LEGAL FIRMS ONLINE PRESENCE

The Impact of website presence on client feedback and perceived legitimacy of legal firms

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1. **INTRODUCTION**

This project investigates the correlation between website presence and the perceived legitimacy of legal firms. Our central question is: "**Does having a website indicate legitimacy for legal firms?**" Through this analysis, we aim to underscore the importance of online presence in the legal sector and its potential impact on operational effectiveness. Using a dataset from Kaggle containing professional lawyers and legal firms with client feedback reviews across California, our research will provide insights that shows if website presence is crucial in establishing credibility for legal entities.

2. **Methodology**

To commence the analysis, we acquired a dataset from Kaggle containing client feedback reviews of legal professionals and firms across California. This data set includes various data points such as firm names, reviews, ratings, and website information where available.

Using Python programming, we initiated the data processing phase. This involved several critical steps:

- ✓ **Column Selection**: We removed unnecessary columns to focus solely on relevant data.
- ✓ **Duplicate Removal:** To ensure data integrity, we eliminated any duplicate entries within the dataset.
- ✓ **Data Filtering:** We extracted complete cases data, specifically focusing on client ratings and reviews. However, we excluded instances where website presence data was missing.
- ✓ **Sentiment Analysis:** Leveraging natural language processing techniques, we conducted sentiment analysis on the client reviews. This step provided insights into the overall sentiment conveyed in the feedback.

Following data processing, the processed dataset was saved and imported into Power BI Desktop for visualization analysis. In this phase, we utilized Power BI's visualization capabilities to create informative visualizations that would allow us to explore and present the insights derived from the data effectively.

3. **Data Analysis**

Our data analysis was conducted using various visualizations in Power BI. We utilized three distinct visualizations, each offering unique insights into our research based on the available data. In the following sections, we will examine each visualization and outline the findings derived from them.

❖ **Review Sentiment Scores Based on Website Presence**
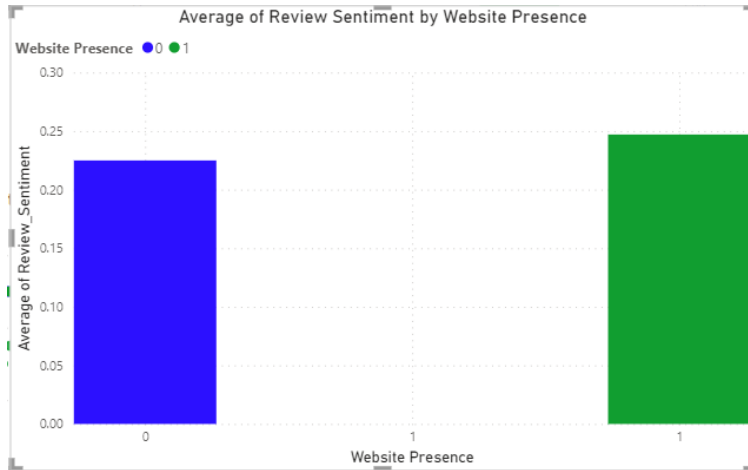
Insights

This column chart illustrates the relationship between website presence and customer feedback reviews, as determined by the sentiment score conducted during the data processing phase. The x-axis represents website presence, while the y-axis displays the average sentiment score of client reviews. Green columns depict firms with websites, while blue columns represent firms without websites.

It is evident from the chart that firms with websites tend to have higher average review sentiment scores, around 0.25, compared to those without, which is around 0.23. This observation indicates a positive correlation between website presence and positive feedback from clients.

