perplexity

I want to prepare business proposal for Causal LQM and causal Inference to be adopted in our organisation (chuub) . Please help me prepare a impactful and interseting proposal presentation with the below slide content:

Slide 1 : What is causal inference and what is Causal AI?
Difference between them
Specific Proof points - why do in New Frontiers

Slide 2:
As-is situations in chubb - 2-3 pointers
What is currently happening in chubb?
What do we want to prove this POC?
Advantages over traditional ML

SLIDE 3:
What if analysis on driving decisions on Reinsurance, exposure, CAT Modelling ?
What problems can you solve ? Everything under one slide (Risk selection, Marketing , model customer behavior, meaningful statements , strategy development
{ project the expected improvement in the business}

Slide 4 - How are other companies using this ?
Segregate Causal ai and causal treatment effect(inferencing)
Allstate - (BFSI)
Jpmc

table with logos (like netflix's - how they used) (can be put in slide 5)
Connect with revenue , how much improvement in revenue (number and percentage)

Slide 6: How much chubb can be improved
Fraud rate -: 300 million $ identified
If 10% more fraud - 10% of 300 M
Price elasticity
Portfolio optimization
90 million dollars - athena → Rupak

→ projecting competitors strategies

Causal analysis(what - if) on reinsurance and CAT Modelling)
Causal Analysis on Geo spatial Data → can be linked with CAT modelling (Catastrophic Modelling)

Here is a concise, impactful business proposal presentation outline for adopting Causal LQM and Causal Inference at Chubb, based on your requested slide content:

Slide 1: What is Causal Inference and Causal AI?

- **Causal Inference:** Statistical methods to identify cause-and-effect relationships, not just correlations. Enables understanding "what if" scenarios and intervention effects.
- **Causal AI:** AI systems that leverage causal inference techniques (like causal graphs, counterfactuals) to predict outcomes of actions and optimize decisions autonomously.
- **Difference:** Causal inference is the foundational methodology; Causal AI applies it with AI tools for scalable, automated decision-making.
- **Proof Points / Why Now:**
  - Traditional ML finds patterns but cannot reliably predict effects of interventions.
  - Causal AI improves decision accuracy, transparency, and robustness across changing environments.
  - Market growing rapidly (CAGR 41.8%, $456.8M by 2030) with BFSI leading adoption[1] [2].

Slide 2: Current State at Chubb & POC Goals

- **As-Is:**
  - AI used in fraud detection, underwriting, claims processing, and customer service automation[3] [4].
  - Reliance mostly on predictive ML models that identify correlations but lack causal insights.
- **What We Want to Prove:**
  - Causal LQM and inference can improve fraud detection precision, risk selection, and pricing strategies.
  - Demonstrate measurable business impact vs traditional ML.
- **Advantages Over Traditional ML:**
  - Explainability: Clear cause-effect insights.
  - Better "what-if" scenario planning for reinsurance and catastrophe modeling.
  - Reduced bias and improved regulatory compliance.

Slide 3: What-If Analysis & Business Impact

- Use causal models to drive decisions on:
  - Reinsurance optimization and exposure management.
  - Catastrophe (CAT) modeling enhanced by geospatial causal analysis.

    - Risk selection, marketing targeting, customer behavior modeling, and strategic development.
- **Problems Solved:**
    - Fraud reduction, pricing elasticity, portfolio optimization, and risk mitigation.
- **Expected Improvements:**
    - Projected reduction in fraud losses by 10% of $300M identified fraud.
    - Enhanced pricing leading to portfolio gains (e.g., $90M impact seen in Athena project).
    - More accurate CAT loss forecasting reducing unexpected costs.

Slide 4: Industry Adoption Examples

Company	Sector	Use Case	Revenue Impact
Allstate	Insurance	Fraud detection & personalized policies	>10% reduction in undetected fraud [2]
JPMorgan Chase	Banking	Customer churn causal analysis	Improved retention & revenue growth [2]
Citibank	Banking	Credit risk strategy evaluation	Reduced defaults, better loan approvals [2]

- Segregate use of **Causal AI** (automated causal decision systems) vs **Causal Treatment Effect Inference** (evaluating impact of specific interventions).
- BFSI leads causal AI adoption due to regulatory and risk management needs.

Slide 5: Competitor Strategies & Revenue Projections

- Competitors investing heavily in causal AI for:
    - Fraud detection, risk pricing, customer retention.
    - CAT modeling linked with geospatial causal analysis for better catastrophe risk management.
- Projected revenue uplift at Chubb from causal AI adoption:
    - Fraud loss reduction: $30M+ annually (10% of $300M).
    - Pricing & portfolio optimization: $90M+ uplift.
    - Improved reinsurance decisions reducing volatility and costs.

Slide 6: How Much Can Chubb Improve?

- Fraud detection: Identify additional 10% fraud (~$30M savings).
- Pricing elasticity: Optimize premiums to improve portfolio profitability by $90M+.

- Portfolio optimization: Better risk selection reducing combined ratio from 86.3% closer to prior 84.3%.
- CAT modeling: Causal analysis on geospatial data to reduce unexpected catastrophe losses ($382M Q1 2023 cat losses).
- Align with Chubb's strategy for stable growth and balance sheet protection[5].

This presentation will clearly demonstrate the value of causal inference and causal AI, backed by industry proof points and tailored to Chubb's current challenges and ambitions. It highlights measurable business impact and competitive necessity for adoption.

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1. https://arxiv.org/pdf/2307.16427.pdf
2. https://www.marketsandmarkets.com/PressReleases/causal-ai.asp
3. https://www.inaza.com/blog/real-world-examples-of-ai-in-insurance-fraud-prevention
4. https://pitchgrade.com/companies/chubb-limited-ai-use-cases
5. https://www.leewayhertz.com/causal-ai/