



Why Most Data Projects Fail

...and How to Avoid It

Go out on social media and see why people think they failed:

- Snowflake vs Databricks
- Data lake versus ...
- Python vs Java vs Rust

85%

of data projects fail

Why is this so bad?

Why can't companies create more value with data?



Technology is just one,
initially smaller but still
important, part of
success with data.

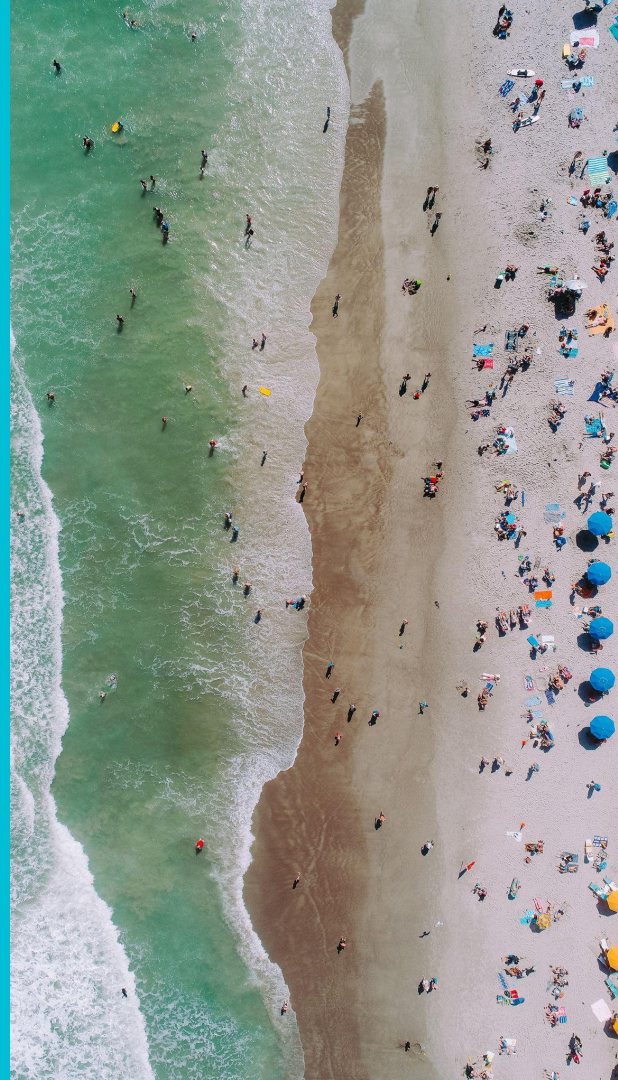
The Right Questions

**We must answer:
who, what, when,
where, and how**

Who

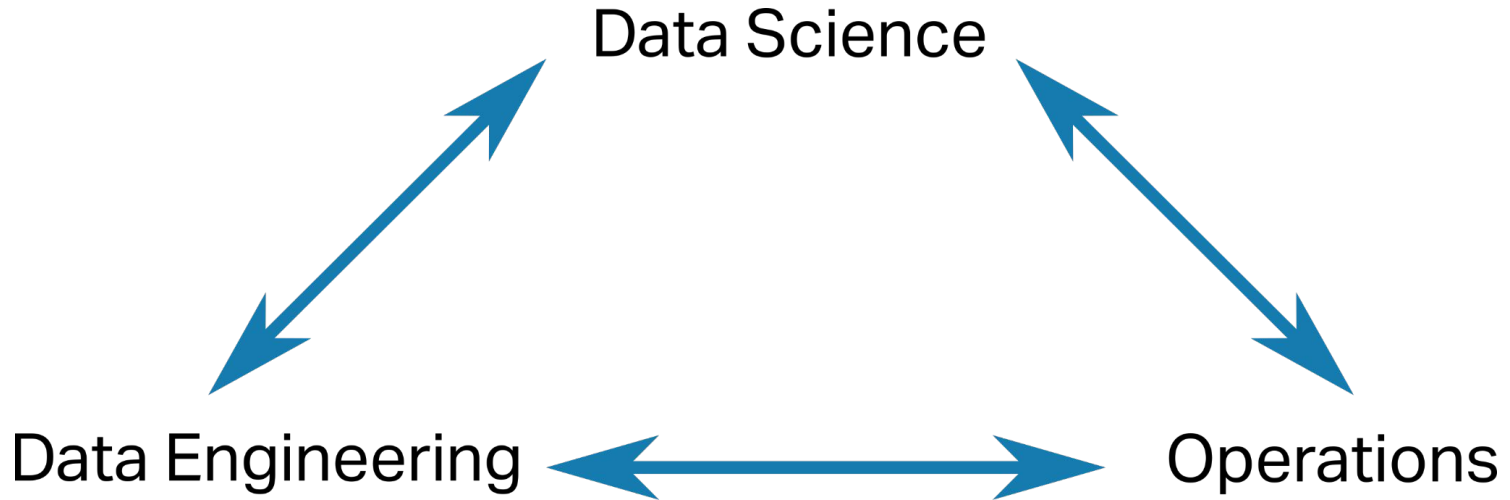
The Right People at the Right Ratios

We need data scientists, data engineers, and operations engineers. Each person is important with the right ratio.



