

Magnum Analytics

Understand your data to transform your business

June 2022

What is Magnum Analytics?

"Magnum Analytics" is Magnum's state-of-the-art reporting and analytics solution that helps our clients gain insights from their Magnum data to understand and optimise their business.



Modern, easy-to-use UI through Tableau



Wide array of out-of-the-box dashboards + Build Your Own Reports capability



SaaS solution, fully managed by Swiss Re



Designed for a wide range of business users

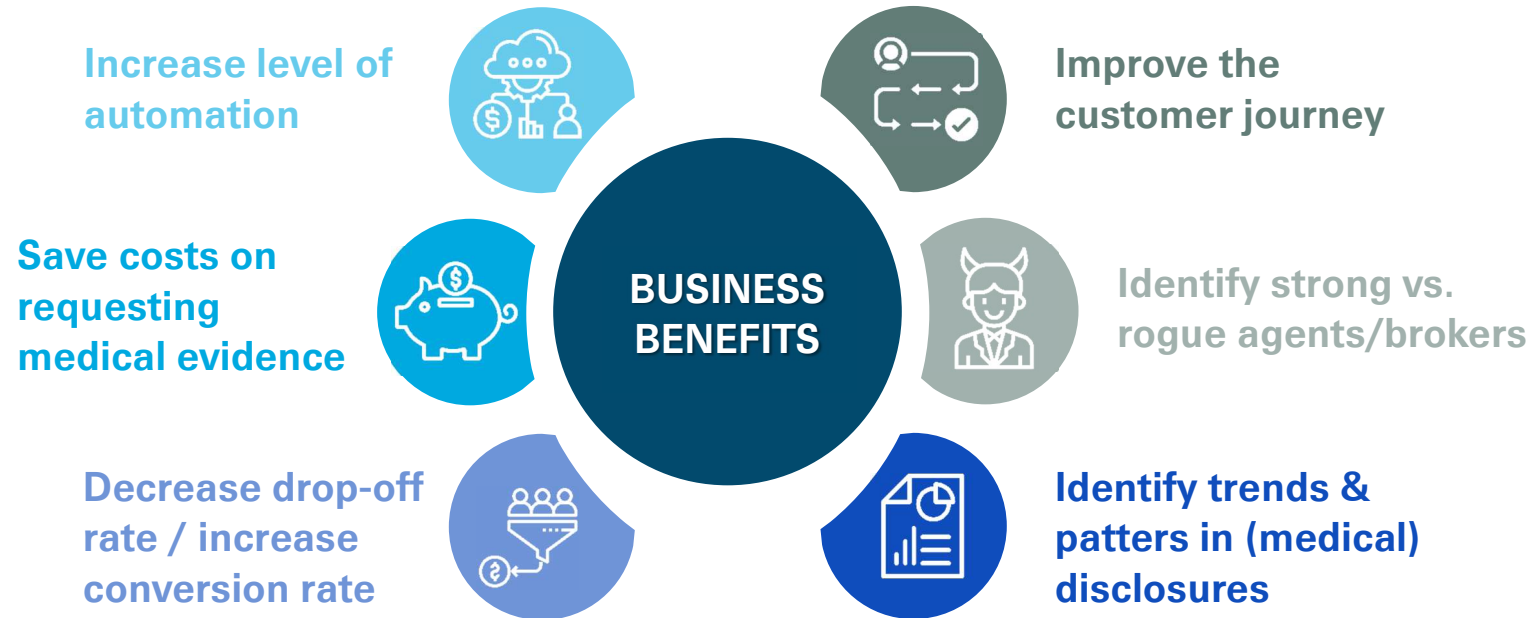


Available in clients' language



Right tools to create actionable insights to improve the business performance

Key business benefits for our clients

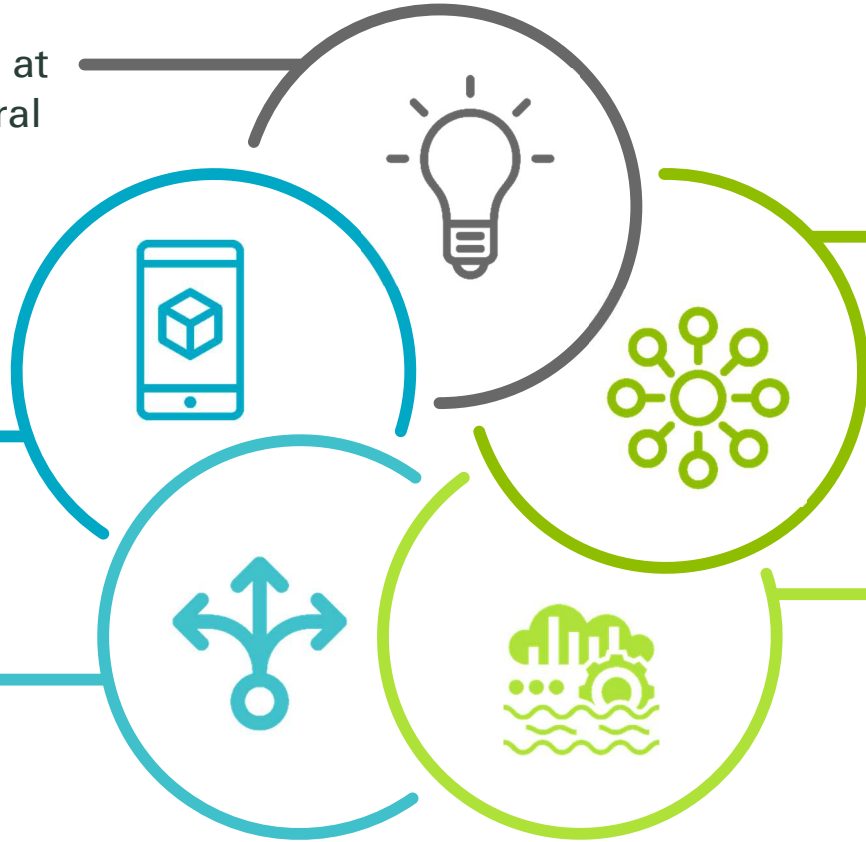


Our vision for the future

Make data insights jump at our clients through natural language UI

Create a single web app UX

Prescriptive Analytics



Add more data points across the policy lifecycle

Improve the data platform → from a Data Warehouse to a Data Lakehouse

How it works



Magnum Analytics | Processed Volumes

Demo Insurance Company

Volumes

Distribution

Effectiveness

Portfolio

Disclosures

Comparison

Correlation

Decisions

Trends

Export

Case Count

