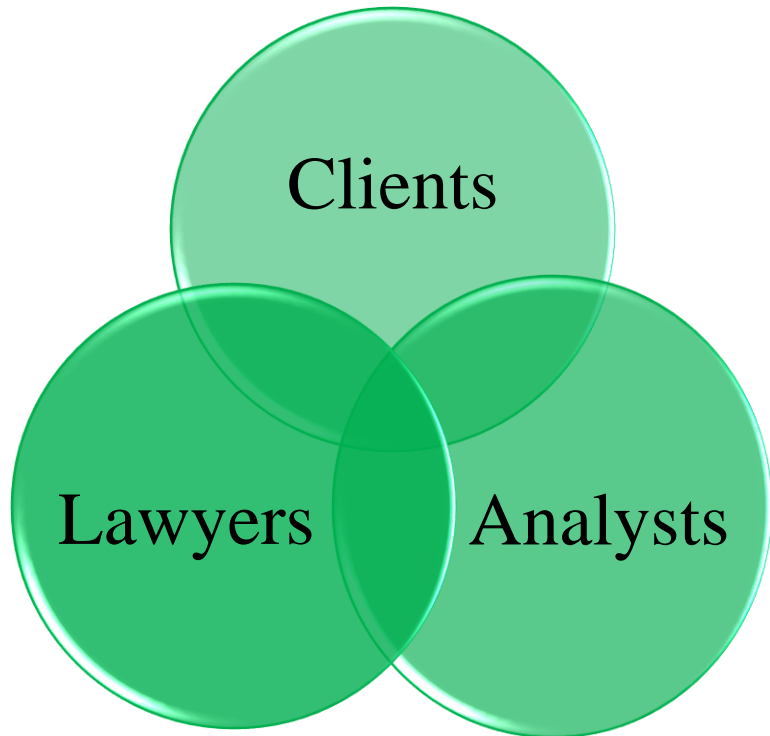**Simon White & Dr Mayowa Ayodele**

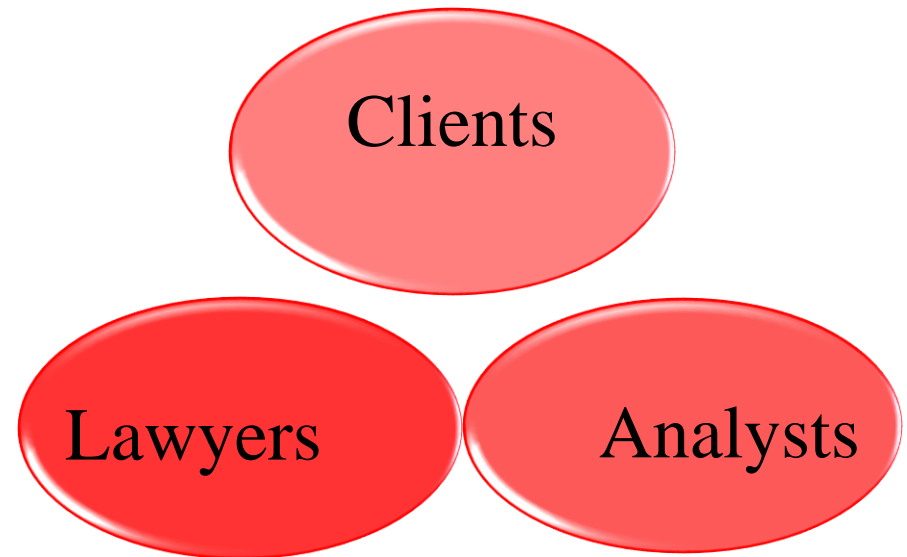**DWF**

'Curioser & Curioser' – What Can Predictive Analytics Do For You?

