

Big Data Project Implementation

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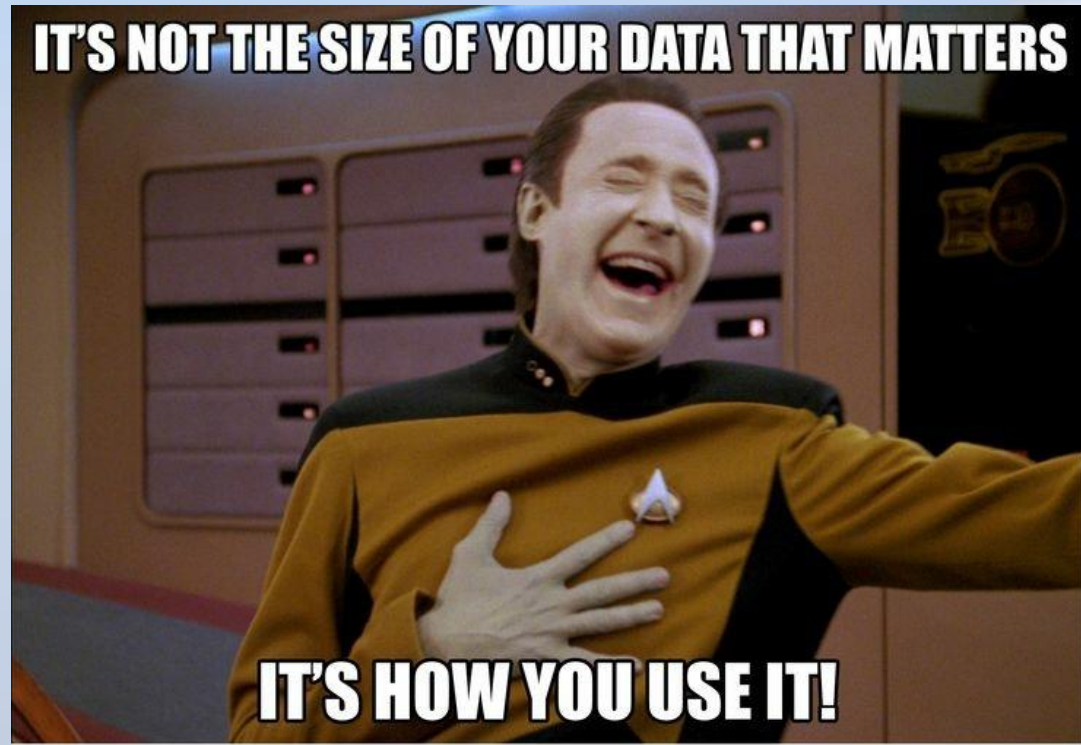
Key Aspects

- Strategic
- Business
- Analytics
- Technical



Strategic Aspects

- Strategic vision dictate the purpose and principles that underpin how you use data.
 - Customer intimacy
 - Product leadership
 - Operational excellence



Business Aspect

- Harvest the intuition of colleagues with the deepest understanding of the customer, the product and the market.
- Get them involved at the start of your analytics programme and keep them closely involved at each stage of development.
- Business Involvement
 - To explain the basics to the analytics team
 - To give initial insights/hunches
 - To provide continuous feedback during data analysis and modelling



