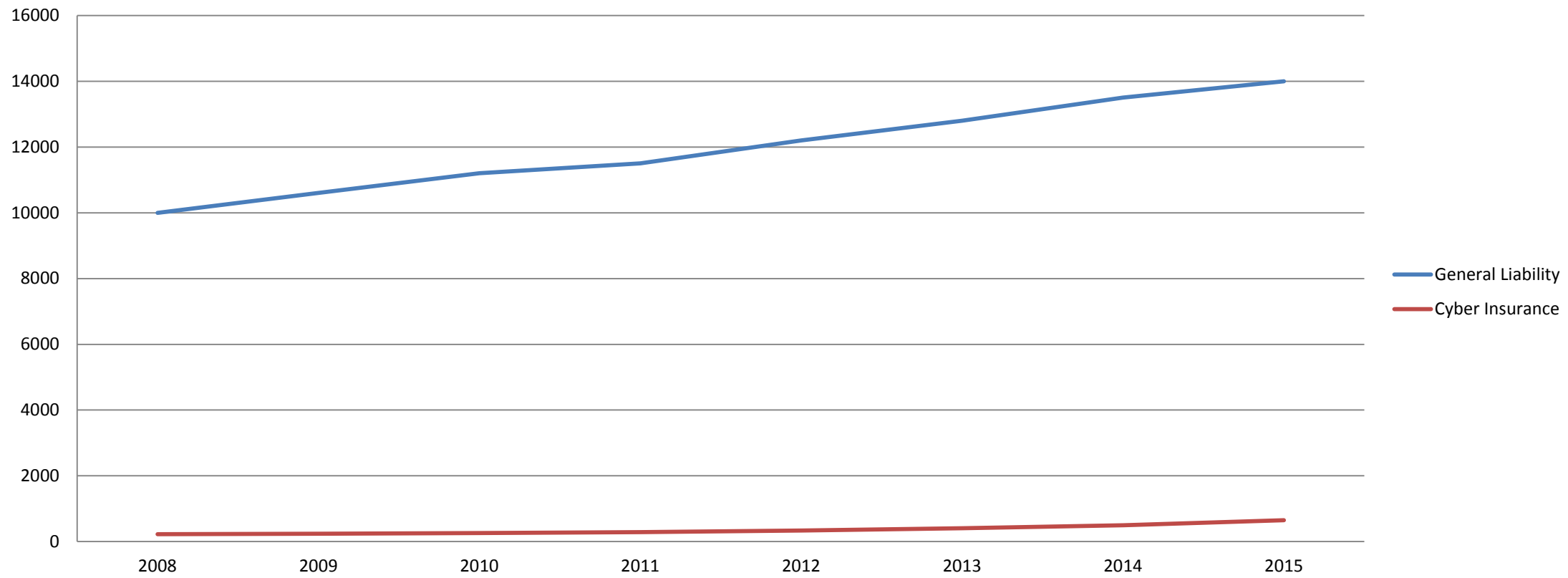


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Line Charts

Growth Rates of GL and Cyber Insurance

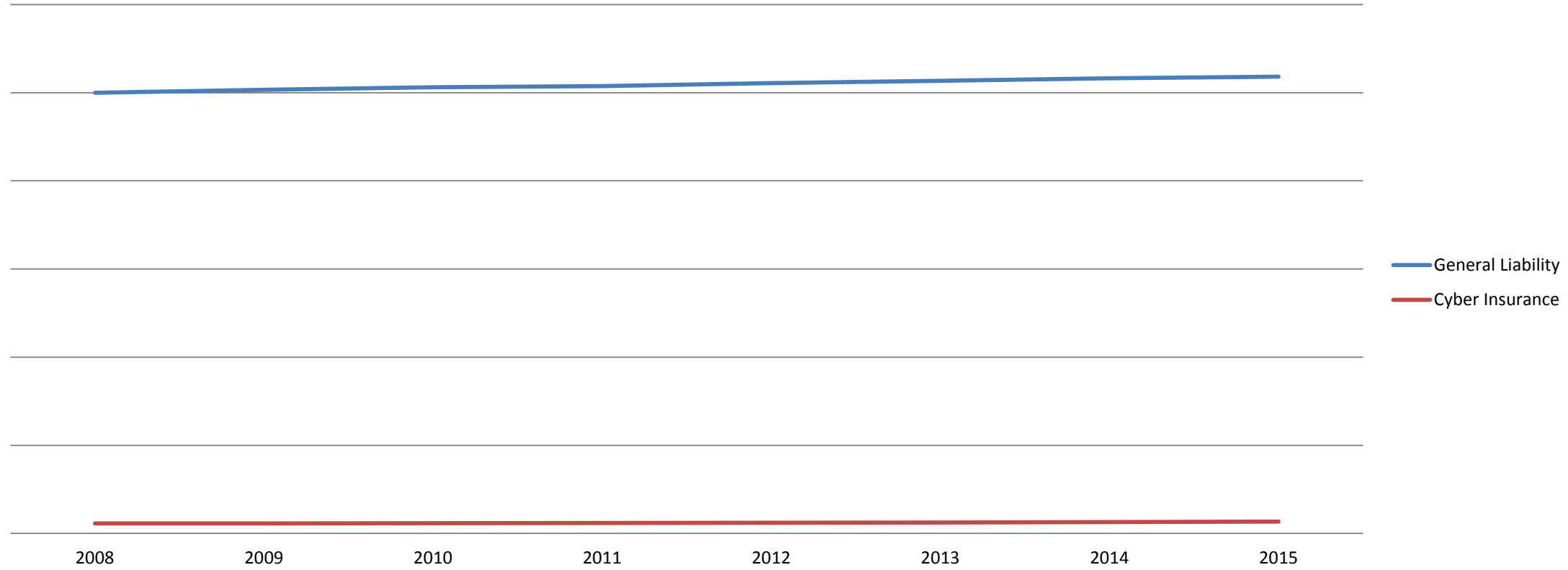


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Line Charts

Growth Rates of GL and Cyber Insurance

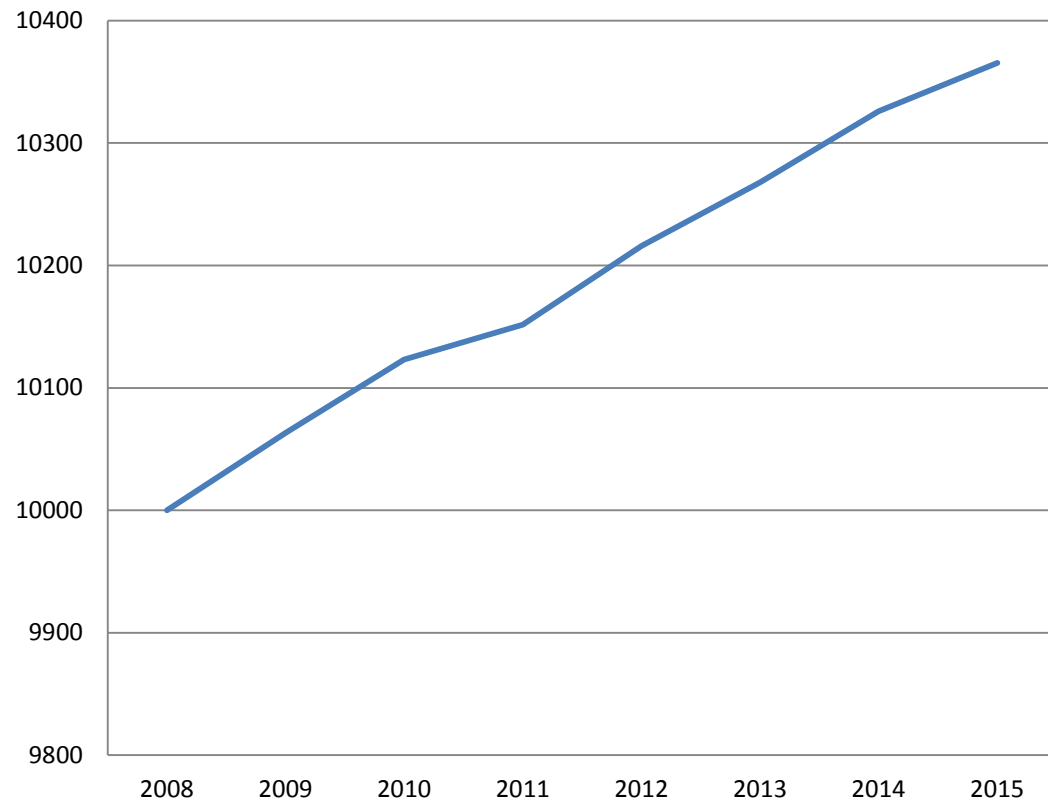


Data presented is fictitious and provided for illustration purposes only.

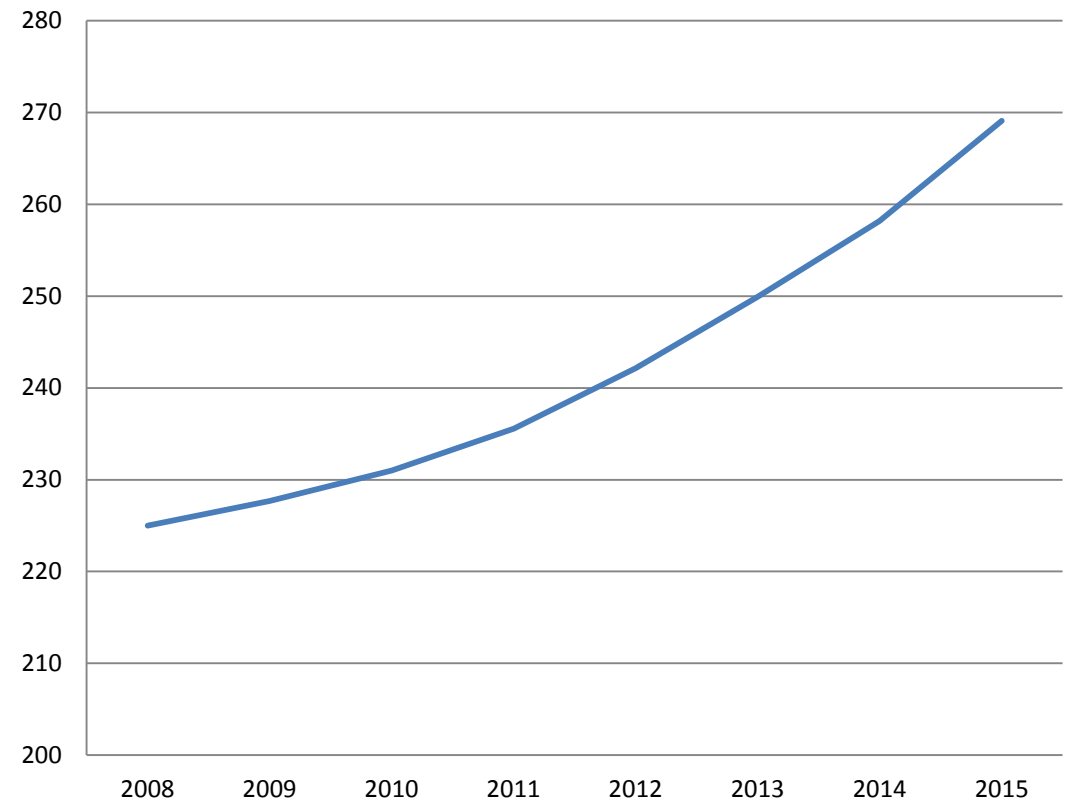


Graphic Types: Line Charts

Growth Rate of General Liability



Growth Rate of Cyber Insurance



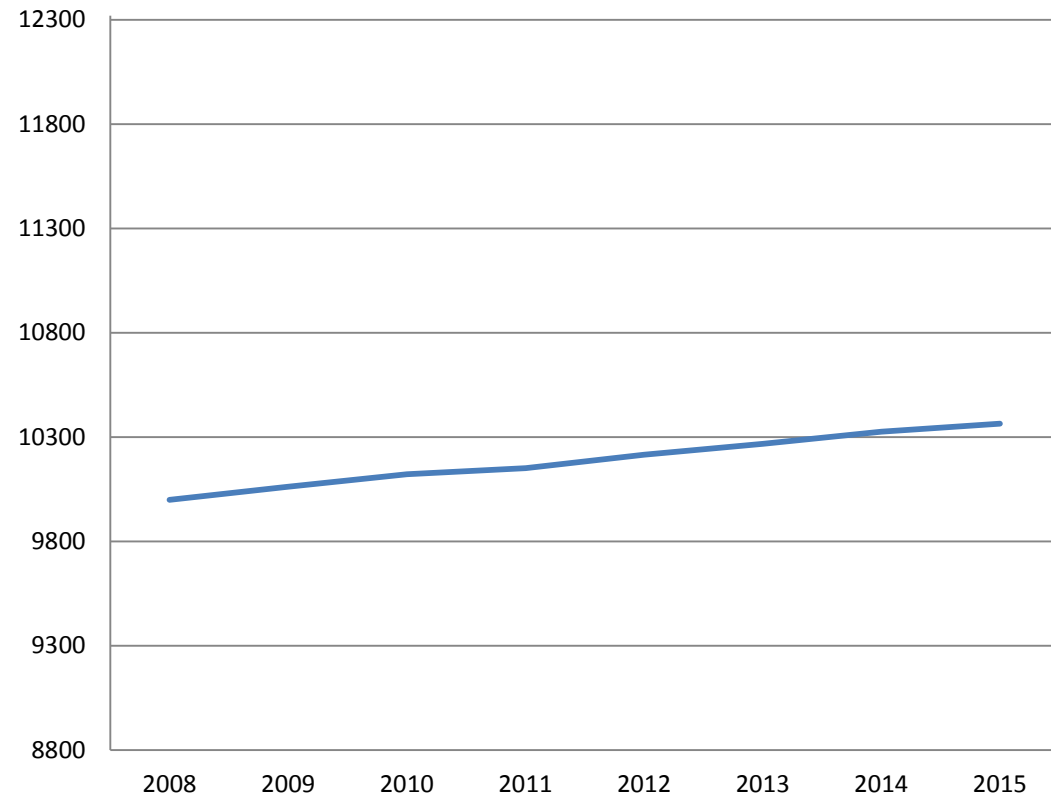
Vertical axes are logarithmic values

Data presented is fictitious and provided for illustration purposes only.