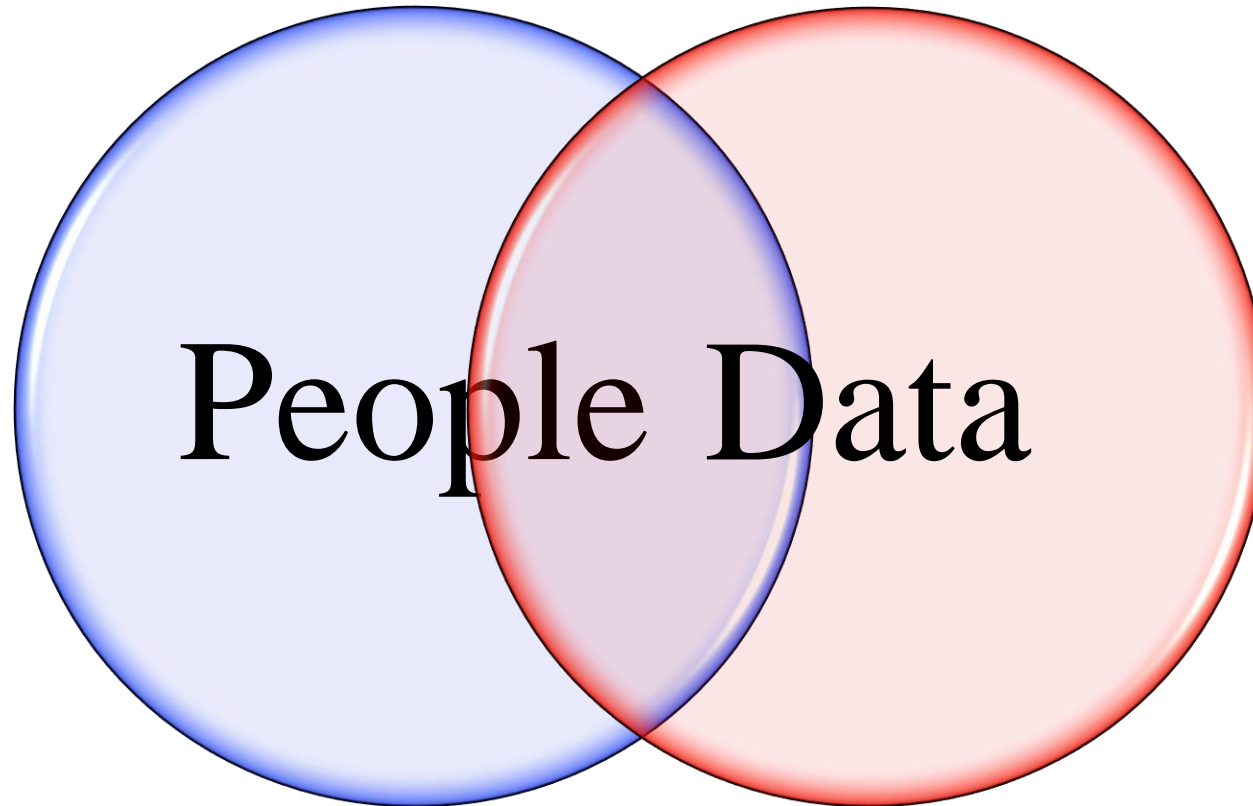# Bios & Analytics Skillsets

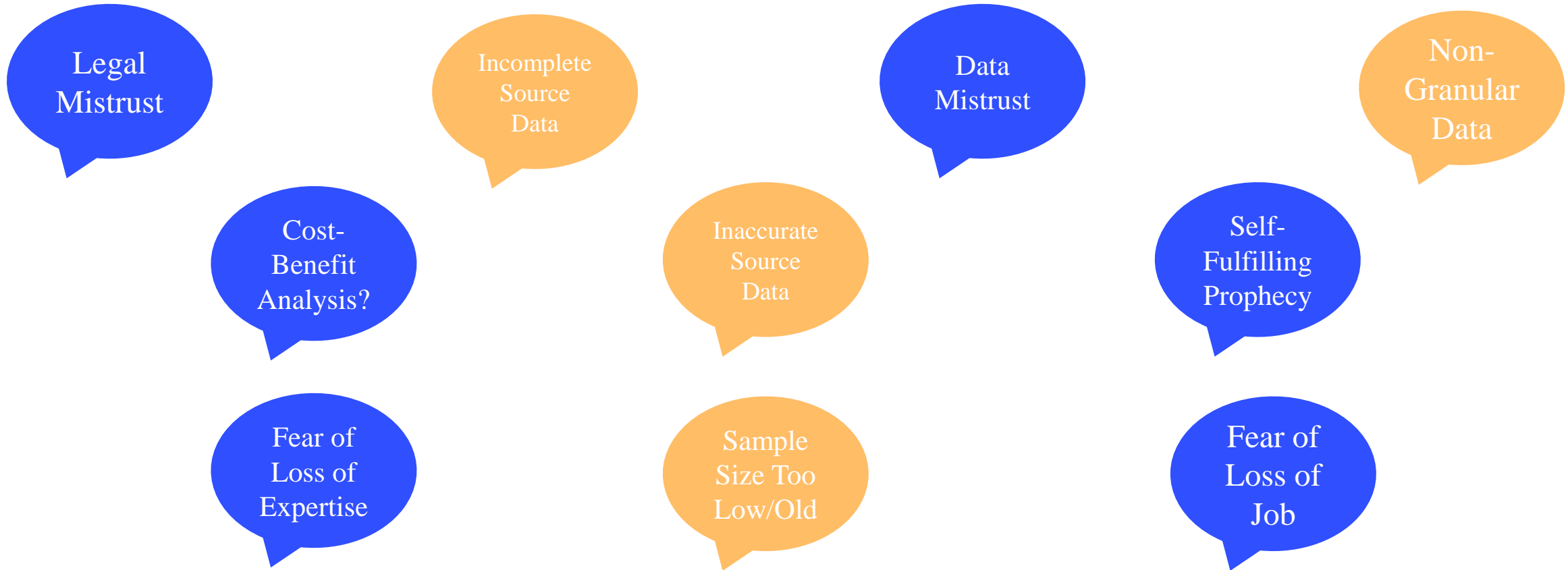# Perils Of Predictive Analytics In Law

People Data

Perils Of Predictive Analytics In Law

Legal Mistrust

Incomplete Source Data

Data Mistrust

Non-Granular Data

Cost-Benefit Analysis?

