

Real-time Driver Profiling & Risk Assessment

For usage-based Insurance with Gathr

To keep up with the new digital consumer and remain competitive, the auto insurance industry is increasingly investing in connected car solutions to offer simplified, transparent, and flexible products and pricing options. For example, usage-based insurance is a voluntary, behavior-based insurance program that uses analytics to create highly personalized and dynamic plans based not only on the driver's age and other demographics, but also accounts for the driver's behavior, risks related to a vehicle, and external factors such as driving conditions and weather.

About the Customer

This leading auto insurance provider chose Gathr to ingest, transform, enrich, analyze and store automotive telematics data in real-time to build an end-to-end analytics application for driver profiling & individual risk assessment, and subsequently offer dynamic, usage based, plans to its customers.

Solution Highlights

Real-time ingestion of telematics and sensor data

The auto insurance company uses a telematics device to capture and transmit vehicle performance, usage, and driver behavior data from various sensors in the car. The

Gathr solution enables real-time ingestion of this sensor data using an AWS (Amazon Web Services) IoT gateway. The device captures data points such as:



Diver behavior

Rapid acceleration, hard braking, hard cornering, and air bag deployment



Vehicle sensor data

Oil temperature, engine performance, brake wear, and tire pressure



Usage data

Mileage, location, and historic riskiness of the routes used

Data processing, as it arrives

In-memory data transformation, data blending and data enrichment is performed as driver behavior, usage, and vehicle data arrives:



Combines real-time behavior and vehicle sensor data with risk history



Blends driving behavior data with other real-time data sources such as syndicated public data marts and weather data



Enriches data with customer information such as contact, location, age, past purchases, past claims, and more

Automated risk analysis through machine learning

The ingestion and enrichment stages provide a rich array of key attributes needed for the predictive machine learning models running on Apache Spark. Orchestrated by Gathr, these stages assess and predict individual risk scores.

Classifying drivers as safe or risky and quantifying risk scores are based on current driving behavior, historical behavior, and supplemental data flows such as: usage data, geographic location, vehicle type, vehicle performance, and third-party data (like driving conditions and weather data).

Gathr also provides easy visual DevOps interfaces to allow for a periodic refresh of the models based on varying patterns of data or drift in user behavior. If necessary and when appropriate, the insurer can configure Gathr to deploy real-time continuous learning models such as K-means clustering for this use case.

Smart alerting

The application creates alerts to flag risks based on altered behavior patterns as well as anomalies in vehicle performance:



Customers may opt to be alerted in real-time on risks to enable course correction and caution



Alerts for vehicle health can be created to flag predicted faults and repair needs, reducing the number of claims caused by vehicle breakdowns



Smart alert models are built to reduce false positives. For instance, if a driver is braking frequently because his route shows heavy snow fall, his driving behavior will not be flagged as a risk because there is a good explanation for it

Results

An end-to-end, real-time analytics application for driver profiling & risk assessment to enable personalized, usage-based insurance plans

Through driver profiling and individual risk scores, the auto insurer is now offering data driven, and highly personalized, insurance policies and pricing plans. Additionally, the insurance giant is now also offering predictive maintenance services that prevent vehicle breakdowns and repairs.

Premium adjustments and dynamic pricing

Highly personalized premium pricing options are based on:



Individual scores:

Lower insurance premiums for safe or infrequent drivers



Vehicle type and make:

Data shows that people with a lower risk profile inherently choose certain types of cars



Geography:

Certain geographies have more favorable weather and better driving conditions, leading to lower risk and lower premiums

Increased customer loyalty and claims reduction from value-added services

Remote vehicle diagnostics and predictive maintenance services proved to be consumer-friendly value-addition which resulted in increased customer loyalty. Customers report that they like, and have come to rely on the application's predictions related to component failures and breakdowns. Also increasing preventative maintenance resulted in fewer claims from incidents created by vehicle malfunctions.

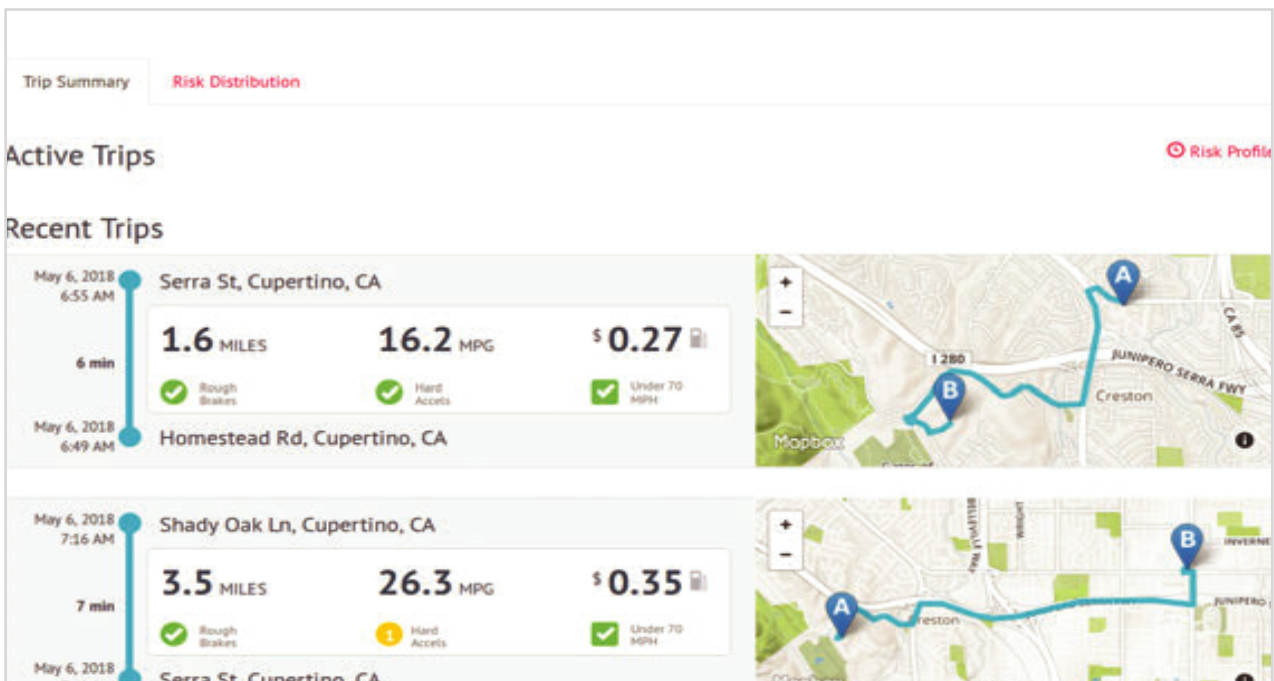
Risk Distribution By Geography And Vehicle Make