9,116



Applicant Count

9,454



Product Count

9,454



Total Sum Assured

1.7B CHF



About this dashboard

Filters

Case Date

Last 12 Months

1/1/2020 - 12/31/2020

Trend Chart by

Month

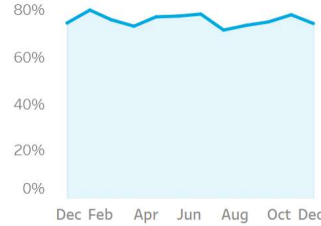
Show More Filters

More filters applied

Case STP Rate

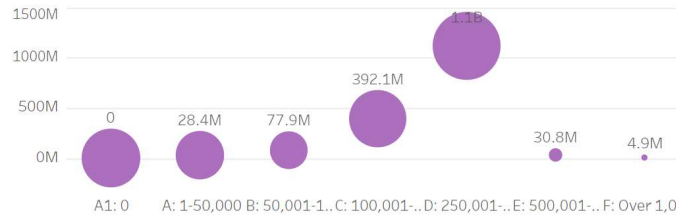


Category	Percentage
Accept	66.8%
Decline	9.1%
Postpone	0.5%
Refer	23.6%



Total Sum Assured Distribution

Bubble size represents applicant count



Products by Product Count



Benefits by Assured Amount





Magnum Analytics | Processed Volumes

Demo Insurance Company

- Volumes
- Distribution
- Effectiveness
- Portfolio
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Case Count
9,116



Applicant Count
9,454



Product Count
9,454



Total Sum Assured
1.7B CHF



[About this dashboard](#)

Filters

Case Date
Last 12 Months

1/1/2020 - 12/31/2020

Trend Chart by
Month

Hide Filters

More filters applied

Additional Filters

Select any combination of filters, values will be applied automatically. To prevent this behaviour, use Tableau's default Pause/Play feature, located in the top left of this webpage. You can also find Undo, Redo and Revert functionality there.