Inaccurate Source Data

Self-Fulfilling Prophecy

Fear of Loss of Expertise

Sample Size Too Low/Old

Fear of Loss of Job

Promise Of Predictive Analytics In Law

People
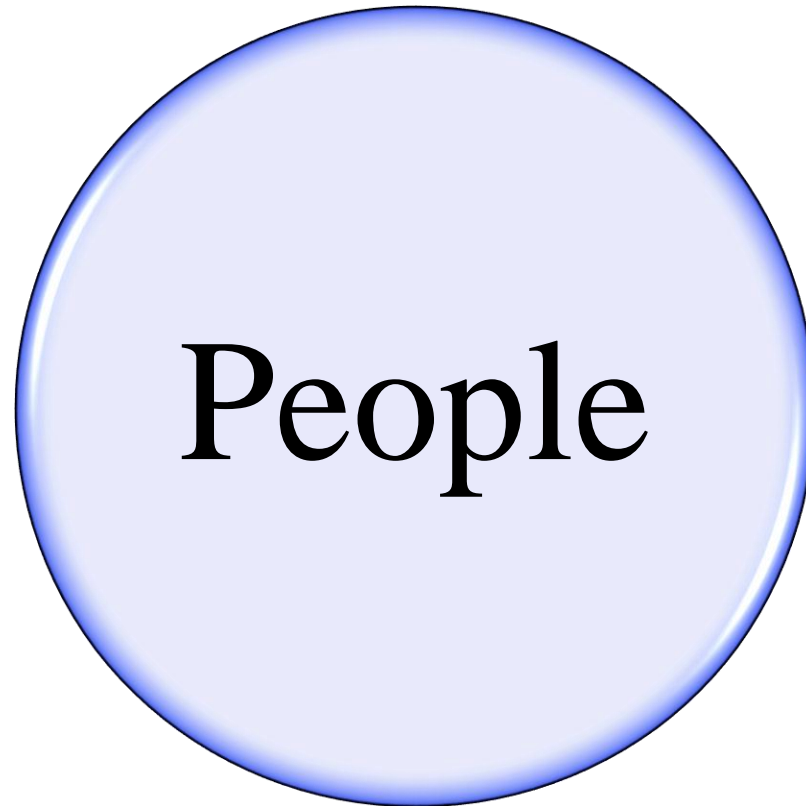
The Predictive Analytics Cycle
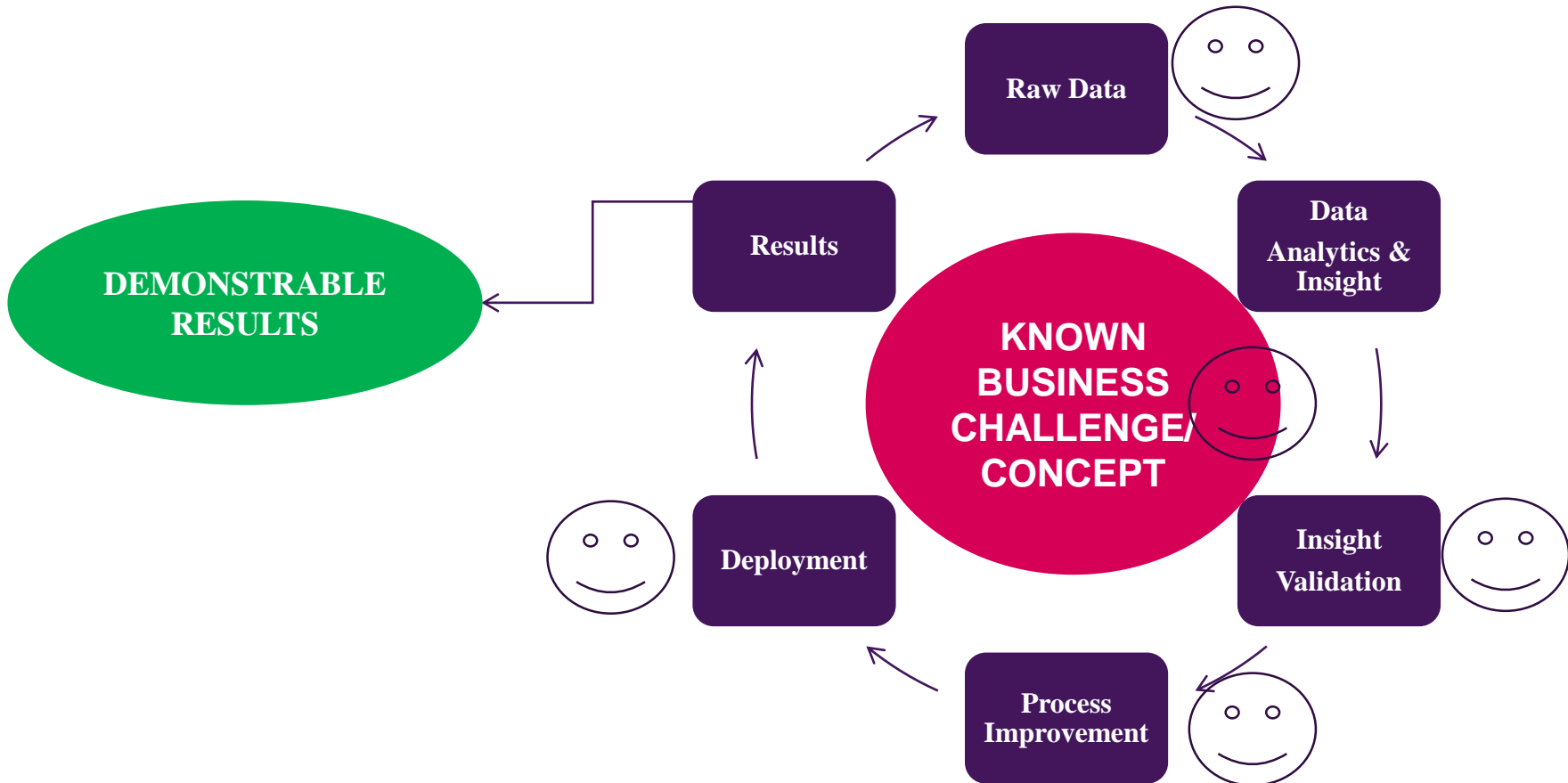
What's Cooking – Opponent Behaviours