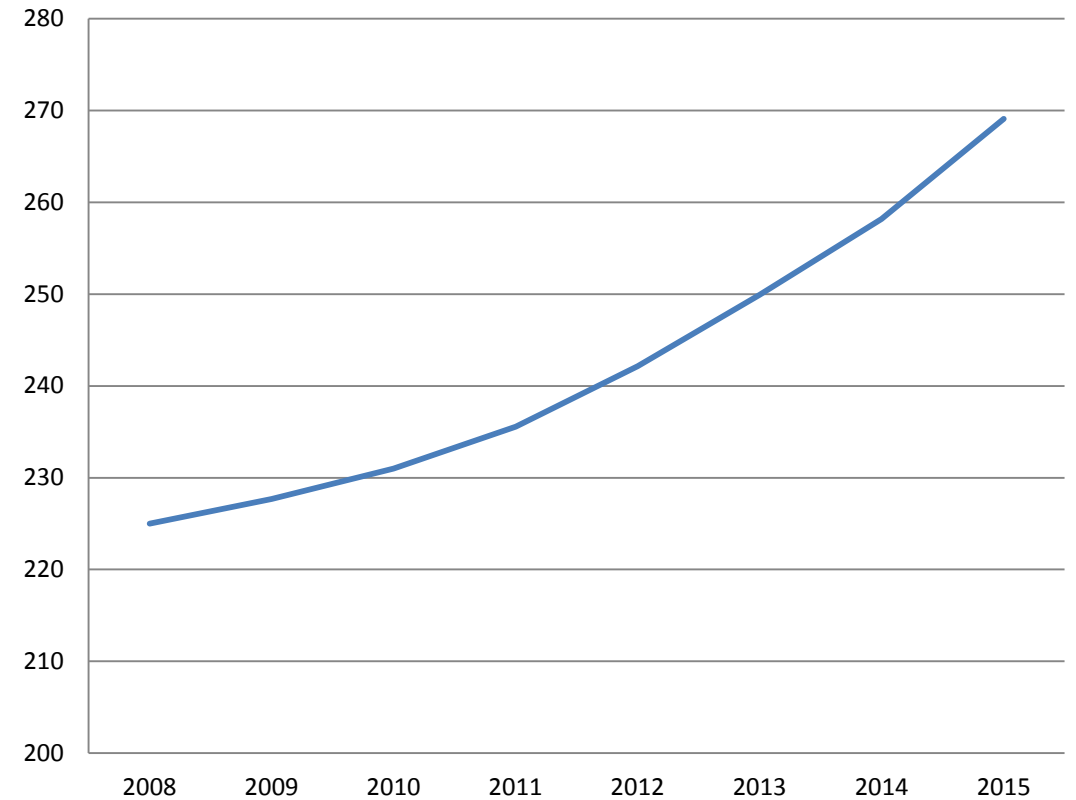


Graphic Types: Line Charts

Growth Rate of General Liability



Growth Rate of Cyber Insurance



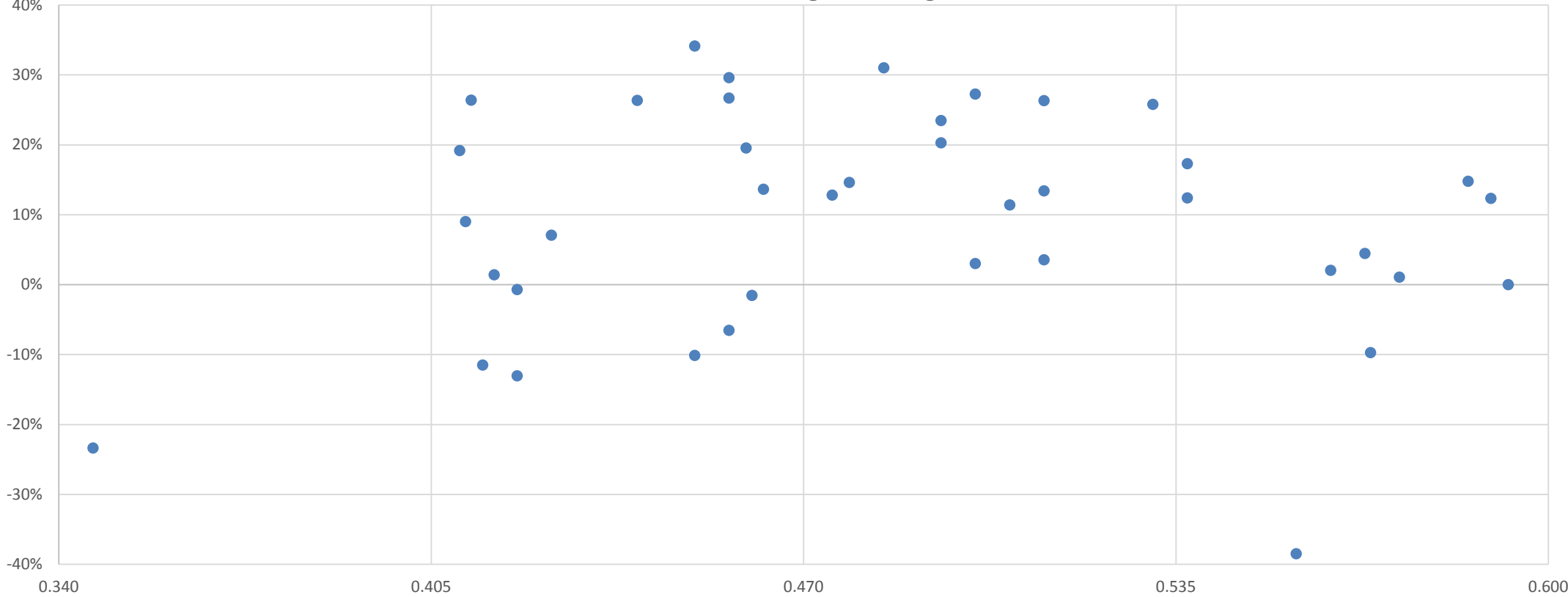
Vertical axes are logarithmic values

Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Scatter Plots

Correlation Between Milwaukee Brewers Winning Percentage and S&P 500 Return, 1976-2015

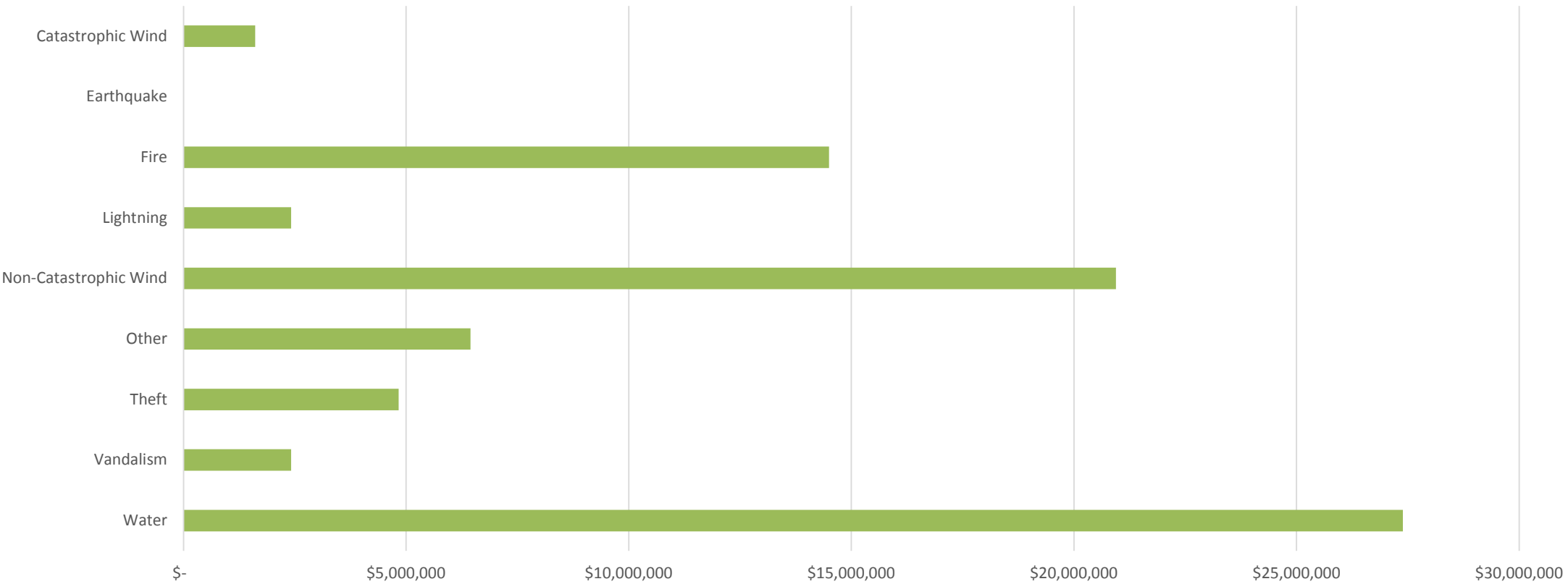


Sources: en.wikipedia.org/wiki/List_of_Milwaukee_Brewers_seasons and en.wikipedia.org/wiki/S%26P_500_Index



Graphic Types: Tables

2015 Homeowners Incurred Losses by Peril

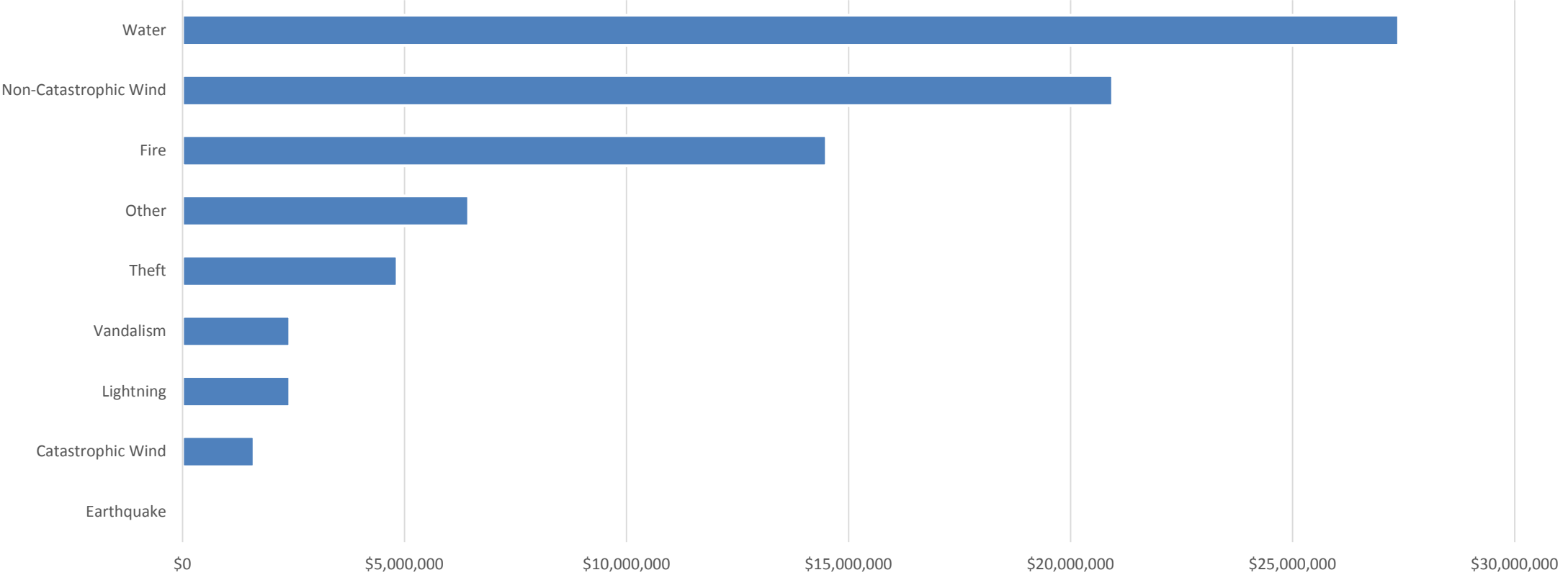


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Tables

2015 Homeowners Incurred Losses by Peril (millions)

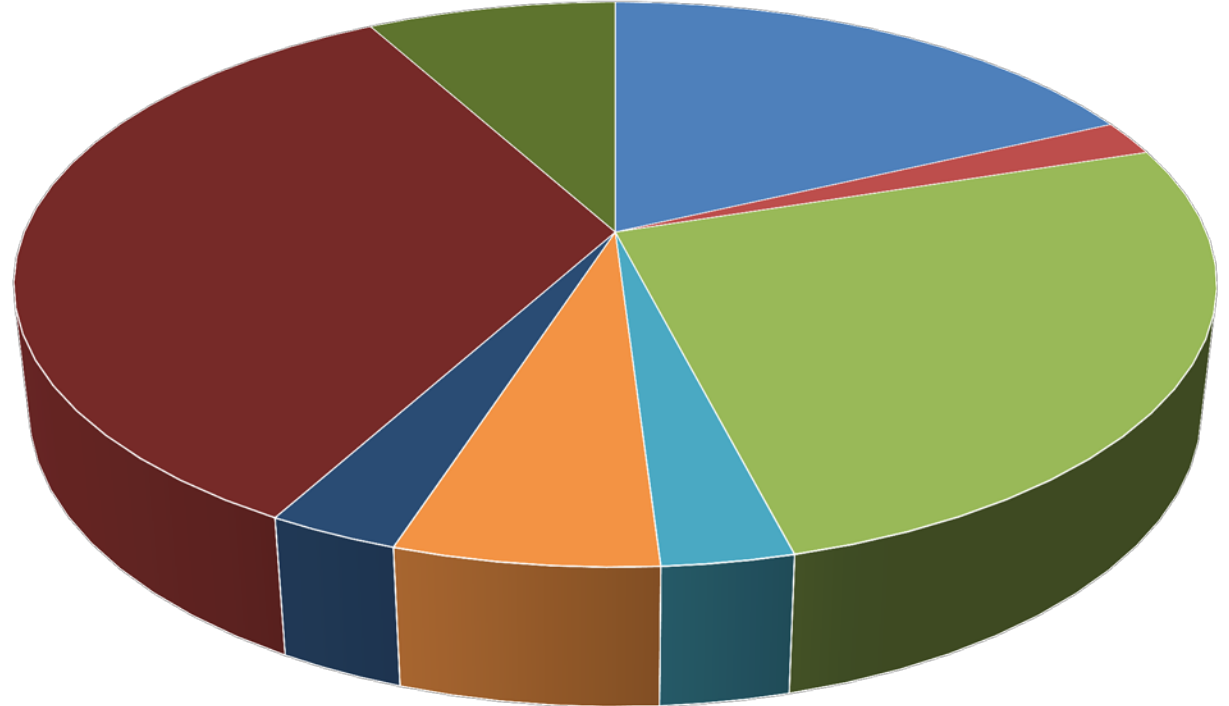


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Pie Charts

2015 Homeowners Incurred Losses by Peril



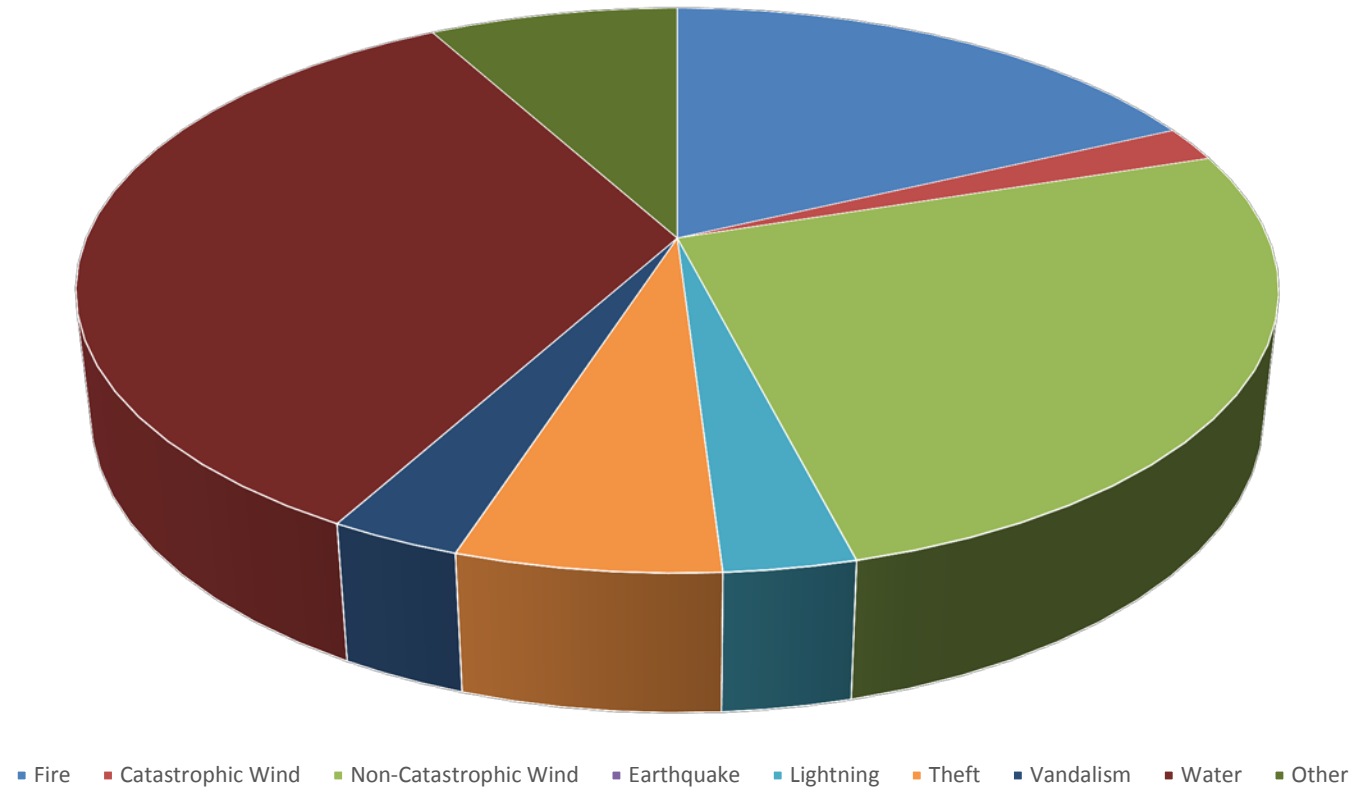
■ Fire ■ Catastrophic Wind ■ Non-Catastrophic Wind ■ Earthquake ■ Lightning ■ Theft ■ Vandalism ■ Water ■ Other

Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Pie Charts

2015 Homeowners Incurred Losses by Peril

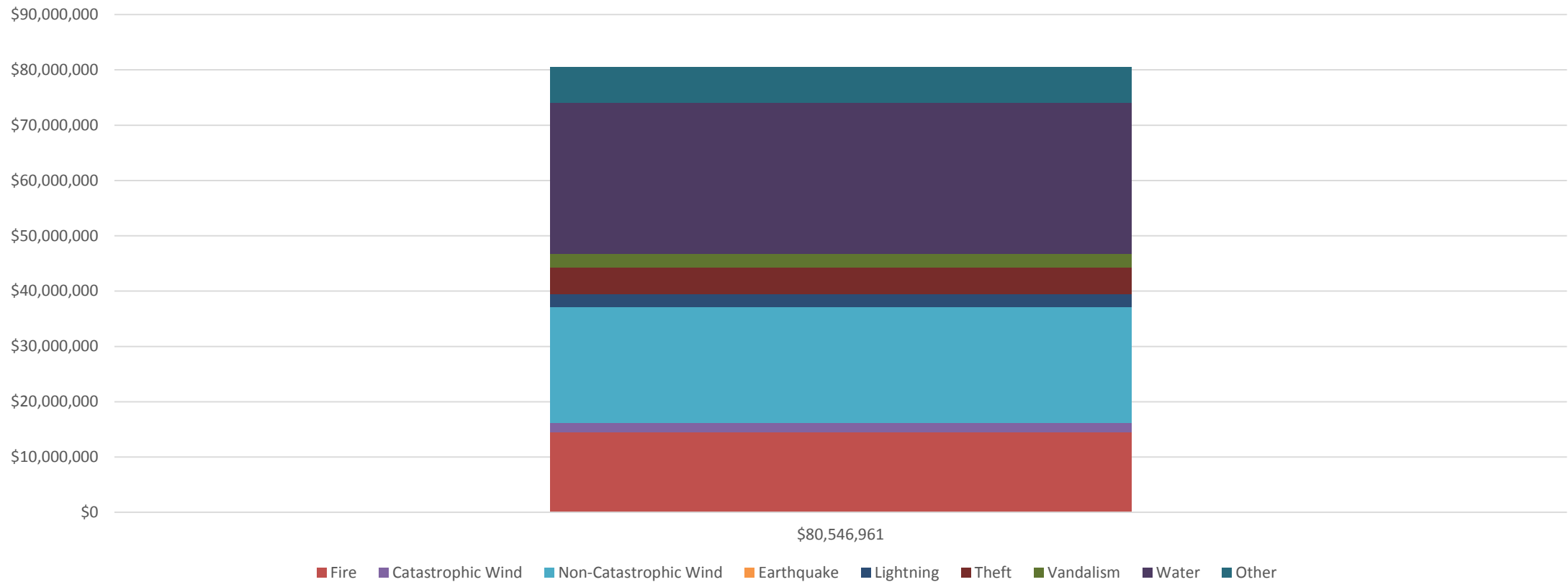


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Stacked Bar Graphs

2015 Homeowners Incurred Losses by Peril (millions)

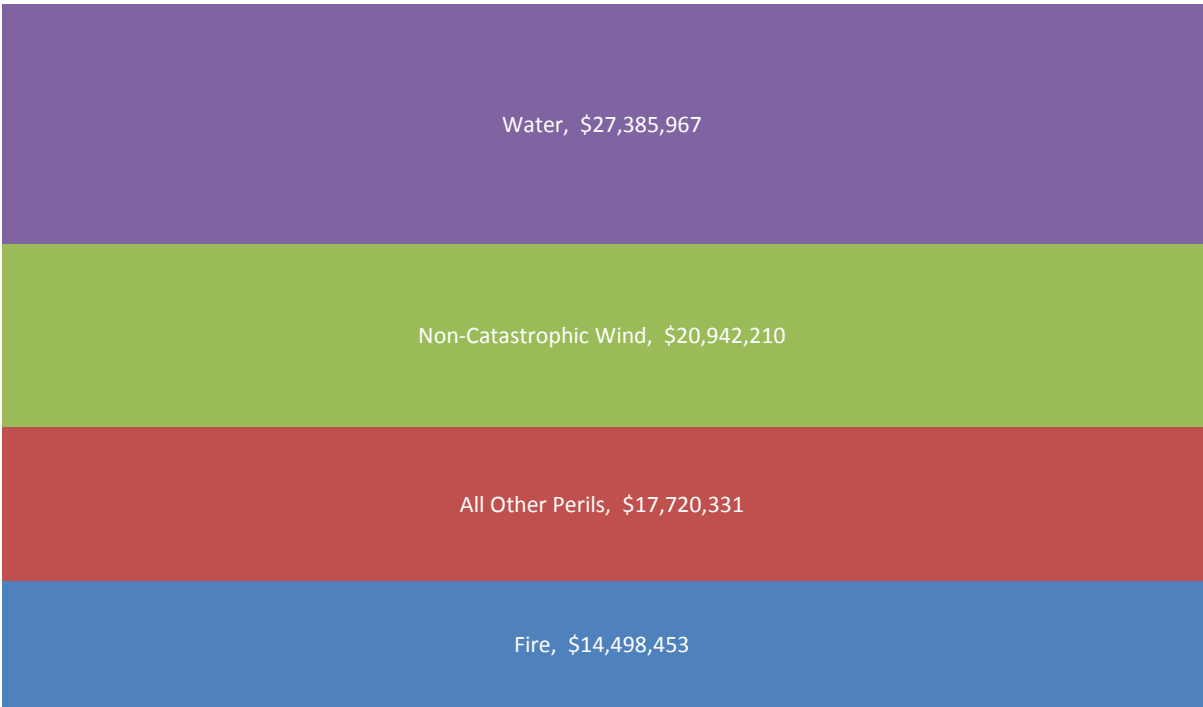


Data presented is fictitious and provided for illustration purposes only.



Graphic Types: Stacked Bar Graphs

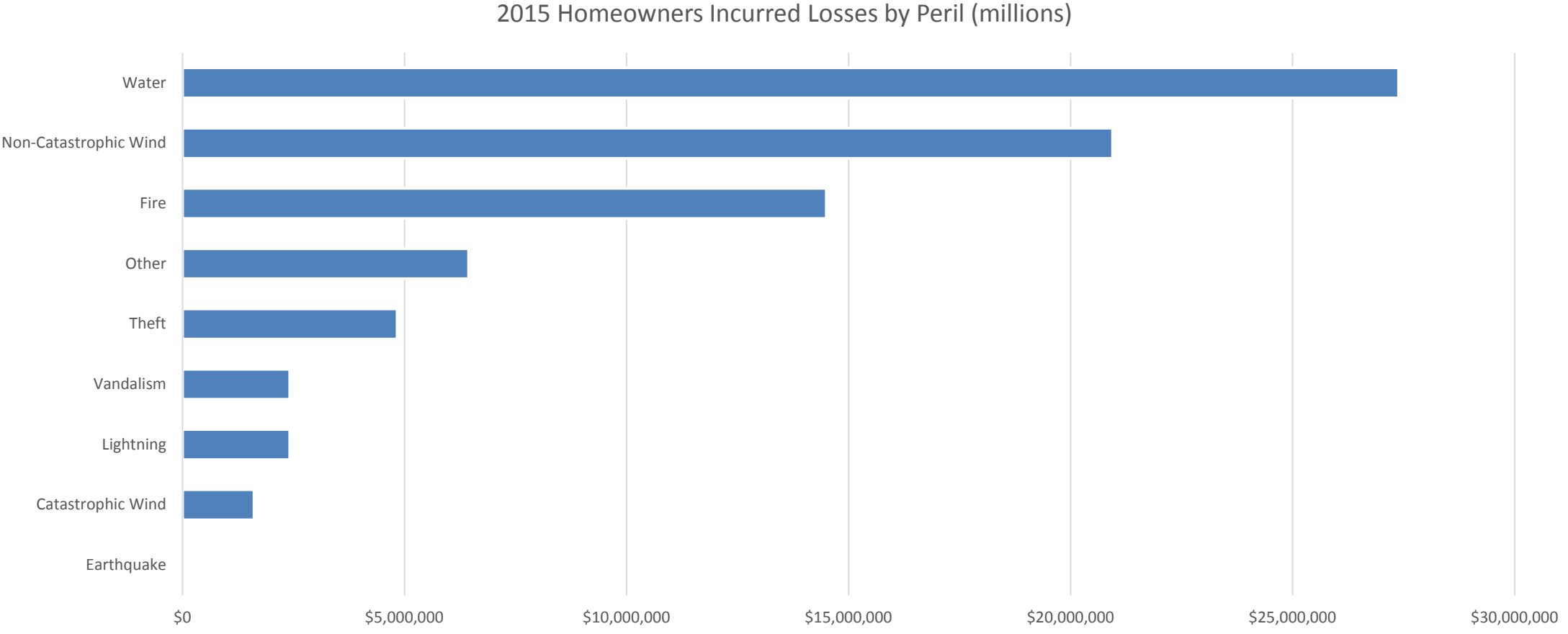
2015 Homeowners Incurred Losses by Peril



Data presented is fictitious and provided for illustration purposes only.



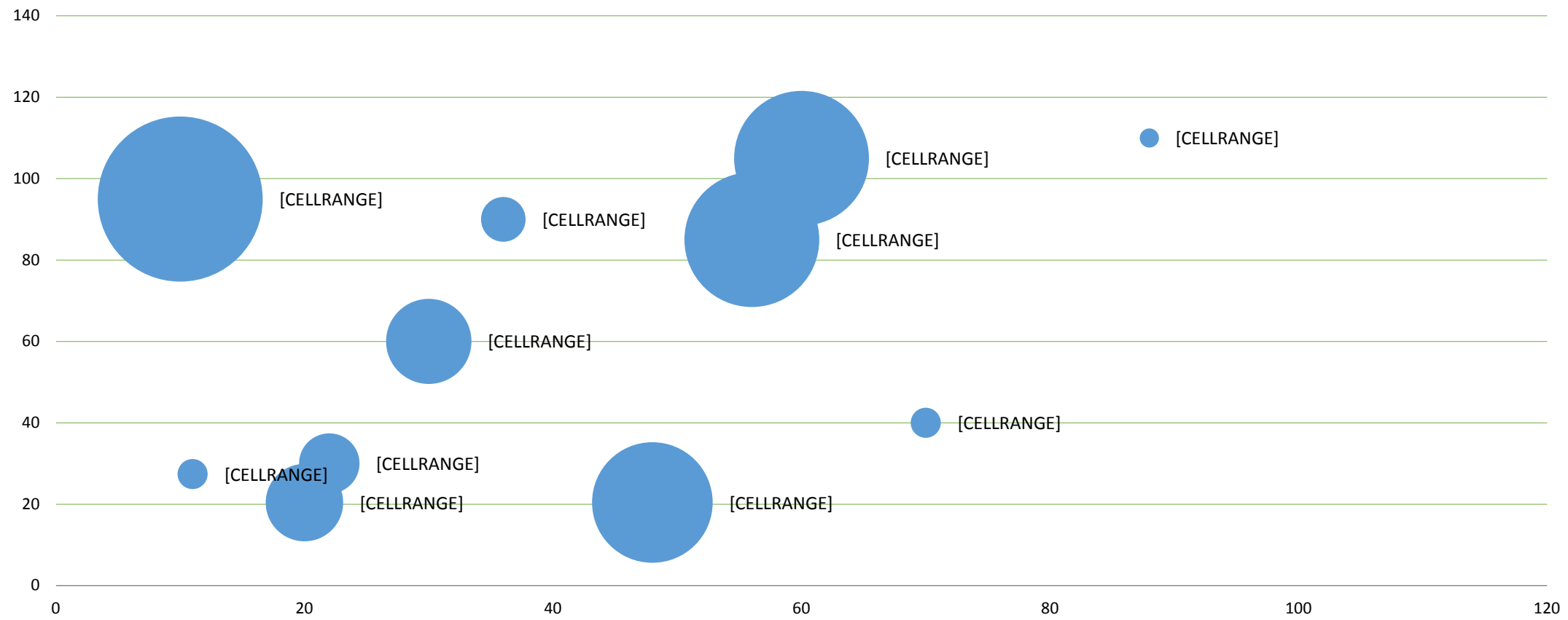
Graphic Types: Tables



Data presented is fictitious and provided for illustration purposes only.



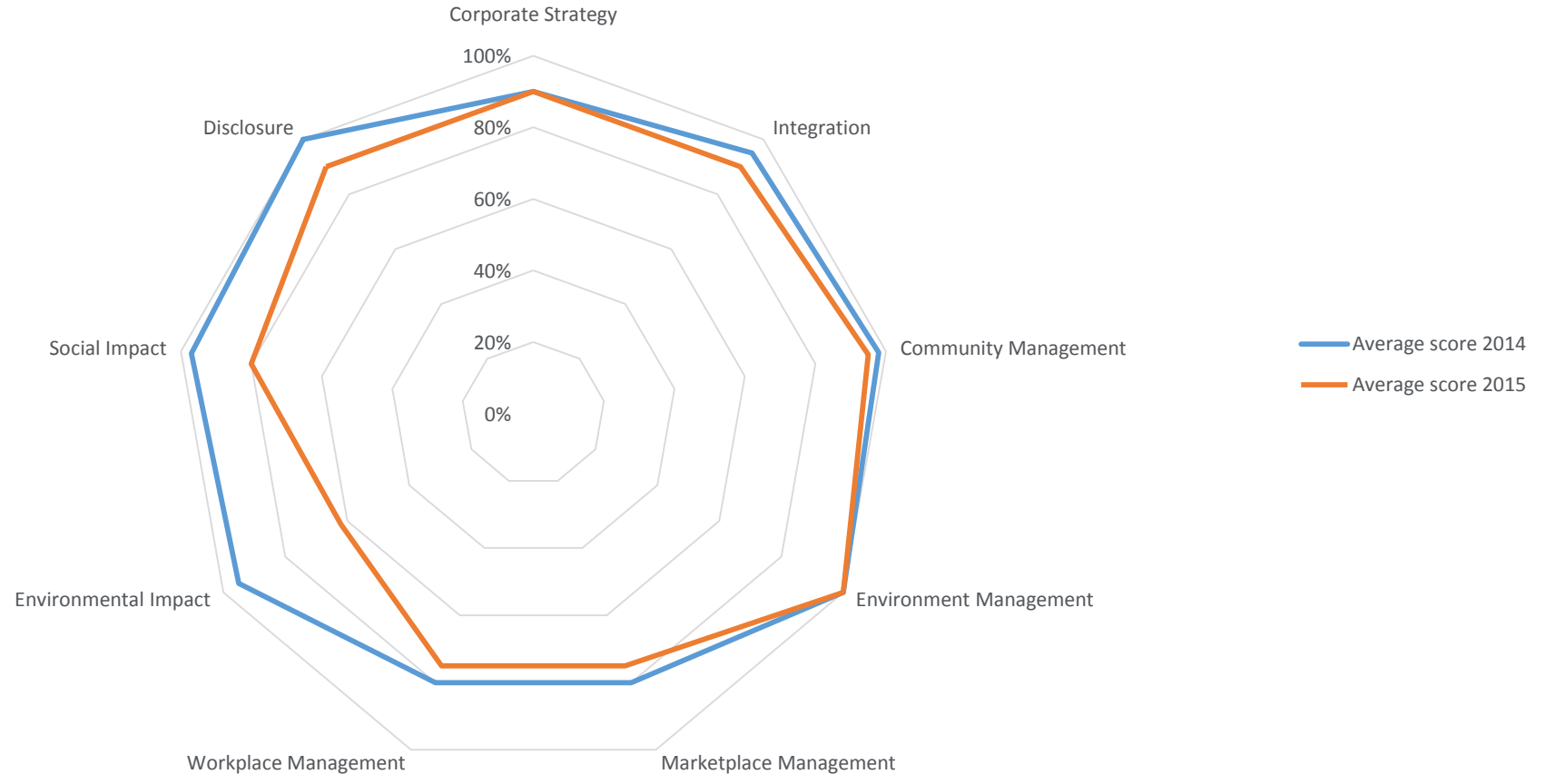
Graphic Types: Bubble Charts



Data presented is fictitious and provided for illustration purposes only.