Case

Rulebase
(All)

Underwriting Sequence
(All)

Applicant Present
(All)

Applicant

Gender
(All)

Smoker Status
(All)

Marital Status
(All)

Occupational Class
(All)

Applicant Role
(All)

Alcohol Band
(All)

Age Band
(All)

Age
0 83

BMI Band
(All)

BMI
0 45

Product

Product Name
(All)

Product Sub-Type
(All)

Benefit
(All)

Sum Assured Band
(All)

Benefit Amount
0 9,900,000

Term Basis
(All)

Distribution

Country
Europe

Region Lvl 1
Null

Region Lvl 2
Null

Distribution Channel
(All)

Distributor Branch
Unknown

Distributor
(All)

Risk

Risk Area
(All)

Risk Factor Group
(All)

Risk Factor
(All)

Support Code
(All)

Requirement Code
(All)

Exclusion Code
(All)

Definition Code
(All)



Magnum Analytics | Magnum Effectiveness

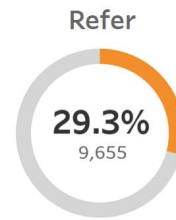
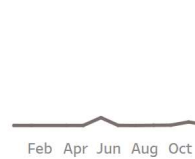
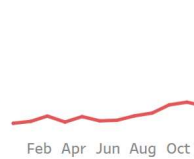
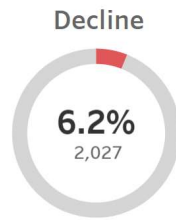
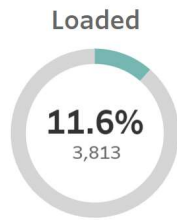
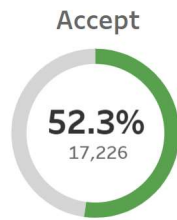
Demo Insurance Company

- Volumes
- Distribution
- Effectiveness
- Portfolio
- Disclosures
- Comparison
- Correlation
- Decisions
- Trends
- Export

Benefit STP Rate



Benefit Decision



[About this dashboard](#)

Filters

Case Date
Last 12 Months

1/1/2020 - 12/31/2020

Trend Chart by
Month

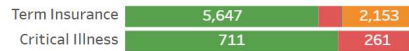
Decision Type
Benefit

Show More Filters

More filters applied

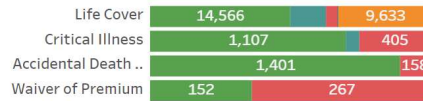
Product Decisions

Sorted by Product Count



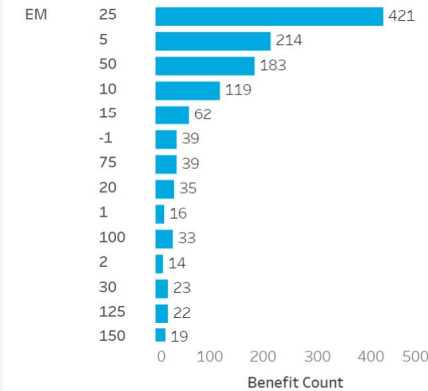
Benefit Decisions

Sorted by Benefit Count



Benefit Loadings

Sorted by Benefit Count



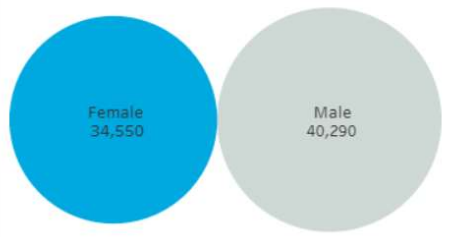


Magnum Analytics | Comparison

Demo Insurance Company

- Volumes
- Distribution
- Effectiveness
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- Disclosures
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Benefit Count



