



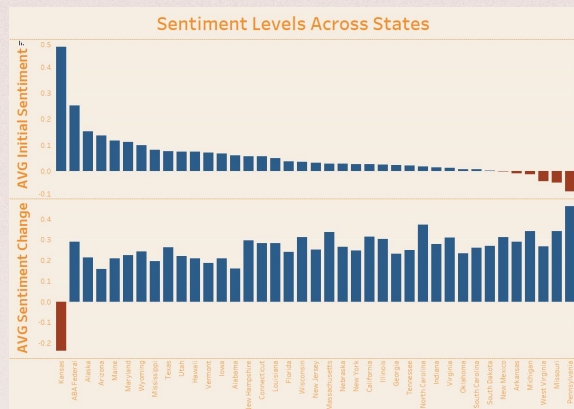
Analyzing ABA Data to Improve Client Experience

By Parked in 4 Datafest

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First Attempt: What makes a good lawyer?

Big Goal: Develop a numerical metric to rate lawyer's performance and client satisfaction



Finding 1: All states showed increase in sentiments after interaction with lawyers except **Kansas**

Sentiment analysis: Assessing and categorizing emotions, opinions, and attitudes within text data.

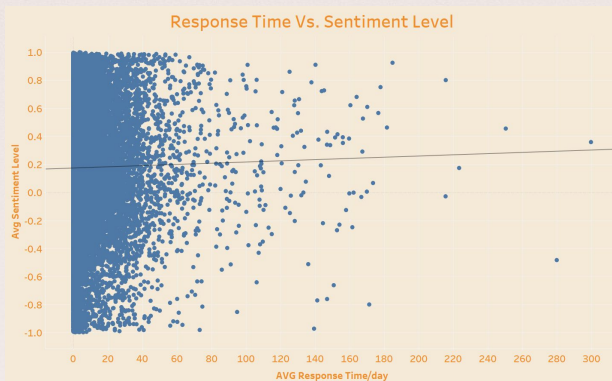


Finding 2: No correlation between response time and sentiment

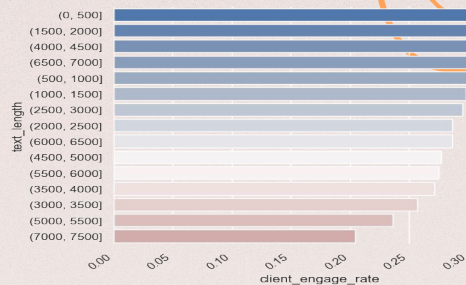
Sentiment Scores



Good Indicator



Client conversation engagement vs response length



Golden range: < 1500 char



Finding 3: Longer the text, lower the engagement

Suggestion

Lawyer rating system after end of service; track retention rate





Issue: Income restriction

- Around **33%** profiles were denied for service
- **50k** clients filled NULL as their income

Solution: Better income inputs

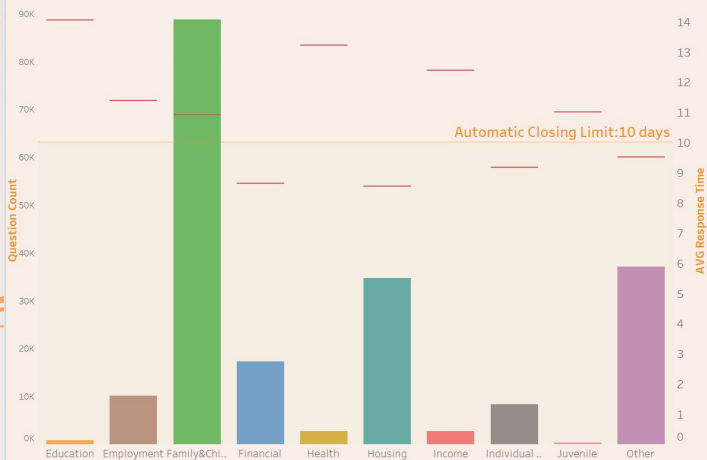


Issue: Time Constraint

- Most categories' average response time over 10 days (Family **10.8** days)

Solution: Monitor/follow up program, extend closing time

Category & Response Time/Question Count



Issue: Expertise Mismatch & Insufficiency

- **43%** response under family/divorce/children
- **33%** questions not taken

Solution: Recruit/allocate lawyer based on need

	For every 10 questions asked...	
Category	Not Taken	Taken
Family and Children	2.8	7.2
Housing and Homelessness	2.4	7.6
Other	3.4	6.6



Issue: Negative sentiments

- **51.0%** conversations ended after legal closed date

Solution: Conversation engagement

ONLY **38141** questions have more than two conversations