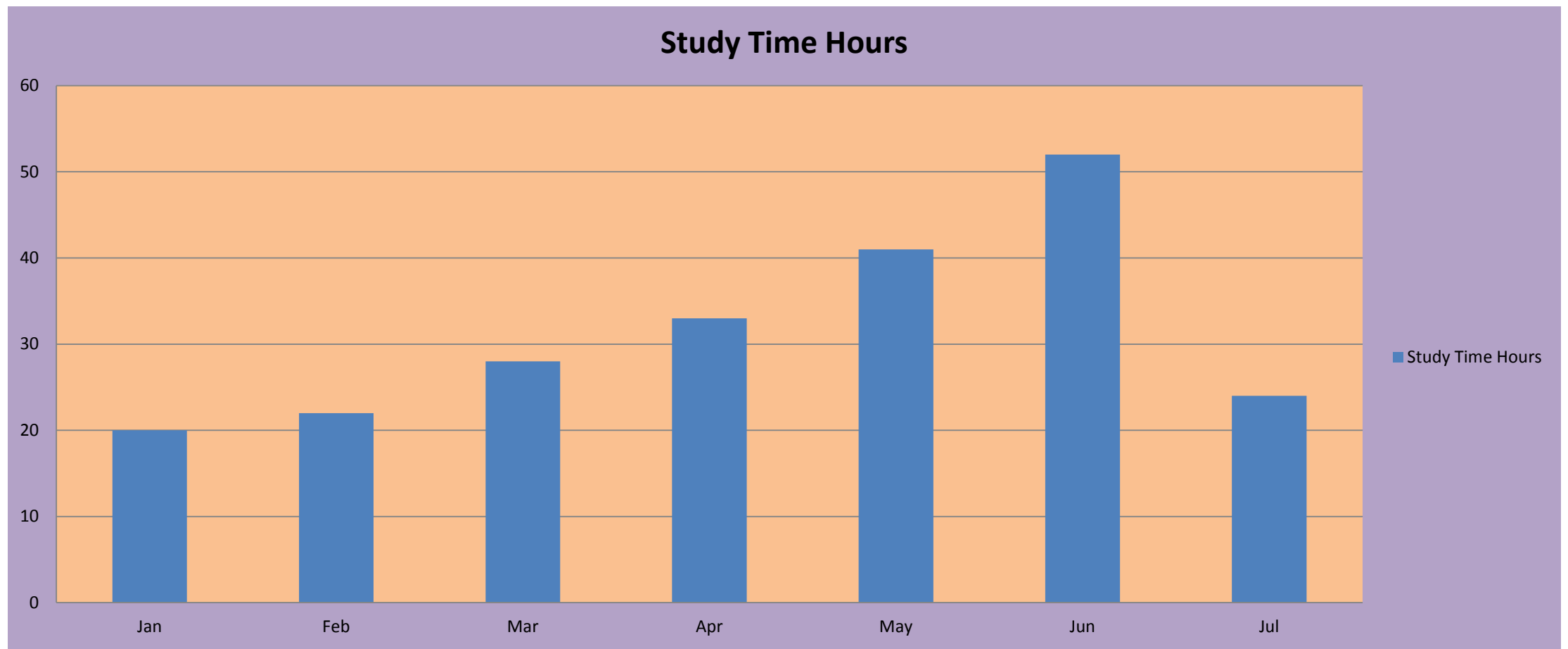
Graphic Types: Radar Charts



Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: General

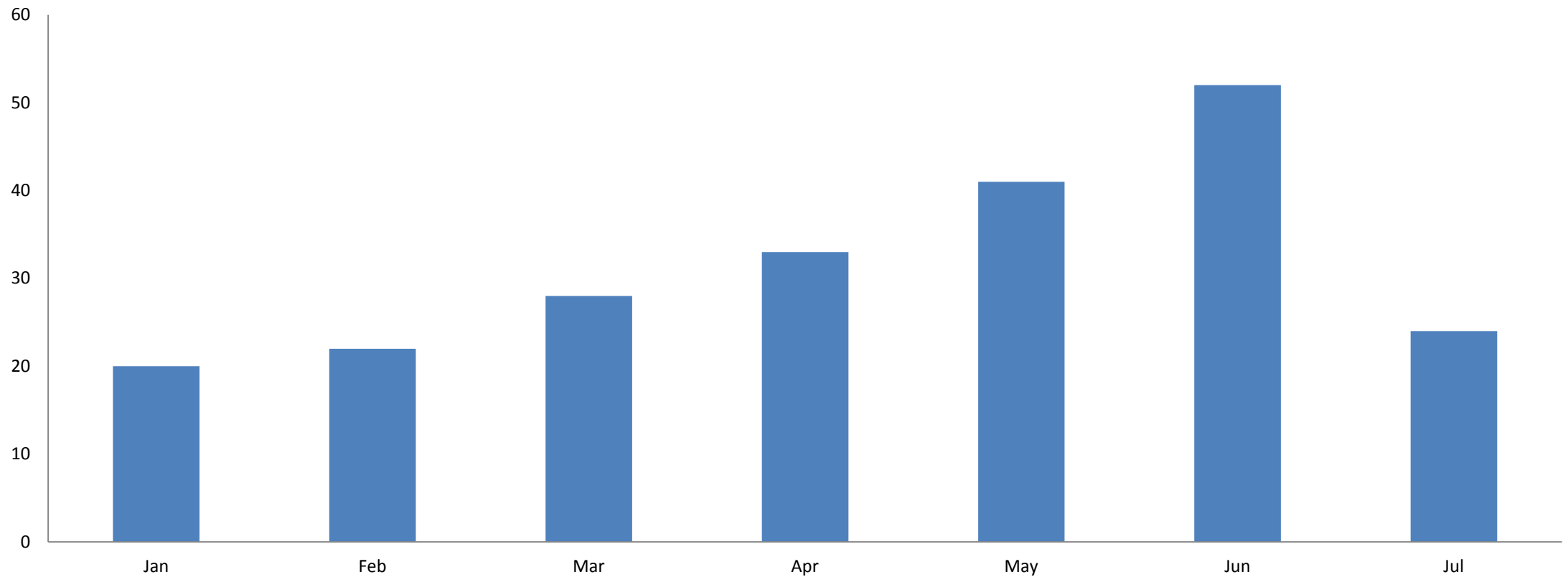


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: General

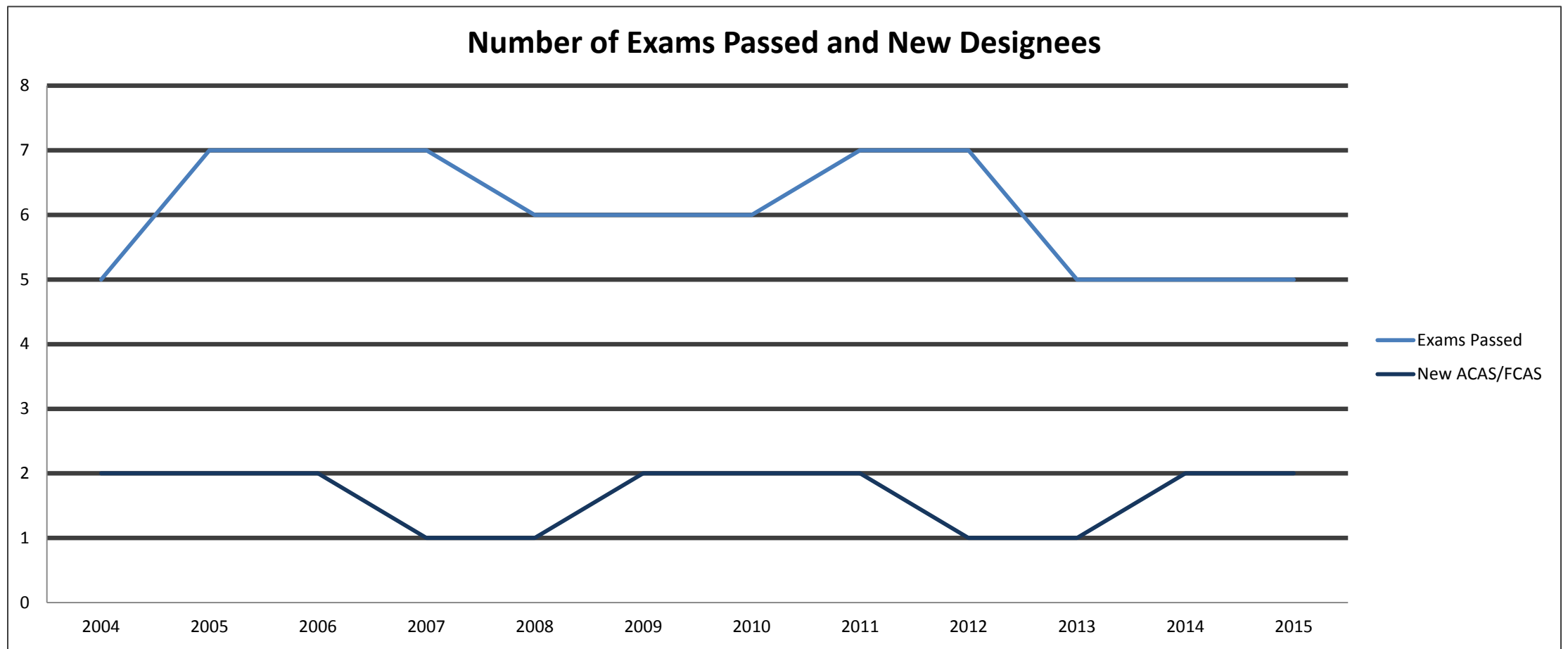
Study Time Hours



Data presented is fictitious and provided for illustration purposes only.



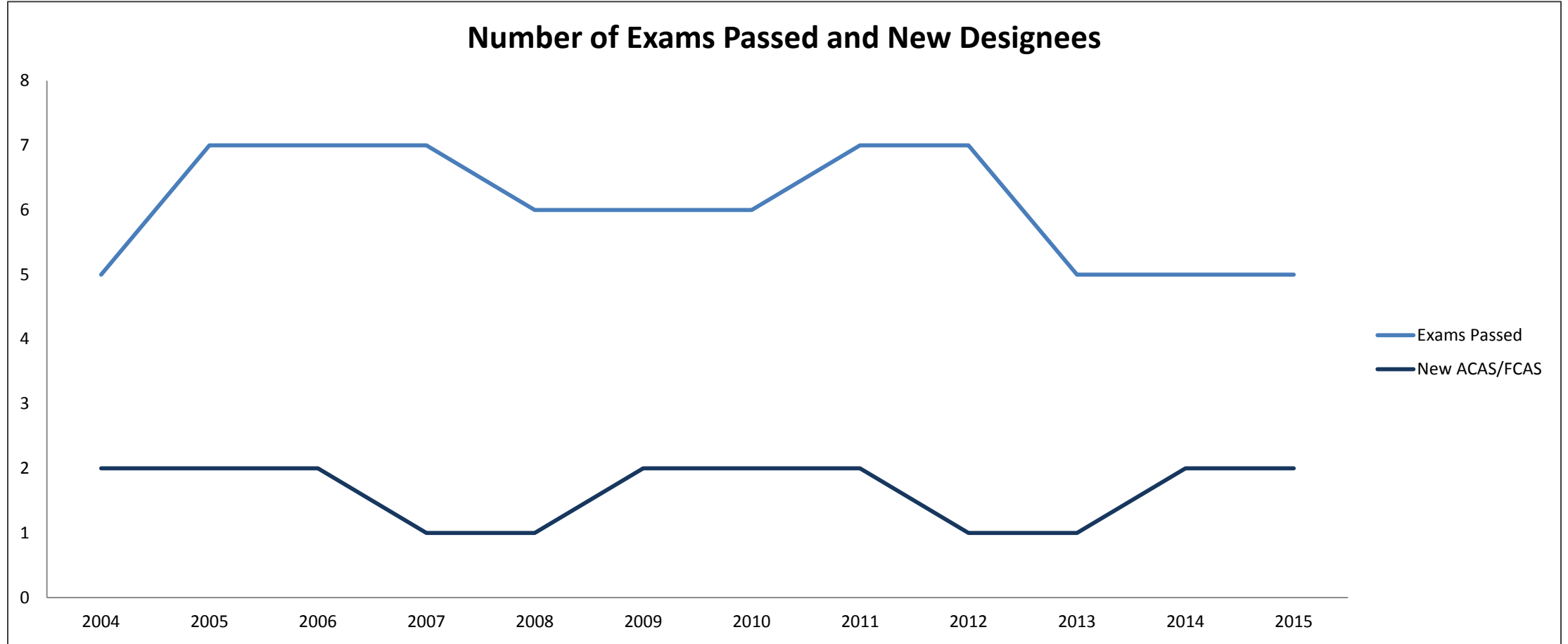
Design Characteristics: Gridlines



Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Gridlines



Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Font

For on screen, use

Arial

Calibri

For handouts, use

Garamond

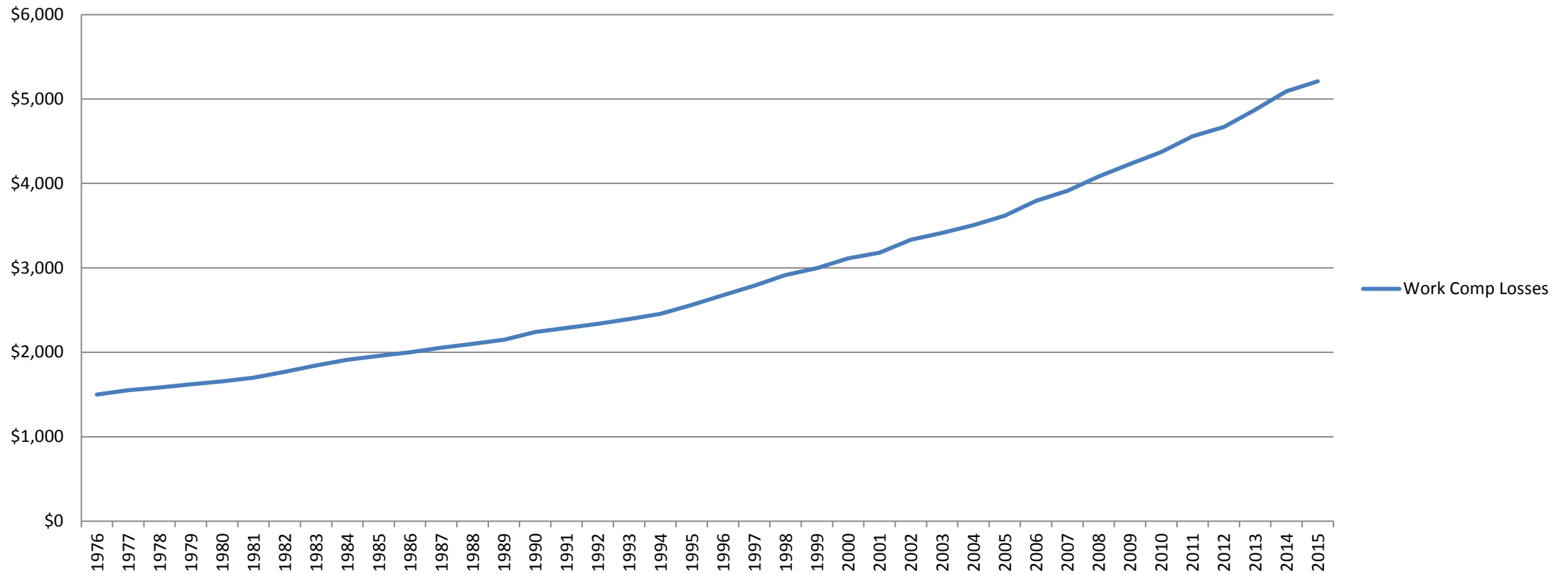
Times New Roman

AVOID *decorative fonts in both places!*



Design Characteristics: Labels, Legends, Titles

Work Comp Losses (millions of dollars)