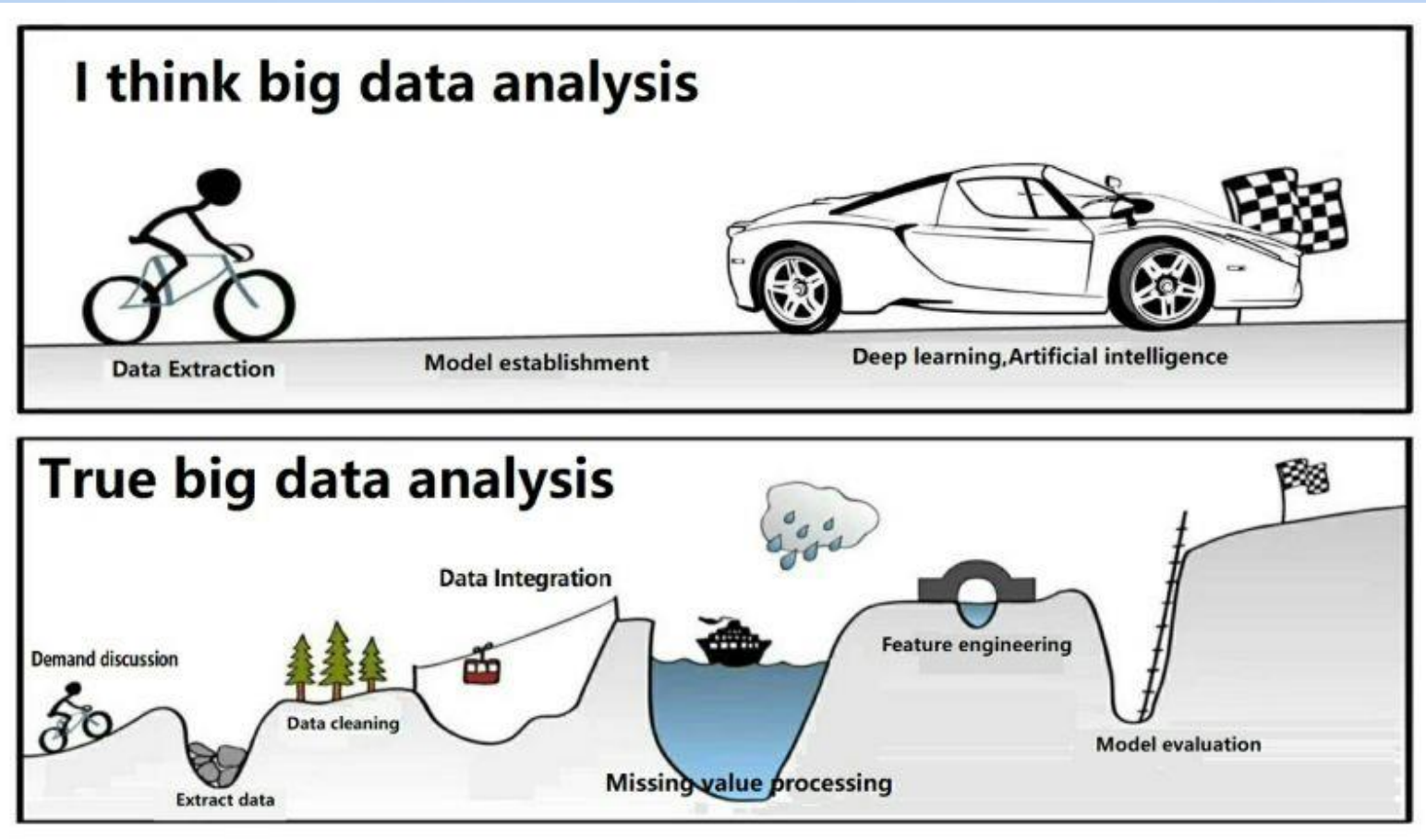
Analytics Aspects

- Bring in someone with a strong background in developing and deploying analytic models.
- Identify high-potential analytic applications
- Choose from a broad selection of analytic methods and models
- Analytical Tools to be used
 - Execution speed;
 - Ease of development
 - The ability of the language to easily interface with relevant technologies
 - The breadth of the user / support base
- Build vs Buy / Open-Source vs Proprietary



Technical Aspects

- The extent and accuracy of the various data stores within the organization.
- Determining new Tables
- Computational Infrastructure / Cloud Service Configuration
- Acceptable choice of development language, frameworks and operating system;
- Requirements for version control and documentation; and
- Requirements and resources for testing (QA) and deployment to production.





Strategic Input

- Review the strategic goals of the company
- Distinguishing between the long- and short-term strategic goals.

Business Input

- Review the KPIs used within the organization
- Identify pain points within the organization.

Analytics Input

- Identify which of those business objectives can be matched to standard analytic tools or models that may bring business value in:
- relieving a pain point,
 - raising a KPI, or
 - providing an innovative improvement

Technical Input

- Highlighting technical limitations and opportunities
- Providing the initial data input
- Taking responsibility for eventual deployment of analytics solutions

What IBM Says

Big Data & Analytics: Steps to success

Ready to reap the benefits of big data and analytics? IBM has identified a five-step progression path that helps you develop a strategic approach to data—and then expand it across your organization to turn information into valuable insight.