Gender



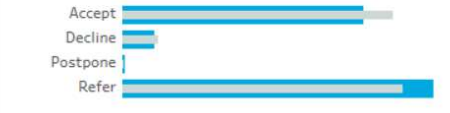
Smoker Status



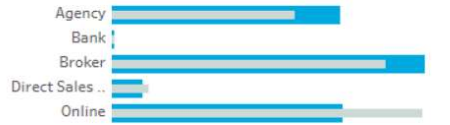
Sum Assured Band



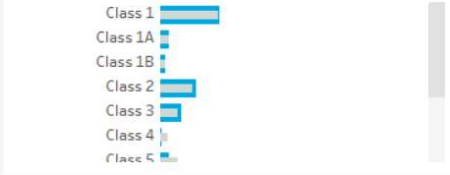
Applicant Decision



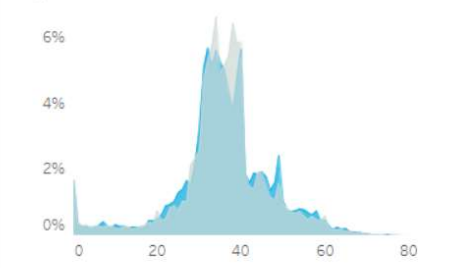
Sales Channel



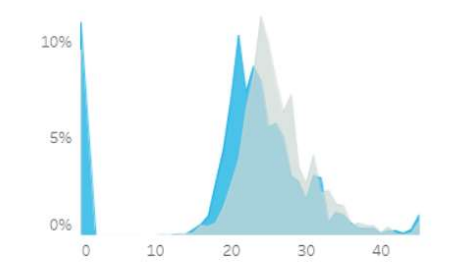
Occupation Class



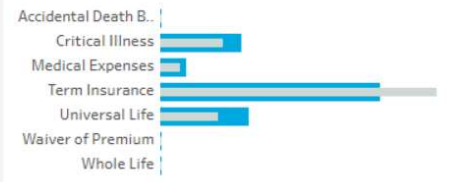
Age



BMI



Product



About this dashboard

Filters

Case Date
Last 12 Months

1/1/2020 - 12/31/2020

Count Type
Benefit

Comparison Basis
Applicant Gender

Comparison Values (select 1 or 2 values)
 (All)
 Female
 Male
 Unknown

Cancel Apply

Show More Filters



Magnum Analytics | Distribution Channels

Demo Insurance Company

- Distribution Channels
- Distributor Ranking
- Distributor Profile
- Data Export

[About this dashboard](#)

Distribution Channel Overview

	Applicant Count	Distributor Count	Avg. Product Count per Case	Avg. Assured Amount per Case	Applicant Decisions	Unrecognized Disclosure Rate	Applicant Smoker Rate	Impairments Disclosure Rate	Family History Disclosure Rate
Broker	10,977	18	1.0	315.1K	77.7%	10.0%	6.3%	50.4%	35.2%
Agency	8,122	13	1.6	128.0K	62.0% / 37.1%	5.7%	9.7%	19.2%	9.3%
Online	6,561	12	1.1	202.1K	53.1% / 33.9%	6.2%	20.0%	81.1%	6.9%
Direct Sales F.	2,161	8	1.0	132.5K	61.3% / 38.4%	25.6%	6.0%	54.9%	0.2%
Bank	145	1	1.1	150.0K	70.3%		6.2%	20.0%	6.2%

Filters

Case Date

1/1/2020 - 12/31/2020

Show More Filters

Distribution Channel / Product Type

	Agency	Bank	Broker	Direct Sales F..	Online
Accidental Death B..	3.0%			0.1%	14.8%
Critical Illness	58.3%	51.0%		0.0%	
Medical Expenses	37.5%	25.5%		0.0%	
Term Insurance	26.8%	26.9%	64.4%	91.7%	79.7%
Universal Life			34.9%	8.2%	5.5%
Waiver of Premium	3.3%				
Whole Life			0.7%		0.0%

Distribution Channel / Applicant Age Band

	Agency	Bank	Broker	Direct Sales F..	Online
0-20	23.1%	11.7%	9.0%	2.2%	1.1%
21-30	22.7%	26.9%	18.0%	23.7%	11.2%
31-40	25.1%	20.0%	30.6%	37.2%	52.7%
41-50	17.9%	17.2%	23.2%	24.2%	18.9%
51-60	8.4%	20.0%	15.0%	10.0%	13.9%
61-70	2.6%	4.1%	3.7%	2.3%	2.1%
71+	0.1%		0.4%	0.3%	0.2%

