Introduction to Analytics and Competitive Intelligence Research

Examples of Analytics

**Bloomberg Law**: litigation analytics, including company, firm, and federal judges

**Lexis**: cases, news, SEC filings, Corporate Affiliations, SGA Executive Tracker, etc.

**Westlaw**: case evaluator

Sources for Competitive Intelligence

**Bloomberg Law**: basic company information, litigation analytics, news, SEC filings

**Business Insights Essentials**: company information, SWOT reports, trade news, rankings

**Daily Business Review**: legal and business news for South Florida (older articles on Lexis)

**Edgar**: SEC filings, also on several other databases

**Hoover's Company Profiles**: company description, history, people, financials

**Lexis**: cases, news, SEC filings, Corporate Affiliations, SGA Executive Tracker, etc.

**Mergent Online**: company, financial, stock information, filings, news

**Miami Herald**: news from Miami-Dade County, 1982-current (or 1911-current)

**Standard & Poore's NetAdvantage**: stock prices, basic company, financial information

**Sunbiz**: Florida Division of Corporations - annual reports, trademarks, registered agents

**Thomson One Banker**: interactive stock charts, financials, filings, industry peers

**(Non-legal) Research Guides**: other UM databases and sources

**Westlaw**: cases, news, SEC filings, Directory of Corporate Counsel, etc

**Wall Street Journal**: economic and business news

**Yahoo Finance**: stock information and basic company information