IMAGERY BECOMES INTELLIGENCE

Trend analysis and change detection

In December 2021, a wildfire tore through the suburbs of Boulder, Colorado. It burned more than 1,100 homes and resulted in $513 million in damage, making the toll of property lost the most expensive wildfire in state history.

CHALLENGE

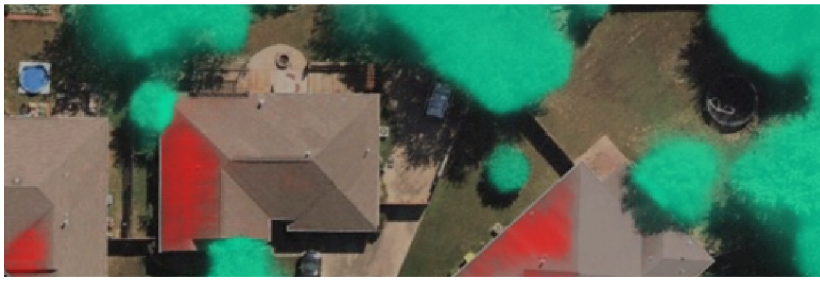
A U.S. insurance carrier was in search of a solution that would allow them to analyze trends in the condition of a property, pre- and post-fire, so they could better identify coverage gaps and mitigate risk. They used a set of properties in their PIF where the Colorado fire burned for the analysis.

SOLUTION

Layering pre- and post-catastrophe Nearmap ImpactResponse imagery and Nearmap AI automatic feature detection, the team was able to extract insights about vegetation and tree overhang for each property in their PIF before and after the fire outbreak.

Out of the homes in their PIF, only 5 percent were spared fire damage. Further analysis with Nearmap data showed that out of the homes burned, 49 percent had areas of tree overhang and 84 percent had excess vegetation in the medium to high range.

With Nearmap AI and ImpactResponse, the insurance carrier now has data backed by rich imagery to show the impact that tree overhang and vegetation had on homes during this wildfire.



Nearmap AI automatic feature detection tool shows areas of medium to high vegetation (green) and tree overhang (red).

BUSINESS IMPACT

Analysis like this provides carriers with a rich data set that can be utilized to determine future risk and underinsurance gaps in their PIF. The combination of Nearmap imagery and AI can extend beyond just vegetation for carriers to help find potential hazards in a selected area including roof damage, missing shingles, tree proximity and density, overgrowth, lack of fuel breaks, debris, and more.

Accurate change detection
Leverage pre- and post-catastrophe imagery from Nearmap ImpactResponse

Automated trend analysis
Use Nearmap AI layers to identify potential risks

For more information visit www.nearmap.com/insurance.