Data Teams

All Three Teams Are Required For Success



What

What is the business value?

Just saying you want AI isn't enough.
There should be a clear and attainable
path to value creation.



Having a data strategy
isn't enough either. There
needs to be a plan and
execution.

When

When will you generate value?

Unattainable timelines aren't feasible and neither are "when it's ready" timeframes.



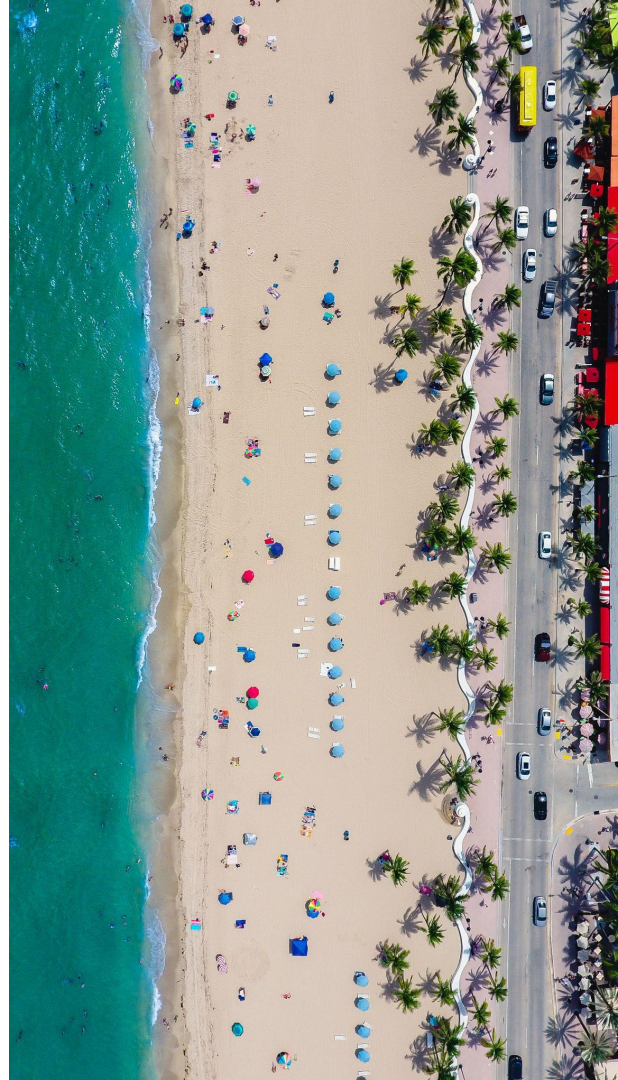


Projects that take too long to
generate value get cancelled.
Projects that promise too much too
soon fail to meet expectations.

Where

Where will data be processed?

Data teams need to have a clear plan and architecture of where each piece will be done.



