



## SYNOPSIS

### 300 YEARS OF DATA ANALYTICS IN LIFE INSURANCE

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**Key words:** Big Data, Life Insurance, Customer, Data Analytics

**Purpose of your paper:** Life Insurance has not made as much use of data analytics as other similar industries. Why is this, and are there opportunities to catch up?

**Synopsis:** Life Insurance actuaries arguably invented data analytics when they prepared the first life tables over 300 years ago. In the last 30 years or so, bankers, general insurers, airlines and online dating agencies have caught up and overtaken the life insurance industry in their use of analytical techniques to extract value from information about their customers.

The presentation will explore the reasons why this is the case, whether we are now at the point where further development within life insurance is possible, and what would be needed to achieve this.