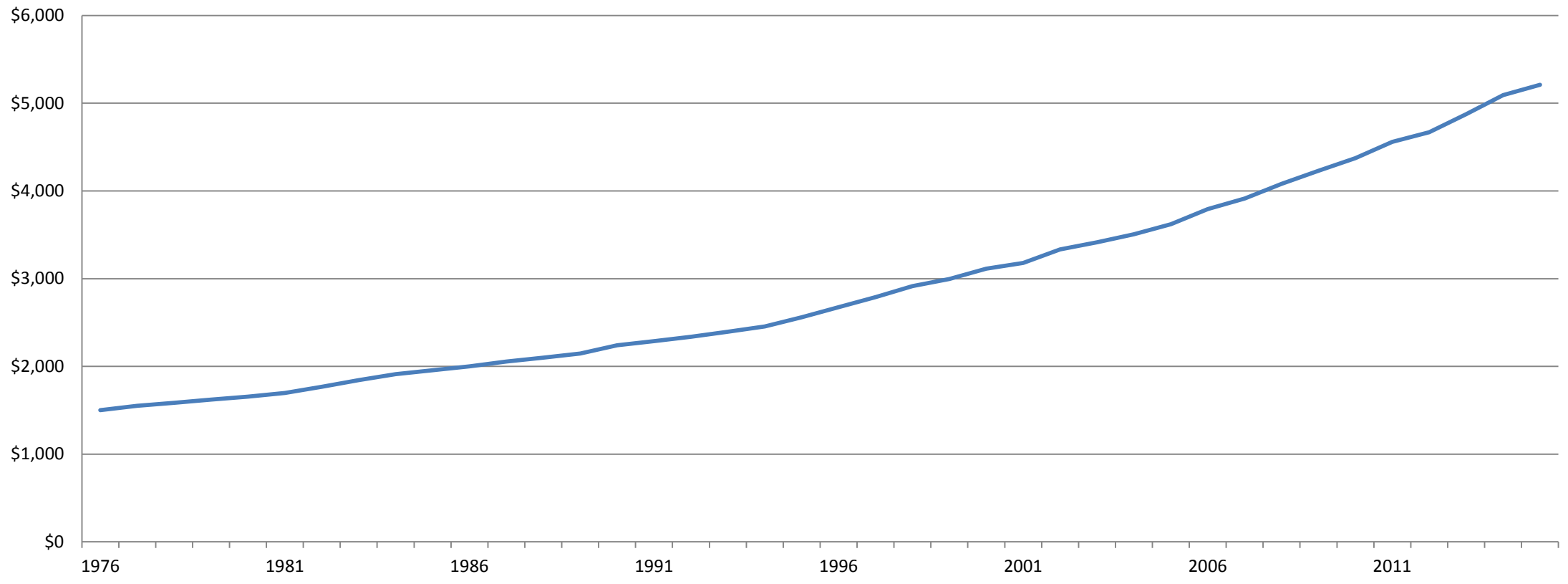


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Labels, Legends, Titles

Work Comp Losses (millions)

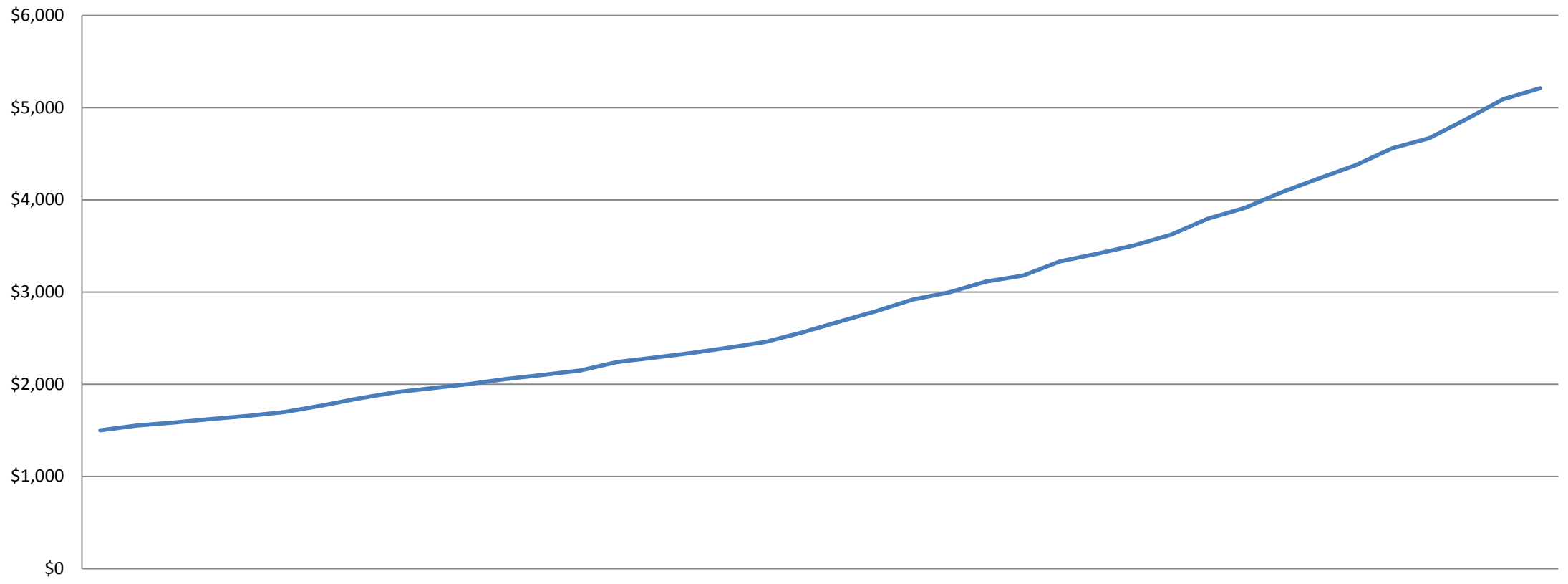


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Labels, Legends, Titles

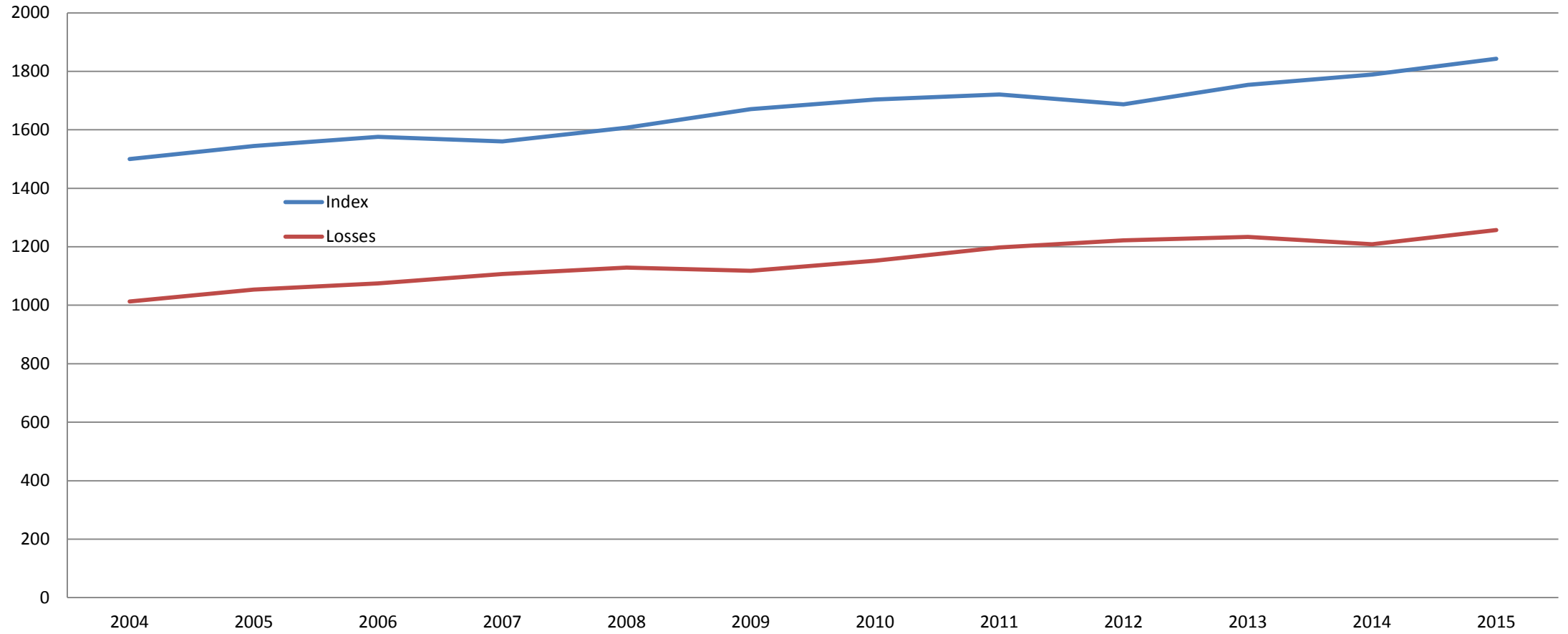
Work Comp Losses (millions), 1976-2015



Data presented is fictitious and provided for illustration purposes only.



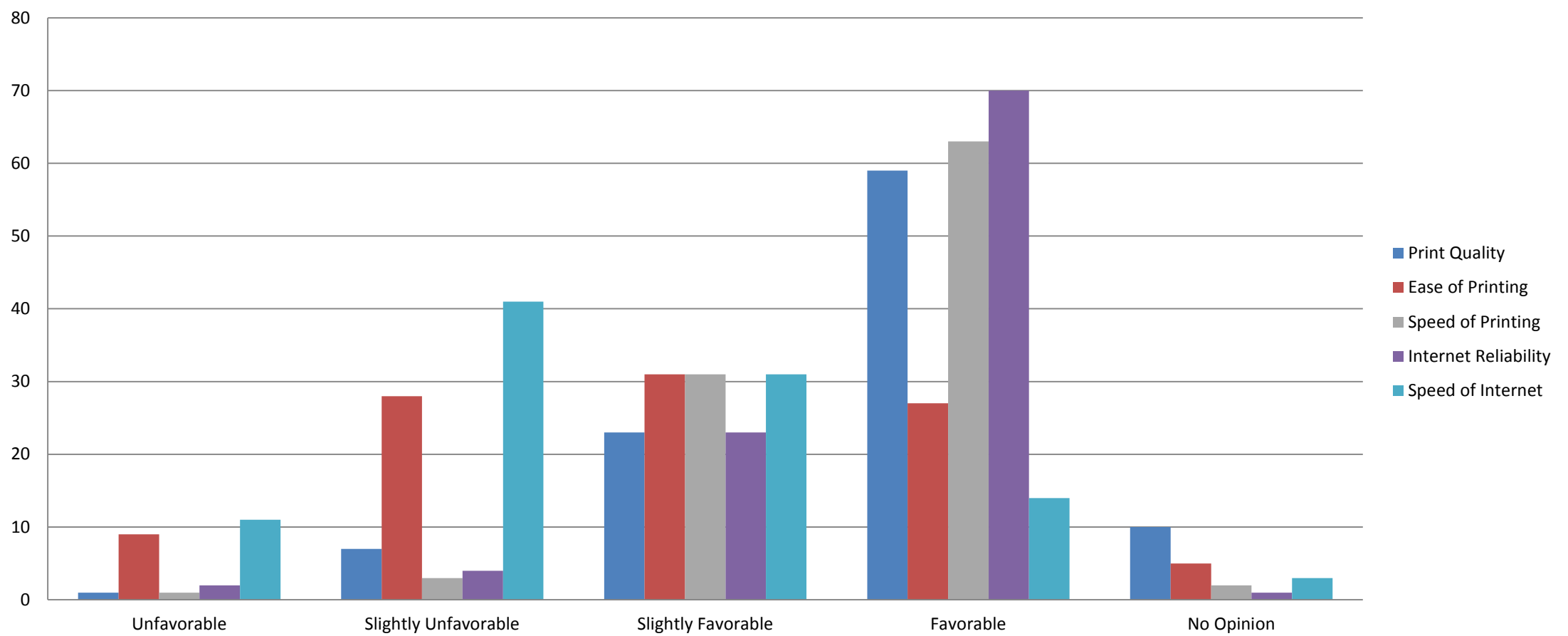
Financial Index Results Compared to Insured Losses for the Index-Related Insurance Product X



Data presented is fictitious and provided for illustration purposes only.



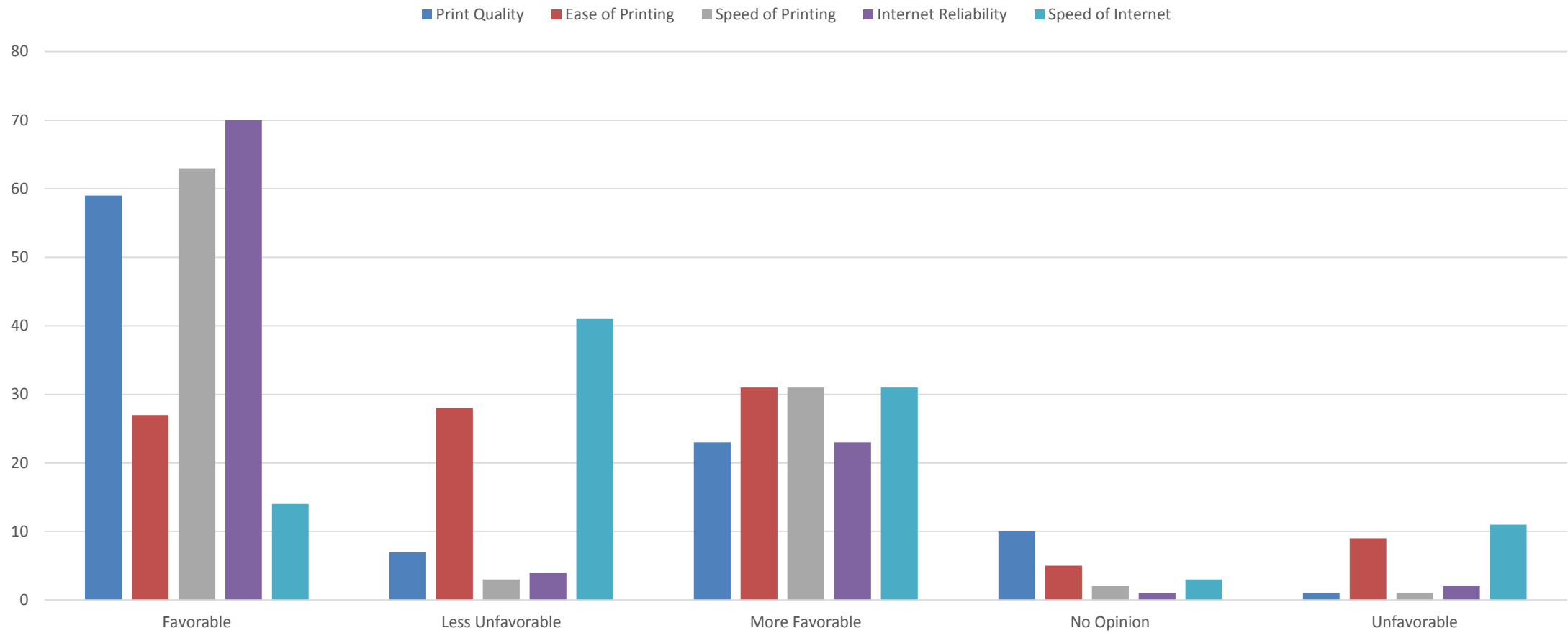
Design Characteristics: Labels, Legends, Titles



Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Labels, Legends, Titles



Data presented is fictitious and provided for illustration purposes only.