Distribution Channel / Benefit

	Agency	Bank	Broker	Direct Sales ..	Online
Accidental Death B..	4.9%	2.1%	0.7%		15.7%
Child Cover	0.3%		0.0%	1.2%	
Critical Illness	48.5%	52.4%		0.1%	16.6%
Life Cover	81.1%	77.9%	100.0%	98.8%	85.2%
Long Term Care			18.1%	3.1%	
Medical Expenses	48.7%	27.6%		0.0%	
Total Permanent Di..	4.7%	8.3%			
Waiver of Premium	2.3%		1.9%	1.8%	6.1%

Distribution Channel / Sum Assured Band

	Agency	Bank	Broker	Direct Sales F..	Online
A1: 0	1.8%	0.7%	2.2%	74.5%	17.0%
A: 1-50,000	76.4%	51.0%	7.4%	6.6%	27.1%
B: 50,001-100,000	18.6%	15.9%	16.7%	1.5%	8.6%
C: 100,001-250,000	14.2%	18.6%	34.6%	4.8%	16.1%
D: 250,001-500,000	6.4%	13.1%	34.5%	8.5%	40.1%
E: 500,001-1,000,0..	4.8%	4.8%	6.3%	4.6%	0.6%
F: Over 1,000,001			1.9%	3.0%	0.1%



Magnum Analytics | Distributor Ranking

Demo Insurance Company

Distribution Channels

Distributor Ranking

Distributor Profile

Data Export

Distributor	Metrics Count	Avg. Product Count per Case	Avg. Assured Amount / Case	Metrics STP Rate	Metrics Accept Rate	Metrics Decline Rate	Unrecognized Disclosure Rate	Applicant Smoker Rate	Impairments Disclosure Rate	Family History Disclosure Rate
Agency 2 (Broker)	4,453	1.1	297.2K	45.7%	43.9%	1.3%	14.5%	6.6%	65.8%	5.9%
Agency 36 (Broker)	1,359	1.0	327.2K	2.0%		1.8%	7.4%	7.1%	35.7%	85.7%
Agency 39 (Broker)	1,051	1.0	346.3K	1.2%		1.0%	5.0%	5.1%	29.4%	59.6%
Agency 6 (Broker)	995	1.0	321.3K	9.8%	9.5%	0.3%	11.5%	7.4%	69.7%	15.8%
Agency 38 (Broker)	977	1.0	353.0K	1.4%		1.2%	4.7%	6.0%	32.5%	70.7%
Agency 37 (Broker)	638	1.0	338.5K	1.1%		1.1%	4.9%	5.3%	35.4%	79.3%
Agency 33 (Broker)	420	1.0	242.5K	0.2%		0.2%			0.7%	6.0%
Agency 35 (Broker)	257	1.0	331.6K	1.2%		0.8%	16.3%	6.2%	28.0%	76.3%
Agency 5 (Broker)	204	1.0	325.9K	8.3%	8.3%		7.8%	6.4%	73.5%	17.2%
Agency 31 (Broker)	150	1.0	322.1K	100.0%	100.0%			1.3%	10.0%	93.3%
Agency 32 (Broker)	133	1.1	323.6K	5.3%	5.3%		13.5%	9.0%	66.2%	9.8%
Agency 7 (Broker)	85	1.0	366.9K	10.6%	10.6%		2.4%	10.6%	69.4%	14.1%
Agency 4 (Broker)	76	1.0	249.4K	17.1%	17.1%		18.4%	9.2%	86.8%	11.8%
Agency 3 (Broker)	63	1.1	268.4K	28.6%	28.6%		4.8%	6.3%	54.0%	6.3%
Agency 8 (Broker)	55	1.0	180.1K	70.9%	67.3%	3.6%	5.5%	32.7%	100.0%	1.8%
Agency 34 (Broker)	35	1.0	407.5K	0.0%			8.6%	5.7%	28.6%	65.7%
Agency 9 (Broker)	21	1.0	217.1K	19.0%	14.3%	4.8%		14.3%	52.4%	4.8%
Agency 1 (Broker)	5	1.0	131.9K	0.0%			80.0%		100.0%	

