



DATA SCIENCE AND ANALYTICS TECHNOLOGY FOR JURY SELECTION STRATEGY

Legal analytics software has matured beyond document review and billing oversight. Trial teams now face a more immediate pressure point inside the courtroom itself: jury selection. Voir dire unfolds quickly, information arrives in fragments and attorneys must decide in real time which jurors to strike and which to seat. For executives responsible for investing in data science and analytics technology, the question is whether software can meaningfully improve that moment of judgment without slowing it down.

Traditional jury selection has long relied on instinct and perceived rapport. Attorneys attempt to read tone, demeanor and limited answers under time constraints. That approach, while familiar, rests on subjective interpretation. It offers little structure for comparing multiple jurors across dozens of attributes and even less protection against unconscious bias. Modern legal analytics platforms that focus on trial strategy must therefore demonstrate that they can convert dispersed juror information into disciplined analysis rather than another layer of distraction.

Credible systems begin with structured data. Jury selection software should enable attorneys to input detailed juror characteristics, attitudinal responses and background indicators in a consistent format. The value lies not in collecting more information, but in processing it through a transparent methodology that produces rankings or assessments grounded in behavioral research and historical patterns. Executives evaluating such technology should look for evidence that outputs are tied to defined data points rather than opaque scoring.

Relevance to courtroom dynamics also matters. A platform that treats each juror in isolation misses the

reality of group deliberation. Trial outcomes are often shaped by influential personalities within the jury room. Analytics that attempt to identify patterns of leadership, influence or alignment with case themes offer greater strategic clarity than surface-level profiling. Software must translate those insights into actionable guidance on peremptory strikes, cause challenges and scenario planning before decisions are locked in.

Adoption depends on usability under pressure. Jury selection moves quickly, so tools must accommodate rapid data entry, instant recalculation and intuitive displays. Executives should assess whether onboarding, training and live support are sufficient to ensure attorneys can rely on the platform during trial week rather than treating it as an optional supplement. Unlimited practice environments and structured demos often signal that a vendor understands the learning curve inherent in shifting from intuition to analytics.

Momus Analytics applies data science directly to the jury selection process for plaintiff attorneys. It restricts access to plaintiff firms and vets users accordingly. The platform aggregates detailed juror attributes and attitudinal responses, processes them through an algorithm informed by research on group dynamics and generates objective rankings and assessments to guide strike strategy. It allows attorneys to model strike scenarios before final decisions and offers unlimited training and live support during trial. For executives seeking disciplined, courtroom-focused analytics rather than general reporting tools, **Momus Analytics** presents a specialized solution aligned with the realities of voir dire and deliberation. **CA**

Momus Analytics

From Instinct to Insight in Jury Selection

A courtroom falls silent as the jury panel files in. Dozens of strangers take their seats, each bringing experiences, opinions, and biases that may quietly influence the verdict. The clock moves quickly. Voir dire unfolds in real time, and attorneys must absorb fragments of information, read subtle cues, and decide whom to strike with limited clarity. In a matter of hours, they are expected to anticipate group dynamics and identify who might shape deliberations behind closed doors.

For generations, those decisions have depended on attorneys' ability to interpret responses, observe interpersonal cues, and exercise professional judgment in real time, even as modern trials generate more data than intuition alone can reasonably process.

It is within that compressed, high-stakes window that Momus Analytics provides structure. The company builds analytics software designed exclusively for plaintiff attorneys, offering a behavioral-science-driven system designed to identify the juror most likely to emerge as the leader in deliberations, the individual whose influence can shape the final verdict.

"We offer a disciplined, data-driven framework for evaluating prospective jurors and replacing guesswork with data-driven confidence," says Jorge Fonte, CTO. In Greek mythology, Momus is the god of blame, often shown wearing a mask that conceals true intent. For more than a decade, the company has drawn on that metaphor and helps attorneys find the 'Momus' in the room.

The platform reflects a fundamentally different approach to jury selection. Grounded in research on group dynamics and decision-making, Momus Analytics surfaces the juror most likely to guide deliberations. By highlighting influence patterns early, it gives attorneys clearer visibility into how discussions may unfold behind closed doors.

To uncover that influence early, the system analyzes data from a proprietary juror database and evaluates data points like education, profession, lifestyle interests, social media activity, and responses to carefully designed attitudinal questions. The algorithm evaluates these factors to generate objective scores, rankings, and assessments for each prospective juror, helping attorneys prioritize strikes, assess risk, and build a strategically balanced panel. The result is



Jorge Fonte,
CTO

a disciplined framework that transforms an unpredictable process into a repeatable one.

Powerful analytics only matter if lawyers can use them easily in real courtroom conditions. Momus Analytics places heavy emphasis on accessibility and support. Every client engagement begins with a detailed product demonstration and a structured onboarding process. They receive unlimited training and opportunities to practice with simulated cases. The customer success team remains available during live trials to answer questions and provide assistance.

Many clients become comfortable with the platform very quickly, even when facing tight deadlines. In one scenario, a firm received notice that trial will begin within days. Preparation time was compressed, and jury selection strategy needed to be sharpened immediately. After a focused training session and guided simulations using the platform, attorneys entered the courtroom equipped with structured juror rankings, scenario modeling tools, and live support from the Momus team. What would have been a scramble became a controlled process, allowing the legal team to approach voir dire with clarity.

Looking ahead, the company plans to include a digital judges portal to help courts manage juror information more effectively and reduce reliance on paper-based methods. Momus Analytics also intends to broaden its footprint across the entire trial lifecycle, introducing products that support attorneys before, during, and after voir dire.

By focusing on the needs of plaintiff attorneys and delivering measurable improvements in a critical part of litigation, Momus Analytics has established itself as a distinctive voice in legal technology. In recognition of its contributions, the company has been named a Top Data Science and Analytics Technology company, reflecting the growing demand for science-based tools in the courtroom.

Trials will always involve uncertainty, human emotion, and complex judgment. It aims to ensure that attorneys overcome those challenges with better information and sharper insight. As the legal profession continues to evolve, Momus Analytics is placing insight into jury leadership dynamics at the center of jury selection, where the right decision can make all the difference. **CA**

Certificate

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This award is in recognition of **Momus Analytics'** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **Momus Analytics** emerged as the **Top Data Science And Analytics Technology 2026** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.

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