

Case Study: Homeowners pricing

# RE\_Chart: spatial pricing solutions

Bringing risk pricing to the next level  
via geospatial analytics



## Initial situation

- Homeowners portfolios in mature markets are typically profitable but margins in building covers are thin
- Home insurance brokers' margins in steady decline
- Established player needs to boost its technical sophistication



## Project approach

- Identify and consult on the most significant Points of Interest (e.g. Fire stations, Police stations, Hospitals, etc.)
- Internal and external data collection and enrichment
- Development of raster layers and unsupervised learning clustering of distances



## Result

- Bespoke consulting and sophistication of risk selection
- Scalable solution to enrich the client's database
- **450%** spread in burning cost for building covers: improved risk and technical pricing models

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