



# Make the best decisions with Prima Analytics



# Turn your insurance data into actionable business insights and be a fully data-driven company



**Prima Analytics is a data analytics** and actuarial solution for the insurance industry. The solution is designed to help insurance companies gain insights from their data and make data-driven decisions and increase their profitability.

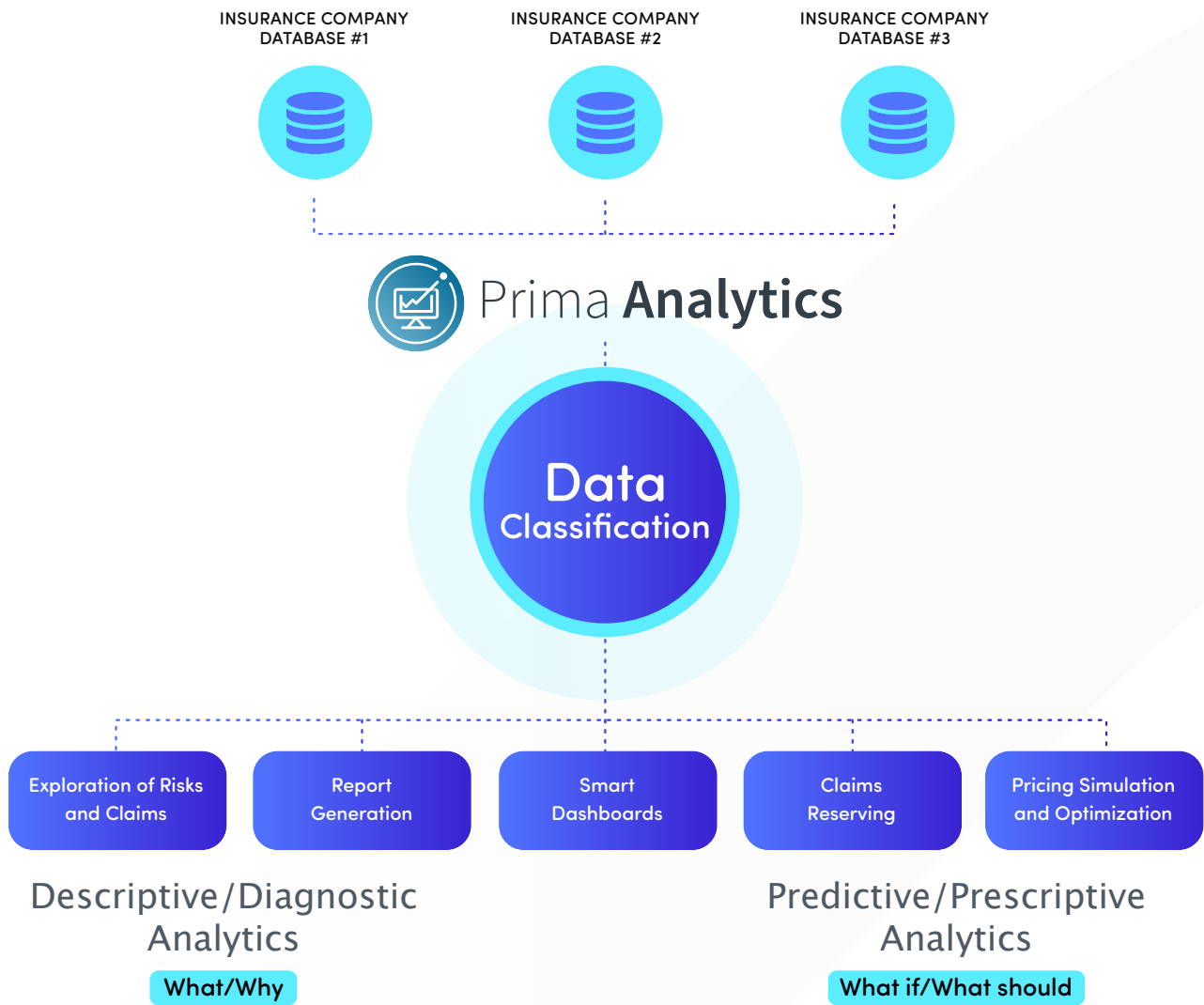
## Benefits of Prima Analytics

- ➔ Optimize the technical profitability of your insurance portfolios by:
  - Enhancing timely detection of profit and loss
  - Improving your accuracy, your underwriting rules, claims handling and reserving
  - Addressing fraud
  - Monitoring and anticipating current and future trends
- ➔ Benefit from cutting edge tech stack
  - Secured Cloud (SaaS) platform ensuring the latest features and seamless updates
  - Intuitive graphical user interface enabling easy usage of complex analytics features