Case Feature 1	Case Feature 2
Case Feature 3	Case Feature 4

Opponent A

Case Feature 1	Case Feature 2
Case Feature 3	Case Feature 4

Opponent B
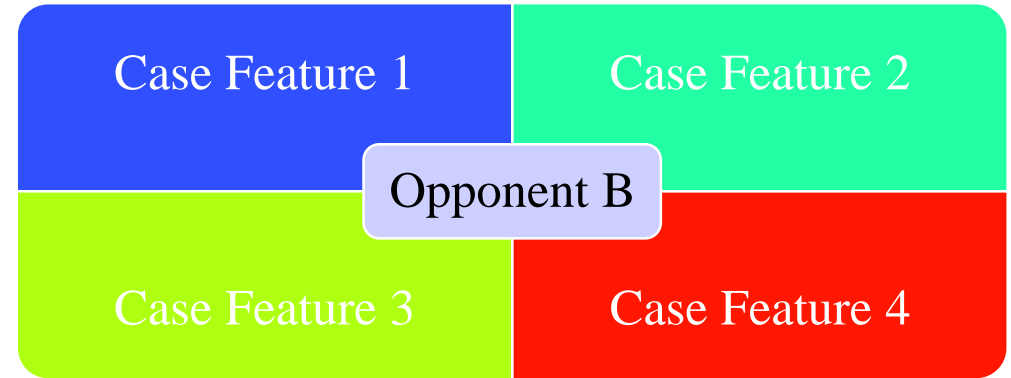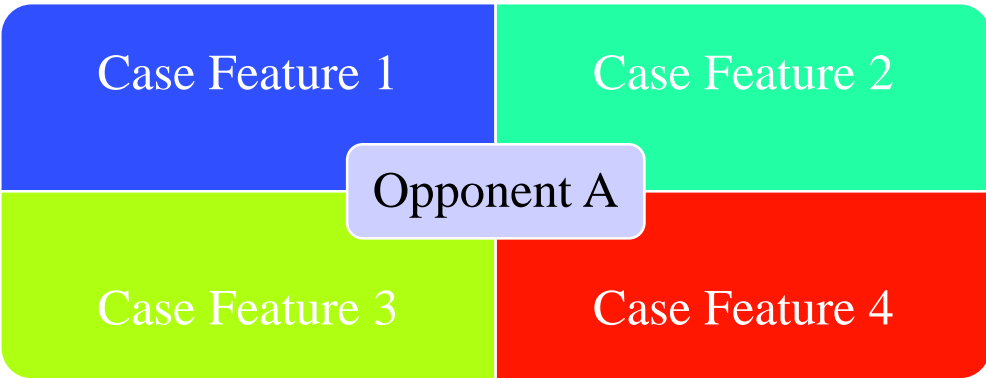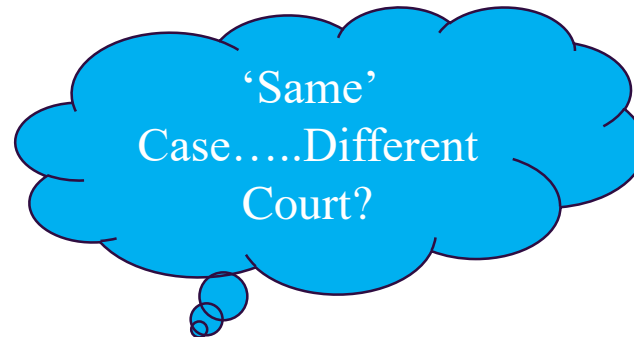
What's Cooking – 'Thing' Behaviours

'Same' Case…..Different Fee-Earner?

'Same' Case…..Different Client?

'Same' Case…..Different Court?

What's Cooking – Improving Human Decision-Making

Wouldn't It Be Great If We Could…….

