



Synapse Analytics empowers

# Data-driven Insights for Insurance Giant



## Client Overview:

The client is a leading Indian multinational insurance company with its headquarters in Mumbai, India. It stands as the largest, independent listed pan-Asian life insurance group in the world spanning 18 markets in the Asia Pacific region. Specializing in various insurance products, including health insurance, term insurance, ULIP (Unit Linked Insurance Plan) schemes, wealth management solutions, and a range of investment plans, the company maintains an Enterprise Data Warehouse built on SQL technologies.



## Problem Statement:

The Insurance Company, our valued client, faced significant challenges in managing and utilizing their vast and diverse data resources efficiently. Consequently, they resorted to manual business reporting, which lacked real-time insights. Additionally, the company struggled to integrate diverse data sources into their system, resulting in data quality concerns.

## Key Challenges:

01

**Lack of centralized data repository:** Absence of a unified data hub hampers timely reporting and informed decision-making.



02

**Manual business reporting:** This introduces delays, inefficiency, and error potential in reporting, affecting productivity.



03

**Inconsistencies in data availability and quality issues:** necessitate structured data governance for reliability.



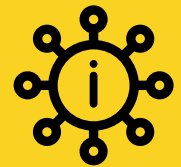
04

**Manual processes for adding new KPIs and data sources:** limits agility and responsiveness to evolving business requirements.



05

**Delayed reporting and scattered key information:** hinders prompt decision-making and comprehensive insights.



06

**Business users reconciling fragmented and inaccurate data:** Users spend excessive time reconciling fragmented and unreliable data, risking errors and inefficiencies.



07

**Absence of data integration frameworks and data exploration space:** complicates data handling, while a missing data exploration environment limits data utilization.



08

**Lack of standardized metrics and reports for decision-making:** Without standardized metrics and reports, decision-making lacks consistency and clarity, hindering organizational alignment.