Design Characteristics: Alignment

Premium	2010	2011	2012	2013	2014	2015
Gen. Liab.	3,425,636	3,528,405	3,634,257	3,743,285	3,855,584	3,971,252
Med Mal	652,384.52	767,432.68	882,781.31	998,437.42	1,014,406.18	1,130,694.94
Property	9,213,289	9,373,953	9,542,651	9,719,784	9,905,773	10,101,062

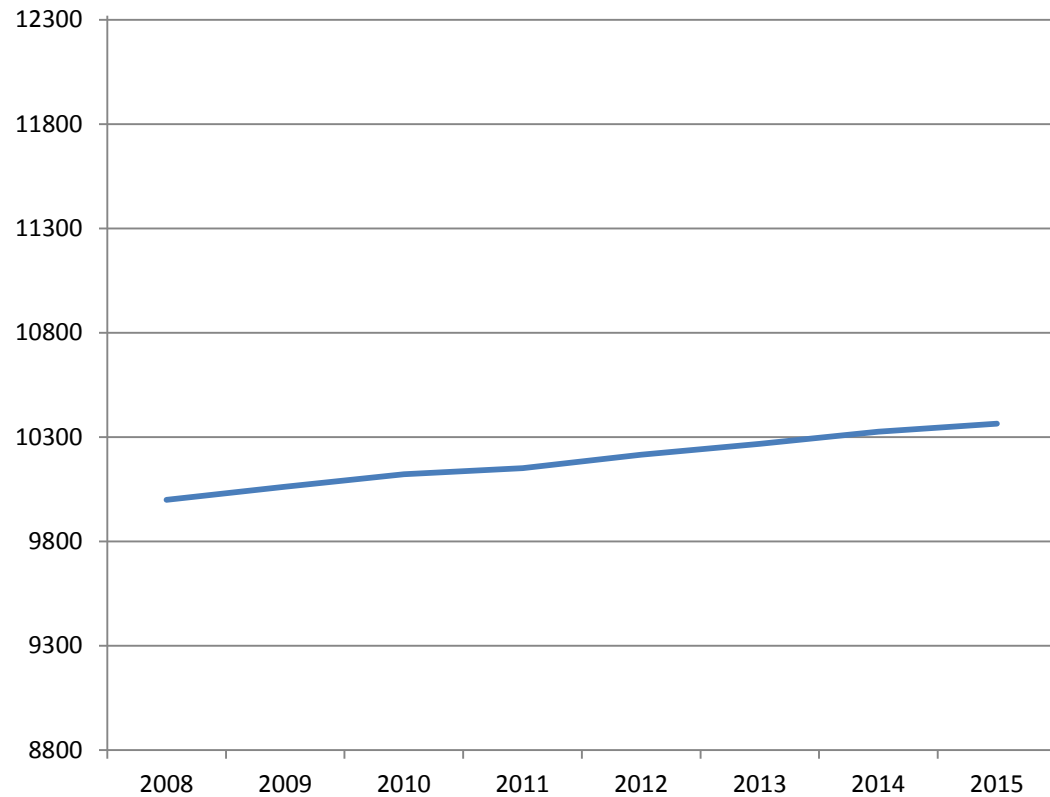
Premium (000's)	Gen. Liab.	Med Mal	Property
2010	3,425	652	9,213
2011	3,528	767	9,374
2012	3,634	883	9,543
2013	3,743	998	9,720
2014	3,856	1,014	9,906
2015	3,971	1,131	10,101

Data presented is fictitious and provided for illustration purposes only.

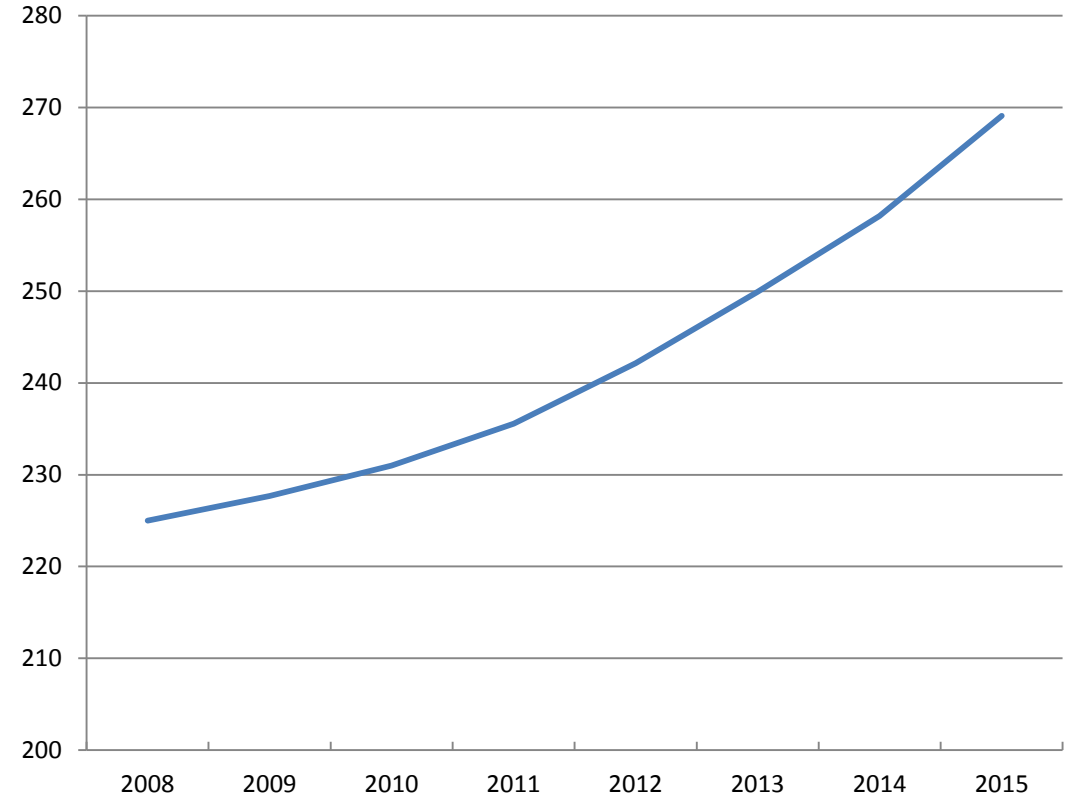


Design Characteristics: Axes

Growth Rate of General Liability



Growth Rate of Cyber Insurance

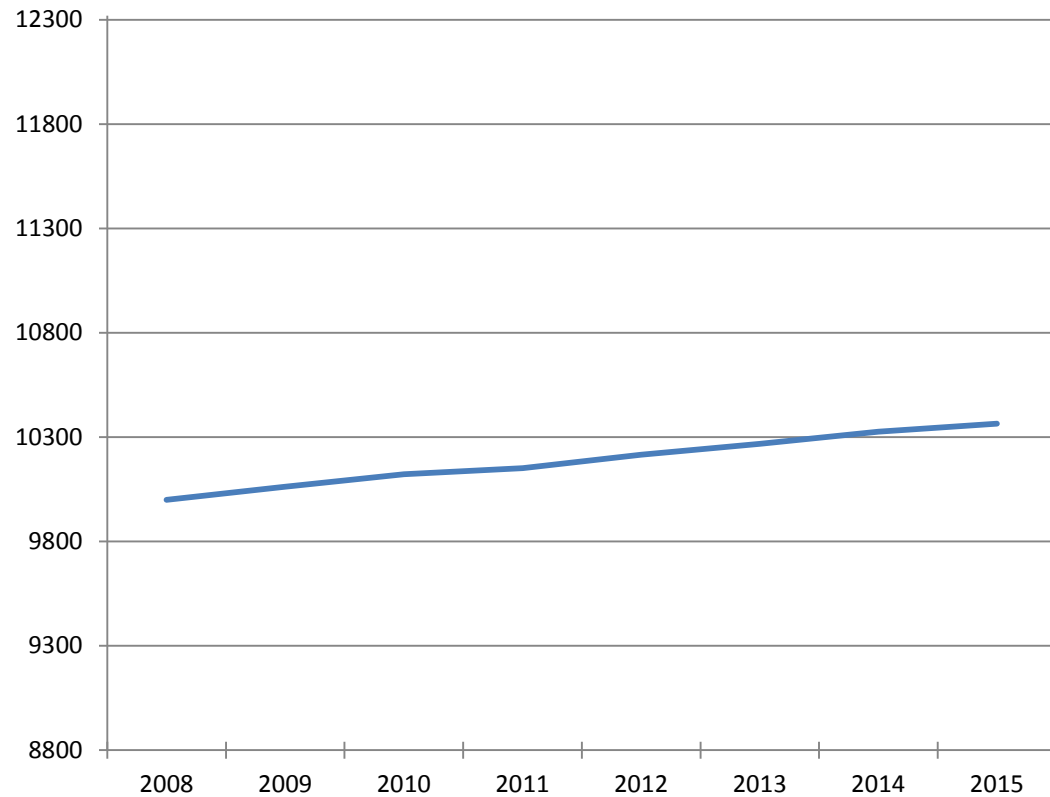


Data presented is fictitious and provided for illustration purposes only.

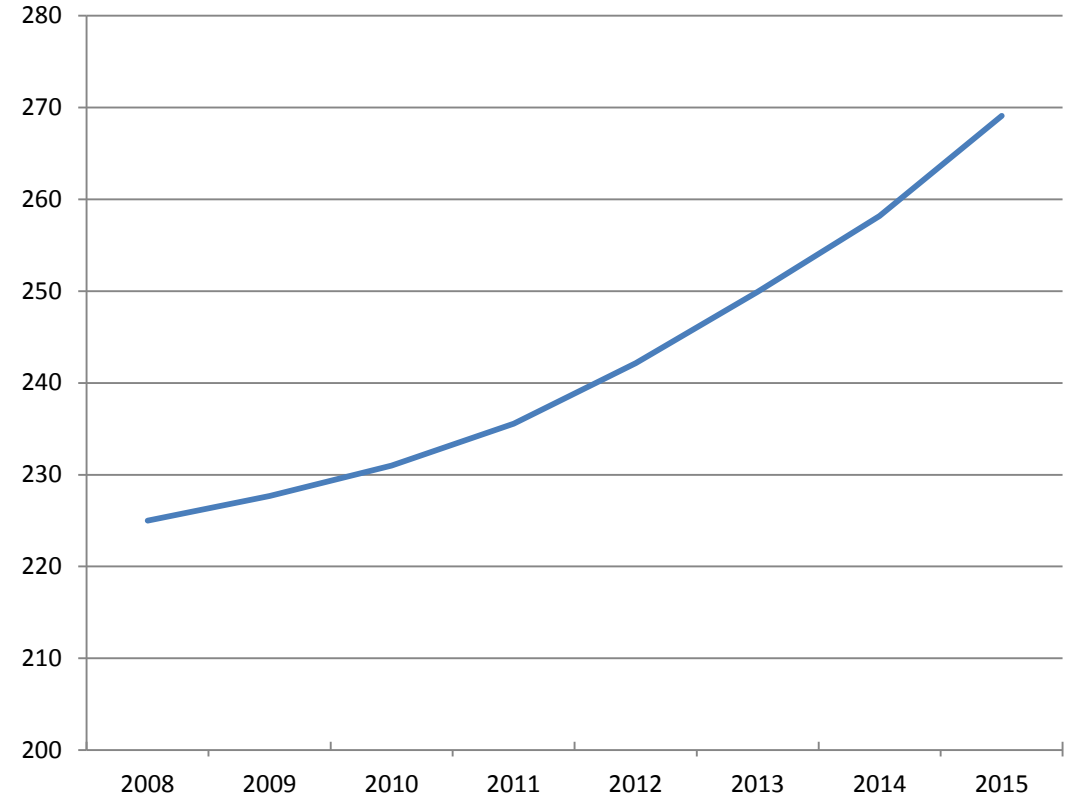


Design Characteristics: Axes

Growth Rate of General Liability



Growth Rate of Cyber Insurance

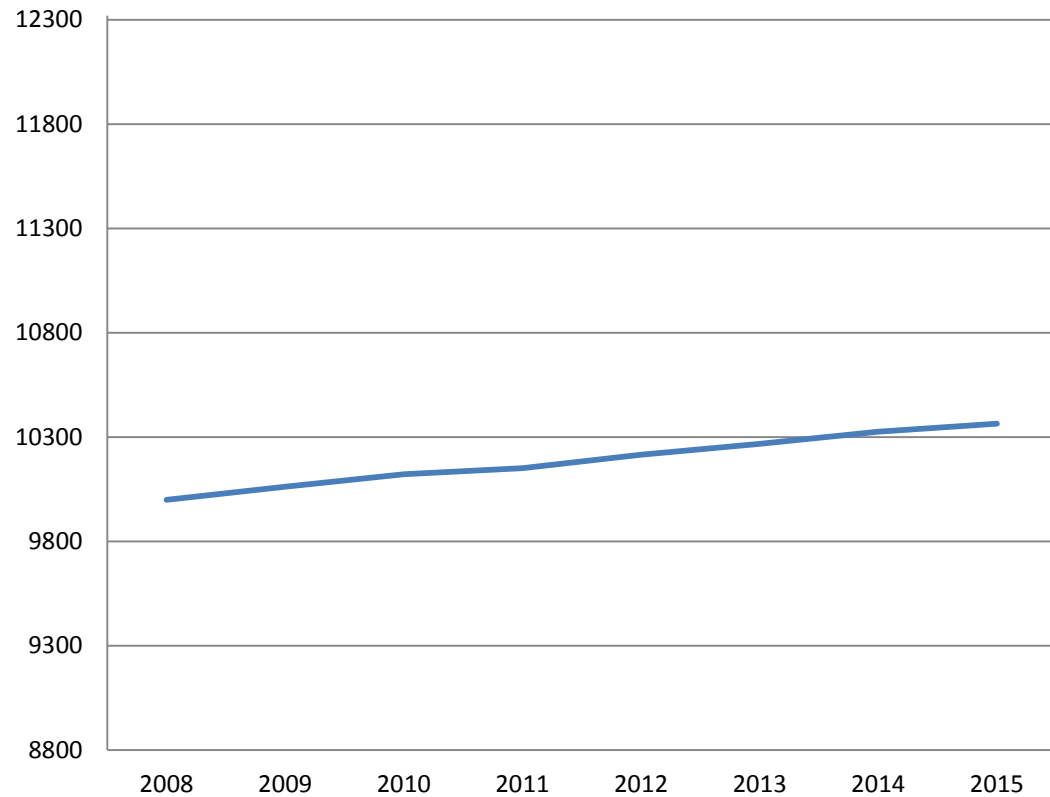


Data presented is fictitious and provided for illustration purposes only.

