



Cybersecurity engagement for a commercial insurer

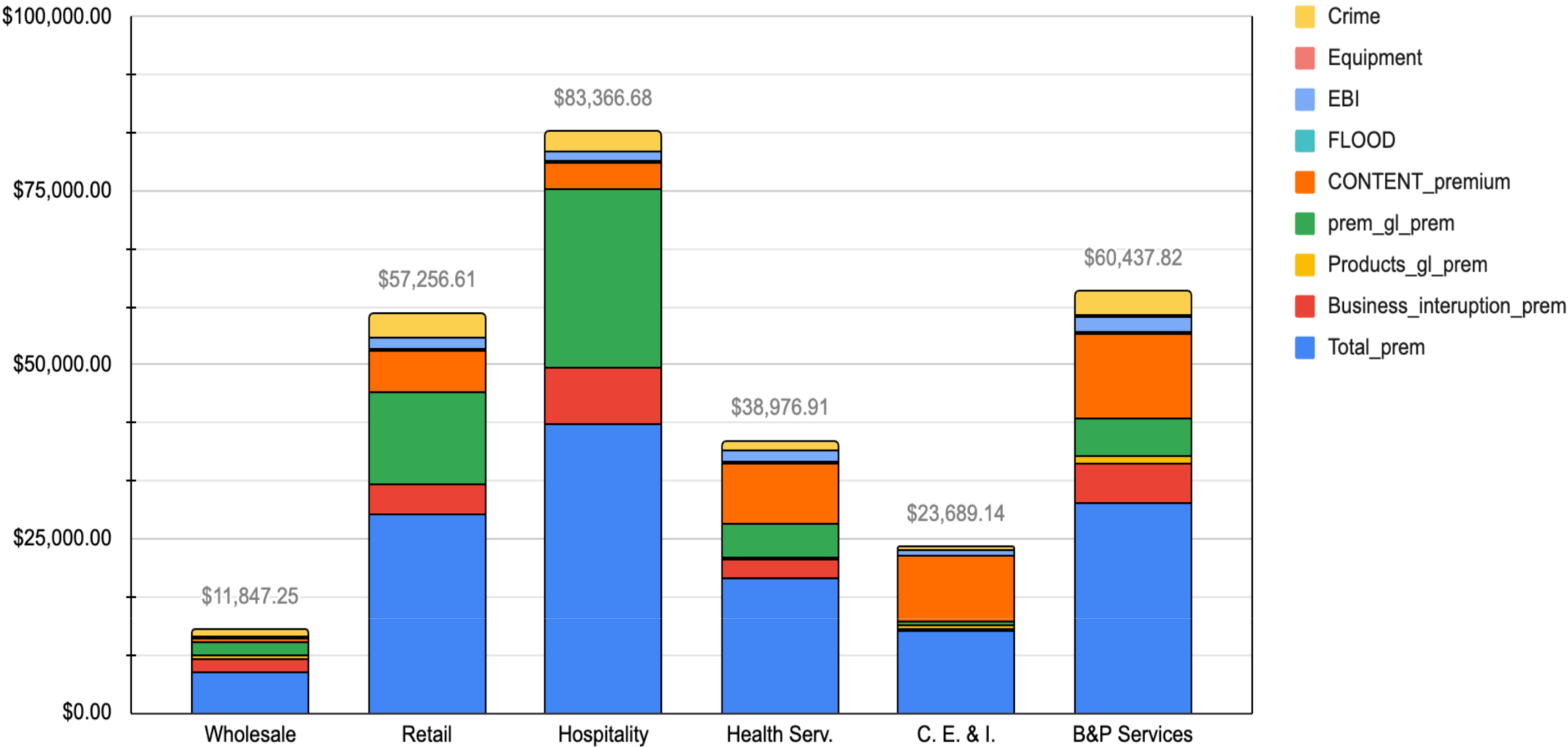
Partner: Supernova MGU

Website: <https://www.supernovamgu.com/>

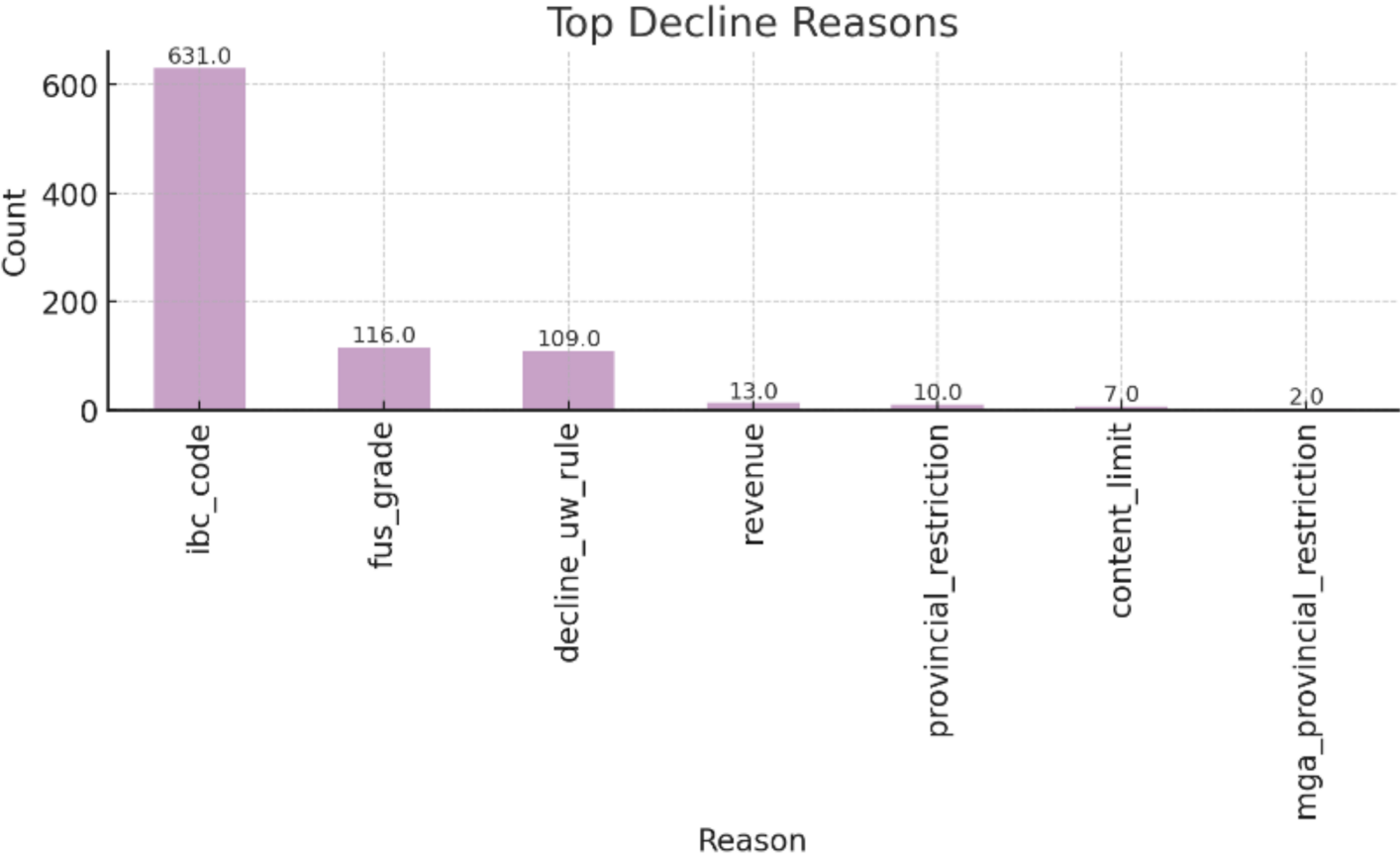
Company's description: Supernova MGU is a commercial insurance managing general underwriter focused on leveraging advanced technology and data science to deliver efficient, tailored insurance solutions for small and mid-sized enterprises and empower distribution partners.

