

DELL GLEN A  
Form 4  
November 21, 2012

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DELL GLEN A

2. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/19/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

JERSEY CITY, NJ 07310

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |
| Class A Common Stock            | 11/19/2012                           |  | S                              | 10,000  | D   | \$ 47.68<br>(1)  | 98,200 I Through Trust (2)                            |
| Class A Common Stock            | 11/20/2012                           |  | G                              | 4,000   | D   | \$ 0   | 98,324 D  |
| Class A Common Stock            | 11/20/2012                           |  | M                              | 11,046  | A   | \$ 22  | 109,370 D   |
| Class A Common Stock            | 11/20/2012                           |  | M                              | 17,265  | A   | \$ 30.2  | 126,635 D   |

Common  
Stock

|                            |            |  |   |        |   |                    |        |   |
|----------------------------|------------|--|---|--------|---|--------------------|--------|---|
| Class A<br>Common<br>Stock | 11/20/2012 |  | S | 28,311 | D | \$<br>47.71<br>(3) | 98,324 | D |
|----------------------------|------------|--|---|--------|---|--------------------|--------|---|

|                            |            |  |   |        |   |             |        |   |
|----------------------------|------------|--|---|--------|---|-------------|--------|---|
| Class A<br>Common<br>Stock | 11/20/2012 |  | S | 10,000 | D | \$<br>47.84 | 88,324 | D |
|----------------------------|------------|--|---|--------|---|-------------|--------|---|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (4)                           | \$ 22  | 11/20/2012                           |  | M                              | 11,046  | (5) 10/06/2019   | Class A Common Stock  | 11,046                        |
| Stock Option (4)                           | \$ 30.2  | 11/20/2012                           |  | M                              | 17,265  | (5) 07/01/2020   | Class A Common Stock  | 17,265                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| DELL GLEN A<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310 | X             |           |         |       |

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact

11/21/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - (1) This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$47.60 to \$47.75, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (1).
  - (2) These shares are owned by the Barbara M. Dell GST Family Trust, of which Mr. Dell is the trustee. Mr. Dell disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.
    - (3) This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$47.53 to \$47.98, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (3).
  - (4) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.
  - (5) Immediately.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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