AI-Driven Financial Advisor Dashboard: From Data Integration to Sales Impact

MassMutual
MIT Management Sloan School

Advisors: Lin Yuan (MassMutual), Prof. Jim Dougherty (MIT)


Louis Cui


Olivier Khorasani

PROBLEM OVERVIEW

About MassMutual

MassMutual is a mutual life insurance and financial services company that supports financial professionals with protection, planning, and investment solutions.

5600+ Financial Advisors | **55+** Firms & Agencies | **2.1M+** Served Customers

MassMutual **Wholesalers** are responsible for connecting the right **Financial Advisors** with the right campaigns and products to boost sales;
We aim to build an intelligent tool for the Wholesalers.

Core Challenges

- Critical signals are fragmented across disconnected data sources
- With limited outreach and training capacity, manually identifying the most relevant advisors is slow and difficult to adapt as business priorities change
- No segmentation filters exist to differentiate advisors by use cases

USE CASES & BUSINESS

Term-to-Perm

- When a term Life insurance policy has a conversion privilege: the policyholder can upgrade to a permanent Life policy
- Identify advisors with large pools of eligible, unconverted term policies.

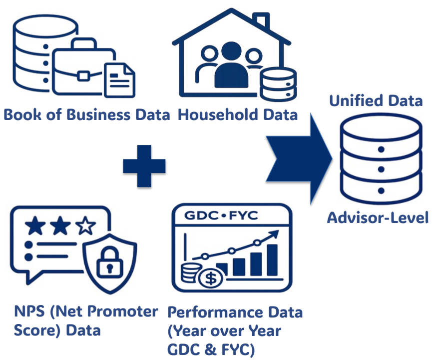
Guaranteed Insurability Rider

- A policy rider that grants the policyholder the right to purchase additional coverage at future dates (marriage, birth of child, income milestone) without proving insurability

Given a specific business opportunity, how do we surface the Right financial advisors in seconds, not hours ?

METHODOLOGY

DATA INTEGRATION



SEGMENTATION & KPI DESIGN

1. **Build KPIs:** A total of 86 filters and KPIs were developed, of which approximately 20 were derived using a methodology comparable to the one illustrated below, which classifies advisors as either protection-focused or investment-focused.

TWO-LENS APPROACH

Lens 1 — Sales Angle (Revenue Mix)

- Uses 3-year average FYC and GDC to compute a revenue mix ratio
- **FYC** (First Year Commission): earned from new protection product sales (WL, DI, Term) — one-time at policy issue
- **GDC** (Gross Dealer Concession): earned from wealth management / investment activity — recurring, AUM-based trails

$$RevMix_a = \frac{\overline{FYC}_{3yr}}{\overline{FYC}_{3yr} + \overline{GDC}_{3yr}} = \frac{(FYC^{PPY} + FYC^{PY} + FYC^{CY}) / 3}{(FYC + GDC)^{PPY} + \cdots / 3}$$

Classification thresholds:

- ≥ 55% → Protection
- ≤ 30% → Investment
- Between → Hybrid

Lens 2 — Book Angle (Customer Composition)

- Uses customer-level counts across product lines to compute a protection-to-investment ratio
- **Protection customers:** WL holders + DI holders + T2P-eligible term policyholders
- **Investment customers:** WM / annuity customers

$$Prot\_Score_a = WL\_Cust_a + DI\_Cust_a + T2P\_Elig\_Cust_a$$

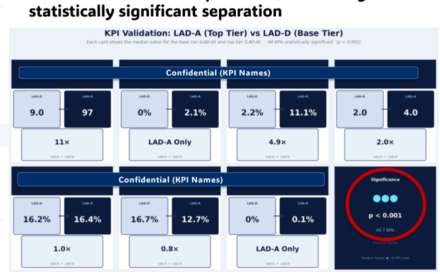
Classification rule:

- $Prot\_Score \geq 2\times\ WM\_Cust$ → Protection
- $Prot\_Score \leq 1\times\ WM\_Cust$ → Investment
- Between → Hybrid

