

專題演講

工業與應用數學

SEMINAR IN INDUSTRIAL AND APPLIED  
MATHEMATICS

# 從應用數學到保險 AI： 用模型思維解決真實世界問題



主講人 黃喬敬 博士

國泰人壽保險股份有限公司  
數據暨人工智慧發展部  
首席數據分析師

引言人 蔡鴻旭 博士

本講座將說明如何運用 AI 解決真實世界問題。內容概述保險流程中的資料建模與決策問題，並說明如何透過各類分析與演算法方法，支援行銷預測、風險評估、理賠分析與服務配置等場景。透過實務案例展示模型從資料整理、建構到系統落地的過程，說明金融保險領域中如何連結資料、演算法與商業決策，並分享相關的職涯發展方向。

This talk explores how AI can solve real-world problems. It introduces data modeling and decision-making challenges in the insurance industry and shows how data analytics and machine learning support marketing prediction, risk assessment, claims analysis, and service allocation. Through real-world cases, the talk illustrates the process from data preparation and model development to system deployment, highlighting how data, algorithms, and business decisions are integrated in the financial and insurance sectors, along with insights into related career paths.

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數據與人工智慧專業學院 IAIS