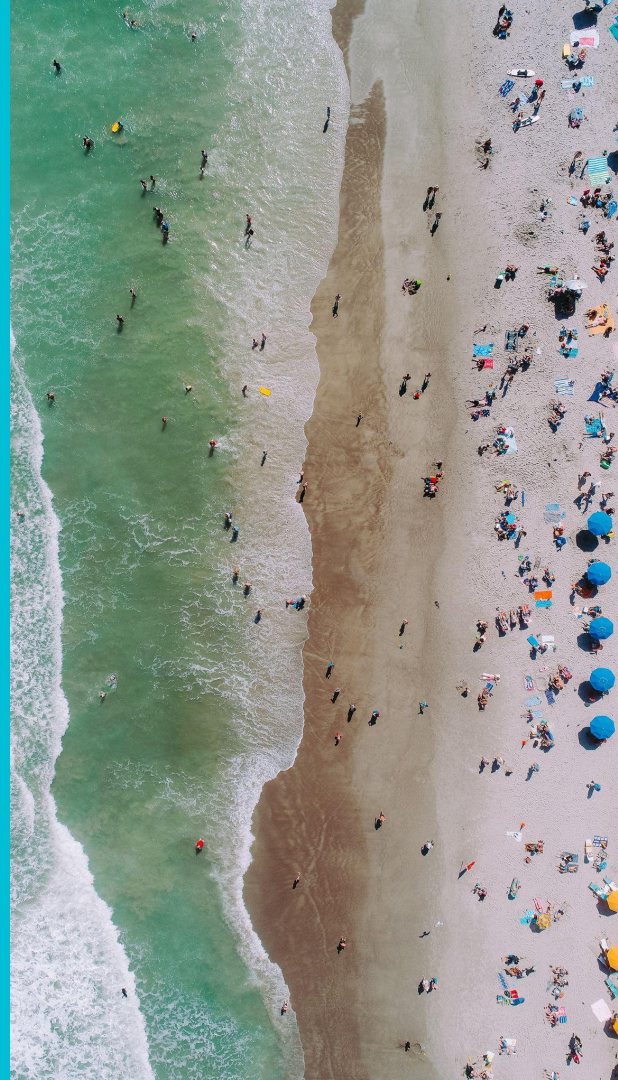


**Just following a vendor's
or cloud provider's
recommendations may
be using the wrong tool.**

How

How will the plan be executed?

Data teams need a clear plan that they are executing. This plan needs a singular focus or the work will go in different directions.



Data teams require clear focus to not get bogged down in too many different directions.

Bonus: *Why*

Why is data valuable?

Eventually, you may be forced to
justify your spending or budget. I look
for a 10x ROI on the investment.



Start by answering the questions

Then move on to the execution

Not all gaps are technology

Check for gaps in people and tech

AI and data projects are rarely just adding new technologies. It is an organizational, people, and skill change.

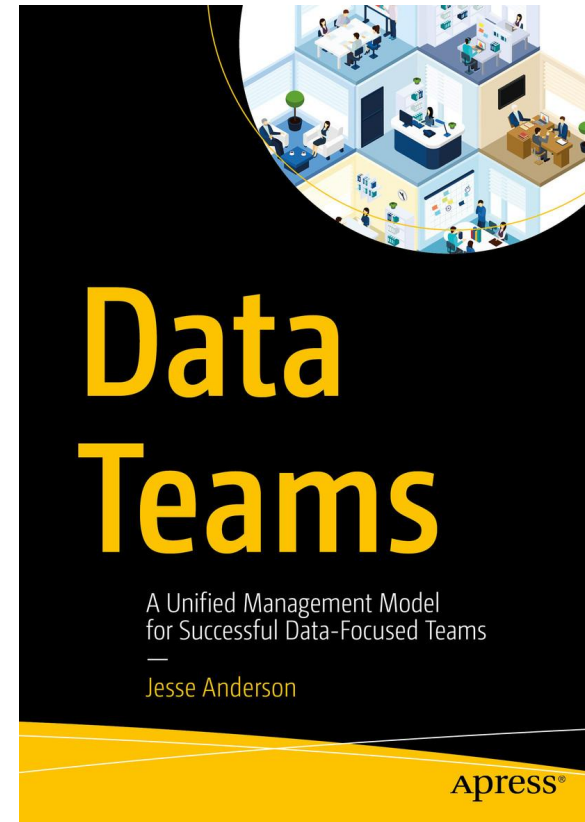


Should you get help?

When should you get help?

Various types of help: outsourcing, technical consulting, management consulting. Problems don't fix themselves without effort.



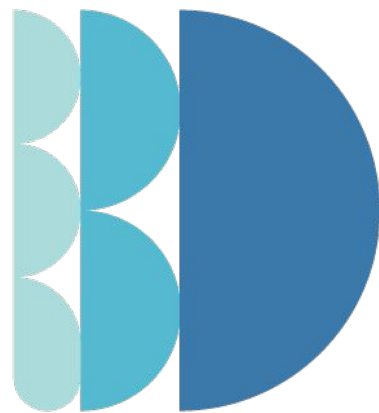


Go to <https://datateams.io>



Thank you

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