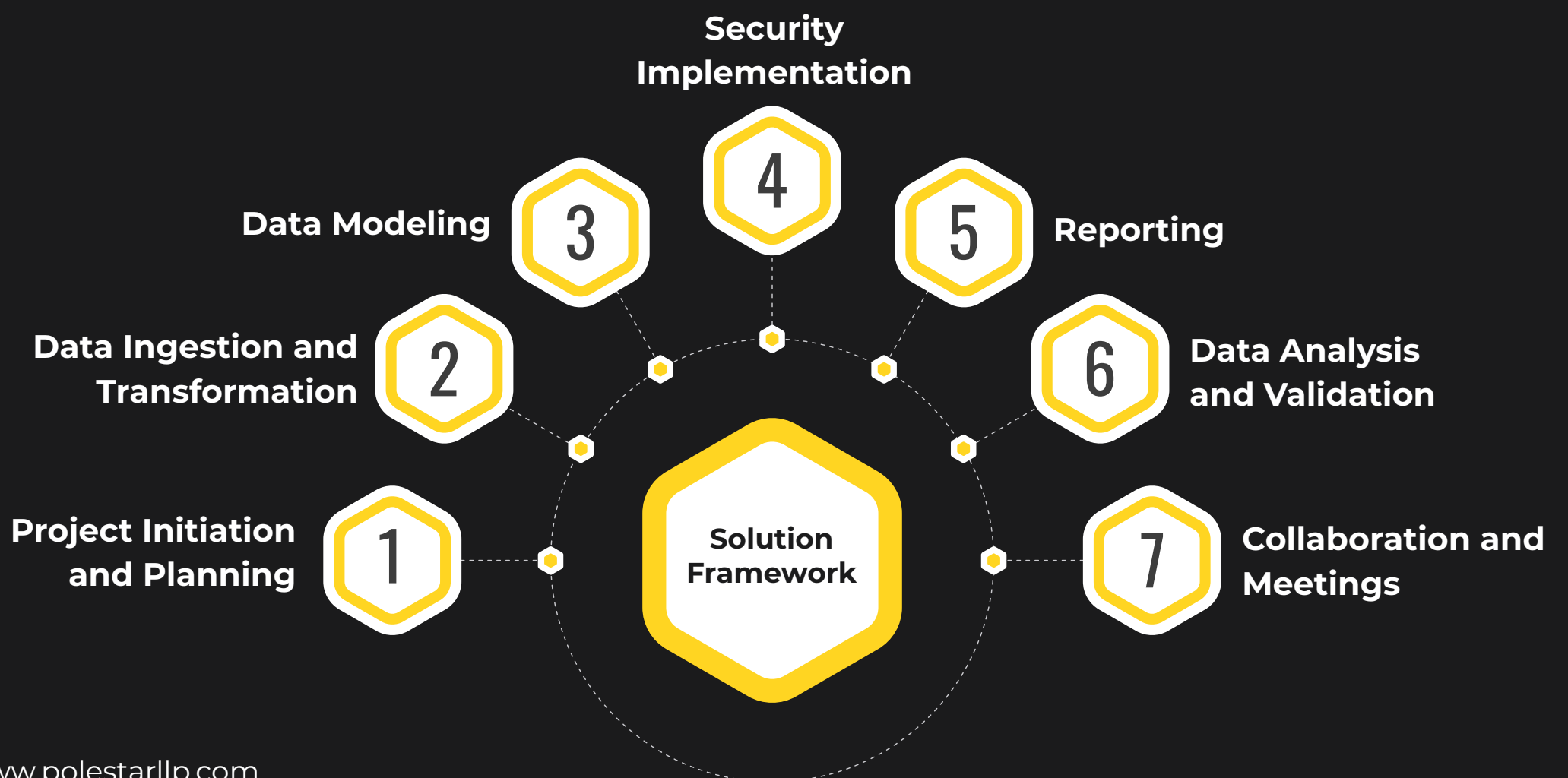
## Project Solution Framework

After a thorough analysis of the client's critical business challenges, our team of experts has meticulously charted a technical solution framework. This framework serves as the architectural blueprint for addressing intricate data management needs and unlocking powerful insights.

Through rigorous planning, we've engineered a seamless data journey, encompassing data ingestion, transformation, modeling, security implementation, reporting, and data analysis.

Each phase is precision-engineered to ensure data accuracy, accessibility, and the delivery of actionable insights, all while adhering to the highest security standards and rigorous data validation protocols.

## Tech Stack



1

## Project Initiation and Planning:

- It includes end-to-end project activity management, encompassing activities like effort estimation, activity definition, and ensuring compliance with Service Level Agreement (SLA) standards.
- Proper planning in this phase ensures that project goals are well-defined, resources are allocated effectively, and timelines are established.

2

## Data Ingestion and Transformation:

- Data ingestion is the process of collecting data from various sources, and in this context, it involves dealing with multiple data sources.
- Azure Data Factory is used as a tool to facilitate the extraction and loading of data.
- Data is loaded into a Data Lake, which is a centralized repository for storing raw data, and then transformed and loaded into a Dedicated SQL Pool for structured storage and querying.

3

## Data Modeling

- Data modeling involves the creation of dimensional objects and tables, which define the structure of the data in a way that is optimized for reporting and analysis.
- Source-to-target mappings are essential for understanding how data flows from its source to its destination.
- Designing Slowly Changing Dimensions (SCDs) is crucial for handling changes in data over time, ensuring historical accuracy in reporting.

4

## Security Implementation:

- Row-level security is implemented to control access to data at a granular level.
- Agents under multiple leaders and across channels require specific security measures to restrict data access to only authorized individuals or roles.

5

## Reporting:

- This phase involves the development of end-to-end reporting solutions, which includes the creation of reports and dashboards.
- Power BI is utilized as a powerful tool for data visualization, enabling users to gain insights from the data in a user-friendly and interactive manner.

6

## Data Analysis and Validation:

- Data analysis involves the examination of data to discover patterns, trends, and insights that can inform decision-making.
- Data validation ensures that the data is accurate, complete, and conforms to predefined standards.
- Data reconciliation involves comparing data from different sources to ensure consistency and accuracy.