Example of a student visualization.

TOTAL PREMIUM by Category



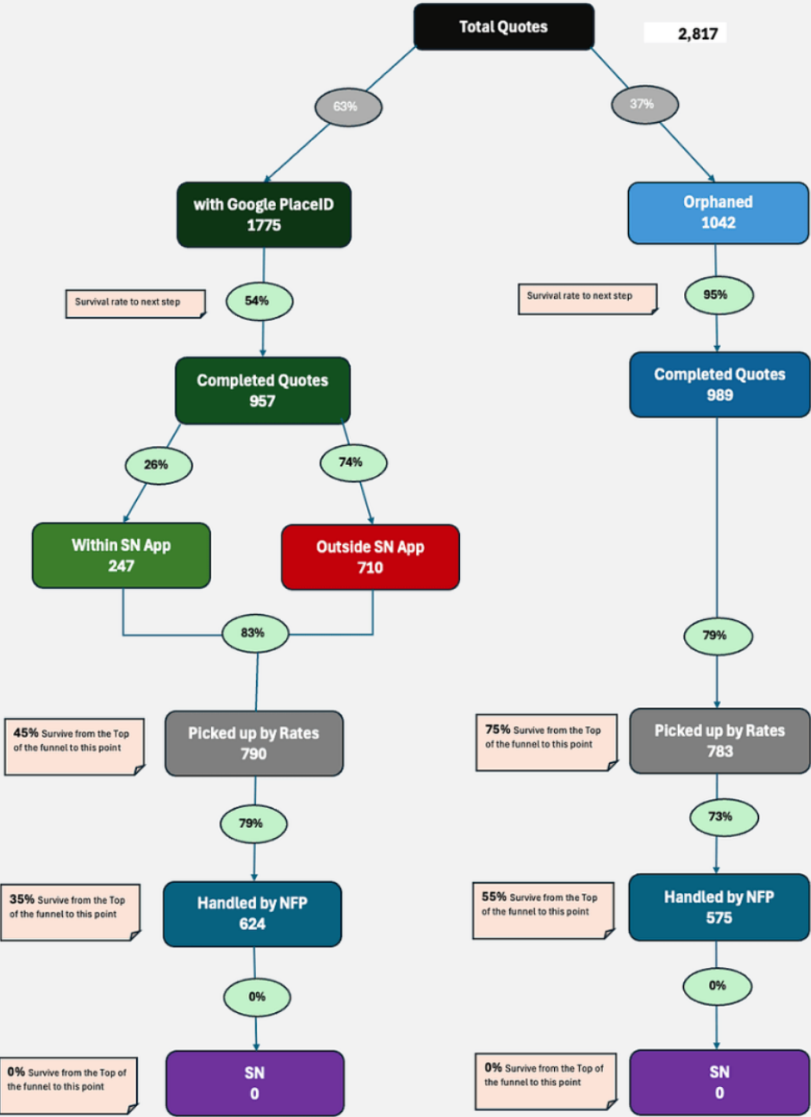
Example of a student visualization.



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Funnel Chart

- 1. 63% Identifiable quotes have Google place ID 37% do not
- 2. 83% of the completed quotes with Google Place ID was picked up by rates, while 79% Orphaned was picked up by Rates
- 3. 0% Both GPI and Orphaned made it through SuperNova

