WHY DO SO MANY ANALYTICS PROJECTS STILL FAIL?
“KEY CONSIDERATIONS FOR DEEP ANALYTICS ON BIG DATA FOR DEEP LEARNING”

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According to the Gartner Research, the worldwide market for analytics will remain top focus for CIOs through 2017 (Gartner, 2013)\(^1\). According to research more than half of all analytics projects are failed in a way that either never completed with budget or schedule or fail to deliver the features and benefits that are optimistically agreed on at their outset.

By now, we should already have knowledge and experience to have successful data and analytics enabled decision support systems. So why do these projects still fail, and why are executives and users are still so unhappy? While there are many reasons for this high failure rate, the biggest is that companies still treat these projects as just another IT project. Big data analytics is neither a product nor a computer system. It is, rather, a constantly evolving strategy, vision and architecture that continuously seek to align an organization’s operations and direction with its strategic business goals with strategic, tactical and operational decisions. Common mistakes are depicted in below:

- **Failing to build the need for big data within the organization.**
- **Islands of analytics with “Excel culture.”**
- **Data quality and reliability related issues.**
- **Not enough investigation on vendor products and** rather than blindly taking the path of least resistance.
- **Departmental thinking rather than looking at the big picture.**
- **Considering this as one time implementation rather than living eco-system.**
- **Developing silo dashboards to answer few questions rather than strategic, tactical and operational dashboards.**
- **Not establishing company ontology and definitions for “single version of truth” culture.**
- **Lack of vision and not having a strategy. Not having clear organizational communications plan**
- **Lack of upfront planning. Overlooking the development of governance and program oversight**
- **Failure to re-organize for big data.**
- **Not establishing a formal training program.**
- **Ignoring the need to sell success and market the big data program.**
- **Not having the adequate architecture for data integration.**
- **Forgetting rapidly increasing complexities with...volume, velocity, variety, veracity, and many more.**

We live in an era of big data. Whether you work in financial searvices, consument goods, travel, transportation, healthcare, education, supply chain, logistsics, or industrial products and professional
services, nalaytics are becoming a competitive necessity for your organization. But having big data – and even people who can manipulate it successfully – is not enough. Companies need managers who can partner effectively with analysts to ensure that their work yields better strategic and tactical decisions.

Big data with deep analytics is a journey that helps organizations solve key business issues and opportunities by converting data into insights to influence business actions and drive critical business outcomes. As organizations try to take advantage of the big data opportunity, they need not be overwhelmed by the various challenges that might await them.

So where is deep analytics for deep learning headed in, say, the next few years? The exciting news is that many organizations are already realizing the value of big data analytics today. Insight-driven, information-centric initiatives will be deployed where the ability to capitalize on the 6Vs of information will create new opportunities for organizations to exploit. By combining and integrating deep analytics, local rules, scoring, optimization techniques and machine learning with cognitive science into business processes and systems, decision management helps deliver decisions that are consistently optimized and aligned with the organization’s desired outcomes.

When you are in a process of starting big data journey, start to think about...What should our big data with deep analytics roadmap look like to achieve our objectives?

References