- ➔ Simulate your business decisions and monitor your results
- ➔ Provide out-the-box insurance analytics to your organization, clients, partners and auditors

## Suitable for Technical and Non-Technical Staff

- ➔ Business analysts
- ➔ Data scientists
- ➔ Actuaries
- ➔ UW and claims managers
- ➔ Management (Head of Motor, Health, CEOs,...)

“Prima Analytics is more than just a tool. It's our daily ally for fast, precise, and well-informed decision-making. It has become our guide, helping us navigate complex data and optimize every technical profitability aspect of our business.”



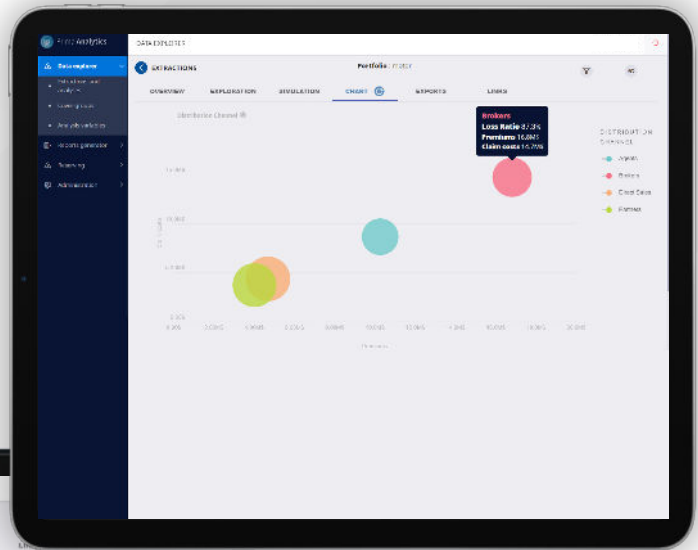
## Data Classification

- ➔ Data cleansing
- ➔ Data grouping and classification
- ➔ Data consolidation
- ➔ Data quality controls
- ➔ New variable creation
- ➔ Possibility to export data corrections to core system

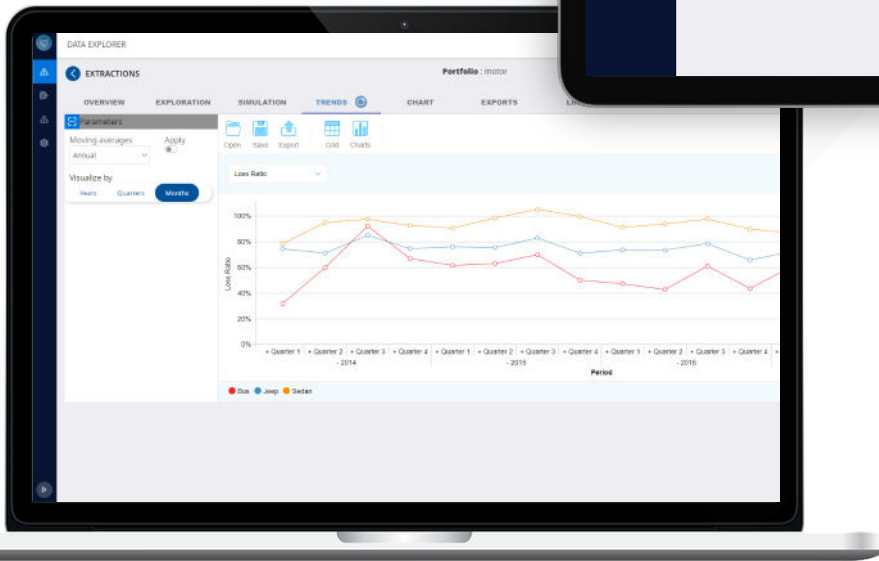
Improve your competitive advantage & technical margin