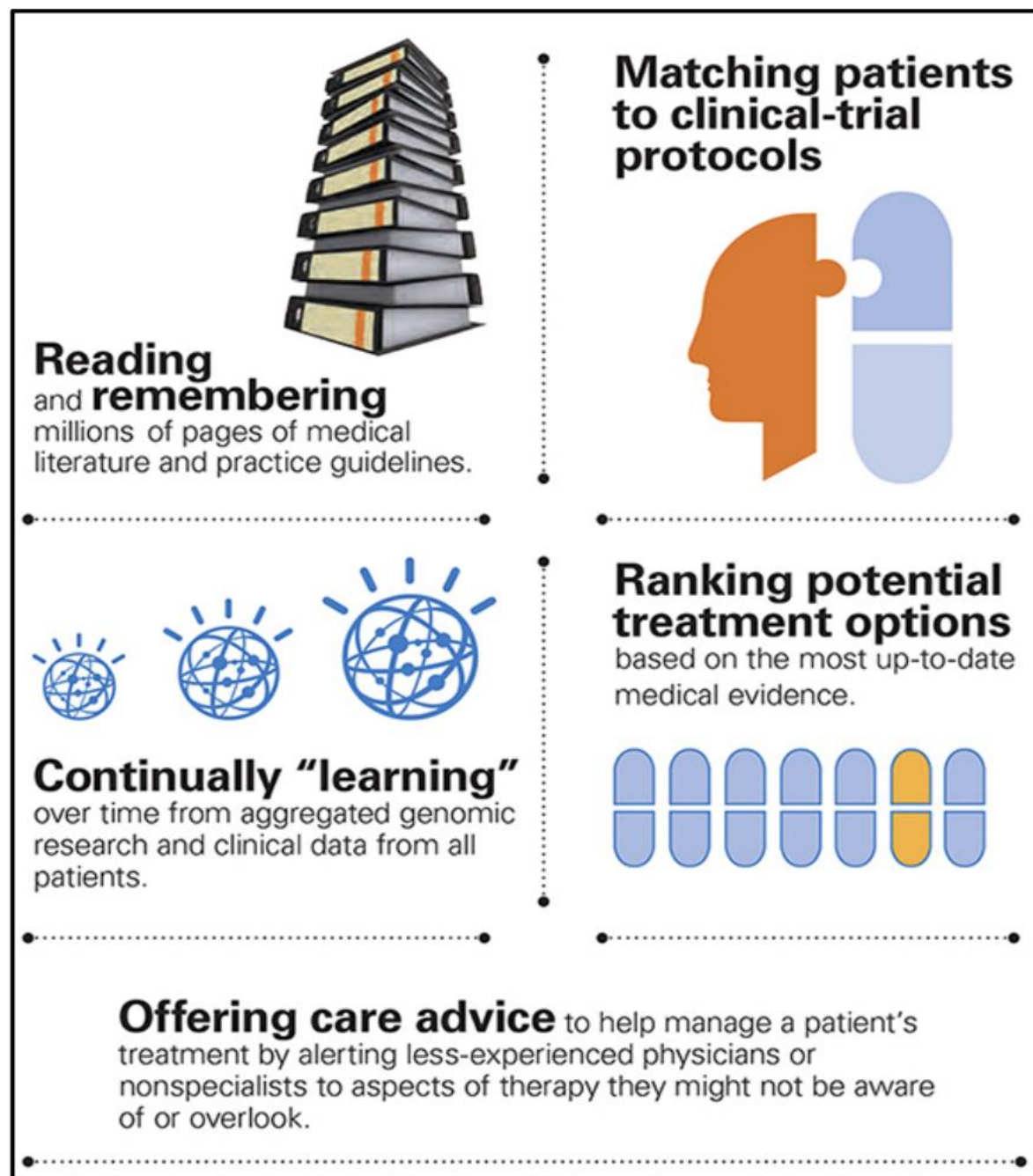
IBM

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Ready to start climbing the steps to big data and analytics success?
Read the white paper at <http://ibm.co/5steps> and join the conversation at ibmbigdatahub.com

IBM Watson



Source: MD Anderson Cancer Center, Annual Report 2013

However, IBM Watson Failed because it...

- Did not use proper contracting and procurement procedures
- Failed to follow IT Governance processes for project approval
- Did not effectively monitor vendor contract delivery
- During the collaboration, the hospital switched to a new electronic health record system and Watson could not tap patient data.
- Watson struggled to decipher doctors' notes and patient histories.

More interesting details on:

<https://www.nytimes.com/2021/07/16/technology/what-happened-ibm-watson.html>

This is not a one-off case

Capgemini: Leading Causes in Big Data Project Failures

(red color added to highlight project management and organizational issues)



Some best practices

- Become Data Driven
 - Keep asking questions about your business
 - Create and monitor KPIs
 - Get new ideas from other sectors
 - Organise your data
- Get the right people onboard
 - Data scientists
 - Data-driven businesspeople
 - Try new vendors
- Break down silos
- Focus on business value
- Measure results
- Stay Agile



Or Maybe...



“If you don't reveal some insights soon, I'm going to be forced to slice, dice, and drill!”