

## Fill your pipeline for predictive analytics



### UNLOCK MORE INSIGHTS WITH QUALITY DATA

## What questions do you need to answer?

Data lies at the center of understanding—and companies are awash with data thanks to ongoing digital transformation. But relying on internal data alone to train machine learning algorithms and power predictive analytics leaves you with an incomplete picture.

You need greater context to unlock actionable insights from advanced analytics. That's where Nexis® Data as a Service delivers real value.

### Push predictive analytics performance to the next level

Predictive analytics models are only as good as the data that goes into them. When your data sample is too small, your models may be influenced too heavily by anomalies, which can skew results.

**Conduct sentiment analysis** to boost marketing and sales effectiveness.



**Train machine learning algorithms** to detect, quantify and mitigate risk.



**Forecast financial performance** to inform investment buy/sell decisions.



**Use text analysis of archival news** to support social science research.



# 80 million

sources of news,  
industry, company  
& legal data

# 4.5 million


new documents  
added daily

## Find the data you need—no wrangling required.

Our ever-expanding dataverse goes back 45+ years, connecting you to petabytes of semi-structured, normalized, and enriched text-based data suitable for a wide variety of business and academic research use cases.

- **News data** including print, broadcast, and web sources for AI-driven analysis of political, social, economic, and business topics
- **Industry, market, and company data** including financial reports, corporate hierarchies, M&A activity and more
- **Legal data** spanning U.S. and International legal cases, regulatory agency decisions, and compliance-related content like PEPs, sanctions, and law enforcement watchlists
- **Patents, newswires, and press releases** for fueling innovation and uncovering critical competitive intelligence.
- **Magazines and trade journals** covering industry drivers, consumer trends, and company events

Data can be delivered through a range of flexible APIs—Bulk, Search and Retrieve, Constant Call—so that you can move ahead with training machine learning algorithms and realizing measurable value from predictive analytics.



As a tool, predictive analytics is at its most powerful when you work with a combination of data sources, using both internal and external data.

### BERNARD MARR


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## About Nexis® Solutions

Nexis Solutions, a division of LexisNexis, is dedicated to developing innovative tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights and value from LexisNexis solutions.

## Contact your LexisNexis® consultant to learn more.

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