

International Law Firm uses AI from Aible to increase speed to insight by at least **10x** in **26** days



Company Profile

International Law Firm

Industry

Legal Professional Services

Region

Global

Challenge

The Business Analytics team wanted to leverage augmented and predictive analytics to model and predict matter (a legal engagement) profitability. They wanted to understand what factors can help identify and mitigate profit-target risks at the start and midway through a matter.

Solution

The Business Analytics team used Aible Sense to load, transform and confirm their data had the right attributes to model matter profitability, Aible Explore was leveraged to accelerate their speed of analysis and discovery of previously unknown factors and interactions and Aible Optimize to demonstrate predictive modeling to assist matter selection.

Use Case & Project Details

- **Use case analyzed:** Predict Matter Profitability
- **Potential Project Results:** 10x speed to insight and multiple use cases identified
- **Time from data provision to project completion:** 26 days
- **Average elapsed time from start of data evaluation to actionable insights on serverless infrastructure:** Over 1M variable combinations analyzed and 664 models trained in 15mins

Outcome

10x improvement in speed to insights and multiple new AI use cases identified to help predict new matters that will meet profit targets.



“Aible helped us innovate and mature our analytics capability without the delays, risk and cost of establishing a dedicated Data Science function. Aible empowered us to rapidly explore datasets and uncover layers of insight which enabled us to move almost instantly from thought to action. The ability to jumpstart and optimize AI use cases and identify new projects by quickly assessing the quality and suitability of data sets for analysis is incredibly powerful.”

- Head of Business Analytics