

Common Pitfalls at Each Innovation Stage

Challenge	Too broad or narrow scope	!
Exploration	Ignoring non-obvious dimensions	!
Discovery	Features without domain knowledge	!
Generation	Quantity over quality	!
Peak	Analysis paralysis	!
Extraction	Forcing non-existent clusters	!
Patterns	Over-relying on historical data	!
Insights	Overfitting / lookahead bias	!
Strategy	Black-box decisions	!