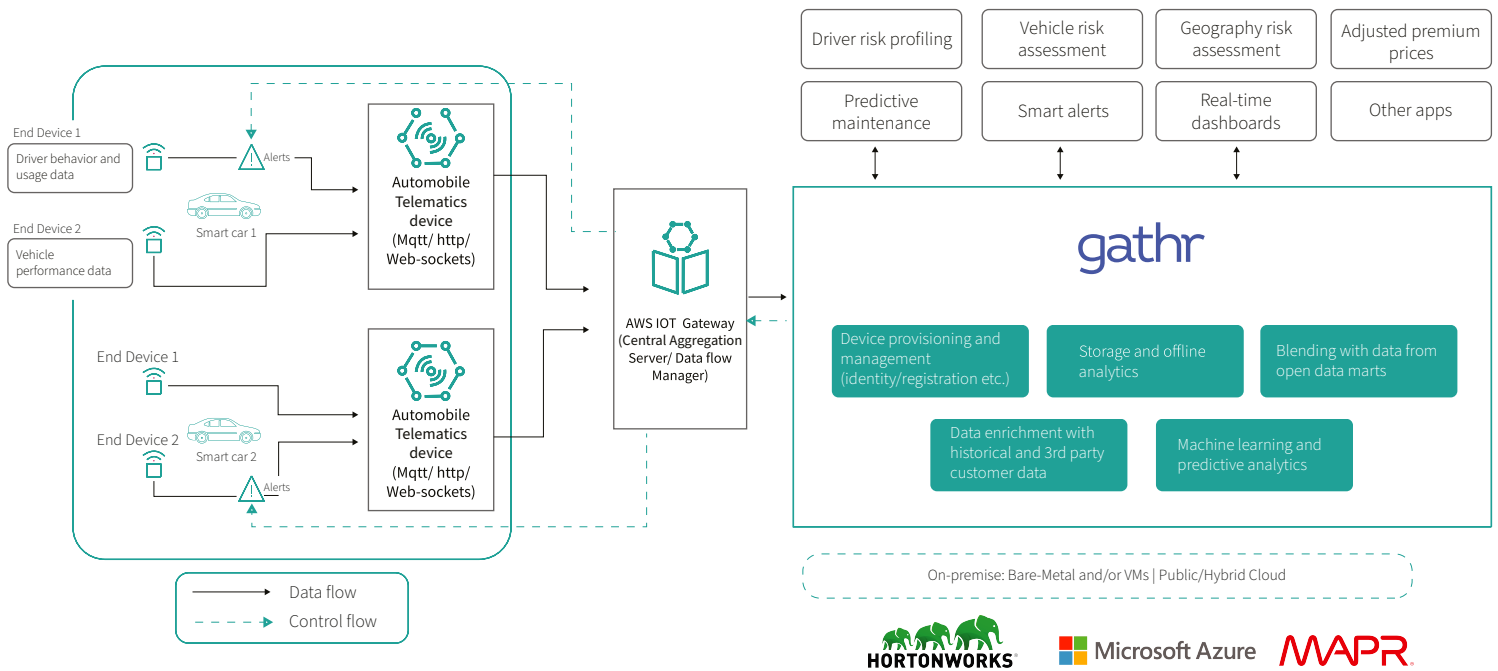
Real-time tracking

The application makes it easy to track driver activity and vehicle data in real-time through a custom web UI and interactive real-time dashboards. Customers can also easily track their own driving behavior and vehicle performance in real-time (through an installed mobile application) and take corrective action that can affect their insurance premiums.

Real-time Dashboard for Active Trips



Connected Car Solution with Gathr



Easily build fast and reliable data pipelines using Gathr

Start for free



Gathr is a next-gen, cloud-native, fully-managed, no-code data pipeline platform. It's the only all-in-one platform for all your data integration and engineering needs – batch and streaming ingestion, CDC, ETL, ELT, data preparation, machine learning, and analytics. The Spark-based platform brings unmatched speed, performance and flexibility required to handle all types of data and analytics approaches, in ways that traditional ETL tools cannot. With Gathr's visual drag-and-drop interface, native integration for all popular data sources and destinations, an exhaustive set of pre-built operators, and a rich pipeline template gallery, anyone can build and deploy data pipelines, quickly and easily.