

# CAS Institute Virtual Predictive Analytics Community of Practice Webinar Series

<b>Date and Registration</b>	<b>Topic and Description</b>	<b>Presenters</b>	<b>Coordinator</b>
<a href="#"><u>Wed., Sept. 23, 2020</u></a>	Prospecting Sales Model	Denise Christophel, CSPA	Mike Woods, CSPA

Session Description: Uncovering Future Customers: Prospect Models for Commercial Insurance

- Sentry Insurance has built models that are applied throughout the insurance sales cycle to predict the likelihood a commercial business will purchase Sentry Insurance. These models are used to help the Sentry sales force determine where to focus their time for the highest chance of success. Multiple modeling methods were tested, as well as various ensemble and stacking scenarios. Overview of the project, comparison of model results, discussion of how these models were implemented, and future next steps will be shared.

Speakers:

- Denise Christophel is Director of Advanced Analytics at Sentry Insurance. She leads a team of talented individuals who provide analytics and business intelligence solutions for commercial lines insurance and other areas within Sentry. Her educational background includes a MS in statistics from Oklahoma State University and a BA in psychology from University of Northern Iowa. She was also an inaugural recipient of the Certified Specialist in Predictive Modeling (CSPA) credential through The CAS Institute and is currently Vice Chair of the CSPA Continuing Education Committee. Prior to joining Sentry Insurance in 2010, Denise spent 11 years working for FICO where she was involved with the development of FICO credit models, credit-based insurance scores, and custom models for both insurers and banking clients.