

## **BIG DATA ANALYTICS PITFALL**

### **? Unclear Purpose of Data Usage**

Many companies want to get into Big Data projects but their clear goal and aim is not defined. It is extremely essential to know what is to be done with the data before data collection is started. Building a data warehouse and purchasing expensive tools without a clear intention of data usage is a waste of time, money and effort. It is one of the biggest pitfalls of all times.

### **? Narrow Data View**

Certain companies do not consider looking and analyzing data from other sources than that of their own. This rigid view of data is another pitfall for the big data analytics as it prevents the company's added value from other sources. Data from social media and web content can provide with useful data with new insights.

### **? Incorrect Tools Used**

For any analysis it is important that the right set of tools are chosen to provide an efficient and accurate outcome. Many companies are still using Excel as their data analysis tool which costs a lot of time and money because this program is anything but efficient.

### **? Not Complying with Privacy Regulations**

It is essential to treat and store all the personal data with care and to comply with all rules and regulations to prevent misuse or leak of data.

### **? Confirmation Bias**

Using Big Data is about making decisions based on facts and data. Hence, while doing any research it is not essential to look for results that supports the answer you are looking for but rather accept what the data brings out and work on it.

### **? Analyzing a Small Sample Size**

It is also important to make sure that the sample size is large enough to have accurate results. Analyzing a small data will lead to wrong conclusions due to less observations and difficulty to determine if a variable is a statistical outlier or not.

### **? Unskilled Personnel**

The right data specialists with the right expertise to interpret the data are a significant asset for any company. Employing the right people is crucial to make sure that the data is in the right hands and is being worked on properly.