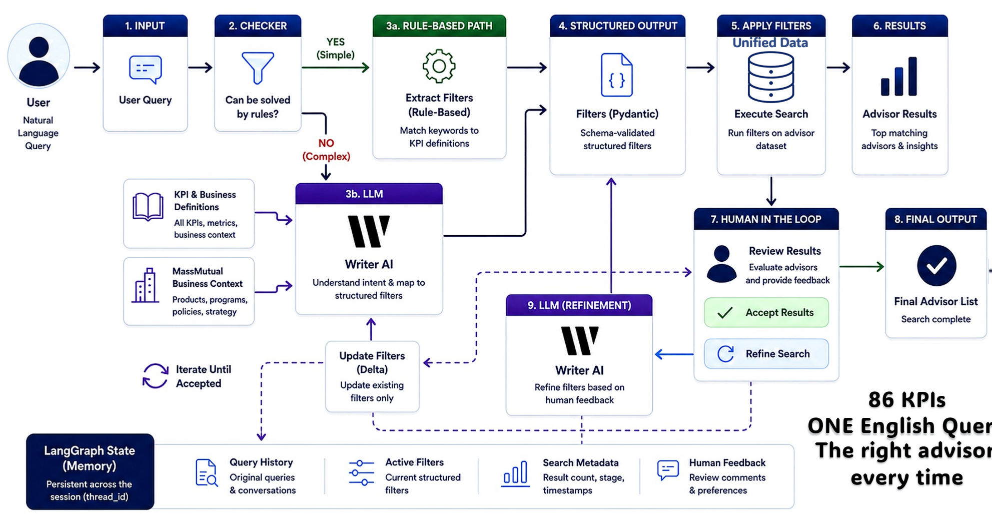
COMBINING THE TWO LENSES

- If both lenses agree — Use that label (high confidence)
- If one lens has no data — Fall back to the other
- If both disagree — Label as Hybrid

2. **Validate KPIs:**
   a. Cross-segment comparison across more granular segment LAD tiers (A → D) using median KPI value
   b. Kruskal-Wallis non-parametric test applied to all 20 derived KPIs, all return p < 0.001, confirming statistically significant separation

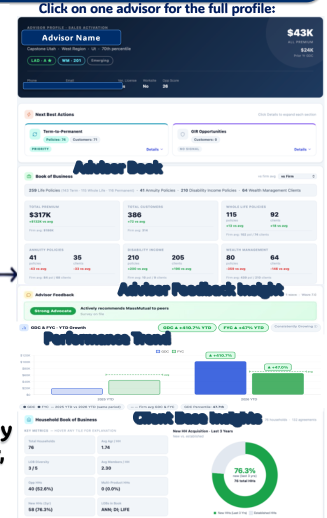


DASHBOARD WORKFLOW DESIGN



86 KPIs
ONE English Query
The right advisor, every time

Click on one advisor for the full profile:



RESULTS & BUSINESS IMPACT

~91% Less Pre-outreach Preparation Time	**~94%** Query Accuracy Tested on 200 Queries	**~$0.79M** Labor Cost Recaptured / Yr	**~$23M** Incremental Additional Revenue Potential

2-3 Month Faster Campaign Deployment | Faster Advisor Discovery | 1-2% Sales Lift | Simplified Wholesaler Planning

Revenue Estimates are illustrative and based on high-level assumptions that are subject to change.

FUTURE WORK

1. **More Sales Use Cases:** T2P and GIR are the initial two scenarios; the framework is use-case agnostic. Additional campaigns can be onboarded by defining new KPI filter rules
2. **Real-Time Re-Segmentation:** Advisor classifications currently use a static snapshot. Dynamic Update.
3. **Personalized Ranking:** The LangGraph memory layer currently tracks session history. A persistent preference model trained on each wholesaler's accept/refine decisions would progressively tune advisor ranking toward individual campaign styles.