

Causal LQM: Business Pitch Presentation Outline

Name of the Model

Causal LQM (Linear Quantitative Model)

Objective of the Product (Vision Statement)

Empower every business decision-maker at Chubb to confidently predict outcomes and optimize strategies by understanding not just what happened, but why it happened—using clear, actionable insights from data, without the technical complexity.

My Users Are

- **Executives:** Senior leaders and decision-makers who need high-level, long-term business insights to drive strategy and monitor KPIs^[1].
- **Analytical Users:** Data scientists, analysts, and business intelligence professionals who require deep-dive analytics to uncover trends, root causes, and actionable opportunities^[1]^[2].
- **Operational Users:** Managers and frontline staff who need real-time, actionable recommendations to improve daily operations and customer experience^[1]^[2].

Must-Have's: What Users Will Be Able to Do

User Type	Must-Have Capabilities
Executives	<ul style="list-style-type: none">- Instantly view trends, KPIs, and forecasts with clear dashboards- Simulate business scenarios and see projected impacts- Receive early warnings for emerging risks and opportunities^[1]^[2]
Analytical Users	<ul style="list-style-type: none">- Perform causal analysis to identify true drivers of business outcomes- Blend and enrich data from multiple sources- Generate ready-to-consume, shareable insights without coding^[3]
Operational Users	<ul style="list-style-type: none">- Access real-time recommendations for daily decisions- Receive alerts for anomalies or urgent issues- Take guided actions based on causal insights^[2]

Customer Delight Factor: What Will “Wow” Your Users

User Type	“Wow” Features
Executives	<ul style="list-style-type: none">- One-click scenario simulation and impact analysis- Visually stunning, interactive dashboards- Proactive risk alerts with actionable recommendations ^[1]
Analytical Users	<ul style="list-style-type: none">- Drag-and-drop causal modeling (no coding required)- Seamless integration with existing BI tools- Automated discovery of hidden causal relationships ^[3]
Operational Users	<ul style="list-style-type: none">- Personalized, context-aware notifications- Mobile-friendly, intuitive interface- Instant access to relevant insights for faster action ^[3]

Key Metric to Move

- **Decision Accuracy and Speed:** Improve the accuracy and speed of business decisions across the organization.
- **Operational Efficiency:** Reduce time spent on manual analysis and reporting.
- **Loss Mitigation:** Decrease operational losses through early intervention and better risk prediction ^[2].

Expected Impact on Metrics (with Dollar Projections)

- **Decision Accuracy:** Companies adopting causal AI have reported up to a 25% improvement in forecasting accuracy, directly impacting profitability and resource allocation ^[4].
- **Operational Efficiency:** Automation and ready-to-consume insights can reduce analysis time by 30–40%, saving thousands of analyst hours annually ^[3].
- **Loss Mitigation:** Early warning systems and root cause analysis can reduce claims leakage and operational losses by 10–15%, potentially translating to millions of dollars saved annually for a company the size of Chubb ^[2].

Example Dollar Impact:

- If Chubb reduces operational losses by just 10% on a \$100 million loss portfolio, that’s a direct annual savings of \$10 million.
- Improving decision accuracy in marketing spend by 20% on a \$50 million budget could yield \$10 million in additional ROI.

Market Validation

- The global Causal AI market is projected to grow at a CAGR of 41.8%, from \$56.2M in 2024 to \$456.8M by 2030, driven by demand for better decision-making and risk management^[4].
- Leading companies like IBM, Microsoft, and Google are investing heavily in causal modeling, underscoring its strategic importance^[4].

Summary Slide (for Presentation)

> **Causal LQM: The Future of Data-Driven Decision Making at Chubb**

> - **Vision:** Unlock the “why” behind every business outcome.

> - **For Executives, Analysts, and Operators:** Actionable insights, faster decisions, and measurable ROI.

> - **Key Benefits:** Up to 25% more accurate forecasts, 30–40% faster analysis, and millions in annual savings.

> - **Market-Validated:** Backed by global trends and industry leaders.

Visual Aids and Next Steps

- Use clear, branded slides with:
 - Persona-based user journeys (see attached images for structure)
 - Before/after impact charts and dollar figures
 - Quotes/testimonials from pilot users or industry reports

Ready to transform Chubb’s data into business value—one causal insight at a time.

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1. <https://www.linkedin.com/pulse/three-personas-you-must-design-analytical-daniel-shaw-dennis>
2. <https://www.chubb.com/vn-en/articles/leveraging-data-analytics-to-enhance-customer-experience.html>
3. <https://www.grazitti.com/blog/6-must-have-features-for-a-business-analytics-tool/>
4. <https://www.marketsandmarkets.com/ResearchInsight/causal-ai-market.asp>