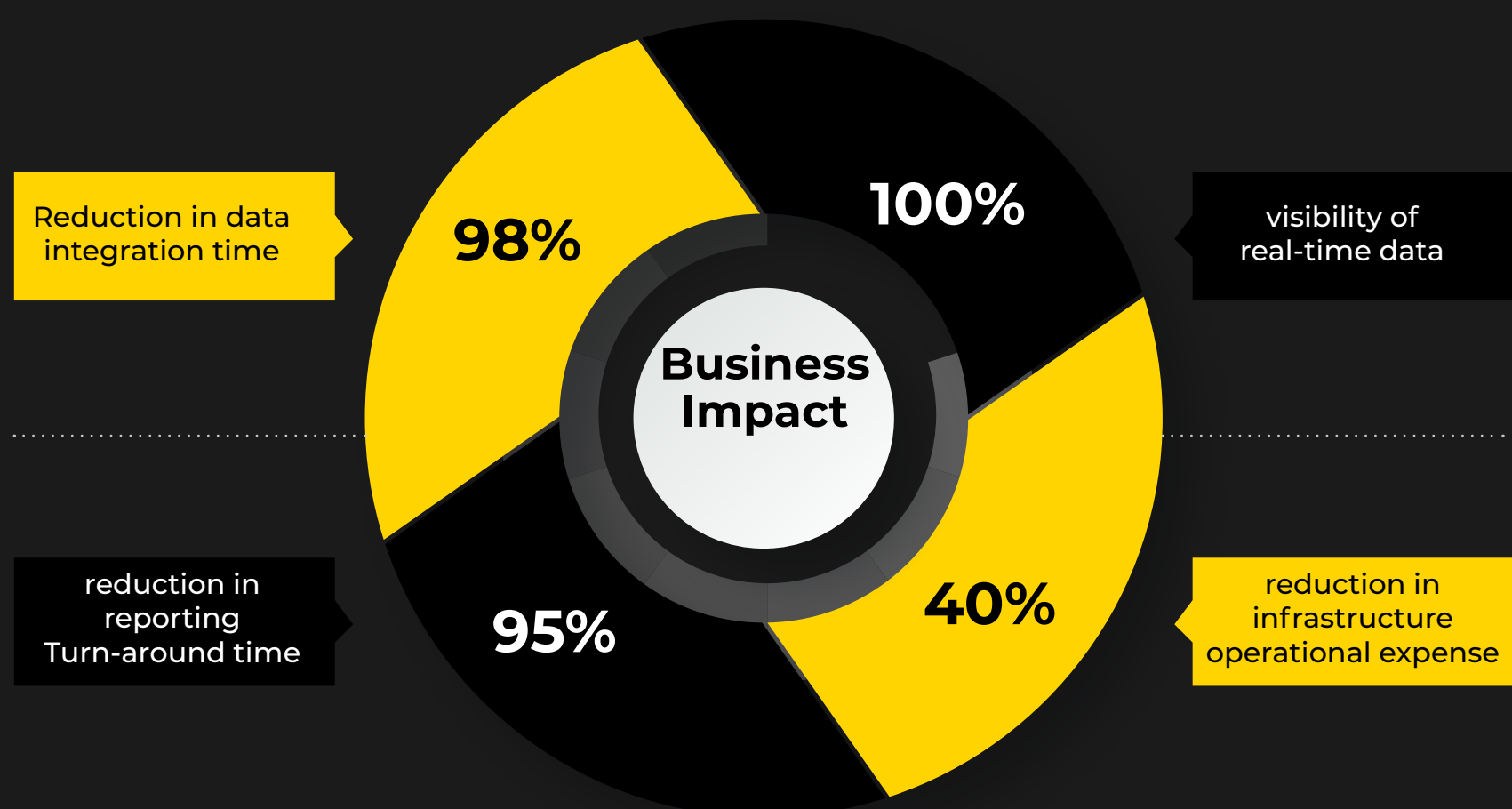


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## Collaboration and Meetings:

- Customer review meetings are essential for gathering feedback and ensuring that the project aligns with customer expectations.
- Collaboration and communication with stakeholders, both internal and external, are critical for successful project execution and meeting customer needs.

## Business impact



# Client Feedback

“ Our collaboration with the team behind this project has been transformative. They helped in optimizing our data infrastructure and commitment to data security that has transformed our operations. We now have real-time data visibility, reduced costs significantly, and improved efficiency, empowering us with data-driven decision-making.”

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