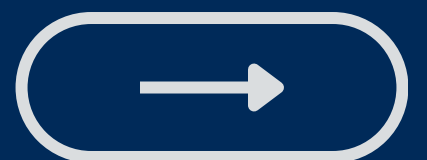# YOUR DATA PROJECT IS FAILING

IT'S PROBABLY NOT THE TECHNLOGY

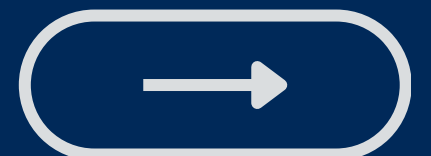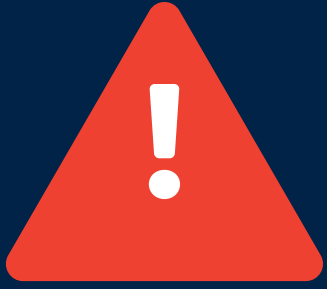The real killers of data projects are strategic. Here are the three I see most often.

⚠️ Silent Killer #1: Unclear Success Metrics

You built the perfect model... but what does 'perfect' mean?

If you didn't start with a crystal-clear, business-centric metric (e.g., 'reduce customer churn by 5%), your project has no true north. You'll build something 'accurate' that nobody uses.

Silent Killer #2: Data Silos

SALES	MARKETING	OPERATIONS
CRM Data	Campaign Analytics	Logistics Metrics

The marketing team's data doesn't talk to the sales data. This isn't just an IT problem; it's a **leadership** problem.

It creates a fragmented view of the truth and dooms any project that requires a 360-degree perspective.

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⚠️ Silent Killer #3: Undefined "Done"

Scope creep is a classic, but in data projects, it's often a failure to define the final deliverable.

Is it a report? An API? A live dashboard? Without a hard stop, data teams get stuck in an endless cycle of 'just one more feature'.

THE ANTIDOTE IS
CLARITY

Before you write a single line of code, get alignment on:

- The **Metric**: How will we measure success in business terms?
- The **Data**: Do we have access to a unified, clean source?
- The **Deliverable**: What is the exact, final output?

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