…..So That We Can……

CONCEPT

MODELLING

PLATFORMING
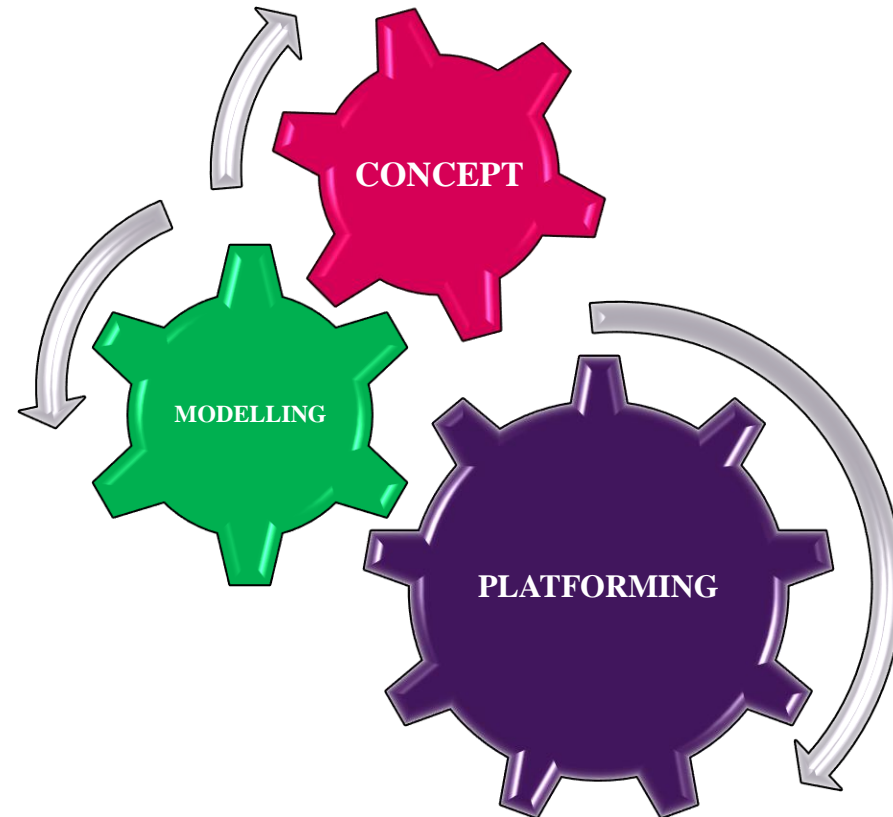
Leveraging data analytics to provide an end-to-end service to optimise performance

Data Analytics

Diagnostic Analytics — Why did it happen?

Descriptive Analytics — What happened?

Descriptive and Diagnostic Analytics

Multiple Objectives

Case Feature 🔍	Number of Claims
Totals	**189000**
Option 1	23436
Option 2	13986
Option 3	2079
Option 4	2268
Option 5	52542
Option 6	9072
Option 7	39123
Option 8	25137
Option 9	4158
Option 10	17199

