REAL INSIGHTS by INDATECH

November 2025 • Part 2

GET REAL WITH DATA

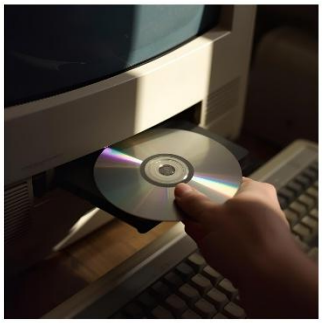
RELIABLE • EXPECTED • ACCURATE • LEGITIMATE

You may have heard the story of how the Actuary got the job over the Statistician and the Mathematician. After each was given a numerical problem to solve, the Actuary's response was "what number would you like it to be?".

You can always create a story with data. What does this string of numbers say?

1:05, 2:49, 3:45, 6:53, 4:47, 6:22, 7:49, 3:26, 3:46, 2:12

If you're of a certain vintage, you probably remember loading music CDs on your computer, and the music player would return the artist, title, tracks and picture of the cover. Nice and easy. Those numbers were the CDs DNA or fingerprint.



A database search for an album with 10 tracks of those specific lengths would return the information.

In this example, the string of numbers above would return the classic "The Dark Side of the Moon" by Pink Floyd, complete with an image of the album cover.

You need 3 things to create a story: good data, the right tools and intelligence.

Let's take our previous fingerprint and see if we can create an InsurTech journey story using some Human Intelligence (HI).

The Dark Side of the Moon by Pink Floyd		
#	**Title**	**Story**
1	"Speak to Me"	I have an idea for a new product.
2	"Breathe (In the Air)"	Let's gather all the information we can find.
3	"On the Run"	I think we have enough to get started. Let's get going.
4	"Time"	This is taking a lot longer than I thought it would.
5	"The Great Gig in the Sky"	Everyone in the industry will want our product.
6	"Money"	This is costing more than I thought. We need more capital.
7	"Us and Them"	I just heard that someone else is developing a similar product.
8	"Any Colour You Like"	Our advantage will be customization.
9	"Brain Damage"	I'm getting burnt out. Will we ever see the light?
10	"Eclipse"	This is bleak. Everything's going dark. Wait, the sun's coming out!

Every story needs some good final words: From a simple string of numbers, we made the sun come out from behind the dark side of the moon.

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