About this dashboard

Filters

Case Date
Last 12 Months

1/1/2020 - 12/31/2020

Distributor Hierarchy Level
Distributor

Max. Distributors to Show
50

Metrics
Applicant

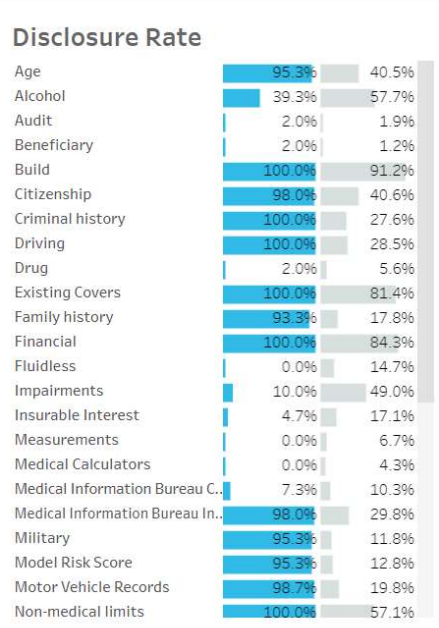
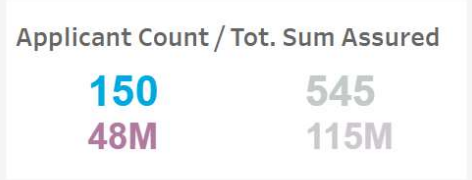
Show More Filters



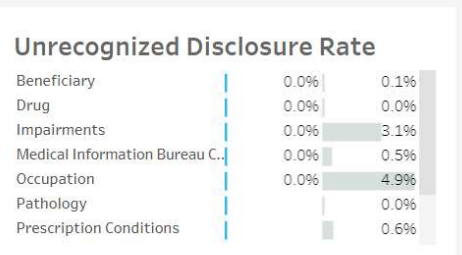
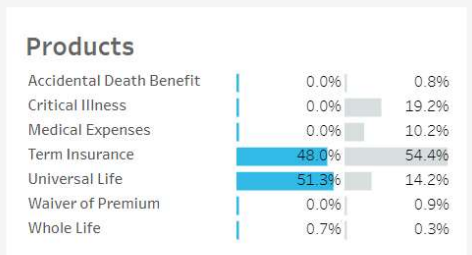
Magnum Analytics | Selected Distributor Profile ↔ Overall Average

Demo Insurance Company

- Distribution Channels
- Distributor Ranking
- Distributor Profile**
- Data Export



[About this dashboard](#)



Filters

Case Date
Last 12 Months

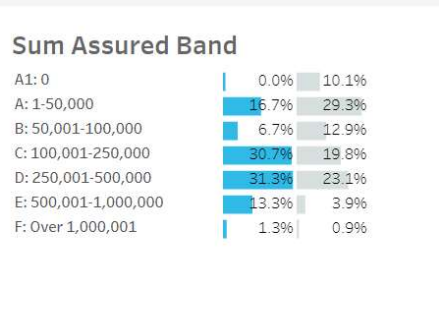
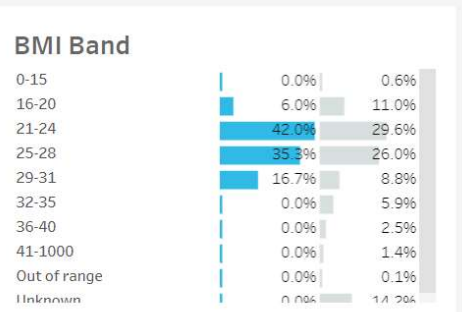
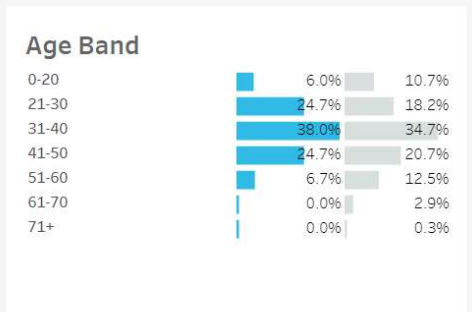
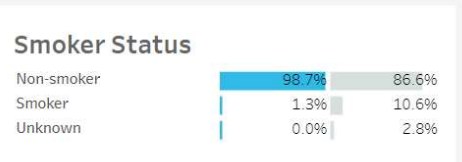
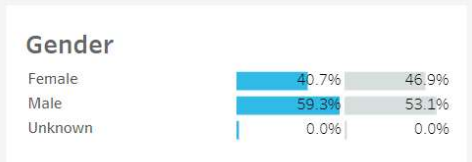
1/1/2020 - 12/31/2020

