I chose to present this topic because it is something that come up frequently at my workplace and I have started thinking about it more. Our shop is relatively small and the analytic demands of our organization is staggering. To keep up with the demands, some of the work is sent out to other firms to process such as an identify management solution offered by one of the credit agencies (not the one in the news thankfully). Yet there is a great python option called dedupe <https://dedupe.io/developers/library/en/latest/How-it-works.html> that might have worked for us with some modifications and would have been a great learning experience. So, with these types of scenarios I’ve been finding this decision process difficult to work through, particularly since I started the program to build data products and each time we pass on something it feels like a lost opportunity. Nevertheless, there simply isn’t enough time in the day for all of use to build out custom products for each of our stakeholder’s needs. Besides the dedupe option could have been a spectacular failure and no amount of work could have done better that the credit agency, which has much better data.

I add a few articles for and against the debate, but it was a lot easier to find articles against building analytics since a lot of them were written by firms offering analytic solutions.

The first use case in this article explains a communication breakdown between an analytic supplier and the customer which was a Canadian Bank, the customer wasn’t aware of the analytic solution nuances and used the results incorrectly. While this could happen for anything I would think that if the solution was built in-house this kind of nuance wouldn’t have been missed.

<http://www.kdnuggets.com/2012/06/business-analytics-failures.html>

Seems like a great balance of for and against arguments

<https://www.forbes.com/sites/chuckcohn/2014/09/15/build-vs-buy-how-to-know-when-you-should-build-custom-software-over-canned-solutions/#72a8102fc371>

Against building analytics but from a firm offering analytics

<https://amplitude.com/blog/2016/04/21/thinking-building-analytics-dont/>

I am interested in everyone’s thoughts on this topic, I’ll pose a couple of questions but whatever comes to mind please feel free to post. What are the analytics that you wouldn’t mind passing along to another firm to develop? What are analytics you wish you could do but know you will have to pass along because either a firm can do it better/faster/cheaper or it’s just too basic for your skill level? What kind of things do you think you’ll need to take into consideration at your current position when it comes to a build or buy scenarios?