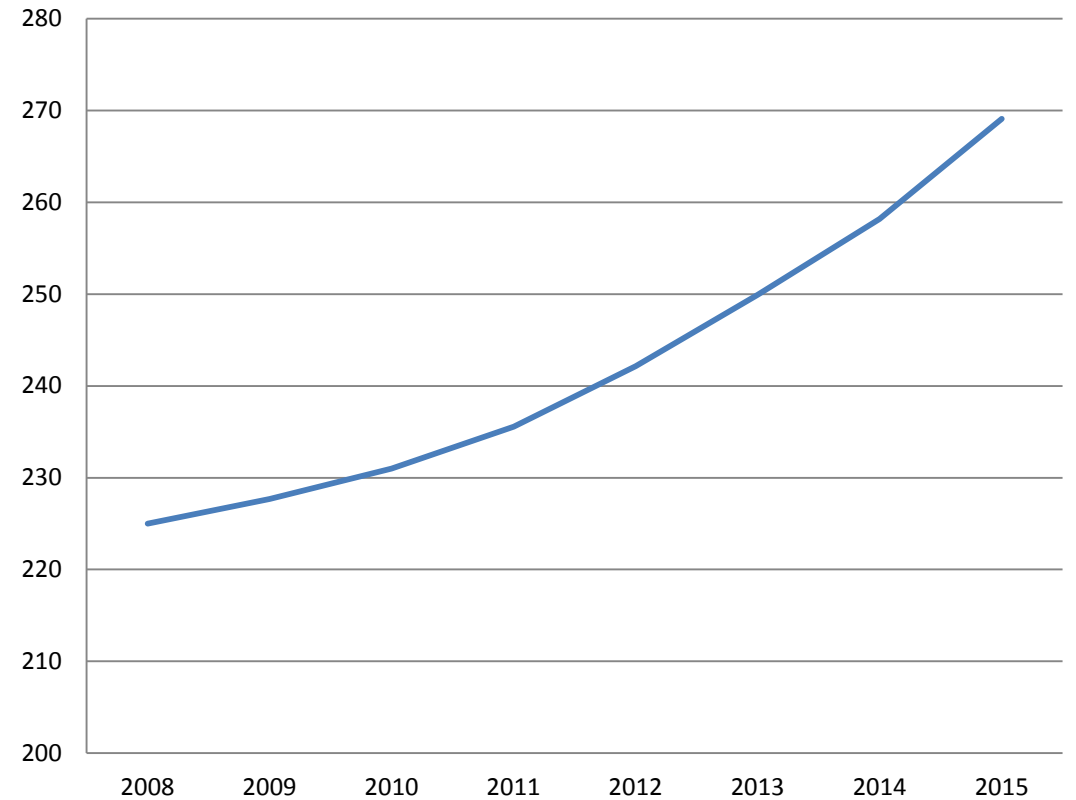


Design Characteristics: Axes

Growth Rate of General Liability



Growth Rate of Cyber Insurance

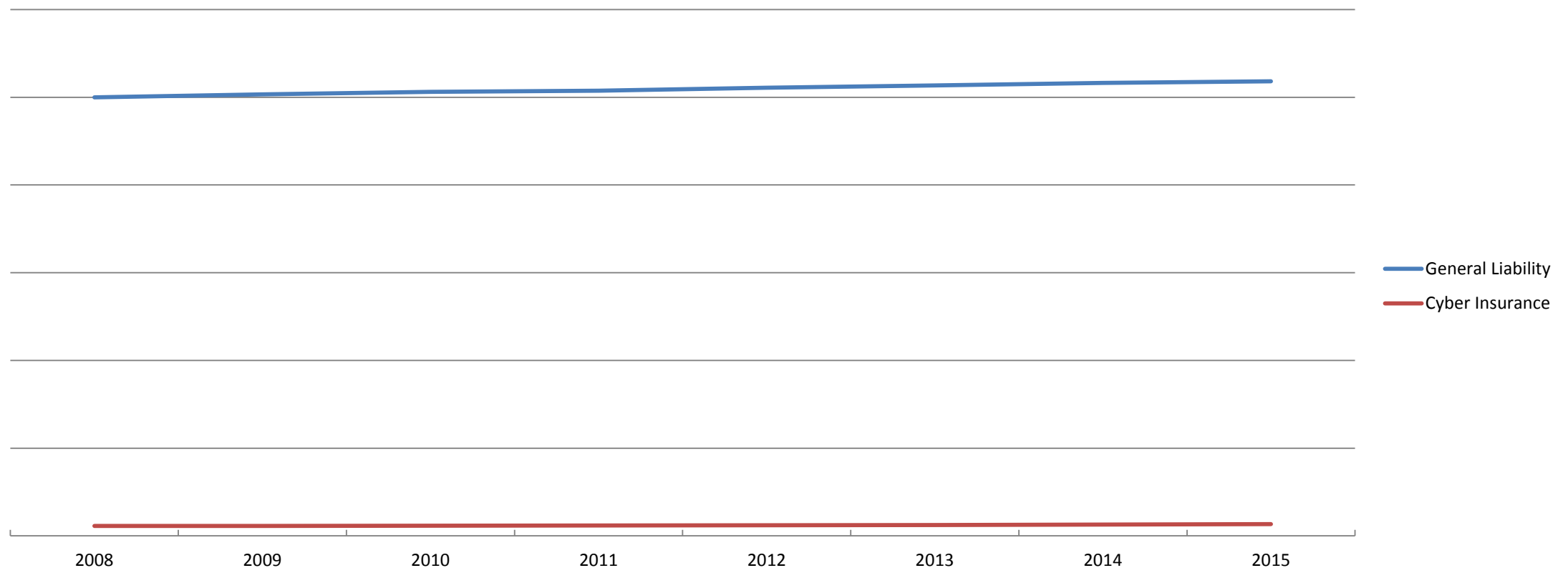


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Axes

Growth Rates of GL and Cyber Insurance

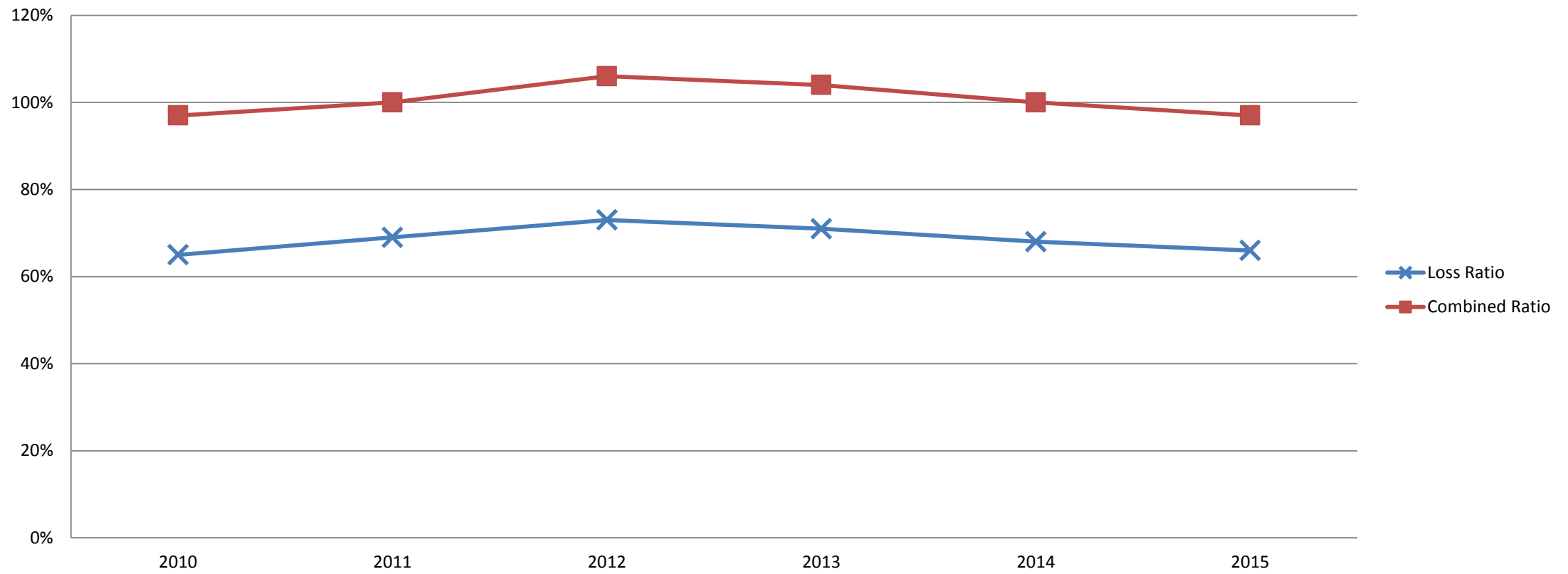


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Lines

LR and CR Ratio Trends, 2010-2015

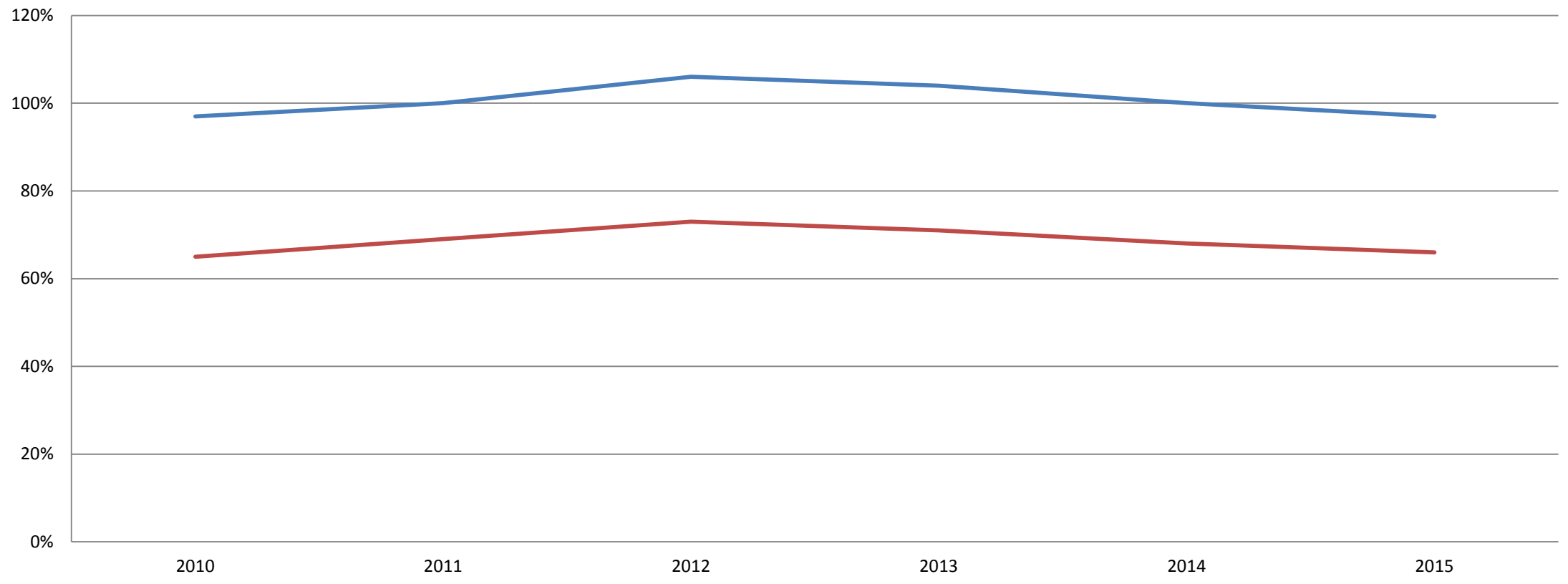


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Lines

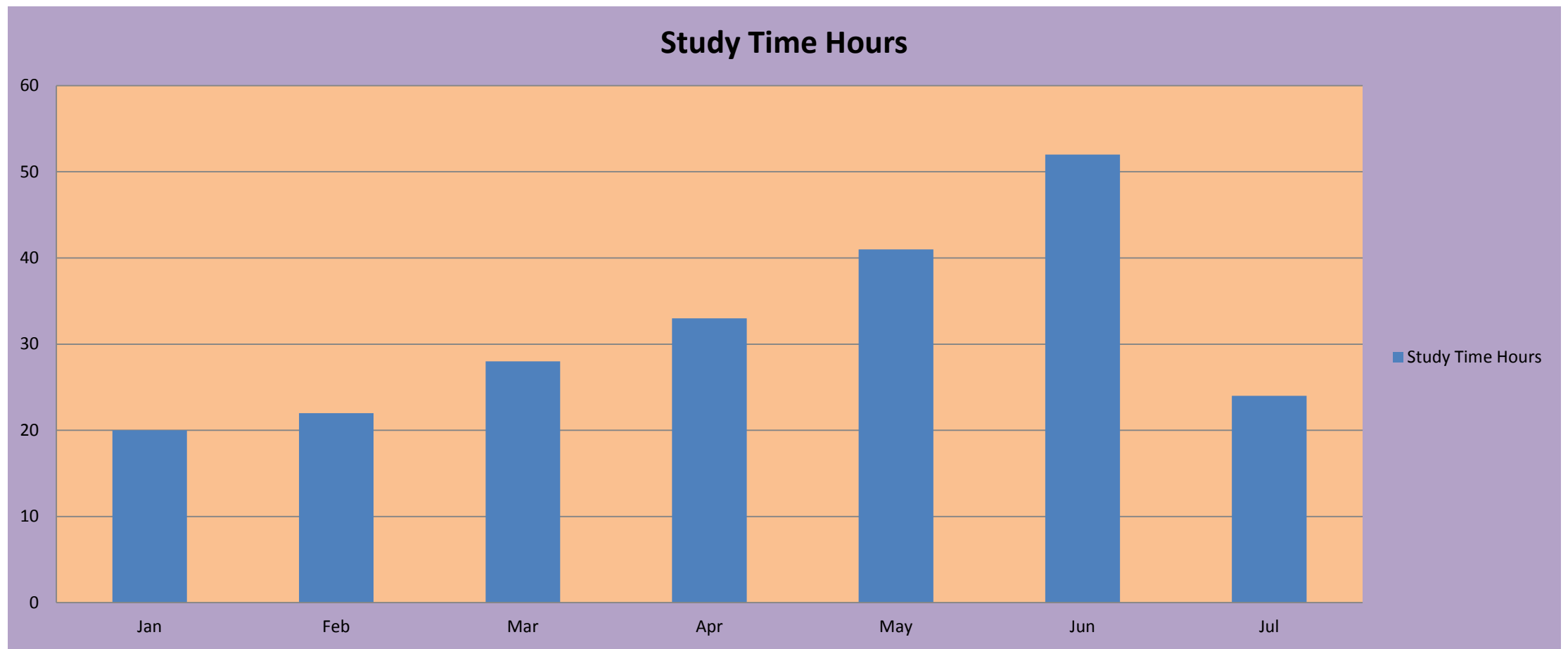
Combined Ratio and Loss Ratio Trends



Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Color

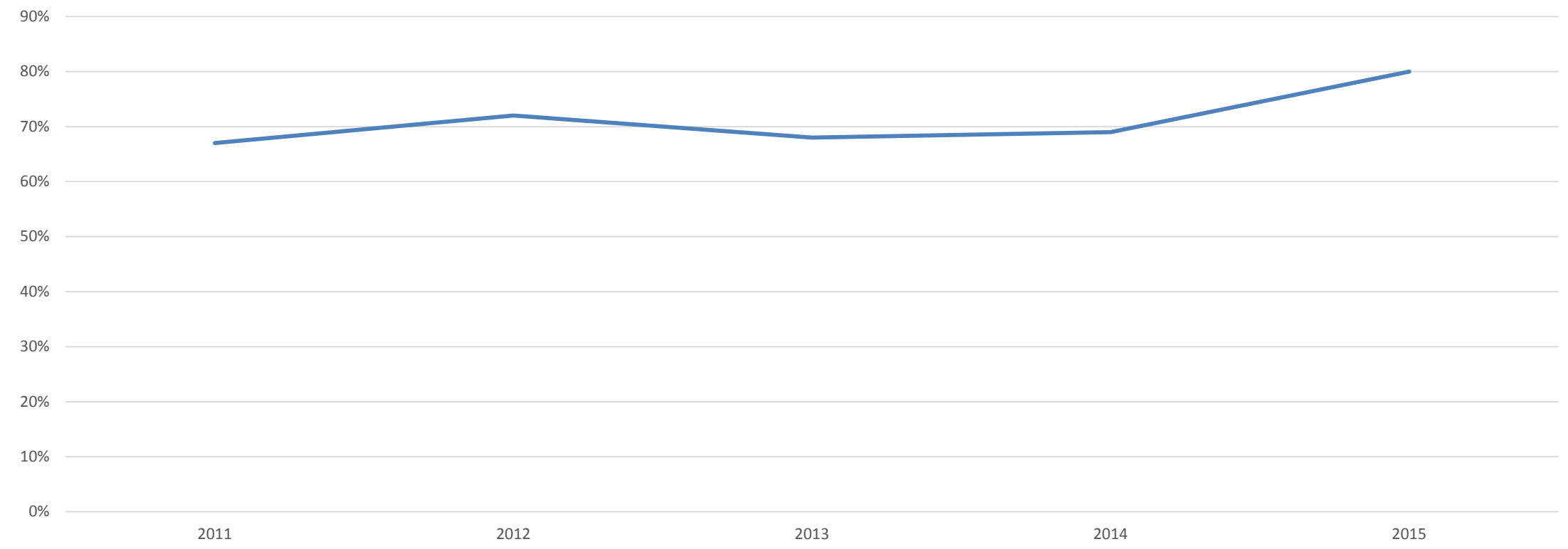


Data presented is fictitious and provided for illustration purposes only.