Trend Chart by
Month

Compare to
Overall Average

Distributor Type
Distributor

Distributor
Agency 31 (Broker)



Show More Filters

Legends

Agency 31 (Broker) ■

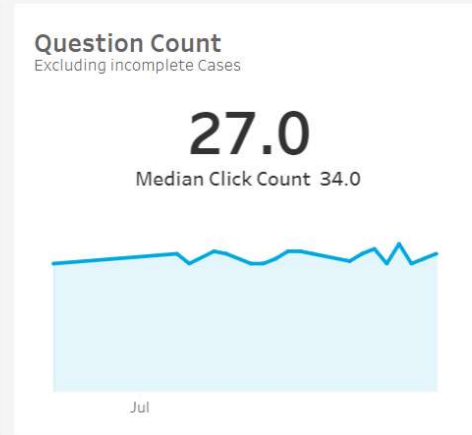
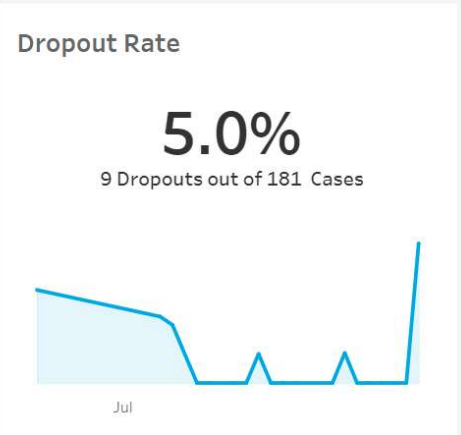
Overall Average ■



Magnum Analytics | Magnum Journey Analytics Summary

CardinalB

- Overview
- Timing Analysis
- Timing Comparison
- Dropout Analysis
- Distributor Ranking
- Correlation
- Export