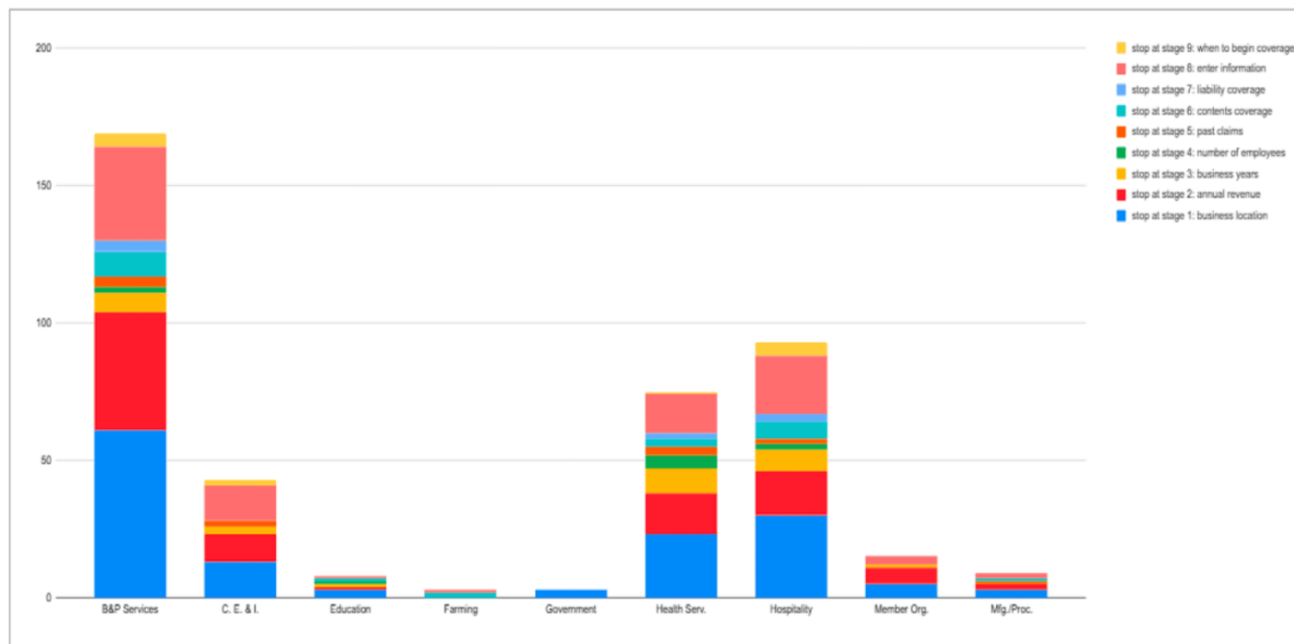


Screenshot from the student's presentation of the project.

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Industry Analysis

COUNT of google_place_id	Category																	
Quote_Stage	B&P	Serv	C. E. & I.	Education	Farming	Government	Health & Hospitality	Member Org	Mfg./Proc.	Mining	Realty	Recrea	Retail	Transport	Wareh	Wholesale	Grand T	
stop at stage 1: business location	61		13	3		3	23	30	5	3		36	6	24	4	2	8	221
stop at stage 2: annual revenue	43		10	1			15	16	6	2	1	39	5	21	9		7	175
stop at stage 3: business years	7		3	1			9	8	1			11		2	3			45
stop at stage 4: number of employees	2			1			5	2				4	2	5				21
stop at stage 5: past claims	4		2				3	2		1		7		2	2		1	24
stop at stage 6: contents coverage	9			1	2		3	6		1		2		6	1			31
stop at stage 7: liability coverage	4						2	3				4		1	1	1		16
stop at stage 8: enter information	34		13	1	1		14	21	3	2		38	3	24	6		5	165
stop at stage 9: when to begin coverage	5		2				1	5				1	2	4	1			21
Grand Total	169		43	8	3	3	75	93	15	9	1	142	18	89	27	3	21	719



- Stage 1, 2, 8 notably High drop off
- B&P Service highest number
- C.E&I worth looking for as an emerging prospect

Screenshot from the student's presentation of the project.

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Correct Results



Industry Code: 4000 - Railroad Operation

Category: Transport

**Business Address: 200 Tremblay Rd,
Ottawa, ON K1G 3H5, Canada**

**Looked Through Google and Bing Search
and it shows a train station, provided
photo of entrance.**

Validation Correct