Average Objective 1

256.8

Average Objective 2

156.8

Conflicting Objectives

Multiple Objectives

Category 2
Category 3
Category 5
Category 4
Category 1

Objective 1

Objective 2

Qlik Q

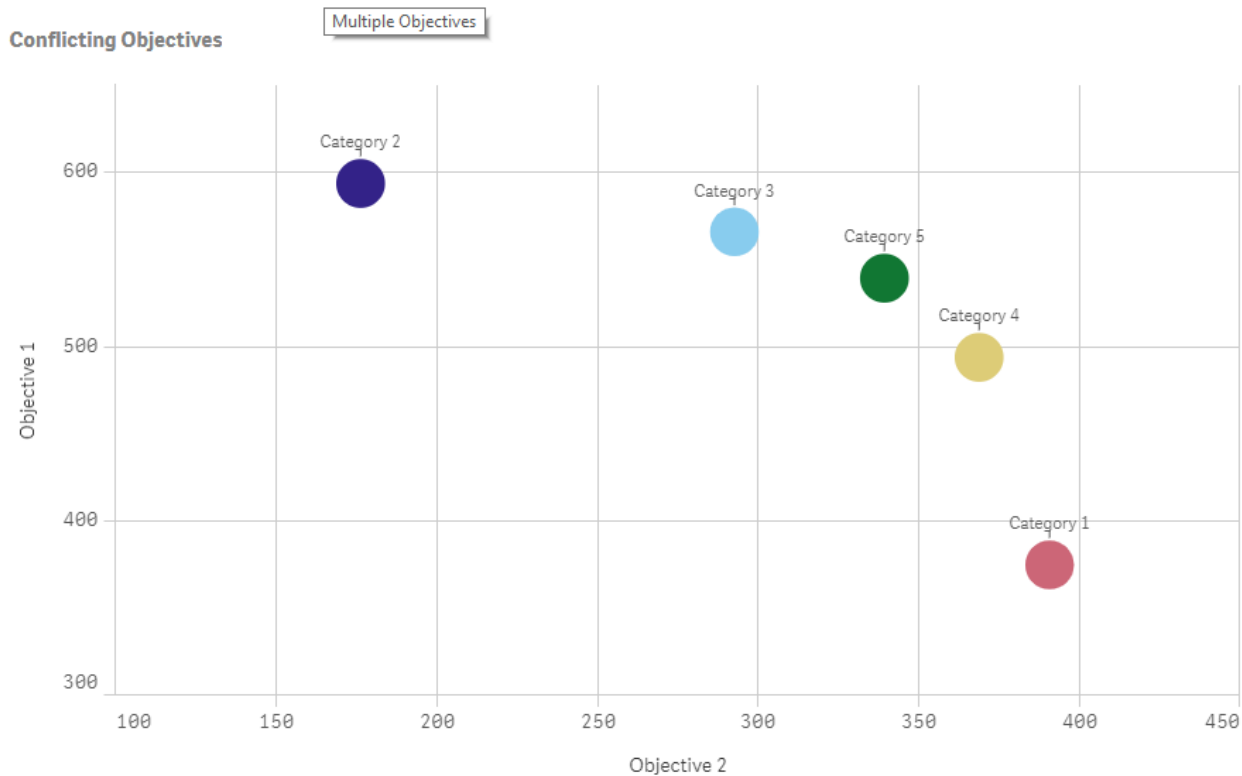tableau SOFTWARE

Microsoft
Power BI

Descriptive and Diagnostic Analytics

Multiple Objectives