## Risks & Claims Explorer

- ➔ Portfolio segmentation
- ➔ Portfolio exploration using pre-calculated insurance KPIs:
  - Loss ratio
  - Ultimate loss ratio
  - Frequency of claims
  - Burning cost
  - Average cost of claims
  - Exposure
  - Sum at risk
  - Earned premium
- ➔ Claims analysis
- ➔ Profit and loss detection with or without claims capping
- ➔ Trends analysis with moving average
- ➔ Graphical exploration with drill-down and drag and drop features
- ➔ Dashboard creation and customization



Graphical Exploration



Trend Analysis

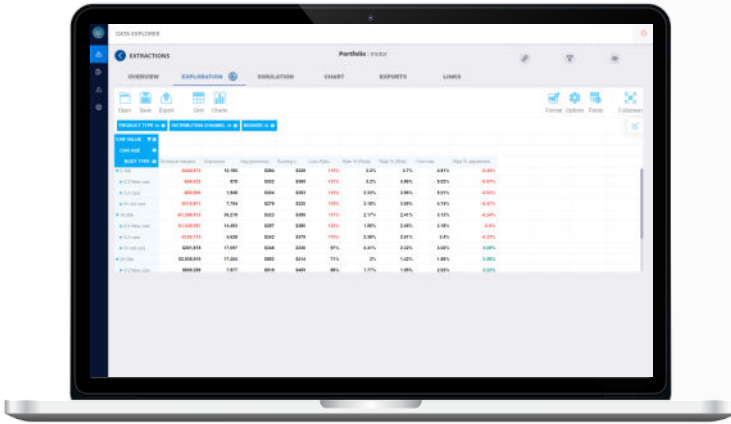
# Get better insights, make a real impact with your data

## Report Generator

- ➔ Pre-defined reports
- ➔ Possible fraud detection reports
- ➔ Data quality reports
- ➔ Lists creation and export at risk and claim level (drill down)

CAR VALUE	CAR AGE	BODY TYPE	Total Sum of Premiums	Loss Ratio	Technical margin	Avg premiums	Expenses
0-10k	+10	-15	\$12,209,458	104.8%	-695,955	6342	36,217.63
10-20k	+5	0	\$4,416,028	128.91%	-1,199,175	3305	14,482.85
20-50k	0	0	\$1,877,942	103.8%	-48,732	5363	4,628.24
50k+	-5	+10	\$6,206,917	91.14%	\$99,890	3269	17,288.73
no issue	0	0	\$10,167,873	71.13%	\$2,835,916	5893	17,483.83
Mode	0	0	\$4,126,126	87.89%	\$99,299	5918	7,877.4
Additive	0	0	\$2,168,929	88.9%	\$97,342	6669	2,698.41
RESULT			\$3,805,007	60.44%	\$1,829,279	8008	8,378.73
			\$5,850,178	63.16%	\$2,643,809	81,800	3,891.8

Simulation



Rate Adjustments

## Pricing Simulation & Optimization

- ➔ Change in pricing simulation (what-if)
- ➔ Simulation with volume elasticity
- ➔ Multi-dimensional analysis (taking into account correlation between pricing factors)
- ➔ Profitability improvement with target loss ratio (linear regression on loss ratio)



Our top management needed a detailed analysis of the profitability of each of our subsidiaries by business line for our forecast budget. With Prima Analytics, we generated this comprehensive report for all subsidiaries in less than 30 minutes, a process that would have taken one to two weeks previously. It was quick, efficient, and incredibly easy.



