

EMERGING TECHNOLOGY

# #Predictive analytics



*Law firms can use their massive data sets to predict behaviour, minimise risk and increase efficiency.*

42%

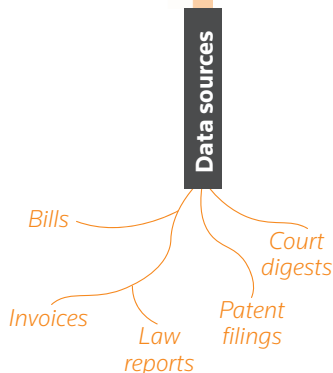
of C-class executives think **customer insights** and **targeting** are the highest priorities for the application of big data

54%

of executives say they only leverage about **half** of their valuable data



|   |   |            |
|---|---|------------|
|   | + |            |
| Law firms become predictive, not reactive, leaving partners free to focus on tasks that add the most value                  | ↑ | ADVANTAGES |
| Public data sets could help clients to predict wins and losses in litigation, and choose their lawyer and forum accordingly |   |            |
| Misapplied analytics could lead to dangerous outcomes: are certain human factors beyond our predictive abilities?           | ↓ | RISKS      |
| Cultivating and maintaining large data sets raises inevitable privacy and data security concerns                            |   |            |
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- Big data enables clients too: analytics can review invoices to produce benchmarking information, telling clients the going rate for their claim – and if they're overpaying.



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