Design Characteristics: Attribution

APD Loss Ratios



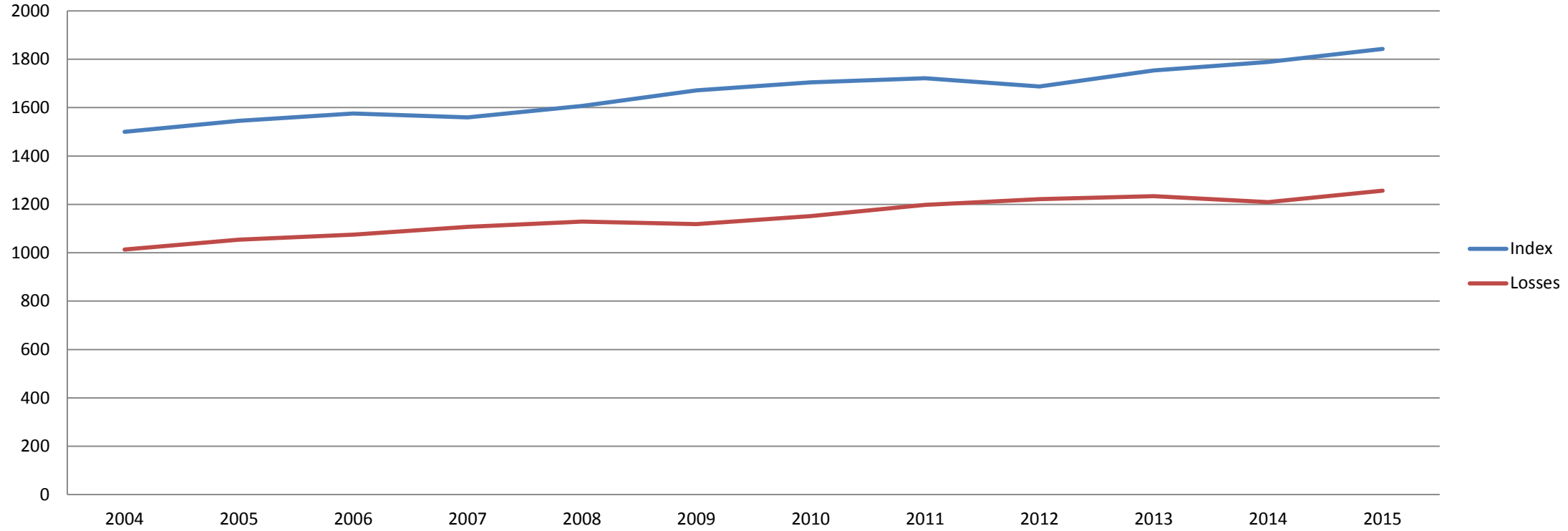
Source: UFC Insurance Company, Management Reports, Dec 31, 2015

Data presented is fictitious and provided for illustration purposes only.



General PowerPoint Tips

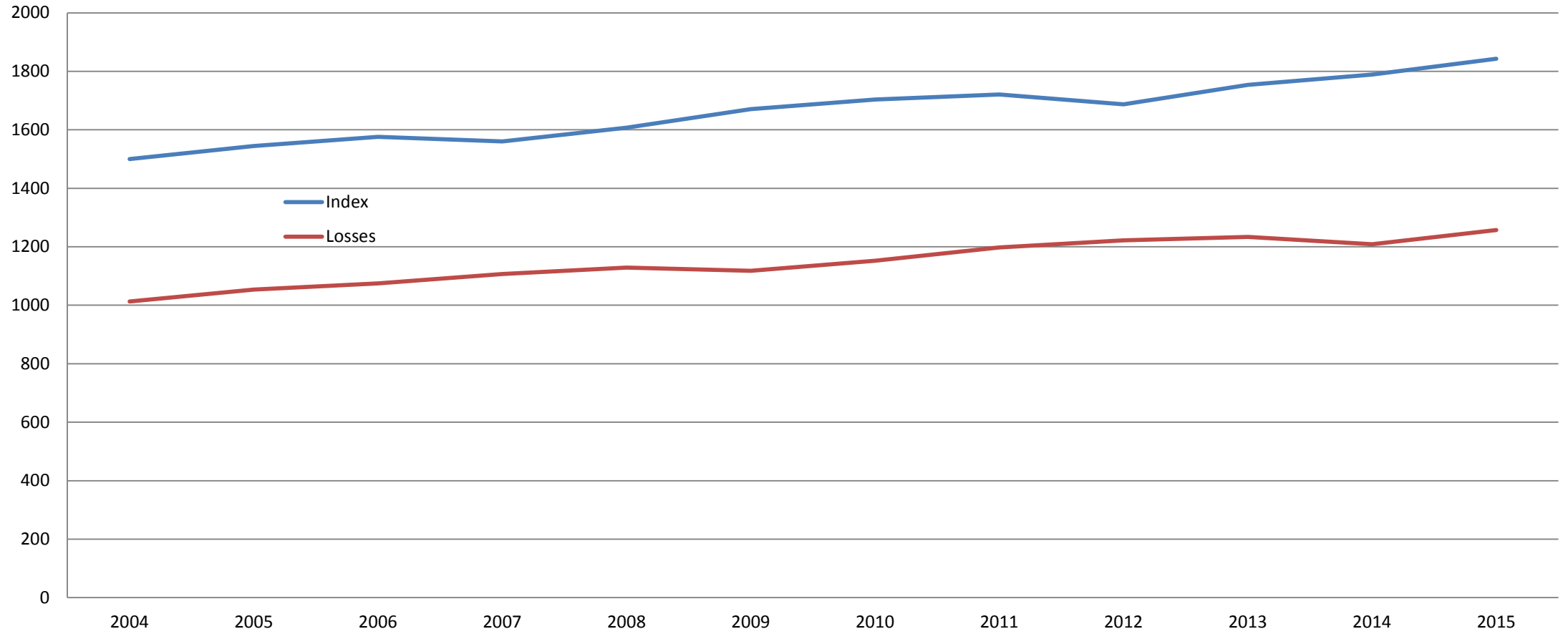
Financial Index Results Compared to Insured Losses for the Index-Related Insurance Product X



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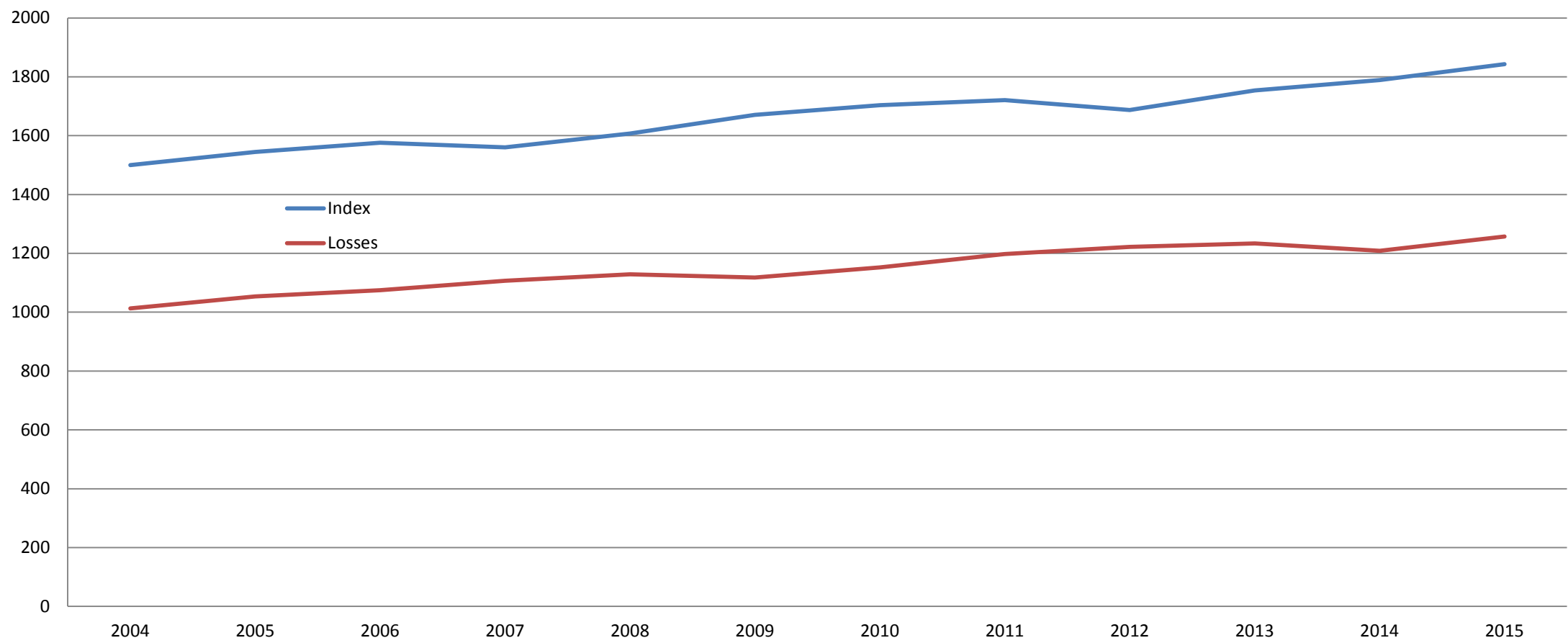
Financial Index Results Compared to Insured Losses for the Index-Related Insurance Product X



Data presented is fictitious and provided for illustration purposes only.



Insured Losses for Index-Related Insurance Product X Parallel the Financial Index With a Two-Year Lag

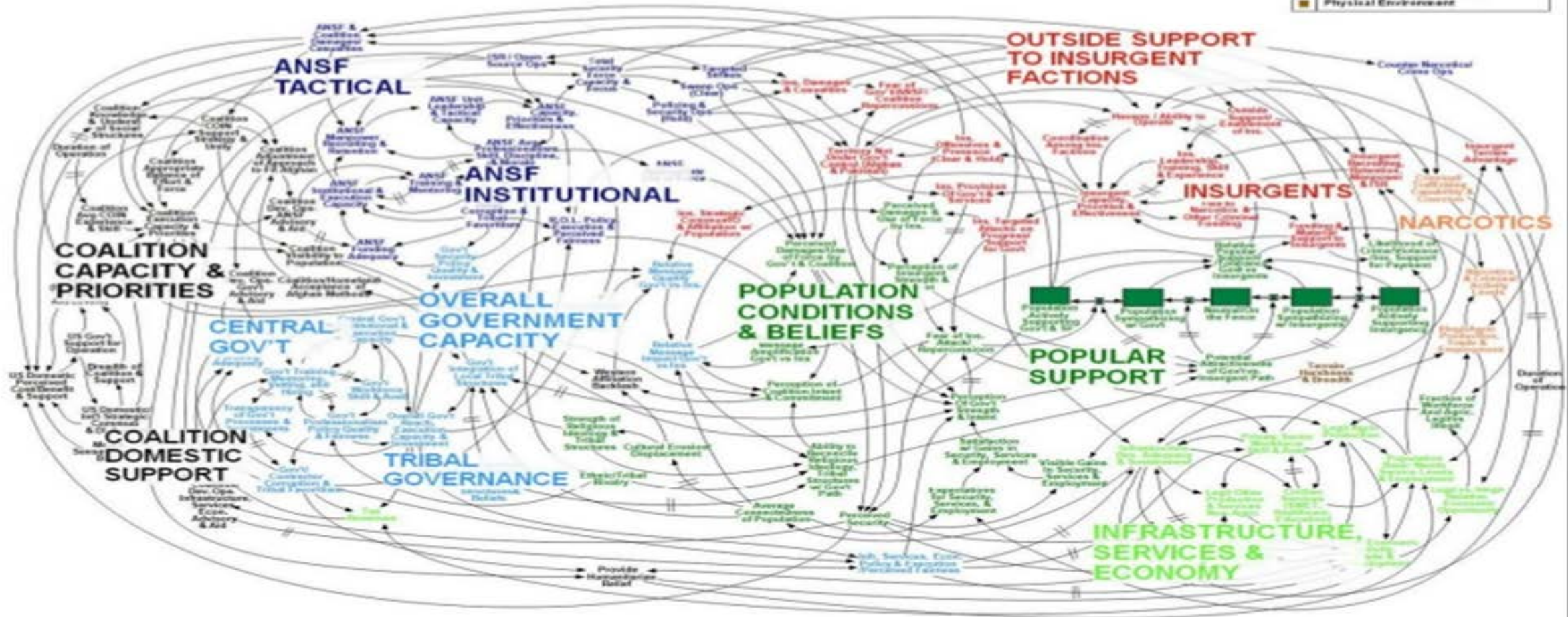


Data presented is fictitious and provided for illustration purposes only.

Afghanistan Stability / COIN Dynamics

↘ = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment

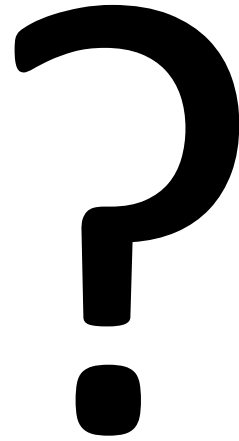


WORKING DRAFT - V3



Closing

- Additional resources and references are available in the handout



The information in this publication was compiled from sources believed to be reliable for informational purposes only. All sample policies and procedures herein should serve as a guideline, which you can use to create your own policies and procedures. Any and all information contained herein is not intended to constitute advice (particularly not legal advice). Accordingly, persons requiring advice should consult independent advisors when developing programs and policies. We do not guarantee the accuracy of this information or any results and further assume no liability in connection with this publication and sample policies and procedures, including any information, methods or safety suggestions contained herein. We undertake no obligation to publicly update or revise any of this information, whether to reflect new information, future developments, events or circumstances or otherwise. The subject matter of this publication is not tied to any specific insurance product nor will adopting these policies and procedures ensure coverage under any insurance policy.

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