About this dashboard

Filters

Case Date
Last 12 Months

7/9/2021 - 8/9/2021

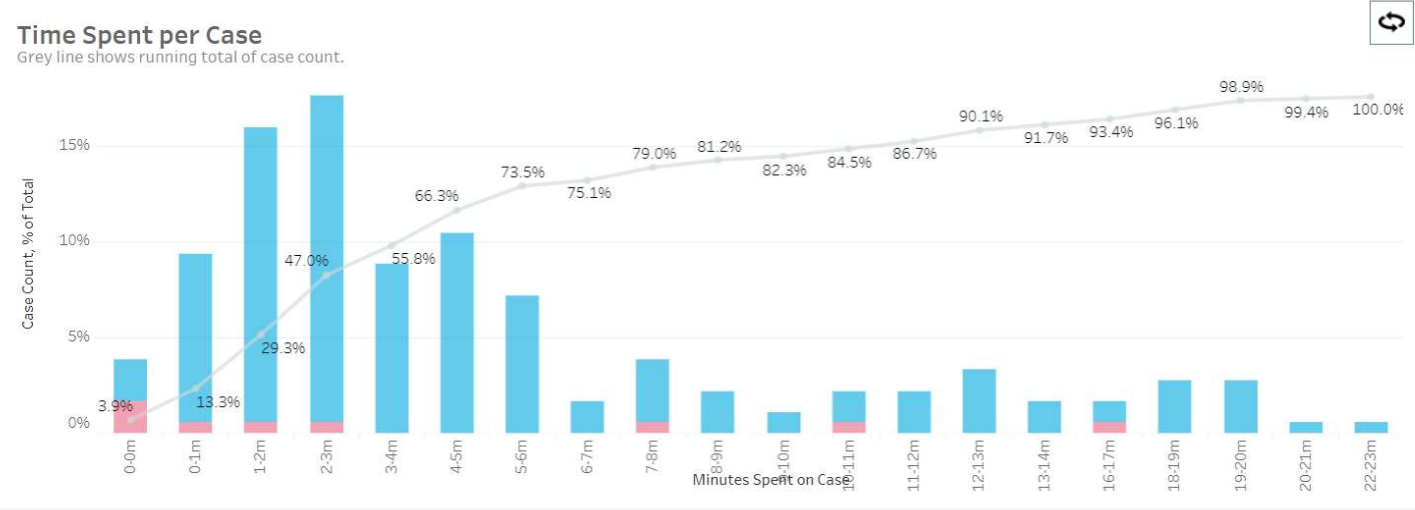
Trend Chart by
Day

Rulebase
rb xyz 20210701_1203

Sales Channel
Consumer

Language
(All)

Bin Size (minutes)
1



Legends

Is Case completed?

- True
- False



Magnum Analytics | Dropout Analysis

CardinalB

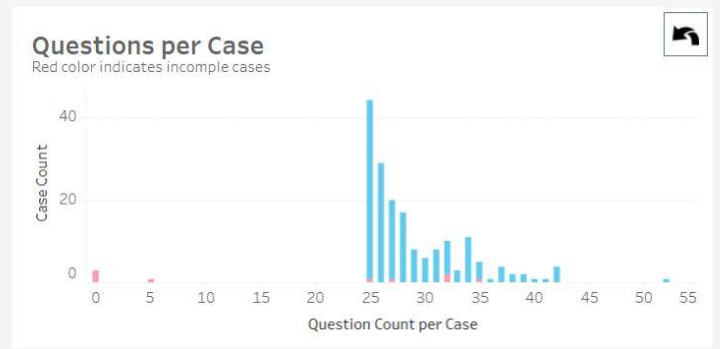
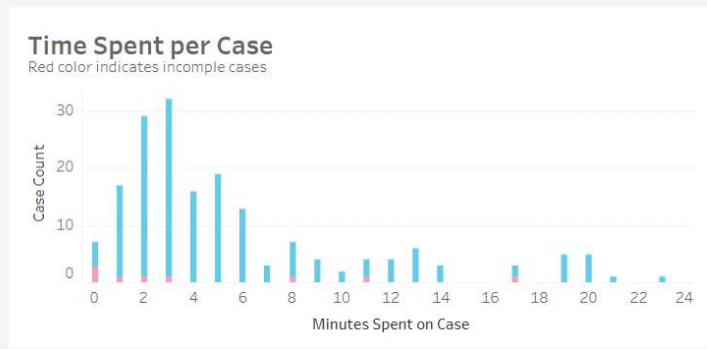
- Overview
- Timing Analysis
- Timing Comparison
- Dropout Analysis**
- Distributor Ranking
- Correlation
- Export

Dropout Rate
5.0%
 Dropout Count
 9 Dropouts out of 181 Cases

Median Time Until Dropout
2m 15s
 Median Time per Completed Case
 3m 48s

Median Question Count Before Dropout
0.0
 Median Question Count per Completed Case
 27.0

About this dashboard



Filters

Case Date
 Last 12 Months

7/9/2021 - 8/9/2021

Rulebase
 rb xyz 20210701_1203

Sales Channel
 Consumer

Language
 (All)

Language Consolidation
 Consolidate as English

Dropouts per Form by Applicant Gender ▾

Click on X-axis or row header sort icons to resort.

Form Title	Split By	Case Count	Time until Dropout	Questions until Dropout
Medical questionnaire	Female	2	6m 43s	30.0
	Male	1	58s	5.0
Existing cover	Female	1	0s	0.0
	Male	2	0s	0.0
Unknown	Female	1	16m 32s	27.0
Ulcerative colitis	Female	1	2m 15s	32.0
Blood pressure reading	Female	1	7m 51s	32.0

Let's start a conversation!



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