❖ **Rating count based on Website Presence**
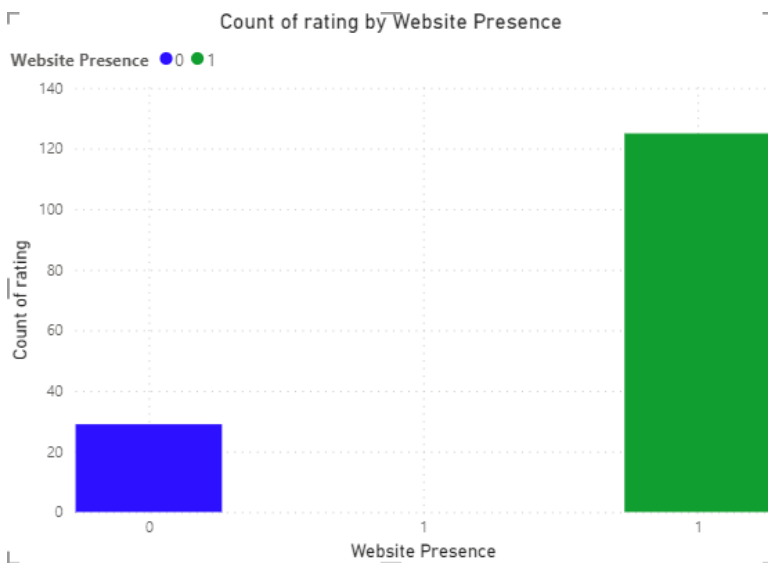
Insight

This column chart illustrates the correlation between the presence of a website and the rating score count for firms. The x-axis represents website presence, while the y-axis depicts the total rating count. Green columns with a value of 1 represent firms with websites, while blue columns with a value of 0 represent firms without websites.

By visualizing the data, it becomes evident that firms with websites have a higher rating count, around 125, compared to firms without websites, which have approximately 30. This observation clearly indicates that website presence significantly influences how clients rate law firms.

❖ **Correlation Between Review Sentiment and Rating by Website Presence**
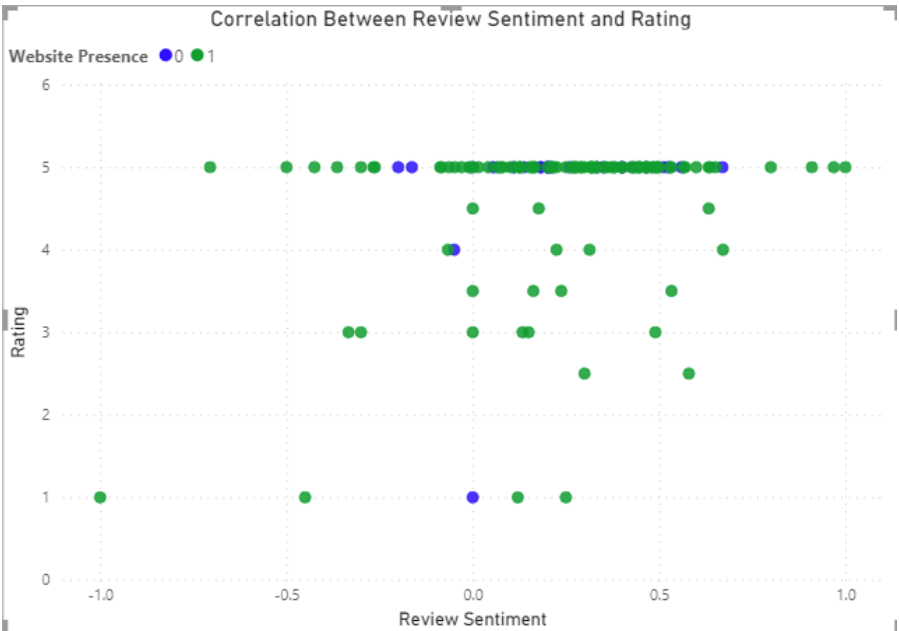
Insight

This scatter plot illustrates the relationship between client review sentiment and the ratings they give to certain legal firms. The x-axis represents the review sentiment score, ranging from -1 to 1, while the y-axis represents the rating, scored from 1 to 5. Green dots represent firms with websites, while blue dots represent firms without websites.

Upon visual inspection, it is apparent that most points fall within the positive range of the review sentiment score and correspond to high ratings. This pattern indicates a strong correlation between high ratings and positive review sentiment scores. Furthermore, most legal firms with website presence exhibit positive review sentiment scores and high ratings, underscoring the impact of website presence on positive client feedback.

Conclusion

In conclusion, our analysis highlights the crucial role of website presence in establishing legitimacy and credibility for legal firms. Having a website not only influences client perceptions positively but also encourages client engagement and feedback. Therefore, for legal entities aiming to enhance their reputation and client relationships, investing in a robust online presence is imperative.

Work Sources

Visualizations: Power BI Visual Report

Source Codes: GitHub

Dataset: California Lawyers: Yellow Pages Dataset