


# Advanced Analytics for Commercial Lines

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## Two Guides to help you speed down the Highway of Advanced Commercial Lines Analytics

- Corey Simons
- Howard Kunst

# Opposite Dangers to Avoid when using Analytics to Assess Risk

The two most common mistakes people make in assessing risk\*:

## 1) Failure to gather enough information:

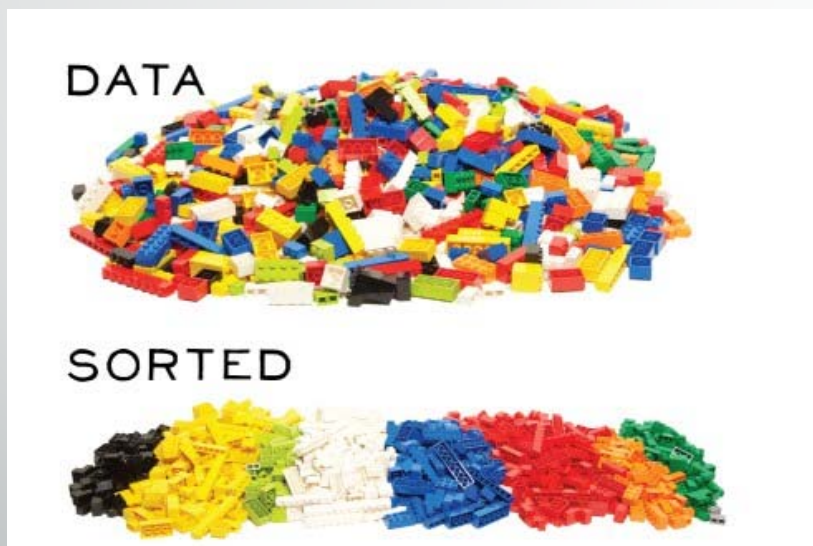
This person doesn't do their homework so they have no reliable information on what threats to prepare for. This person lacks information.

## 2) Information Overload:

This person reads every article or book they can find on the subject and considers all of it to be valid. They have a lot of information, but they lack discernment.

\* These two dangers to avoid come from the book *A Kingdom View of Economic Collapse* by Praying Medic

# Two Key Things Both our Speakers Do with Big Data



- 1) **Carefully Cleansed Data** is one of the best practices that keeps your analytics effective.
- 2) Another is **Matching the Scope** of your analytic work to the scope of the risk you're reviewing. **Listen for these gems of insights from our speakers...**

Graphic from: *Data is Ugly – Tales of Data Cleansing* by Sally Hadidi, Accessed 8/12/2015 at <http://www.kdnuggets.com/2015/08/data-ugly-tales-data-cleaning.html>

Join me in welcoming our guides,  
who bring us information & discernment:

- Corey Simons  
Location Inc



- Howard Kunst, FCAS  
Corelogic

