



The Sherlock Syndrome: Strategic Success Through Big Data and the Darwinian Disruption

Eric Hunter

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87% of enterprises believe that big data analytics will redefine the competitive business landscape within the next three years (Accenture, 2014). The legal industry is no different. This report explains what data analytics offers businesses and law firms. Using Sherlock Homes' exceptional skills in data analysis as a metaphor, as well as drawing on the Darwinian theory of evolution, the report outlines how law firms can integrate data analysis into their overall business and client strategies to increase profitability, offer more competitive pricing, develop collaborative and time-saving efficiencies, and predict future trends. This report equips law firm and business leaders with the tools necessary to adapt to market changes and, in doing so, remain competitive, survive, and thrive in an evolving legal market. This report will enable you to:

- Understand the impacts of big data analytics on strategic pricing, processes, and change management
- Assess how big data affects our perceptions of privacy
- Seize the opportunities (in terms of cross referencing and analysis) and combat the threats (in terms of data security) associated with big data and predictive analytics
- Formulate your own strategies using the methods outlined to analyse, predict, and realise profitable steps forward.

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