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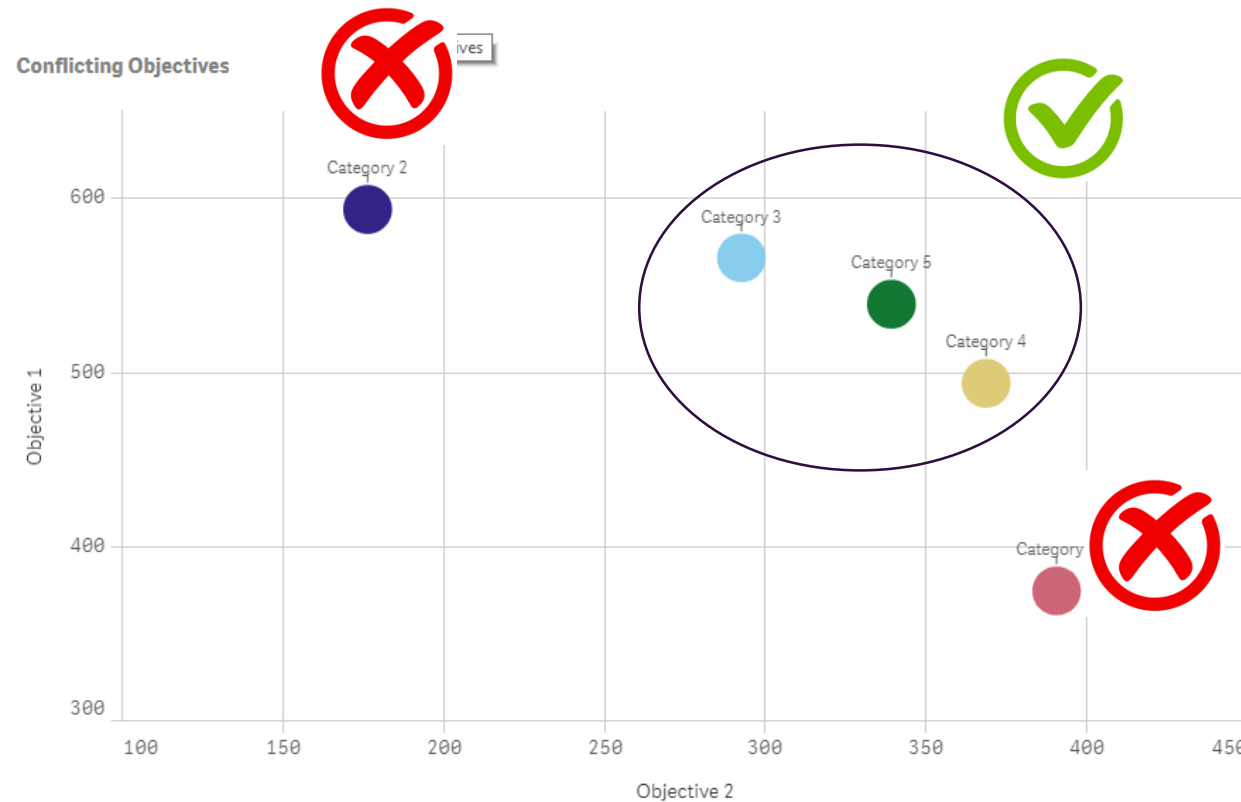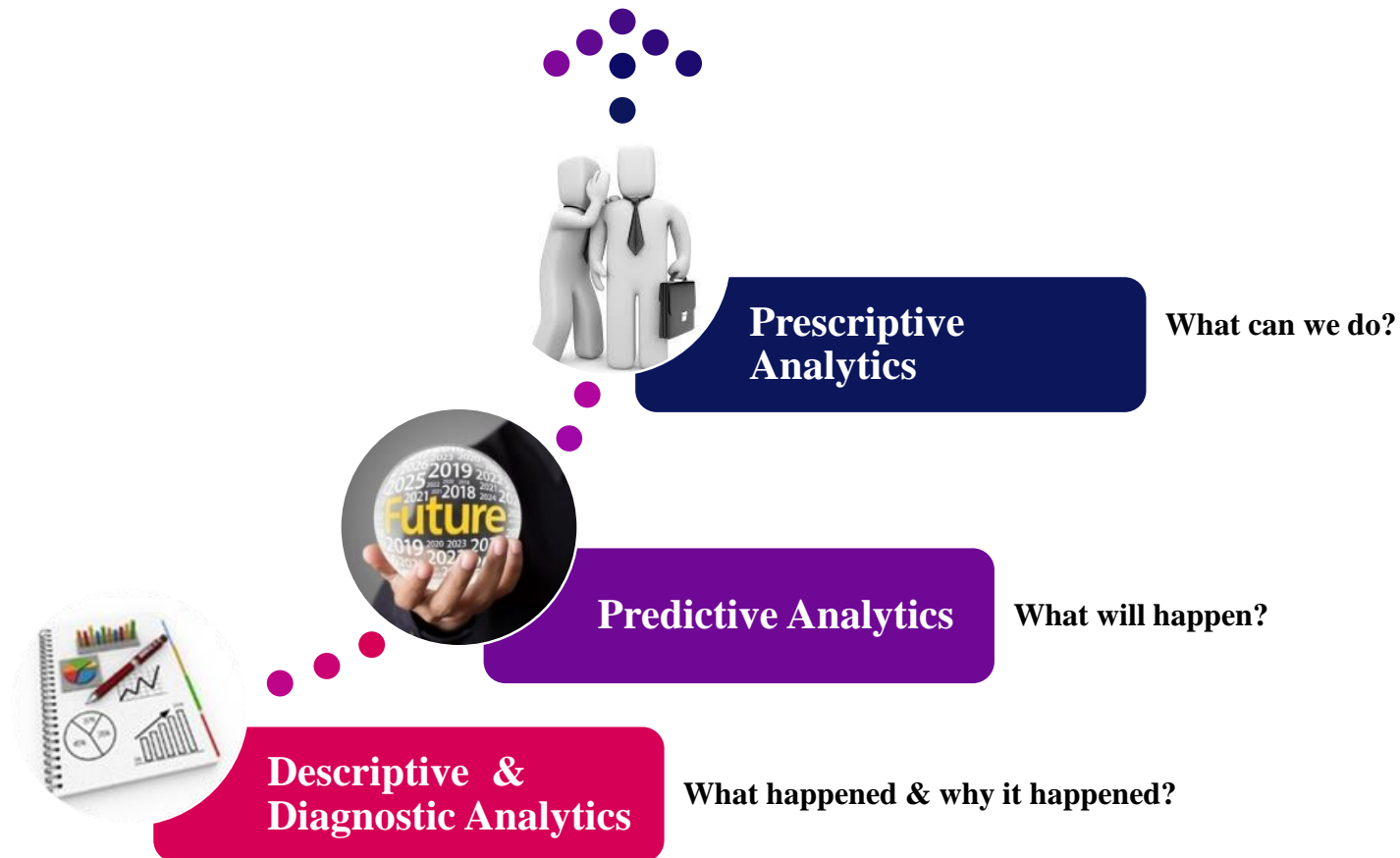Average Objective 2

156.8

Conflicting Objectives

Category 2

Category 3

Category 5

Category 4

Category

Objective 1

Objective 2

Qlik Q

tableau SOFTWARE

Microsoft Power BI

Data Analytics

Prescriptive Analytics — What can we do?

Predictive Analytics — What will happen?

Descriptive & Diagnostic Analytics — What happened & why it happened?

Predictive Analytics

Predictions:
75% likelihood of a win

Predictive and Prescriptive Analytics

Predictions:
75% likelihood of a win

....

Recommended Strategy:
20 days to close case

....

Conclusions?