## Claims Reserving

- ➔ Reserving calculation with triangulation (chain ladder, London chain...)
- ➔ Stochastic reserving methods
- ➔ IBNR estimation
- ➔ Audit track

RESERVING				
Development factors				
Projection method	Period 1	Period 2	Period 3	Tail Factor
Average	1.2008	1.0136	1.0030	1.0010
Geometric Average	1.2007	1.0136	1.0030	1.0010
London Chain	1.2008	1.0136	1.0030	1.0010
Maximum	1.2133	1.0156	1.0030	1.0013
Median	1.2072	1.0136	1.0030	1.0009
Minimum	1.1820	1.0116	1.0030	1.0008
Standard Chain Ladder	1.2008	1.0136	1.0030	1.0010
Weighted Chain Ladder	1.2008	1.0136	1.0030	1.0010

Settlement pattern					
Projection method	Period 1	Period 2	Period 3	Period 4	Tail
Average	81.83%	16.43%	1.34%	0.30%	0.10%
Geometric Average	81.84%	16.43%	1.34%	0.30%	0.10%
London Chain	81.85%	16.41%	1.34%	0.30%	0.10%
Maximum	88.80%	17.23%	1.34%	0.30%	0.13%
Median	81.41%	16.80%	1.34%	0.30%	0.09%
Minimum	83.32%	15.16%	1.14%	0.30%	0.08%
Standard Chain Ladder	81.84%	16.42%	1.34%	0.30%	0.10%
Weighted Chain Ladder	81.84%	16.42%	1.34%	0.30%	0.10%

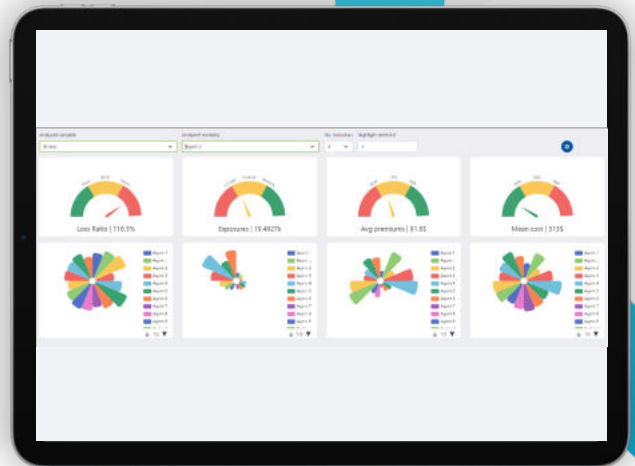
Reserving Methods: Results Summary

## Smart Dashboards

- ➔ Customizable dashboards based on pre-calculated insurance KPIs
- ➔ Out-of-the-box insurance analytics with dynamic sharing features
- ➔ Smart diagnosis of insurance portfolios
- ➔ Consolidated calculations on 1 screen, smart overview



Intuitive and Customizable Dashboards



# Increasing the profitability of your insurance portfolios has never been easier

## Technical Architecture

- ➔ State of the art big data architecture leveraging:
  - Hadoop distributed database
    - Scalable capacity for loading, preparing and analysing large volume of data
  - Spark distributed computation engine
    - Scalable capacity for performing complex parallel calculations
    - Fast computation response time
  - Angular web page framework
    - Ergonomic and intuitive user interface from any web browser from anywhere
- ➔ Cloud based architecture
  - Securely hosted by the world's largest data center provider (Microsoft Azure) in refundant data centers
  - Managed and monitored by Prima Solutions



# Main references for Prima Analytics

Lebanon



Hong Kong



Lebanon



Lebanon



Lebanon



Belgium



France



Algeria



Tunisia



Argentina



Morocco



United Arab Emirates



France



France



Morocco



Morocco



## Prima Analytics is a solution from the Prima Solutions group.

Prima Solutions helps all insurance professionals speed up their digital transformation. Prima Solutions has been an insurance specialist for over 20 years and is a key player in insurance in France and Europe. The company produces software covering all business processes in non-life insurance, health insurance (for groups and individuals), protection and mortgage insurance. The group serves more than 50 customers and works with a global network of partners. It has its headquarters in Paris, France.

### MANAGEMENT



Prima P&C



Prima L&H

### GOVERNANCE



Prima Analytics

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